POLITECNICO DI TORINO

Master Degree in

Engineering and Management

Master's Degree Thesis

Digital marketing strategies for Nonprofit organizations.

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"Never doubt that a small group of thoughtful,
committed citizens can change the world; indeed,
It is the only thing that ever has."

Margaret Mead

Acknowledgments

Be strong and courageous. Do not be frightened and dismayed, for the Lord your God is with you wherever you go.

Joshua 1:9

I thank God for inspiring me to embark on this trip, for never letting go of my hand, and for putting the right people in my way. I am grateful to my church CCP and my leader for every word of encouragement, motivation, strength, and love they have given me. Thanks to my parents for making sacrifices to bring me here, getting up with me every early morning, and being my main engine not to give up. Thanks to my family for that unconditional support, the motivation I needed on bad days, and my friends for encouraging me when I thought I could not go on.

Thank you also to Professor Landoni for offering me this beautiful but challenging opportunity that tested me in every way and taught me what I was capable of, as well as the organization for allowing me to make a difference and encouraging me to use my career for service.

Today I am proud of myself for being a brave woman, overcoming my fears and frustrations, not losing sight of the goal, trusting that everything would be okay at the end of the day, and getting up in every fall.

Being far from home is not easy, but for days like today, I can say **this sacrifice was worth it!**

Abstract

Historically, Marketing encompassed all sales, promotion, and communication strategies implemented in media, from television to printed newspapers to in-store activations. Over time, the world has evolved to a digital era, leaving traditional marketing strategies as a growth opportunity to digital marketing, which (in comparison to the first) allows for campaign measurement in real-time, as well as programming, optimization, control, and above all a better budget management.

The Internet and social media have aided in developing a dialogue between brands and their customers. However, dialogue between NGOs and their donors does not exist. NGOs continue to communicate in sender mode, with the general public serving as the recipient of their messages. They must consider how they can broaden and deepen their connection with their social base to open the door to other forms of participation besides financial donations.

Digital marketing strategies are becoming increasingly crucial for non-profit foundations to reach out to potential donors, raise awareness about their causes and ultimately achieve their mission.

This work aims to comprehend and develop digital marketing strategies based on inbound marketing that non-profit foundations can leverage to advance their cause. To ensure the strategy's effectiveness, the paper also discusses the importance of developing a solid online presence, building trust with donors, and employing an effective communication strategy.

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Objectives

General Objective

To investigate digital marketing strategies for non-profit organizations to test them in a case study.

Specific objectives

- To investigate the concept of digital marketing strategies, focused on inbound marketing, and their application in the context of non-profit organizations.
- To develop digital marketing strategies for the non-profit organization Social Innovation Teams.
- To implement a testing campaign and propose recommendations for the company to optimize the ecosystem in the future.

1. Chapter 1: Digital Marketing

1.1 Context

It could be strategies that use digital channels (from social media platforms to TV ads) to promote products or services. In marketing, for many years, organizations have concentrated on attracting new customers, and opening new markets, with a vision focused on the product and not on the customer [1].

As Kotler says in his book *marketing fundamentals*, digital marketing "begins by understanding consumer needs and wants, decides which target markets the organization can best serve, and then develops a compelling value proposition by which the organization can attract, retain and grow its target consumers" [2].

Consequently, in the process of marketing evolution, a stage is reached to establish a close relationship with the customer to understand their demands and choose the best methods for the various types of markets.

Traditional marketing had the 4Ps as its pillars (product, price, promotion, and place); the digitization strategy incorporated four additional important ideas (Flow, functions, feedback, and brand loyalty) [3].

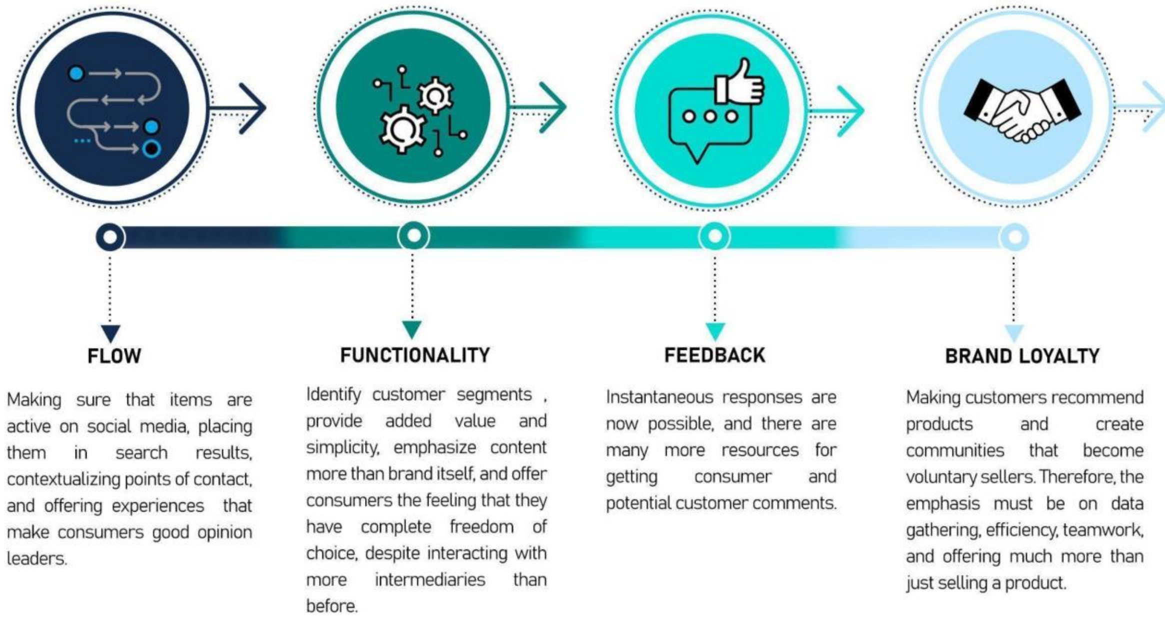

Figure 1Pillars of digital marketing

Due to digital marketing, significant business, and consumer behavior have already occurred and will continue to appear. This marketing must be operational to give enterprises a unique platform to recognize and comprehend client needs and develop chances for them depending on place and time [4].

Marketing has had to adapt before the changes presented by the market; This evolution can be classified into four ages, as shown in the following graph [Figure 2].

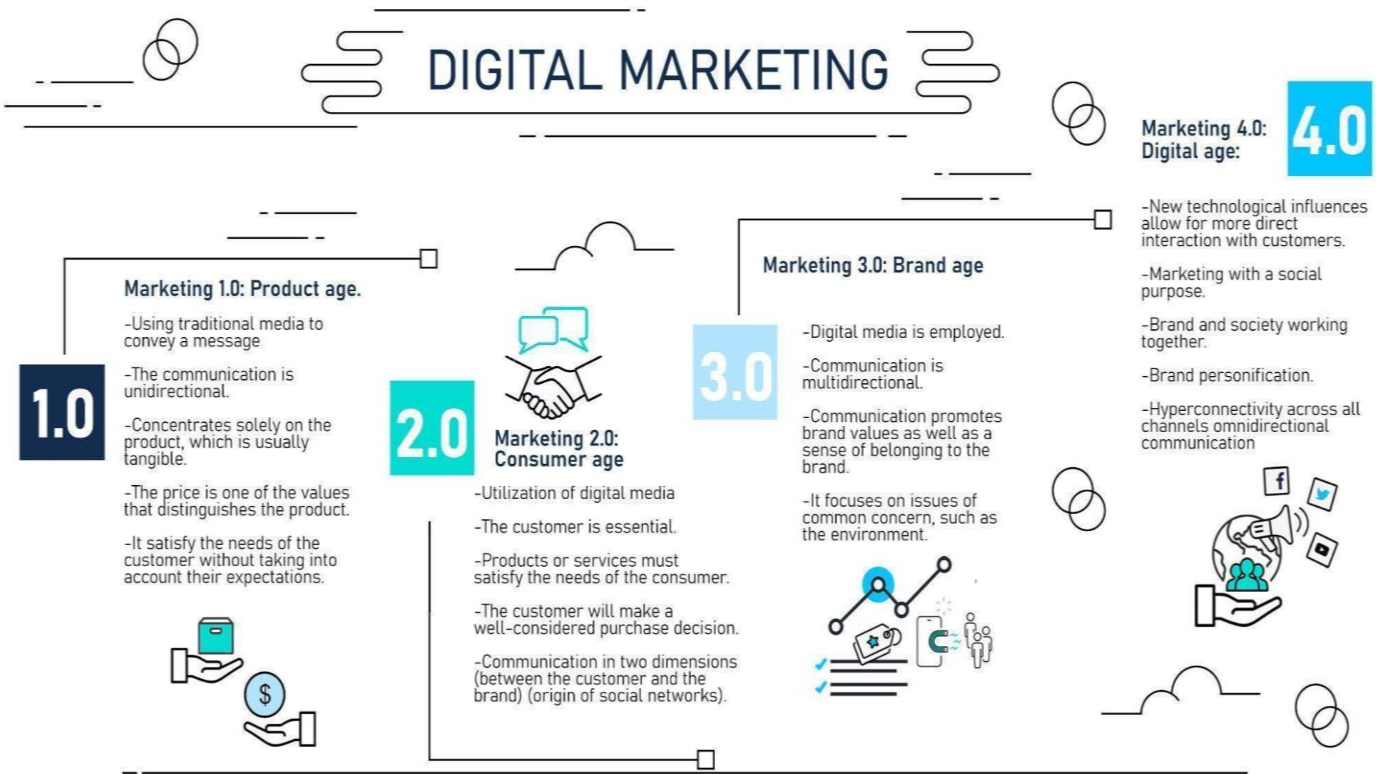

Figure 2 Marketing ages.

The main objective of marketing 4.0 is to cultivate customer confidence and loyalty—until recently, public relations campaigns and promoting the world's dominant brands heavily influenced society. Today, however, there is a significant shift taking place, and the primary marketing driver is now the human being. Whereas previously, large multinational corporations and prestigious businesses acted on behalf of humankind, society, and its criticisms or opinions constrain interactions when developing a product [5].

Vendors must create a human side to their brands while demonstrating their solid personalities and morality. The brands are integrating online, and offline channels; An omnichannel strategy combines the immediacy of online media and the intimidation of internet channels with the differentiation power of offline acts. According to Frost & Sullivan, omnichannel is "seamless and frictionless, high-quality customer Experiences that occur throughout and between contact channels." This strategy should be chosen to provide a transparent and cohesive experience.

Furthermore, this multifaceted relationship between brand and consumer is supplemented by machine-to-machine connections, which improve marketing productivity, and human-to-human connections, which increase customer commitment and loyalty, as this is the main objective of marketing 4.0 (which is contrary to traditional marketing that uses segmentation to ensure reaching more potential customers). In terms of metrics and results, this type of marketing (4.0) allows quickly seeing the success or reach of campaigns to enhance results through campaign optimization.

