

A wide-angle photograph of a sandy beach with waves breaking in the distance under a clear blue sky. In the foreground, a white surfboard with orange and red stripes is lying on the sand, with a black leash attached to it.

How to Get Your Board “On Board” with a Content Marketing Strategy



Overview:

- 1. Why Content Marketing Matters**
- 2. Who Should Be Involved in Developing Content**
- 3. What Type of Content Should You Be Creating**
- 4. How Much Work Does Content Marketing Require**
- 5. What Tools You Need to Help You Do Content Marketing**
- 6. Good Metrics to Evaluate Content Marketing Success**



Why Content Marketing Matters

- 1) People research differently today
- 2) Content Marketing is story-centric and share-worthy
- 3) The **quantity** of content consumption is the challenge!

People research differently today

86%

of consumers consult the web
before making a purchase

Pew Research Center

- It's not enough to just have a website
- Must be easily found under mission-relevant keywords
- Fresh and relevant content is a **necessity** not a luxury

Content Marketing is story-centric and share-worthy

49%

of people read one or more
blog posts a day

HubSpot

- Not transaction-centric like traditional development campaigns
- Stories revolve around your mission
- Story-telling is inherently permission-based (not interruptive)



Today, it's more about **quantity** than quality

12x

Organizations with 40+ Landing Pages generate 12x more prospects vs. organizations with 1-5 Landing Pages.

HubSpot

- We are bombarded with content unlike we ever have been
- It's no longer about the "perfect letter"
- Search engine and social network algorithms continue to morph

A top-down view of a collaborative workspace. Several people are seated around a large wooden table. In the foreground, a person with blonde hair is looking at a document. To their right, another person is typing on a laptop. Further right, a person is also working on a laptop. In the background, more people are visible, some looking at documents. The table is cluttered with various items: papers, folders, a small potted plant, a coffee cup, and a mouse. The overall atmosphere is one of active collaboration and teamwork.

Who Should Be Involved in Developing Content?

- 1) The specialist approach
- 2) The “all hands on deck” approach

A background image showing a woman with dark hair drinking from a brown ceramic cup. She is sitting at a light-colored wooden desk. In the foreground, a laptop keyboard is visible, and a matching brown saucer sits on the desk. The scene is softly lit, suggesting an indoor office or home workspace.

The “specialist” approach

- 1) Hire/assign 1-3 specialists whose full-time job is to create and publish content for your organization
- 2) This team brainstorms, writes blog posts, creates videos, eBooks, reports, e-newsletters, and manages social media
- 3) Approvals/oversight handled by development director and/or other leadership
- 4) Specialist team is authorized to publish content regularly
- 5) Content team works closely with Development team to establish goals for visitors, prospect generation, and nurturing



The “all hands on deck” approach

- 1) Build in content creation expectations into job descriptions
- 2) Brainstorm as a team, delegate content, set deadlines
- 3) One person empowered to manage the content calendar
- 4) Approvals/oversight handled by development director and/or other leadership
- 5) Everyone contributes in some way (ideas, social media, writing, pictures, editing, publishing/tech, promoting)



What Type of Content Should You Be Creating?

- 1) Conversion-centric content
- 2) Publish and promote “Premium Content”
- 3) Social, share-worthy content

Your content should be conversion-centric

3X

Content marketing generates 3x as many "leads" as direct marketing does and costs 62% less!

Demand Metric

Add Impact to Your Inbox

Sign up to receive stories and updates from charity: water. They're worthwhile. We promise.

first name

last name

email address

JOIN

- Never publish a piece of content without a strategy
- Every blog post should lead visitors to a landing page
- Always offer the opportunity for someone to "go deeper"

Publish fresh content regularly



55%

Increase in website visits for
organizations that blog weekly!

Demand Metric

Blogs are story-telling platforms — use them appropriately

Develop content around trends, campaigns, seasons

Create premium content that is gated behind a form

Produce content that is share-worthy

87%

of millennials follow and interact
with nonprofits on Twitter

HubSpot

- Social media is the most effective way to share your content
- Make your content easy to share
- Pay to promote your **CONTENT** not your **WEBSITE**



How Much Work Does Content Marketing Require?

