



SNAP Strategic Nonprofit
Alliance Partnership

HEART-STRINGS TO PURSE STRINGS

Marketing for Non-Profit Organizations

08.11.2016

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Introduction

- Overview
- What to expect
- How to best leverage the information



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Introduction > Overview

Heart-Strings to Purse Strings

In marketing, we are constantly striving to create a connection between consumers and a brand. Non-profit marketing is no different. Instead of consumers, we have donors. Instead of a brand, we have a cause.

What we'll cover...

- Marketing Demystified
 - What is marketing?
 - The importance of branding.
 - Types of marketing.
- Communication Channels
 - Channel propensity
 - Direct, social and mainstream.
- Marketing Strategy
 - Strategy development process.
 - List strategy (audience, segmentation, ...).
 - Message strategy.
 - Creative strategy.
- Putting it all together
- Measuring and Understanding the Results



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3

Introduction > What to Expect

No one has reinvented the wheel...



...they have simply created versions better suited for particular situations.



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4

Introduction > Leveraging the Information

Take what is useful—develop from there...

One size does not fit all! Your needs are specific to your company or organization.

- Keep an open mind
- Take notes
- Ask questions
- Take part in the discussion



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5

Marketing Demystified

- What it is, and what it isn't
- Is branding important?
- Types of marketing
 - Acquisition.
 - Retention.
 - Inoculation.



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6

Marketing Demystified > What is Marketing?

Marketing is...

- ...a **verb!**
- ...the **act** of connecting customers to products or services.
or members to an association.
or donors to a cause.
- ...the building of a between a company, a product or service,
relationship and a consumer by understanding the value of
their needs.
- ...**influencing the actions of others.**

Marketing isn't...

- ...easy and automatic.
- ...sales.



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7

Marketing Demystified > Is Branding Important?

Branding is...

- ...a **verb!**
- ...a representation of your mission, vision and values.

Branding isn't...

- ...your logo.
- ...completely in your control!

*"Your brand is what people say
about you when you are not in
the room!"*



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8

Marketing Demystified > Types of Marketing

Acquisition Marketing

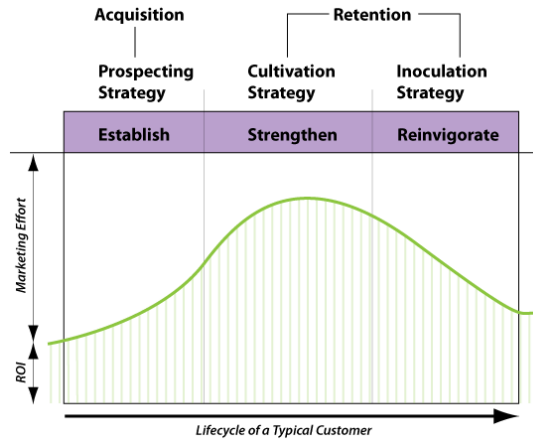
Strategy: Prospecting strategy
Purpose: Establish relationship

Retention Marketing

Strategy: Cultivation strategy
Purpose: Strengthen relationship

Strategy: Inoculation strategy
Purpose: Reinvigorate relationship

Find them. Keep them.



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9

Marketing Strategy

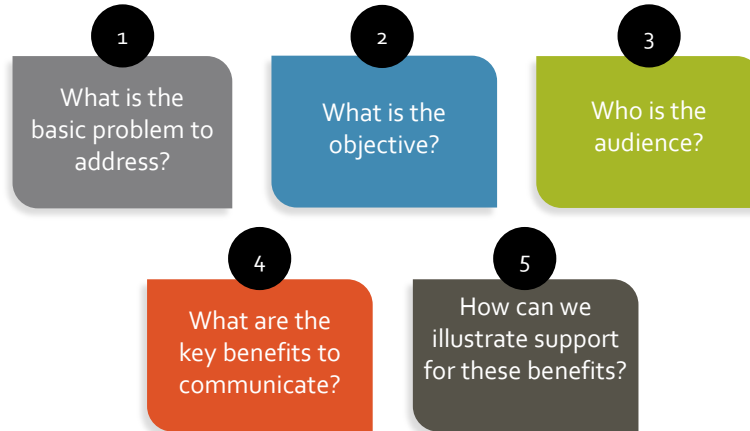
- Process for developing a sound strategy:
 - Begin with the end in mind by establishing clearly-defined goals.
 - Right audience, right message, right time.
- List strategy:
 - Identifying your target audience.
 - The benefits of list segmentation.
 - Temperament/Persona modeling.
- Message strategy:
 - Speaking to four (4) different personas.
- Creative strategy:
 - Effective use of graphics and images.



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10

Marketing Strategy > Developing a Strategy



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Marketing Strategy > List Strategy

Target Audience

1. Who can **benefit** from your products or services?
2. Who can **afford** your products or services?

List selection criteria—the big three...