Additionally, Digital marketing has changed swiftly and continuously during the past years. The businesses' widespread internet use is primarily for advertising and brand promotion. Digital marketing and internet marketing are different from one another. The most crucial element of digital marketing is its internet marketing subsystem [4].

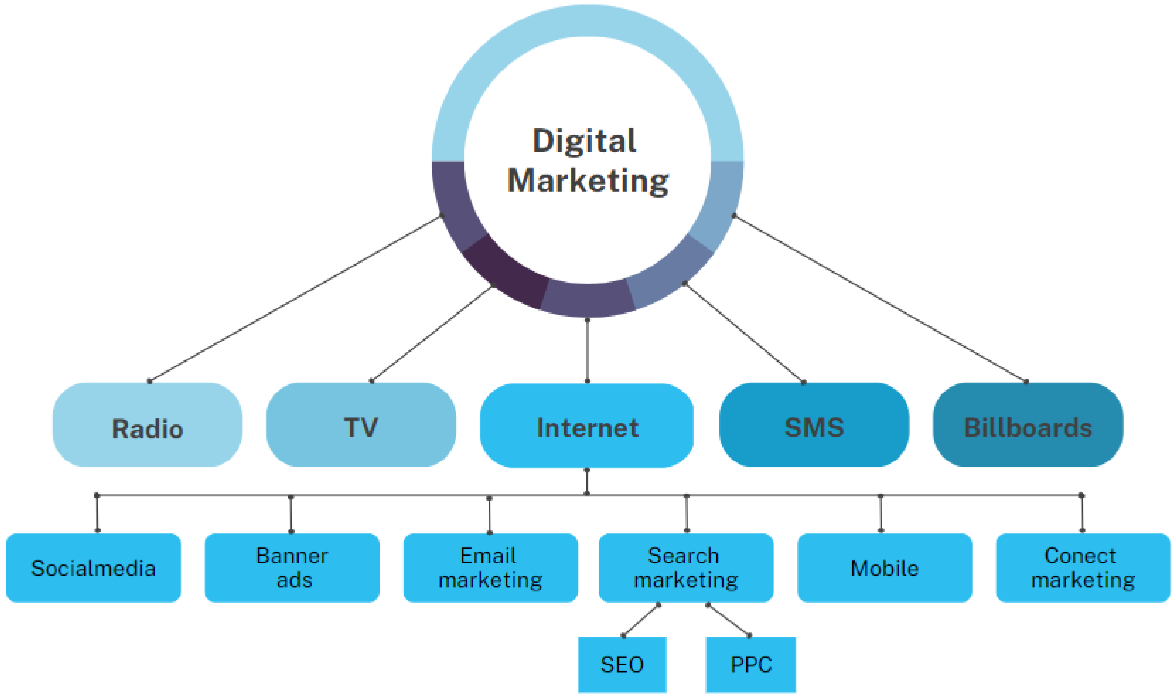

Figure 3 Digital marketing composition.

Internet marketing sometimes called online marketing, is a subset of digital marketing that includes strategies to market online. To qualify as an Internet marketing plan, it must require Internet operation and connection with potential customers [6].

1.2 Internet Marketing

Every day, more people use the internet globally. With the help of billboards, print ads, and television commercials, marketing aims to reach consumers where they are. Compared to other channels, the Internet has advantages, including reach, the capacity for content personalization, and the potential for long-term client relationships. Another benefit is that it gives any company access to information about its market segment that is of interest. As a result, it is possible to target the advertising directly to the desired audience, increasing their likelihood of success.

Not all products or services are offered the same way to the public. Internet marketing has developed multiple tools and techniques so that companies can adapt them to their needs. Below is a brief discussion of some of the most common types of Internet marketing:

- **Content marketing:** entails creating engaging content to capture the interest of a particular market segment. The goal is to fascinate users, turn them into customers, and maintain brand loyalty. Each publication must therefore generate a need in this sense. Conversely, each piece of content will position the brand name as a reference in the industry. This marketing is the best for positioning the brand and catching users' attention.

- **Conversational marketing:** the brand's product or service supports this marketing case; the customers are given priority. Interacting with them and fulfilling their demands. The brand will acquire a favorable standing in the minds of consumers in this way. Every company should ask the following questions to determine its reputation:

    1. What is the corporation?
    2. What does business claim to be?
    3. Who do others think the company is?

- **Pay-Per-Click (PPC):** as Machielle Thomas says in his article *Types of Digital Marketing and How Digital Marketing Works*: “it is a type of digital marketing that empowers you to pay only for the clicks you get on your ad. Involve a thorough search and analysis of keywords relevant to the product or service. You can use applications like Google AdWords or Google Keyword Planner for keyword research. Other PPC channels include Sponsored Messages on LinkedIn and paid Facebook ads” [7].

- **Email marketing:** entails creating lists of users and clients to send regular emails with informative or promotional communication. Marketing has improved and is more tailored to users' wants and choices. Companies can add registers on websites or social networks where users provide permission to receive information from brands to create these subscriber lists.

- **Inbound marketing:** focuses on directing the customer through the sales funnel, from attraction to conversion. Attraction marketing is sometimes called attracting people's attention with valuable information and value propositions. Because the person is genuinely interested in learning more about the product or service, it is a non-intrusive method. The secret is producing engaging, unique content that raises brand awareness and draws more clients interested in the goods or services.

  Here are some situations where an inbound marketing strategy might be used:

  - Blogs, infographics
  - Online videos
  - SEO techniques
  - Podcasts

- **Relationship Marketing:** Clients are the main focus. Their objective is to enlist devoted customers as brand ambassadors who may persuade others to support their business. Building customer loyalty will be hard if a business does not understand its wants and Preferences.

- **SEO (Search engine optimization):** as Thomas J Law says in his article *The beginner's guide to 7 types of internet marketing*: "it is the process of optimizing websites and digital content to improve search engine rankings, which, in turn, maximizes the number of visitors to a particular webpage" [8].

- **Social Media Marketing (SMM):** Social media sites are the most effective brand promotion platforms. It enables the development of a stronger relationship with clients. Utilize the range of tools and the unique user bases that each of these platforms has to offer.

- **Influencer marketing:** Utilizing a character's ability to sway public opinion to introduce the business to potential customers. It enables:

    - Giving the use of the brand's goods or services credibility.
    - Increasing website visitors.
    - Enhance, personalize, and elevate the brand's reputation.

The most popular strategy today is content marketing. Nevertheless, the other kinds are as significant. Knowing which marketing type (s) is most appropriate for your company.

The kind of digital marketing must be carefully picked, and this marketing plan needs techniques that connect people, change attitudes, and inspire significant actions. Inbound marketing is one of the most comprehensive techniques that are easily adaptable and is used by many NGOs (non-profit organizations) as it allows for the knowledge, analysis, and improvement of website traffic and adapts exceptionally well to these sorts of organizations.

Inbound marketing is a strategy that combines non-intrusive marketing and advertising techniques to contact a donor at the start of their awareness and decision-making process. In other words, it is based on building trusting relationships with people who care about our cause.

1.3 Inbound Marketing

It is a tactic to connect with potential clients and get their attention through blogs, social media, etcetera. Once the business captures the customer's attention, it can start developing a relationship with them, earning their trust, and delivering some value through a variety of strategies in order to turn them into customers and continue to provide value through events and social media, fostering loyalty. The figure below (Figure 4) illustrates the process.

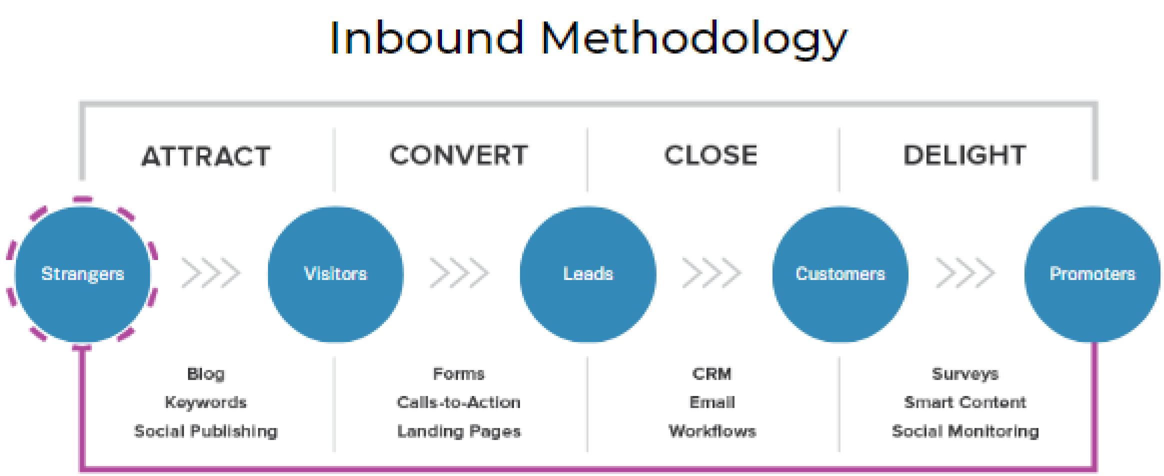

Figure 4 Inbound methodology

The capacity of inbound marketing to drive traffic to a website or e-commerce platform is crucial to its success. It can create a high-quality database of people interested in particular goods or services without losing sight of the ultimate objective, ensuring that some users eventually become potential clients. A blog or website with high-quality content that provides user value is the cornerstone of the inbound marketing approach.

It has numerous stages:

- Connecting anonymous visitors who visit the pages (leads).
- Tracking, monitoring, and categorizing these contacts (lead nurturing process).
- A final step is sending a specific commercial offer to turn the prospective customer into an actual one.

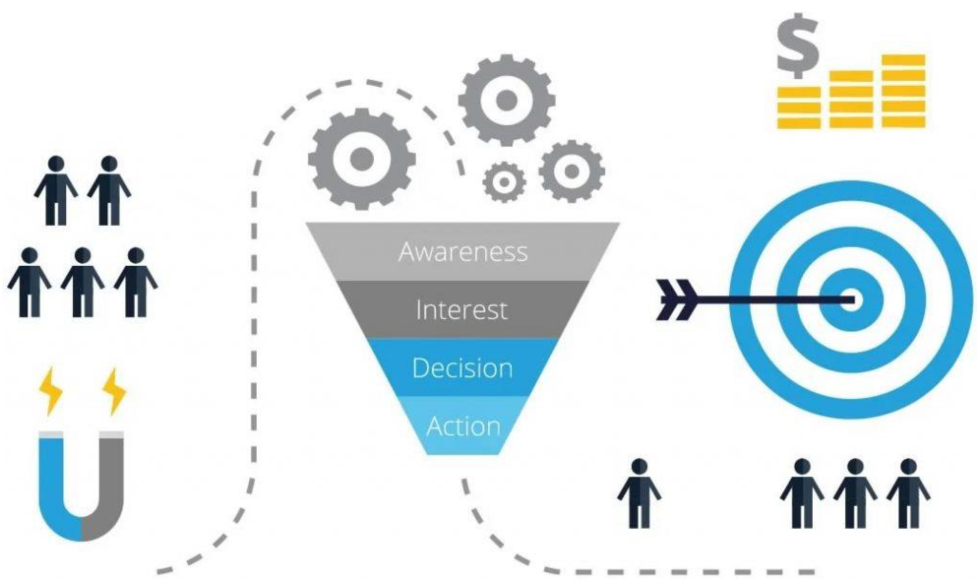

Figure 5 Stages of inbound marketing

To maximize the benefits of inbound marketing and enable complete and optimal development, It is essential to relate it to the business model known as the sales funnel or funnel.