- 1) Setting S.M.A.R.T. goals
- 2) Knowing your numbers
- 3) Best practices for developing content

Setting S.M.A.R.T. Goals

**What do we
want to get
out of our
website?**

SPECIFIC — I want to increase website visitors by 100% and achieve a visitor-to-prospect conversion rate of 2% (on average each month)

MEASURABLE — Achieving a 2% visitor-to-prospect conversion rate means for every 1,000 visitors we are capturing 20 names

ATTAINABLE — We have the staff and resources to generate the content necessary to achieve these goals

RELEVANT — The prospects we are converting will be nurtured towards support (i.e. – they matter to the development plan!)

TIME-BOUND — We want to accomplish these goals in 12 months

What are your baseline numbers?

KEY QUESTIONS:

1. How many monthly visitors is your website currently generating?
2. How many people are converting monthly (both new + existing constituents)?
3. What is your visitor-to-prospect conversion ratio?
4. How many segmented emails are going out each month?
5. What is your social following?
6. How many social messages are you posting each week, and what is your average interactions per post?
7. How many online donations is your website generating each month?

Best practices for developing content

The background of the slide is a photograph of a large wooden building under construction. The structure is made of light-colored wood, showing the intricate framework of the roof and walls. The building is set against a clear blue sky. A green horizontal bar is positioned across the top of the image, containing the title text.

- You should be blogging at least weekly
- You should publish 2 landing pages every month
- You should post at least 8-15 messages on social networks each week
- You should be offering downloadable content every month to constituent groups
- You should have automatically triggered email nurturing sequences for prospect development
- You should be tracking how people are responding to your content



What Tools Do You Need To Do This Well?

- 1) Technology tools & platforms
- 2) Content marketing workbook

Content marketing tools



Inbound marketing platforms



HubSpot

eloqua

pardot

Marketo

optify

Inbound marketing platforms

Landing Pages

SEO

Social Media

Blogging



Contact Tracking

Web Analytics

Marketing Automation

CTAs

HubSpot

Content marketing workbook

75%

of nonprofits that do content marketing **DO NOT** have a strategy...and suffer as a result!

Content Marketing Institute

- Regular content brainstorming sessions are essential
- Develop a collaborative calendar with ideas + responsibilities



What Are Good Metrics To Measure Success?

- 1) Increase in website visitors and leads
- 2) Increase in social audience and engagement
- 3) Continual ROI from “evergreen content”

Increase in website visitors and donor prospects

5x

Average increase in monthly leads from website after 12 months of content marketing

HubSpot

After 12 months of content marketing...

- You can expect to increase monthly website visitors by 50 - 100%
- You can expect to generate a 1-2% visitor-to-prospect conversion rate

Increase in social audience + engagement

10-15%

Of your website's monthly traffic
should come from social media after
12 months of content marketing

Square2Marketing

- As you publish content, your organic reach will grow
- Promoting posts is a necessity and will help to develop your audience
- Social media is a primary gateway to bring new people to your site

Continual ROI of evergreen content

100%

The amount of increased traffic the average website receives from year 1 to year 2 of content marketing

HubSpot

- New engagements from existing content builds SEO
- Content doesn't die — it will work for you 24/7
- Continually consult the data to determine what content to create

Continual ROI of evergreen content



A photograph of a marathon race in progress. Several runners are visible, wearing athletic gear and bib numbers. A large, semi-transparent white circle is centered over the image, containing the text 'Content Marketing is a *marathon* not a sprint.' in green. The background shows the lower legs and feet of the runners on a paved road.

Content Marketing
is a *marathon*
not a sprint.

Q & A



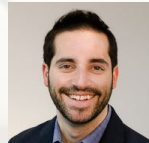
DIRECT
DEVELOPMENT



Zach Busekrus

Inbound Marketing Consultant

zach@directdevelopment.com



Tony Fraga

Director of Strategic Marketing

tony@directdevelopment.com