Demographic (age, income, education, occupation, ...)

Psychographic (lifestyle, interests, hobbies, ...)

Geographic (physical location)

Optional: Sociographic, Behavioral

Benefits of Basic Segmentation

- Increase the relevancy of your communications.
- Better results tracking and response correlation.

Temperament Modeling (Advanced Segmentation)

Use psychographic characteristics to determine an individual's temperament.

Aggressive | Expressive | Analytical | Passive



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12

Marketing Strategy > List Strategy > Segmentation

Why segment?

Segmentation allows for a better allocation of a firm's finite resources.

Segmentation allows you to precisely reach a consumer with specific needs and wants.

Segmentation allows you communicate with a higher level of relevancy.

- **Identify individuals with the highest propensity to respond.**
- **Concentrate your marketing efforts to these individuals!**

*"You're telling me **everyone** needs your service, so you don't need to market certain niche segments?"*



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13

Marketing Strategy > List Strategy > Temperament

Extroverted



Traits: Determined, Demanding, Domineering, Controlling, Practical, Self-reliant, Decisive and Insensitive.

Buying Habits: The **second** temperament to purchase. Interested in trust and value. Easily doubts the value, and often fails to recognize the value while questioning price.



Traits: Enthusiastic, Emotional, Sociable, Impulsive, Optimistic, Persuasive and Unorganized.

Buying Habits: This is the **first** temperament to purchase. They want to be first to experience something new. They don't want to miss out on an opportunity

Introverted



Traits: Thoughtful, Organized, Critical, Shy, Detailed, Pessimistic and Introspective.

Buying Habits: This is the **last** temperament to purchase. The most difficult to convince. Unlikely to make snap decisions. Typically needs more information... perfect candidate for multi-touch strategy.



Traits Accommodating, Harmonious, Indecisive, Patient, Polite, Uninvolved, Friendly and Sympathetic.

Buying Habits: This is the **third** temperament to purchase. "Buyer's remorse" is common. Post-purchase marketing (i.e. retention-based approach) is important.



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14

Marketing Strategy > Message Strategy

The AIDA Approach

- **Attention** – Introduce your organization, and create awareness. Individuals will not purchase products/services or contribute to your causes if they have never heard of your organization.
- **Interest** – Get individuals interested in organization. Make sure they have a clear understanding of your value proposition.
- **Desire** – Persuade individuals to join in the cause or become involved in your organization.
- **Action** – Encourage individuals to take action (purchase, join, donate, ...)

Sympathy vs. Empathy

Sympathy ["I feel for you"] – feeling of sorry, regret or pity for the organization or cause.
Empathy ["I feel with you"] – there is a deep association between the individual and the organization or cause.

A sympathetic individual – Purse Strings and a short-lived relationship.

An empathetic individual – Heart-strings to Purse Strings for a longer relationship.



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15

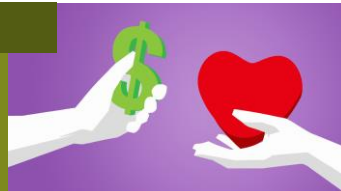
Marketing Strategy > Creative Strategy

Control the Visual Language of your Communications

1. Include compelling headlines and high-impact graphics to influence the recipient's decision to continue reading your message.
2. Represent the brand, and make sure there is consistency across all marketing communications.
3. Words create feeling, and images ignite emotion.
4. Use fonts sparingly.
5. Use colors wisely.

...from conversation to conversion

- Customers love to buy, but hate to be sold.
- Focus less on the features and more on the benefits.
- Create all of the messaging from the recipient's point of view and communicate effectively.



Sell the problem you solve... not the organization or cause!



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16

Communication Channels

- Channel Propensity modeling
- Direct, social and mainstream



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Communication Channels > Channel Propensities

What is channel propensity?

A channel propensity is an individual's preferred method of communication.

Why a channel propensity model?

- **How** you communicate is just as important as **what** you communicate!
- Not every communication channel is appropriate in every situation.
- A channel-propensity model is used to determine every individual's preferred method of communication.



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18

Communication Channels > Types of Channels

Direct Channels

Direct Mail
Email
SMS (Text Messaging)
Telephony
...

Social Channels

Facebook
YouTube
Twitter
LinkedIn
Pinterest
Instagram
...

Mainstream Channels

Broadcast Media
Radio
Television
...
Print Media
Newspapers
Magazines
...
...

“Do not inundate an individual with an Omni-channel approach. Instead, use the top two or three communication channels to present your organization and promote your cause.”



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19

Pulling it all together

Guarantee your success by adhering to these three RIGHTS...

Right Audience.
Right Message.
Right Time.

Simple, right?



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20

Summary and Discussion



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Thank you!