In other words, the funnel allows a segment of the leads into several user groups. Providing various customer service forms will facilitate the sales team's work. Each user is more or less likely to purchase a product, and the funnel determines this. In order to enhance sales in the short and medium term, it must be implemented in businesses.

People are guided through the sales process using a funnel. They arrive as potential consumers (traffic), and it is the business's responsibility to turn as many of them into recurring clients by making sales to them at the funnel's front, middle, and back ends.

The funnel makes it possible to increase both sales and customer loyalty. The latter is crucial since it permits businesses to establish their position in the user's mind permanently. As a result, the brand's visibility and familiarity might grow dramatically, giving it a significant edge over its rivals.

The marketing funnel is divided into phases that form an inverted pyramid. Each phase is interconnected; the success of one affects the result of the next. A cloud that symbolizes all potential customers is located above the funnel. The "bait" that will draw ideal clients is at the top of the funnel. Then they proceed to Fronted or TOFU, Middle or MOFU, and back end or BOFU, which are explained further below:

TOFU

They are characterized by not knowing their needs, so the company must provide general information to assist them in determining what they require. This means “Top of the funnel” is the area with the most potential customers. It means that much time must be spent at this stage.

MOFU

Meanwhile, the MOFU, or the Middle of the funnel, encompasses the entire center of the inverted pyramid. There are fewer users because they were filtered out in the first stage. At this point, users have determined their needs and have arrived to evaluate our proposal. As a result, the message must be brief, precise, and in specific formats to increase sales opportunities. Differentiation will be essential for success in this stage.

BOFU

Finally, the BOFU, or Button of the funnel, is located at the pyramid's narrowest point and is where users who are convinced by the product arrive. They are usually qualified users who have passed through a lengthy filter to get here, so they must be treated with extreme care. As a result, before the sale and closing, content must be developed to address any customer concerns.

Finally, there is the sales phase, where customers buy the product or service; the image below can help to internalize what has been discussed above (Figure 6):

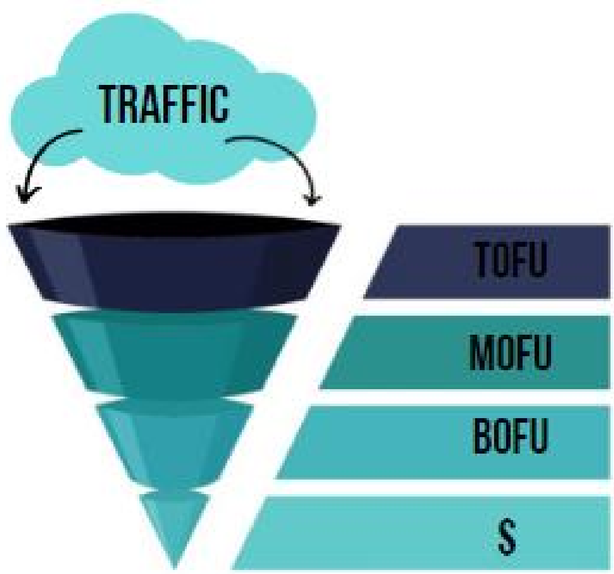

Figure 6 Parts of the funnel.

To summarize, this type of funnel examines market potential through the eyes of a potential customer who is learning about a brand, service, or product. Its mission is to attract and guide them through awareness, consideration, and decision stages. The sales team then conducts a series of coordinated and specific actions with the best-qualified customers, whether they have a more general interest or a specific interest in some aspect of our proposal. This funnel's ultimate goal is to guide through all conversion stages to purchase.

Many businesses make the mistake of having an efficient sales funnel that ends when the sale is made. That is where the error lies! Selling to a customer is far simpler and less expensive than selling to a stranger.

The sales funnel evolved into the Marketing Hourglass concept over time, intending to determine, in a broad context, the life cycle of a customer in a business. The Marketing Hourglass, a concept developed by John Jantsch, founder of Duct Tape Marketing, is a systematic approach to getting a prospect (someone with a specific need) to know and trust your company as a step before making a sale.

This is the most basic explanation of marketing as a sequential process. The hourglass is divided into six stages in which potential customers gradually become buyers who refer more clients to the company. At each stage, the key is establishing consistent touch points, processes, and product/service offerings. To the four stages that were previously disclosed (TOFU, MOFU, BOFU, sales), we add two more:

Loyalty

The retention of a person in the commercial and emotional structure. A loyal customer has placed the brand in a favorable position and chooses the company whenever it requires or desires a product or service. Retargeting, also known as remarketing, is a digital marketing method in which adverts are displayed to users who have previously interacted with the project by visiting the website, opening an email, or just clicking on a network link. This technique can work in the company's favor both during the decision process (when the user abandons the consideration to convert it into a purchase) and during the loyalty and repeat of the purchase process.

Refer

When a user chooses the company and returns, it creates a trust bond. This trust translates into a highly effective advertising channel. The value of a personal recommendation is incalculable; it is a way to intervene in the various stages of the funnel during the path of other users concerning the product. A happy and loyal user's recommendation can help others discover or decide to buy. Someone who recommends a product or service has acted as a catalyst in the discovery and conversion phases. This has no financial implications for the company.

Figure 7 summarizes the preceding.

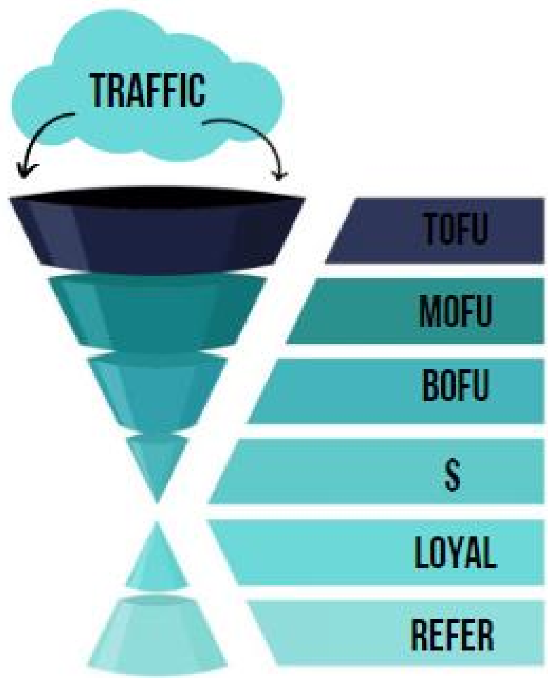

Figure 7 Parts of the marketing hourglass.

2. Chapter 2: Non-profit organizations

2.1 Context

A non-profit organization (NPO), also known as a "non-profit entity," is an entity whose primary goal is not monetary gain but social, altruistic, humanitarian, artistic, or community goal. Legally, they are most commonly organized as an association, though some also operate as a foundation, mutual society, or cooperative (cooperatives can be non-profit or for-profit). Aid and donations from individuals, businesses, institutions, and organizations support these institutions. In some cases (but not all), they also receive occasional or regular state assistance. In general, The economic surplus of this type of institution's activity, if any, is reinvested in social work or institutional development or eventually remains (in whole or in part) as a reserve for the following fiscal year.

Non-profit organizations are typically non-governmental organizations (NGOs) [9], significantly when their scope of action extends beyond the borders of a single country. In Anglo-Saxon-influenced countries, the term non-profit organization is frequently used (United Kingdom, United States, Australia) [10].

This type of organization primarily works for the advancement, development, or general well-being of society, focusing on specific groups or individuals with exceptional or generally vulnerable needs, such as children, the elderly, the disabled, delinquent or problematic groups, youth without access to education or work, or the focus is on other aspects of society where positive effects of some kind can be achieved (for example ecology, environment, endangered species, advances in science, improvement of education, etc.).

A foundation's organizational structure can be similar to a commercial company's. While salaried people can manage it, there are often volunteer programs to support social goals with time or money. In general and in some ways, volunteering is usually associated with this type of non-profit organization.

In summary, a non-profit organization is a group of at least two or three people who pool their financial and material resources to carry out an activity whose primary goal is not personal enrichment. The organization's goal could be commercial, and the profits could be reinvested in the activity to improve it. However, imply that the activity is non-commercial or must be loss-making. The activity's disinterested nature precludes the distribution of benefits to the associates, even in the event of dissolution.

The distinction between non-profit and for-profit organizations is minimal or non-existent. However, the former is a group of individuals, and the latter is a group of institutions. A non-profit association is a private law partnership of individuals whose corporate purpose may not be profitable. Associations, like cooperatives and mutuals, are social economy societies that participate in economic life without necessarily seeking a direct economic benefit for their members or partners. Above all, these institutions must adhere to certain legal formalities, such as defining and approving a statute to seek a direct economic benefit for its members or partners. [11].

Non-profit and for-profit organizations differ in several important ways.

- Purpose: The primary distinction between non-profit and for-profit organizations is their purpose. Non-profit organizations exist to benefit a social or public cause, whereas for-profit organizations exist to benefit their owners or shareholders.

- Ownership: Non-profit organizations are publicly owned, whereas individuals or shareholders privately own for-profit organizations.
- Legal structure: Non-profit organizations are typically organized as a corporation or a trust, and a board of directors governs them. For-profit businesses are typically organized as a sole proprietorship, a partnership, a limited liability company (LLC), or a corporation and are governed by a board of directors or shareholders.
- Tax status: Non-profit organizations are exempt from both federal income taxes and state sales taxes, whereas for-profit organizations must pay both.
- Funding: Non-profit organizations rely on donations, grants, and fundraising activities to support their operations, whereas for-profit organizations generate profits through sales revenue and investments.
- Profit distribution: Non-profit organizations reinvest profits into their operations to further their mission, whereas for-profit organizations distribute profits to their owners or shareholders.

The study of non-profit organizations is known as the "nonprofit sector" or "third sector" in academia. It is recognized as a distinct sector of the economy that contributes to social welfare and the public good. In recent decades, the non-profit sector has overgrown and has significantly contributed to many countries economies. Several key characteristics of non-profit organizations have been identified by researchers, including their social mission, voluntary participation, and reliance on non-monetary incentives.

