

Research Before Tactics: Using Data to Build Effective Campaigns

Michelle Stark, Director of Marketing

The logo for Red Sage, featuring the text "Red Sage" in white serif font on a red square background. A horizontal grey line passes behind the square.

Red Sage

NonProfit University

June 20th, 2018

Data is amazing.

It can help you...

- Identify your *real* audience
 - Who engages with you? When? Where? How?
- Target your audience more effectively
 - Offer messaging that resonates, leads to action
- Optimize marketing, advertising and communications strategies over time

It's EXTRA amazing for non-profits!

Because you can use it to...

- Maximize your budget
- Better align marketing strategies to strategic organizational goals
- Increase volunteerism, donations or awareness

Q & A

- Do you currently use data-driven marketing within your organization?
- If not, why not?

Using Data: Example #1

StudentHelper is a non-profit focused on serving under-privileged students, and is creating a social media awareness campaign for its after-school reading program

Data-driven strategies might include...

- Placing ads on Facebook and Instagram, because the target audience has been identified as women age 25-45
- Finding statistics that address the “value of early reading” and incorporating those into ads
- Reviewing social media analytics after one month of advertising; revising demographics accordingly

Using Data: Example #2

BudgetHelper is a non-profit focused on helping people budget, and wants to grow its e-newsletter readership

Data-driven strategies might include...

- Tracking click/engagement rates on different topics within the email, then tailoring topics to cater to audience interests
- Examining click/engagement patterns based on placement within an e-newsletter, creating a “heat map” of action
- Utilizing A/B testing (alternating date/time) of email delivery, to gather data on open rates, adjust accordingly

Using Data: Example #3

PetHelper is a non-profit focused on helping pets get medical care, and wants to grow its donations

Data-driven strategies might include...

- Utilizing online donation capability, capturing donor data and reviewing it to find commonalities
- Using that common demographic, socio-economic or interest data from past donors, for a targeted direct mail campaign
- Create a digital advertising strategy that uses data to “remarket” to people who engaged with your website previously but did not donate

Getting Started

- **Ask WHAT data you might need, brainstorm**
 - This is often the hardest step, and the reason many non-profits come to Red Sage
- **Figure out where to GET that data**
 - Public records, government
 - Websites (Google Analytics, forms, donation tools)
 - Analytics (e-news, social media, etc.)

Getting Started, Cont.

- **Establish processes**

- HOW will you actually use the data? Who will be responsible for tracking, analyzing and reporting?
- Build data analysis into your overall marketing/campaign execution strategy
- Make sure all initiatives/campaigns end with a data-based summary report

- **Fill the knowledge gaps, get support**

- Analytics training (e-news, social media, etc.)

Questions?

Michelle Stark, Director of Marketing

The logo for Red Sage, featuring the text "Red Sage" in a white serif font with a decorative flourish under the "e", set against a solid red square background.

Red Sage

Marketing | Advertising | Websites & SEO | Media Relations &
Publicity | Data & Analytics | Social Media | Enewsletters |
Graphic Design & Creative Content