PLANNING, CREATING AND IMPLEMENTING YOUR DIGITAL STRATEGY

JEFF BARLOW & JEROD BARLOW
SUCCESSFUL DIGITAL STRATEGIES REACH THEM WHERE THEY ARE
LEARNING OBJECTIVES

Consider best practices in planning your digital marketing efforts and creating your strategic communications plan.

Leverage project management skills in implementing your plan so that it’s integrated with your organizational strategic plan.

Who is your audience and how do you build and enhance your digital reach and attract new followers?

Performance measurement is the core to ensure effective reputation management that helps your non-profit build a sustainable future.
PLANNING TO PLAN

• Digital strategy is an ongoing process, with short-term and long-term benefits, requiring sustained organizational effort and commitment

• Recognizing the differences in organization size, administrative capability, mission and staff/board involvement, each agency must have the flexibility to tailor planning methods and approaches to meet the individual needs of the nonprofit.
5 STEPS TO AN EFFECTIVE DIGITAL COMMUNICATIONS PLANNING PROCESS

1. Articulate top management’s commitment to the process.
2. List the people who will contribute to each step of the process.
3. Outline the major steps or tasks in the process.
4. Set the sequence and timetable of events.
5. Identify Digital strategy barriers and ways to overcome them.
Organizational Context

Goals & Strategies
Culture

Policies
Board

Behaviors & Processes

Technology
Structure

Inputs
Grantor Requirements

Outputs

Open Systems Model by Harrison
DIGITAL STRATEGY CAN HELP YOU

1. Educate
2. Advocate
3. Fundraise
Do you know where you're going to?

-- Dianna Ross

<table>
<thead>
<tr>
<th>Do you know where you're going to</th>
<th>Do you get what you're hoping for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you like the things that life is showing you</td>
<td>When you look behind you there's no open doors</td>
</tr>
<tr>
<td>Where are you going to</td>
<td>What are you hoping for</td>
</tr>
<tr>
<td>Do you know</td>
<td>Do you know</td>
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What goals the agency is trying to achieve?
Where do digital strategies fit in?
Do you have the operational capacity?
Is there a budget for digital marketing?
Have you surveyed your members or followers about how they prefer to communicate?
DO YOU NEED A WEBSITE?

Why? What is your website doing for you?
Media Consumption Habits

Google

YouTube

Facebook

Spotify

Social Media Icons
BEFORE YOU BEGIN WEB PROJECTS...

THESE STEPS SHOULD BE COMPLETED BEFORE BEGINNING A WEB OR DIGITAL MARKETING PROJECT:

1. ESTABLISH ORGANIZATION GOALS
   • MAKE THEM S.M.A.R.T.

2. CREATE A HIERARCHY FOR ORGANIZATION GOALS

3. DEFINE SUCCESS METRICS
   • WHO’S ACCOUNTABLE?
ESTABLISH YOUR HIERARCHY OF GOALS

- BUSINESS GOALS
- COMMUNICATION GOALS
- MARKETING GOALS
- CHANNEL GOALS
- CONTENT GOALS
THE DIGITAL MARKETING PROCESS

Research

Analyze

Strategize

Execute
TARGET AUDIENCE JOURNEY

01 :: NEED RECOGNITION
02 :: SOLUTION SEEKING
03 :: CONVERSION
04 :: BRAND EVALUATION
KEYWORD RESEARCH

Keyword research is the process of finding out what people are searching for online. It’s a great measure of what content user’s need.

1. Use Google’s **Keyword Planner**
   - Free tool
2. Plug-in keywords you want the website to rank for
3. Find new keywords and content ideas to help your audience

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Monthly Searches</th>
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<tbody>
<tr>
<td>Poverty simulation</td>
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<td>Poverty statistics</td>
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<td>Poverty in the US</td>
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ANALYTICS

GOOGLE ANALYTICS

• FREE, EASY TO USE
• IMPLEMENTED
GOOGLE ANALYTICS

• Set up “universal analytics”
• Create “goals” to track website KPI’s (key performance indicators)
• Create custom “events” to track actions such as downloading a PDF
• Set up a dashboard
  • Send it via email regularly to keep top of mind
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THE DIGITAL MARKETING PROCESS

1. Research
2. Strategize
3. Execute
4. Analyze
LINKS AND RESOURCES

- **GOOGLE WEBSITE TOOLS** – Gives information about a website in search results, will also monitor if site is compromised (e.g. malware)

- **GOOGLE FOR NONPROFITS** – Ability to apply for Google Grants, access to cloud storage and other tools

- **HEATMAP.ME** – Shows user behavior, **FREE** upgraded plan for charities and nonprofits

- **FACEBOOK ADVERTISING** – Learn more about ads on Facebook as they are relatively cost efficient

- **BUFFER FOR NONPROFITS** – Buffer is a social media posting tool that allows scheduling and multi-account posting

- **IFTTT** – If this then that is a tool that integrates multiple platforms via “recipes” and can be extremely powerful
Thank You!

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