On the other hand, for-profit organizations are studied within the context of the more critical business sector, which focuses on profit maximization and economic growth. To explain the behavior of for-profit organizations, business scholars have developed a variety of theories and models, including agency theory, transaction cost theory, and resource dependence theory.

While non-profit and for-profit organizations have some structural and operational similarities, their purposes, legal structures, and funding models are fundamentally different.

"Double the Donations" in their research titled "Nonprofit Fundraising Statistics [Updated for 2023]" [12] provides fundraising statistics demonstrating how foundations have grown globally and communicate essential fundraising tools, which are shown below:

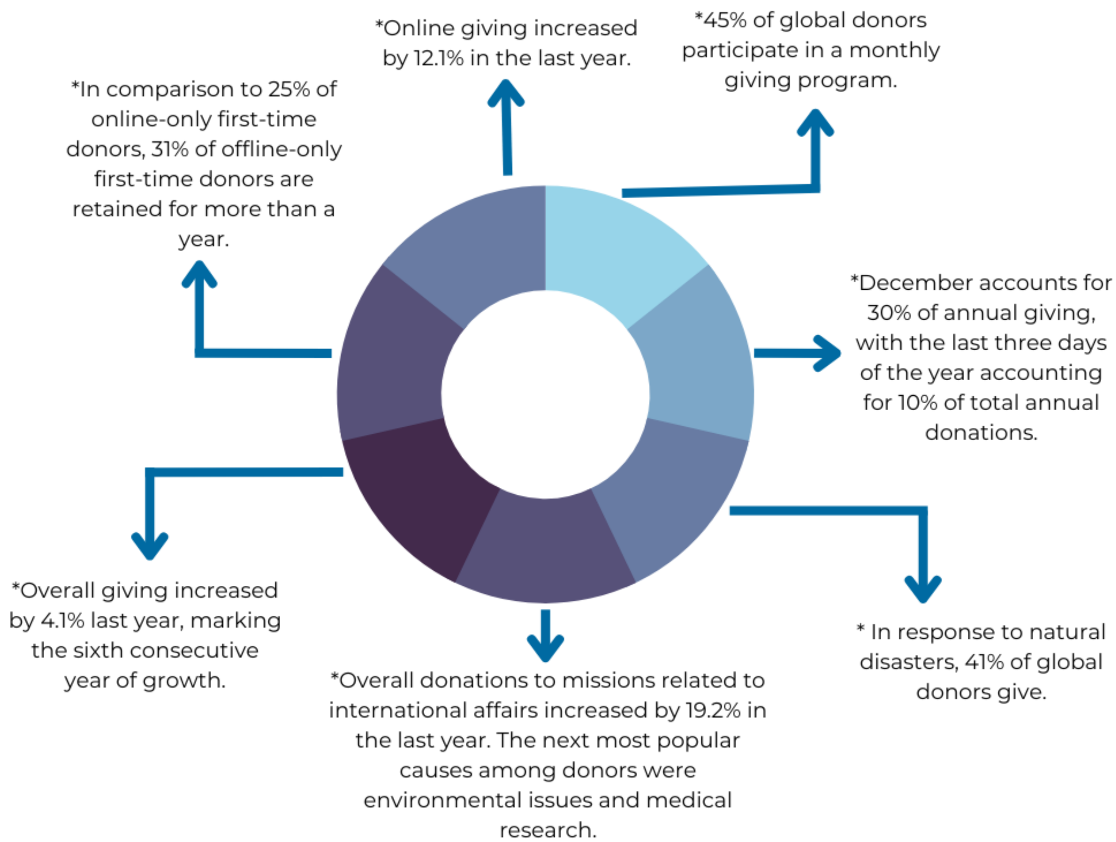

Figure 8 Key Fundraising Statistics

Donation revenue and interest in philanthropy are increasing, but nonprofits must still be prepared to adapt their strategies to changing demographic preferences. Pursuing diverse engagement methods such as events and volunteer opportunities remains wise. Increasing donor retention through online and traditional donation channels should always be a top priority. The "2018 Global Trends in Giving" report shows how global trends in giving change depending on the type of population, as illustrated by the graphs below:

FEMALE DONORS WORLDWIDE	
PREFER TO GIVE	
Online (credit/debit card)	54%
Direct Mail/Post	11%
Bank/Wire Transfer	11%
Cash	10%
MOST INSPIRED TO GIVE BY	
Social Media	32%
Email	26%
Website	17%
Direct Mail/Post	11%

MALE DONORS WORLDWIDE	
PREFER TO GIVE	
Online (credit/debit card)	52%
Cash	12%
Bank/Wire Transfer	10%
Direct Mail/Post	10%
MOST INSPIRED TO GIVE BY	
Email	30%
Social Media	24%
Website	19%
Direct Mail/Post	13%

Figure 9 Global trends in giving by gender [13]

MILLENNIAL DONORS WORLDWIDE	
PREFER TO GIVE	
Online (credit/debit card)	55%
Cash	14%
Bank/Wire Transfer	11%
PayPal	9%
MOST INSPIRED TO GIVE BY	
Social Media	39%
Email	23%
Website	20%
Direct Mail/Post	6%

GEN X DONORS WORLDWIDE	
PREFER TO GIVE	
Online (credit/debit card)	55%
Bank/Wire Transfer	12%
Cash	10%
PayPal	10%
MOST INSPIRED TO GIVE BY	
Social Media	33%
Email	26%
Website	19%
Direct Mail/Post	9%

BABY BOOMER DONORS WORLDWIDE	
PREFER TO GIVE	
Online (credit/debit card)	54%
Direct Mail/Post	19%
Bank/Wire Transfer	10%
PayPal	8%
MOST INSPIRED TO GIVE BY	
Email	33%
Social Media	19%
Direct Mail/Post	18%
Website	16%

Figure 10 Global trends in giving by generation [13]

According to images 9 and 10, female donors are more likely to donate via social networks, whereas male donors are more likely to donate via email messages. Donor generational differences may also have a significant impact, with baby boomers preferring to donate via email while millennials and Gen X donors prefer to donate via social media. This data is essential when developing a strategy because the company must know its target audience.

The Global Trends in Giving Report (givingreport.ngo) is a research effort to discover how contributors choose to give and participate in their favorite causes and charitable organizations. Nonprofit Tech for Good researched on behalf of the Public Interest Registry.

Several key messages can be effective in persuading people to donate to a charitable cause:

- Donors want to know that their contributions are making an impact. Nonprofits should highlight their operations' remarkable impact and provide specific examples of how they affect global change.
- Creating a sense of urgency can be a powerful way to encourage donations. This can be accomplished by communicating a critical need or establishing a donation deadline.
- Donors want to know that their contributions are being spent wisely. Nonprofits should be open about how their funds are used and provide regular updates on program effectiveness.
- Donors want to feel connected to the cause they support, so personalization is essential. Nonprofits should personalize their messaging and show how the cause fits the donor's values and interests.

- Donors want to know that their contributions are appreciated. Donors should be thanked and recognized by nonprofits through personalized thank-you notes or social media recognition.

Overall, effective communication is critical for increasing donations. Nonprofits should concentrate on developing compelling messages that connect with potential donors and motivate them to act. Nonprofits can use various strategies to expand their reach and attract more donors. Here are a few examples backed up by academic research:

Create a strong brand: By creating a solid brand, nonprofits can expand their reach and attract more donors. A strong brand has a clear mission statement, consistent messaging, and a distinct logo and visual identity. According to Cone Communications research, 77% of people believe a strong brand can influence their decision to support a cause [14].

Utilize social media to reach a wider audience and engage with potential contributors: Nonprofits can utilize social media to expand their reach and communicate with potential donors. Nonprofits can use social media sites like Facebook, Twitter, and Instagram to raise funds while sharing their mission, stories, and impact. According to research, social media can be an effective tool for nonprofit fundraising [15].

Nonprofits can hold events to raise awareness about their cause and attract new donors. According to Eventbrite research, 76% of millennials believe that attending events is a way to support a cause or issue that is important to them [14]. Nonprofits can engage with potential donors and raise funds by hosting events such as charity runs, galas, or auctions.

Opportunities for involvement: Beyond monetary donations, nonprofits can provide donors various ways to get involved with their organization. They can, for example, provide volunteer opportunities, advocacy campaigns, or educational programs. According to research, people are likelier to donate to an organization they feel connected to [15].

2.2 Evolution

Foundations have significantly changed their organizational structure, funding priorities, and accountability measures over the last several decades. The growth of community foundations, which are established and operated locally to address specific needs in their communities, has been a significant development. This trend has been fueled partly by donors' desire for greater control over where their funds are directed and a more direct impact on local issues [16].

Another significant shift in the foundation landscape has been the emergence of venture philanthropy, which seeks to apply venture capital principles to the nonprofit sector. This strategy entails providing nonprofits with funding in exchange for measurable outcomes and a commitment to ongoing evaluation and improvement. Some have criticized venture philanthropy for promoting a market-based approach to social issues and being too focused on short-term results rather than long-term systemic change [17].

Foundations' funding priorities have also become more diverse, with many now focusing on issues such as social justice, climate change, and income inequality. This movement has been fuelled in part by a rising realization of the significance of these issues in defining the social and economic landscape, as well as a desire among younger contributors to support causes that reflect their values. [18].

Finally, foundations are under increasing pressure to be more transparent and accountable. As a result, new foundation governance standards and best practices have emerged, such as implementing formal review processes and increased involvement with grantees and other stakeholders. [19].

These developments reflect a broader shift in the nonprofit sector toward greater accountability, transparency, and stakeholder engagement. While the precise nature and extent of these changes may vary depending on the specific context and organization, they suggest that foundations will continue to evolve and adapt in response to changing social and economic conditions.

Lena Eisenstein states, “Nonprofit organizations have many disadvantages compared to for-profit corporations. They frequently lack operating funds, making it difficult to complete the work required by their mission” [20]. Nonprofit organizations can operate more efficiently and cost-effectively by using the best technology. Technology for nonprofits benefits the organization, its volunteers, employees, and other stakeholders.

In the same way that for-profit organizations do, Strategic planning is used by well-run nonprofit organizations to create long- and short-term goals. The board of directors and the executive director are also held accountable to their constituents. Technology can help improve transparency, which is critical for nonprofits because they exist to help communities.

Technology improves efficiency, directly impacting how much work a nonprofit can accomplish given its limited resources. Nonprofit donations are frequently inconsistent yearly, making it difficult for nonprofits to be sustainable. Nonprofit leadership teams can use technology to work more innovatively rather than complexly to plan for present and future needs. This will help them prioritize their time, budget, workforce, marketing strategies, and programs.

Technology heavily relies on automation, which speeds up processes and frees up board members and executive directors' time for more critical tasks such as fundraising, compliance, community impact, direct service, volunteer recruitment, and other activities that boost nonprofit productivity.

Automation, for example, is a valuable tool for fundraising and tracking volunteer hours.

