

“New Media Marketing: Your Website, Your Social Networks, Your Cause”

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- What you WON'T Get from me:
 - “How-To” Lessons, Sales Pitches, Geek-Speak, Pity, A magic Formula
- You DON'T have to be a geek to make this work, you absolutely don't.
- What is “New Media” and Why Should I Care?
 - New Media: “Digital, computerized, or networked information and communication technologies that emerged in the later part of the 20th century”- Wikipedia
 - Marketing= Communicating
 - Converting: People trust people, not organizations or institutions. When you are conversing, you don't “push” your product (which is your cause) on people. You let the conversation pull it in. Figure out where people are talking and what they are talking about.
 - Web 3.0: Intuitive outreach and marketing
 - Why Should I Care?
 - It's Cheap
 - It's Fast
 - It's Effective
 - It's Targeted
 - Everybody's Doing it
 - Strengthen your connection with your existing networks
 - Informal Outreach
 - Research potential supporters
 - Encourage and respond to feedback
 - If YOU'RE not talking, SOMEBODY ELSE IS!
- Where to begin?
 - Get an email address that's not cute
 - Get an online home base (website or blog)
- 9 steps to success:
 - 1) Create a plan
 - 2) (let the fun) Commence!
 - 3) Connect
 - 4) Compare
 - 5) Converse
 - 6) Compel
 - 7) Convert
 - 8) Capitalize
 - 9) Continue
- Successful Online Communications No Matter What Tools you Choose
 - Create a message
 - Get them to see it
 - Get them to stay
 - Get them to do something
 - Start a Conversation
 - Create a Compassionate Online Activist
 - Get them to come back (and bring their friends)

- Overcoming Obstacles:
 - Lack of knowledge, skills and training
 - Limited staff time and resources
 - Lack of planning
 - Priorities!
 - Message Consistency: Keep it up, don't give up!
 - Communication not valued by org. Getting your Board on Board
- Where to Start?
 - Blog/web site home base; Twitter; Facebook; Flickr; LinkedIn; Myspace
- Kara's Website Rules:
 - Make a plan and stick to it
 - Brainstorm, learn, read
 - Automate EVERYTHING. And what you can't automate, delegate.
 - Be clear and concise: less is more!
 - Make it easy to find you and give you money!!!
 - Be a person.
 - Tell them what they WANT to hear, NOT what you WANT to tell them
- Your Digital Brand, Reputation and Image
 - You are the BEST at what you do- what is it?
 - Being the expert in your field (or at least align yourself with the best)
 - Articles, Forums, Comments, Blogrolls, Guidestar and Wikipedia
 - Connecting with others and answering their questions
 - Connecting with the News Media when you DON'T have a story
 - Twitter Lists
 - Be THE Go-to source for info
 - Mission/vision statement and Elevator pitch
 - Branding Tools
 - Annual report, Logo, Photos, Press Packets
 - Repetition
- Make it EASY For People find you and give you money!!!
 - SEO/Traffic:
 - Spiders, bots and meta tags, keywords.
 - Alexa ratings: Track your traffic, know your rank
 - Robots.txt file and Technorati pings
 - SEO/Traffic can't
 - Google analytics, Google grant, Google maps listing
 - Good search tool bar
 - Test your Donor's Experience
 - Give value to your donor, not just another plea for money. Give them a reason to come back!
- Going Easy On Yourself: Automate and Delegate!
 - Tweet Deck; The Twitter, Facebook, Blog loop; Text Messaging; Email Autoresponders; Get others to spread the word for you
- Key Points:
 - Friend → Conversation → Active Supporter
 - Technology DOES NOT Replace Human Contact: BE A PERSON!!!
 - Make it EASY for people to find you and give you money
 - Give visitors value, and a reason to come back
 - Call ME if you have questions!

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