Nonprofits strive to reach and serve as many people as possible. Technology and digital marketing enable nonprofits to broaden their reach in their products and services, increasing their capacity to serve their intended population. Philanthropic giving is increasing, but organizations must be ready to pursue new opportunities as they arise. Demographic shifts, growing corporate donations, and the dominance of mobile web browsing must all be factored into developing new fundraising tactics.

Online fundraising is becoming increasingly crucial to nonprofit organizations across the board. Donors are warming up to monthly recurring donation choices, making online donor retention easier to manage. Mobile fundraising and donation pages are more vital than ever, but they are often more challenging to secure than standard desktop browser donations. Nonprofits should focus their efforts on developing mobile fundraising strategies.

Donors want to know that their money will make a difference when donating. They want to know that their money is going to a good cause and that their contribution will help to achieve specific goals or objectives.

Donors, like everyone else, want to feel valued and appreciated for their contributions, so it is critical to express gratitude and keep them informed about the progress of the cause they have supported. They want to know that their contribution was used well and made a genuine difference.

Furthermore, donors want to know that the organization they donate to is trustworthy and transparent. Information about the organization's mission, goals, and financial management can help potential donors gain trust and credibility.

Donors want to know that their contribution is making a real difference in the world and that they are valued and appreciated.

2.3 Non-profit organizations and the digital marketing

Digital marketing for nonprofits has both advantages and disadvantages. For organizations, content marketing, primarily through blogging and social media posts, represents a significant opportunity to engage with their communities and increase their online visibility. While email remains an effective and central digital marketing medium, it requires an increasing amount of strategy to produce fundraising results. The company should track its email campaigns to determine which techniques are most effective in attracting donors and avoid techniques that result in high bounce rates or no engagement. Below are some statistics about both types of marketing (Content marketing and Email marketing) provided by "double the donation" :

Statistics on Nonprofit Marketing:

- On average, nonprofits post once a day on Facebook and Twitter and twice a week on Instagram.
- On average, nonprofits send out two newsletters and three print donation appeals annually.
- Self-reported "effective" marketing strategies produced approximately 9.4 short-form blog articles, 2.1 mid-form articles, and one long-form article per month; nonprofits dissatisfied with their marketing results produced minus digital content overall.
- For every 1,000 email addresses, an organization has 474 Facebook fans, 186 Twitter followers, and 41 Instagram followers.
- With a 44% increase in followers, Instagram was the fastest-growing social media platform for nonprofits in 2017.

Statistics on Email Fundraising:

- In 2017, email marketing and promotional campaigns generated 28% of all online nonprofit revenue.
- Monthly, nonprofits send an average of three email newsletters and two donation appeals.
- Nonprofits raise an average of $42 per 1,000 fundraising emails sent to subscribers. Smaller organizations (fewer than 100,000 subscribers) receive the highest donation revenue per email. In contrast, large NGOs have witnessed increased revenue per message since 2016.
- In 2017, fundraising email response rates fell by 9%, and click-through rates fell to.42%.
- Donation revenue from email marketing has decreased for cultural missions while it has increased for international-focused organizations.

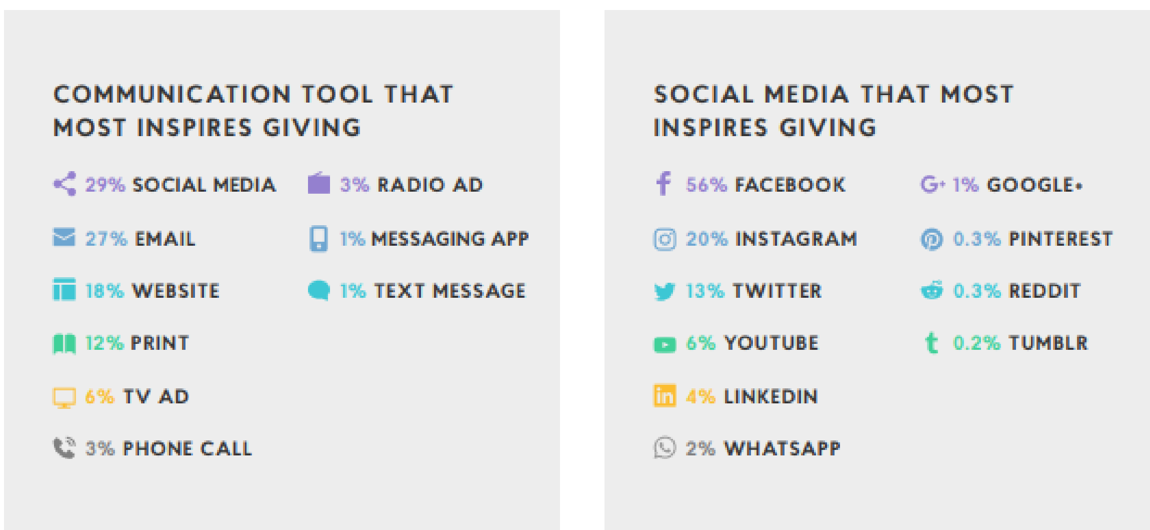

Figure 11 Global trends in giving [13]

As seen in the image above, 29% of "social media" is used for assertive communication, while 27% is used for email marketing. Inbound marketing enables the combination of both. As mentioned in the previous chapter, this is a strategy based on attracting customers with applicable, relevant content and adding value at each stage of the buyer's journey, which is accomplished through its communication strategy, which focuses on social networks, web ads, blog content or funnels, videos and downloadable documents, emails, and other tools for the audience to interact on the internet.

Inbound marketing has emerged as one of the most effective and popular methods of attracting customers or, in the case of a non-profit organization, volunteers or collaborators. It is also a way for those already involved in the organization to remain interested.

Creating a quality, engaging, and valuable content can attract people interested in specific topics. The more content you produce, the easier it will be to establish yourself as a resource within the industry to which the company or, in this case, the NGO belongs. Typically, the goal of creating content for for-profit organizations is to increase web traffic and, as a result, sales. In the case of an NGO, the goal is to publicize the organization's actions within a specific area or group through the actions or donations of members, volunteers, and collaborators. This means that the more knowledge the user has about the NGO's field and activities, the more trust he will have.

Users who have become partners, volunteers, or collaborators of the NGO want to know about the socially beneficial actions the organization is carrying out or will carry out in the future. This way, they know where the money and effort invested are going. Simultaneously, transparency is always beneficial in attracting new potential collaborators. Traffic increases when an excellent inbound marketing strategy is implemented and search engines consider the website a reference within a specific sector or topic. This contributes to the NGO's reputation, builds trust, and increases the number of volunteers and collaborators, resulting in more projects of social interest being carried out.

According to cyber click's article Inbound Marketing for NGOs: Best Strategies and Examples, "An inbound marketing strategy for NGOs is not dissimilar to one designed for a company or commercial brand. A good inbound marketing strategy requires, in addition to creating informative content, telling stories that evoke empathy in public" [21]. Of course, we must avoid sending messages with a moralistic tone or that force or blame society for a particular problem. It is not about looking for perpetrators but about finding allies and people who want to change some broken societal aspects.

The main difference between a funnel for a foundation and one for a for-profit organization is the funnel's ultimate goal. A for-profit organization seeks to generate revenue and profits, whereas a foundation seeks to attract and manage donations to support its mission and activities [22].

A foundation's funnel's ultimate goal is to convert potential donors into active supporters and advocates of the foundation's work [25]. As a result, the funnel of a foundation is focused on developing relationships with potential donors, engaging them in the foundation's mission, and ultimately persuading them to donate. This could include developing compelling content about the foundation's impact, highlighting the success stories of those the foundation serves, and providing donors with various levels of engagement.

A for-profit organization's funnel, on the other hand, is focused on generating sales and revenue. This includes identifying potential consumers, generating awareness of the organization's products or services, and guiding them through the sales process until they purchase. [23]. A for-profit organization's funnel's ultimate goal is to convert potential customers into paying customers and increase profitability [24].

Furthermore, the target audience of a foundation's funnel may differ from that of a for-profit organization due to the nature of its activities and goals. A foundation may target people passionate about a particular cause, whereas a for-profit organization may target a broader audience based on demographics, interests, or purchasing habits [25].

While the basic principles of a funnel may be the same for foundations and for-profit organizations, the specific goals, strategies, and tactics used within the funnel will vary depending on the organization's activities and goals.

When reaching more volunteers and donors, nonprofit organizations should consider some critical differences from for-profit organizations. Here are a couple of examples:

- Communicate the mission: Nonprofits have a specific mission that is more than just making money. It is critical to communicate this mission to potential donors and volunteers so that they understand the difference they can make by donating to the organization.
- Focus on impact: Rather than financial performance, nonprofits frequently measure success based on their impact on society or a specific cause. Highlight the positive impact that the organization is having and how donors and volunteers can help.

- Use social media and digital marketing to reach a larger audience and engage potential donors and volunteers. Creating compelling content that highlights the impact and mission of the organization can be an effective way to attract new supporters.
- Develop relationships: Nonprofits frequently rely on developing relationships with donors and volunteers to sustain their operations. Spend time cultivating genuine relationships with supporters by expressing gratitude for their gifts, keeping them current on the organization's activities, and demonstrating the impact of their contributions.
- Focus on transparency and accountability: When compared to for-profit organizations, nonprofits are frequently held to a higher standard. To build trust with donors and volunteers, be open about the organization's finances, operations, and impact.

When engaging with donors and volunteers, nonprofit organizations must prioritize their impact, transparency, and relationship-building efforts. These values can help stakeholders build trust and a sense of community, essential for long-term support. Nonprofits can also use digital marketing and social media to broaden their reach and connect with a larger audience. Organizations can increase their visibility and attract new donors and supporters by utilizing funnels, ads, and other digital marketing strategies. Creating targeted social media ads, for example, can help reach a specific audience, whereas using landing pages and calls to action can encourage potential supporters to donate or volunteer. On the other hand, nonprofits must tailor their digital marketing strategies to their specific goals and target audience and evaluate and adjust their approach regularly based on performance metrics.

- Create targeted ads and landing pages: Nonprofits can boost their chances of converting website visitors into donations or supporters by establishing tailored ads and landing pages that respond to the specific needs and interests of distinct audience segments.

- Use email marketing: Email marketing can be a powerful tool for keeping donors and supporters engaged with the organization's mission and informed about new campaigns or initiatives. Nonprofits can use email marketing to send regular newsletters, fundraising appeals, and event invitations.
- Create social media campaigns: Social media can be a tremendous tool for organizations to reach new audiences and engage supporters. Nonprofits can use social media to promote specific fundraising campaigns, highlight the impact of their programs and services, and encourage online engagement.

  Regarding campaign creation, each social media platform has advantages and disadvantages. By offering various targeting options and ad formats, Facebook and Instagram effectively reach younger audiences and raise awareness for causes. In contrast, Google Ads help increase website traffic and conversions by targeting specific keywords and search queries. The target demographic, budget, and campaign objectives will determine each platform's effectiveness.

- Nonprofits should use data analytics to track their marketing campaigns' success and identify improvement areas. Nonprofits can improve the effectiveness of their marketing efforts by analyzing data on website traffic, engagement rates, and conversion rates.

  Nonprofits should optimize their websites for conversions by creating clear calls-to-action, simple donation forms, and compelling storytelling that highlights the impact of their programs and services.

- Nonprofit organizations use a different type of call-to-action than for-profit organizations. Nonprofits' calls to action typically involve making a donation or taking some action that advances their mission. To encourage donations and support, nonprofits must create urgency and importance around their cause and trust and credibility with their audience. On the other hand, for-profit organizations use CTAs to persuade customers to purchase by emphasizing the benefits of their products or services. Trust is essential for both, but it is based on different factors for each - for nonprofits, it is trust in the effective use of donations, whereas for-profit businesses rely on trust in quality and value.

Overall, nonprofit organizations can use funnels, ads, and other digital marketing strategies to help them advance their missions by raising awareness, attracting new supporters, and encouraging participation in their programs and services. Nonprofits can maximize the impact of their marketing efforts by creating targeted campaigns, optimizing their website for conversions, and using data analytics to make data-driven decisions.

3. Chapter 3 Literature review applies to non-profits organizations

3.1 Ladders and Funnels

Customer engagement and retention are essential to the success of any organization, whether for profit or not. Practical strategies for identifying the target audience and providing value that aligns with the organization's mission and goals must be developed to achieve these goals. The dream client strategy and the Value Ladder are two strategies that can help achieve these goals.

According to Russell Brunson's book "Dotcom Secrets," [26] the dream client strategy entails creating customer avatars that represent the characteristics of the ideal men and women the organization wants to work with. Understanding these customers' passions, goals, and desires allows the company to make informed decisions about where to locate them, what bait to use to attract their attention, and what results from the company wants to provide them. This strategy allows the organization to target the right audience, increase the likelihood of attracting and retaining loyal supporters, and ultimately achieve its goals.

On the other hand, the Value Ladder is a customer acquisition strategy that provides increasing levels of value. The Value Ladder is based on the premise that customers are more likely to spend more if they believe they are getting more value (as illustrated in Figure 12). According to Brian Tracy's book "The Psychology of Selling" [30], the Value Ladder can establish long-term customer relationships, increase customer loyalty, and maximize revenue potential.

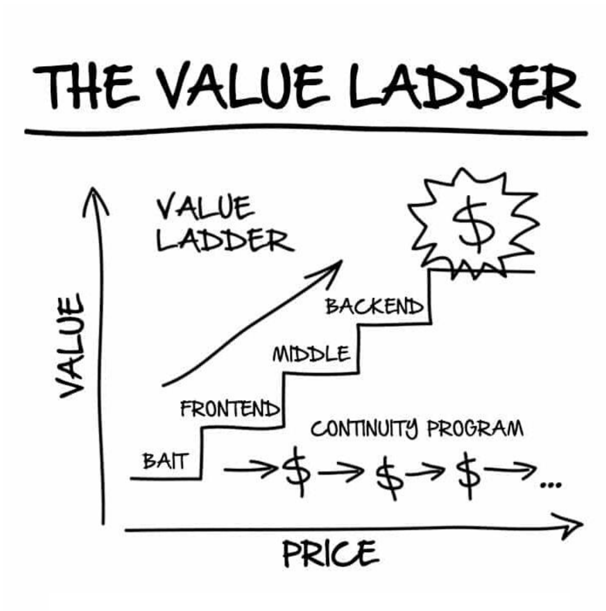

Figure 12 Value ladder [26]

Napoleon Hill, in his classic book "Think and Grow Rich," [27], also emphasizes the importance of providing value to customers, stating that a business must constantly strive to improve its offerings and services in order to remain competitive and relevant in its market.

For a non-profit organization, the Value Ladder can be adapted to reflect the organization's mission and goals. Offering increasing levels of engagement, such as volunteer opportunities, educational programs, and community events that align with the organization's mission, could be part of the ladder. The ladder's ultimate goal could be to provide the highest level of support and impact, such as the opportunity to become a volunteer leader, go on a mission trip, or make a significant donation. The non-profit organization can establish long-term relationships with its supporters and maximize its impact in the community by providing these increasing levels of value.

To summarize, the dream client strategy and the Value Ladder are effective customer engagement and retention strategies in for-profit and non-profit organizations. Organizations can establish long-term relationships with their customers and achieve success in their respective markets by understanding the target audience's requirements and desires and providing growing degrees of value that correspond with the organization's vision and goals.

The Value Ladder concept, central to the sales funnel (see Figure 13), enables the organization to provide value to donors at the level they can afford while making money and profit. A sales funnel, also known as a marketing funnel, guides potential donors through the stages of giving. The goal is to convert them from infrequent visitors to repeat donors willing to contribute at higher levels.

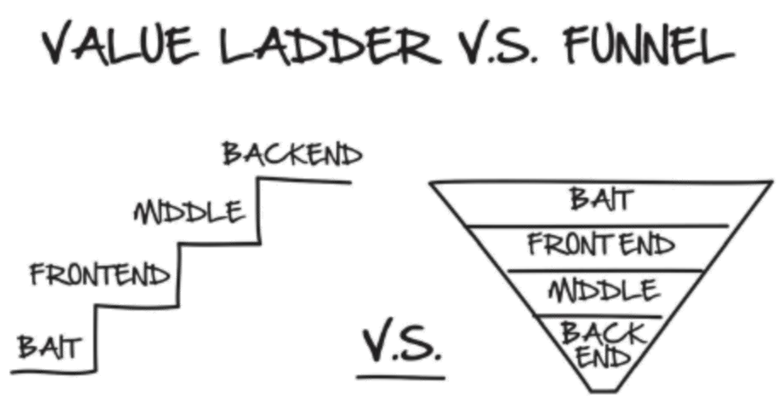

Figure 13 Value ladder vs funnel [26]

To reach potential donors, driving traffic to the funnel is critical. Understanding the target market's characteristics and behaviors will help achieve this. The organization must identify and communicate with groups of people who share its values and beliefs. Non-profit organizations can create hyper-targeted messages that speak directly to their target audience using today's vast data.

One method for increasing traffic is to find out where the target market is congregating and present them with a relevant message. For example, the organization may discover that its target audience subscribes to an email newsletter, in which case it could purchase advertisements to reach them.

To entice potential donors to leave their congregation and visit the organization's funnel, the non-profit must devise a one-of-a-kind offering. This could be accomplished through interrupt-style advertisements that grab the prospect's attention and direct it to the organization's squeeze pages, front-end offers, and bait. The advertisements should use strange, unusual, or shocking images and headlines to disrupt the prospect's thoughts and draw their attention to the organization's mission and goals.

Finally, creating a sales funnel and driving traffic are critical components of a non-profit organization's fundraising efforts. The organization can increase its chances of converting potential donors into repeat donors by understanding its target market, congregating where they are, and creating unique offerings. These strategies are practical and can be further supported by academic research on non-profit marketing and fundraising techniques such as the ones listed below:

- "A case study of fundraising campaigns: The role of social media in non-profit organizations." [28] This study looks at how non-profit organizations can use social media effectively for fundraising campaigns. The findings indicate that social media can effectively engage potential donors and increase a cause's visibility.

- "An empirical study of the impact of targeted messaging on fundraising effectiveness." [29] This research aims to look into the effect of targeted messaging on the effectiveness of fundraising campaigns. The findings show that targeted messaging campaigns outperform general messaging campaigns in terms of attracting donations and meeting fundraising goals.
- "Email personalization's impact on donor behavior." [30] This study looks into the effect of email personalization on donor behavior. The findings show that personalized emails outperform generic emails in terms of increasing donor engagement and donations.

There are three types of traffic: traffic you own, traffic you control, and traffic you do not control (as shown in Figure 14). The best type of traffic is your own, which includes your company's email list, followers, readers, and customers because it can generate immediate traffic without additional marketing costs. The goal is to convert the other two types of traffic into subscribers and buyers, boosting the company's revenue.

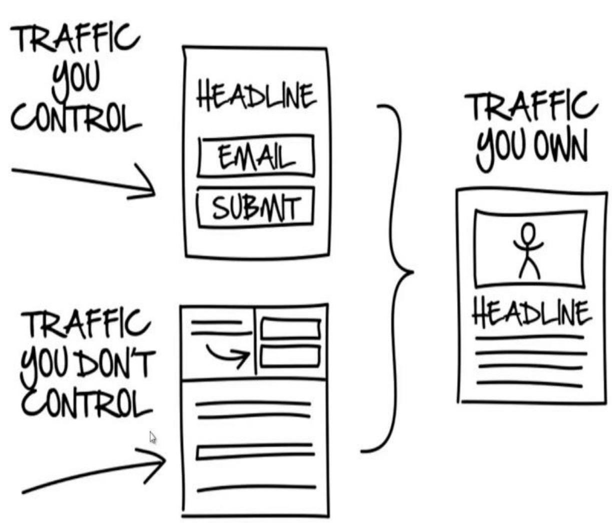

Figure 14 The three types of traffic [26].

Controlled traffic is traffic a company can direct to a specific location, such as a website, by purchasing an advertisement. The goal is to convert this traffic into email subscribers via a "squeeze page" that requests visitors' email addresses.

Examples of uncontrollable traffic include social media, search traffic, guest blog traffic, YouTube, and guest interviews. The goal is to redirect this traffic to the company's blog, which should be designed as a glorified squeeze page that encourages visitors to provide their email addresses.

This concept can be applied in non-profit organizations by categorizing the sources of traffic to the organization's website and focusing on converting as many of them as possible into email subscribers. This can assist the organization in expanding its reach and building a larger and more engaged audience, which can aid in fundraising and marketing efforts. Furthermore, the organization can use email campaigns and sequences to engage with its subscribers while promoting its mission and activities.

Facebook ads are another good idea; this traffic would be considered "traffic you control." The company purchases Facebook advertising space and can direct traffic generated by the ad to a specific destination, such as a landing page or website. A non-profit organization can utilize Facebook advertisements to drive visitors to its website and raise awareness of its cause. The non-profit can reach potential supporters and donors who would not have known about their organization by targeting specific demographics or interests. The goal would be to convert this "traffic you control" into "traffic you own" by redirecting visitors to a page where they can sign up for updates or donate, for example. The more people a non-profit can add to its email list or followers, the more opportunities it will have to engage and mobilize these people to support its cause.

3.2 Communication/ Follow-up Funnels

Email communication is essential to marketing funnels because it allows organizations to communicate directly with their target audience. It is a low-cost and efficient way for businesses to reach many people, allowing them to personalize their messaging and build relationships with their subscribers.

By fostering ongoing conversations with subscribers, organizations can educate their audience about their products or services, provide valuable information, and create a sense of community through email. Furthermore, emails can segment audiences based on their interests, behaviors, and engagement, allowing businesses to tailor their messaging and provide more relevant content.

Furthermore, email communication can be important in the lead nurturing process, allowing organizations to engage with their subscribers and move them further down the funnel toward conversion. Finally, email communication is an essential aspect of marketing funnels and should be a part of any marketing strategy. Email communication, whether for a for-profit or non-profit organization, can help drive engagement, build relationships, and ultimately drive conversions.

Dotcom Secrets by Russell categorizes email communication for funnels as Personalized Storytelling, Soap Opera Sequence, and Seinfeld Sequences.

As a marketing strategy, personalized storytelling effectively engages customers and increases their emotional connection to a brand. When non-profit organizations use this strategy, they can develop strong relationships with their stakeholders, increase their empathy for the cause, and ultimately generate more support.

The Soap Opera Sequence is a tried-and-true email marketing technique that tells a story over emails to increase engagement and foster a deeper connection with subscribers (see Figure 15). When combined with personalized storytelling, this approach can be highly effective at engaging potential donors, volunteers, and other supporters of a non-profit organization.

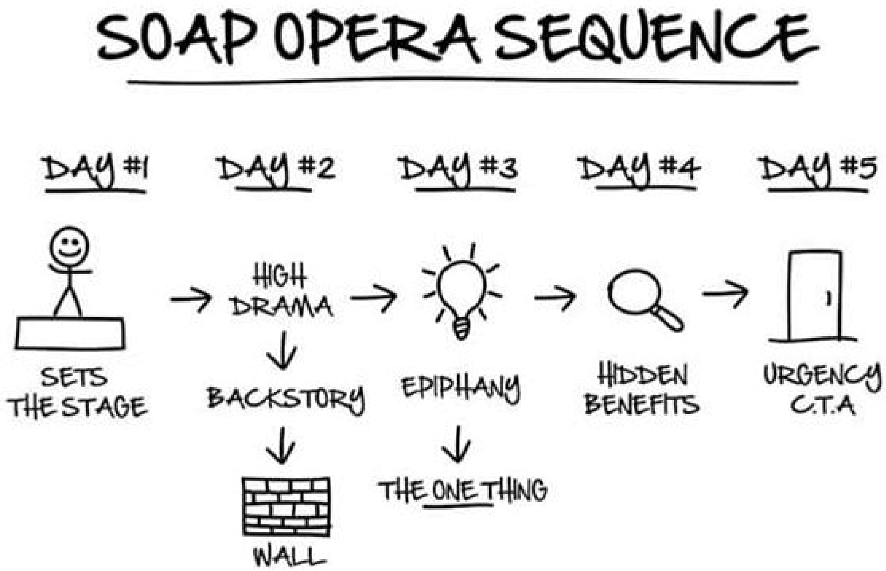

Figure 15 Five-email soap opera sequence [26]

Non-profits can build long-term relationships with their supporters by keeping the conversation light, engaging, and entertaining. The Seinfeld Sequence, which entails sending daily emails to subscribers, can be a great way to keep the conversation going with non-profit supporters. These emails can be lighthearted, humorous, and entertaining while mentioning the organization's products or services, such as its causes and initiatives.

Non-profit organizations can build a solid emotional connection with their supporters and increase engagement with their causes by combining personalized storytelling, the Soap Opera Sequence, and the Seinfeld Sequence. These email marketing techniques can increase donations, volunteer participation, and organizational support.

According to research, storytelling can increase cognitive and emotional engagement, increasing the likelihood that people will remember information and form a stronger connection with a brand or cause. [31].

Furthermore, research has shown that personalized communications are significantly more effective in engagement and conversions than non-personalized communications [32].

3.3 Funnelology leading your customers to the sale (over and over again)

Before developing a new sales funnel, it is critical to understand the target market demographics and to research the successful campaigns of other companies selling to the same target market.

The following steps are involved in reverse engineering a successful campaign:

1. Recognizing: direct and indirect competitors and compiling a list of their landing page URLs.
2. Analyzing: the competitor's campaigns with tools such as Similarweb.com to learn about the competitor's traffic sources, demographics, and landing pages.
3. Observing: what the competition is doing, such as which ads are being run, where they are being run, and how long each ad has been running.
4. Creating: a "swipe file" of ideas from competitors' campaigns, including demographic information, the offer, the landing page, the traffic source, and the ad copy.
5. Using: this data to build a successful sales funnel based on what is already working.

The steps apply to both a foundation and a business. A foundation's target market and demographics are also important considerations. A foundation can create a successful campaign to reach its target audience by researching and understanding the strategies of successful foundations.

First, the foundation can identify its direct and indirect competitors and research their campaigns to see what strategies work for them. Analyzing their offers, landing pages, traffic sources, and ad copy is part of this. The foundation can create a targeted and effective campaign to reach its target audience by studying and modeling the successful campaigns of its competitors. Furthermore, by observing what works and what does not, the foundation can constantly improve its campaign and reach more people who require its services.

The funnel could be classified into seven stages, which are as follows:

1. Awareness: This is the first stage in which the customer is introduced to and aware of the brand or product's existence.
2. Interest: At this stage, the customer expresses an interest in the product and begins to gather additional information about it.
3. Want: The customer desires to own or use the product.
4. Action: The customer decides to buy the product or interact with the brand.
5. Loyalty: The customer becomes loyal and continues to buy from and interact with the brand.
6. Advocacy: The customer becomes a brand advocate and promotes it to others.
7. Monetization: The company monetizes its customer relationship through repeat purchases and other revenue streams.

A company can maximize its monetization potential and develop strong customer relationships by optimizing each funnel stage. This can increase brand loyalty, customer retention, and revenue overall. A foundation can also tailor its approach to serve its stakeholders better and achieve its goals by understanding the customer experience.

Non-profit organizations can benefit from the same principles of improving the customer experience and creating a positive pre-frame. Non-profits rely on attracting and retaining supporters, whether donors, volunteers, or advocates, to accomplish their mission and have a long-term impact.

Non-profits can improve their outreach efforts and tailor their messaging to better connect with potential supporters by understanding the various stages in the funnel. Doing so can create a positive pre-frame and increase the likelihood of someone taking action, such as donating, volunteering, or spreading awareness about the cause.

Furthermore, optimizing each stage of the funnel can assist non-profits in developing stronger relationships with their supporters, leading to longer-term engagement and support. Non-profits can create a sense of community and belong among their supporters by making the experience of interacting with the organization positive and memorable.

4. Chapter 4: Benchmarking

These are just a few examples of non-profits that have used funnels to increase online engagement and fundraising. Non-profits can create effective campaigns that engage potential supporters, build trust, and drive donations by employing funnel marketing principles.

4.1 Nonprofit Leadership Lab

This site provides a supportive and inspiring community of kind and generous kindred spirits, training, and resources that will immediately improve people's leadership skills and propel the organization to new heights, even during difficult times.

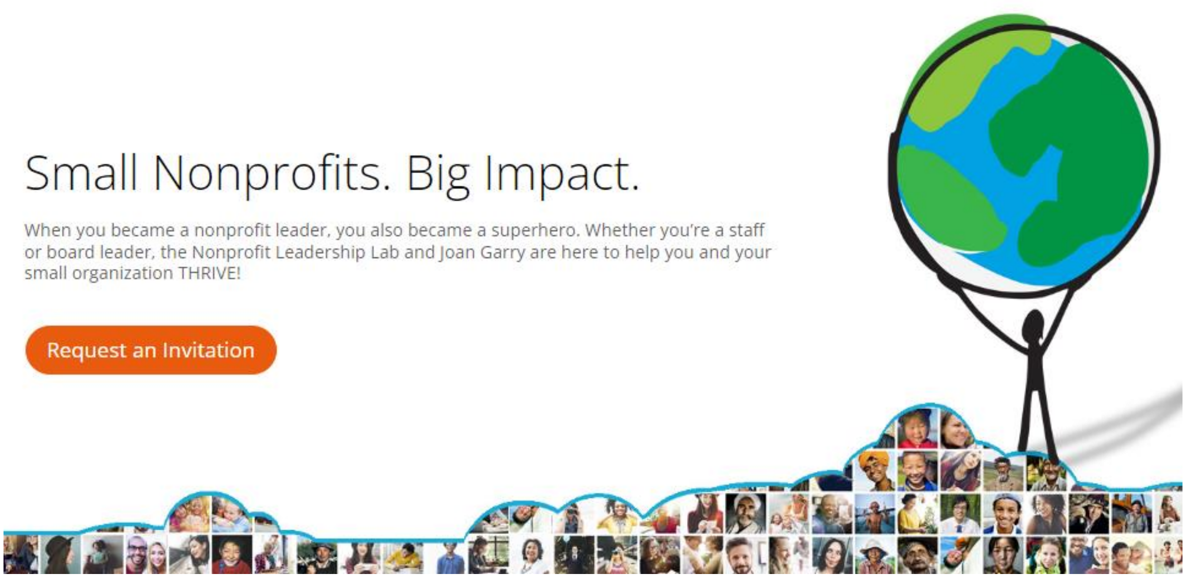

Figure 16 Nonprofit leadership lab [33]

Nonprofit leadership lab is a Montclair-based company that was founded in 2017 and had over 5,000 members. Its mission is to be the world's best online program for board and staff leaders of smaller nonprofits. This foundation contains five key points:

1. Gain greater skills
2. Connect with other nonprofit leaders
3. Learn from world-leading experts
4. Stop reinventing the wheel
5. Build a thriving nonprofit

The nonprofit leadership lab is an example of how the funnels could be implemented inside the funnels inside the non-profit foundation. Inside its website, specifically, the main page shows at first place the primary goal of the foundation and what kind of people they are looking for; scrolling down the page, there is a video (less than 5 minutes) that better explains the idea of the foundation with a brief introduction and explanation of its founder showing why people join to this initiative.

It is also interesting that below the video, four points summarize its content; to complement the initial information about the foundation, there is a comparison between other nonprofit communities and why they are the best choice for others; finally, the technique of funnels is applied in order to take the information of the user using the “join the community” and offering more information about the Nonprofit company and its CEO.

Figure 17 Registration page [33]

To complement the idea of funnels, the website contains other kinds of material that help to convince people to join to Nonprofit leadership lab; like

- Specific information about the foundation and its CEO
- Specifying information about the community and its activities
- Testimonials and success stories
- Frequently QA
- Free resources
- Programs to be joined
- Presence in different social media like LinkedIn and Facebook.

Regarding the call to action, the "request an invitation" buttons on the page ask for a name and email address. When people submit the form, a thank you page appears, inviting them to join the Facebook group, follow the page, and check their email. It also has an appointment scheduling option and directs to a form and availability.

4.2 30days.com

Russell Brunson and his team interviewed thirty of his most successful students, asking them, "If you suddenly lost it all, your money, your reputation, and your business, what steps would you take over the first thirty days to get it all back?" [34] He recorded the interviews and compiled them into this book. Chapter 10 is about "fundraising for nonprofits" by Tyler Shaule.

Tyler is the Executive Director of Forest Cliff Camp, Canada's premier Christian children's camp. His educational background, nonprofit leadership experience, and Recent industry accolades in digital marketing and online fundraising have elevated him to the seek-after speaker and consultant for nonprofit groups around North America. As a non-profit industry leader, he wants to help nonprofit organizations launch hyper-profitable online fundraising funnels to get noticed and the resources they need to change the world! <u>This benchmarking example will help us understand how digital marketing strategies work for nonprofit organizations in detail.</u>

This is his 30-day plan for bootstrapping a profitable online fundraising campaign for a nonprofit, making a significant impact even if they do not have a website, an email list, or any money in their fundraising budget. The following paragraphs will highlight the book's most important ideas, which can be used as an example for the practical part of this thesis.

Non-profit organizations can focus on three causes: compassion, change, and culture. Compassionate causes are concerned with vulnerable people, such as children or animals. Change agents work to achieve global justice and to address injustice. Cultural causes stem from a person's identity, such as a common interest or affiliation. The author chose a Compassionate cause because it is easier to develop a donor-focused fundraising campaign and a child-centered and local cause. After all, accessing programs and collecting videos and photos is more accessible.

For a successful online fundraising campaign for a non-profit organization, it is crucial to have a comprehensive understanding of the cause and mission of the organization and the perspectives and motivations of its key stakeholders. This can be achieved through research and conducting interviews. Once a solid understanding is established, the next step is to choose an appropriate social platform, test messages to determine what resonates with the audience, develop a compelling fundraising offer, and build an evergreen fundraising campaign.

Keeping a realistic approach and setting specific and attainable goals when beginning fundraising efforts is essential. Common goals, reflections, and discussions with staff members can also help to ensure success and keep the campaign on track. Marketing and advertising expenses should be limited to $500 in the first month to ensure cost-effectiveness.

A non-profit organization's online fundraising campaign entails research, planning, goal setting, and practical implementation to maximize the impact of the fundraising campaign and generate long-term support for the organization.

It is essential to grow an online audience to raise funds for the non-profit organization effectively. This can be accomplished through social media posting and Facebook Live videos that present engaging content related to the organization's mission and capture the attention of people interested in the cause. Through the creation of Video View Audiences in Facebook's Ads Manager, video content can also help build a qualified audience for future fundraising. It is also recommended to set up a Facebook page, send out a welcome message, and install a Messenger Chatbot on the page to interact with new subscribers and collect email addresses for future communication. This can be done using a free tool like ManyChat and integrated with email autoresponder software such as Click Funnels' Actionetics list.

The non-profit organization can use Facebook to reach its target audience and establish an online presence. Staff members will be trained to post socially on their personal Facebook profiles and leverage their social networks to build an online audience quickly. In addition to growing its audience, the non-profit will seek page likes from enthusiastic people about its mission. Facebook Live broadcasts are an effective way to engage with the audience and spread the message of the non-profit. For a week, the organization will broadcast daily 10-15 minute live videos with original content, interviews, or interactive themes. These live videos will help to build trust and encourage people to contribute to the non-profit's cause.

Here are some other things to remember:

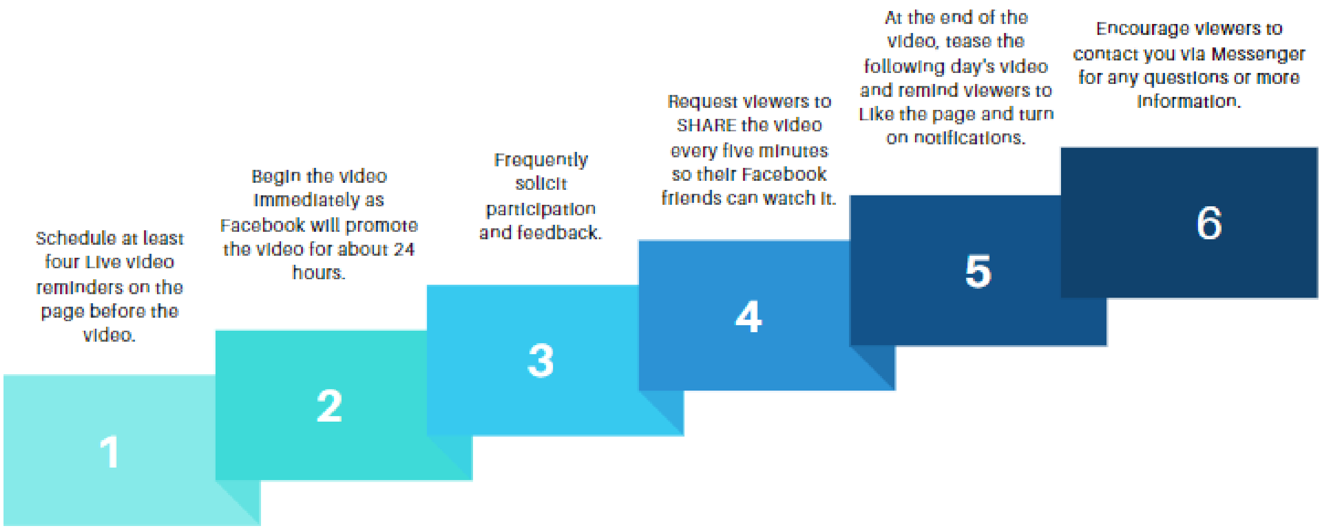

Figure 18 Important point to keep in mind

To effectively use Facebook for fundraising, the organization should analyze video metrics such as views after 24 hours, engagement, and time spent watching regularly. A low level of engagement may indicate that the message is not resonating with the audience, whereas a viral video may inform future fundraising efforts. The organization should also manually invite video viewers to like their page, to achieve 200-300 views and 300-page likes by the end of the six days of live videos.

Furthermore, Facebook Ads Manager can assist the organization in developing a custom audience of video viewers and a Lookalike Audience for effective targeting. The nonprofit should create an advertising budget, a fundraising offer, and an online donation option to get started. The nonprofit can reach out to potential supporters and raise $5,500 in online donations in two weeks by cross-referencing the list of video viewers with past donors. Interviewing at least two donors on a Facebook Live video and aiming for a 20% conversion rate on the first ask can assist the organization in meeting its goal and launching its initial fundraising campaign with at least $100.

The nonprofit intends to use Facebook Ads Manager to create a custom audience based on video views to reach at least 400 people. If this target is unmet, the organization can make more videos or use the Connections feature to boost posts and increase views. Once the custom Video View audience of 400 people has been created, a Lookalike Audience of at least 100,000 people should also be created. The nonprofit requires advertising funds, a fundraising offer, and an online donation option to launch the first campaign. To find potential supporters, the nonprofit should examine those who have watched the videos and cross-reference that list with previous donors. At least five previous donors who actively participated in the online videos should be approached in the next two weeks to help raise $5,000.

The script is straightforward, asking for $100 or a $50 monthly commitment toward the $5500 goal. At the end of the call, donors should be thanked and asked if they want to appear on a Facebook Live video this week. A conversion rate of 20% on the first ask is considered successful, and at least two donors should be interviewed in the video. To begin the initial fundraising campaign, the nonprofit should have at least $100. The nonprofit can find potential supporters by cross-referencing those who watched the videos with previous donors. Five offline donors likely to contribute should be approached if the two groups do not overlap. The nonprofit aims to find at least five past donors actively participating in the online videos and share a $5,000 goal in the next two weeks. Once identified, these donors should be asked for a $100 gift or a $50 monthly commitment and thanked for their contribution.

Schedule the donor interview Facebook Live videos as soon as possible. Make sure to promote the upcoming fundraising campaign during the live video interviews. Then create the fundraising offer, ask, or appeal that will be used to raise funds for the goal. Donors must share the emotional reasons for giving money and the practical outcomes of the gift.

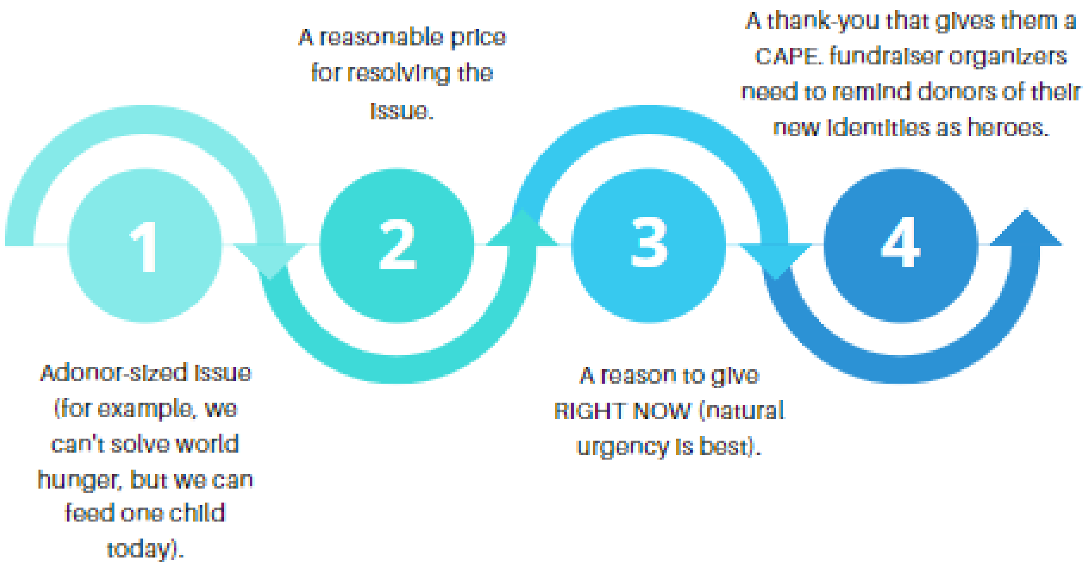

Figure 19 Four Elements of a Strong Fundraising Offer

The last step in developing a fundraising offer is to select a story and a hook that will emotionally connect the audience with the offer. The story should inspire the audience to believe in the nonprofit's solution and encourage them to donate. The offer should include $100 one-time and $50 monthly gift options.

To launch a successful fundraising campaign, a solid donation page is required, which includes a donation landing page, a thank-you page with a prominent share button, and two email sequences for one-time and monthly donors. The donation page should also include compelling copy that describes the problem, the nonprofit's solution, and the consequences of giving or not giving. A donor interview video should be included in the emails to reassure donors that their contribution is valuable. The Facebook pixel must also be added to the donation page for tracking purposes.

Developing a promotion strategy with the staff is also critical to the campaign's success. The emphasis should be on creating content that elicits an emotional response from the audience and encourages them to visit the Facebook page or donate. Personal profile posts, page posts, live videos, messenger announcements, and email distribution are examples of this content. The team should plan these content items for the next six days of the campaign while also performing last-minute tech checks to ensure that the donation page, payment processor, and emails are ready to go.

The nonprofit can launch a compelling and well-promoted fundraising campaign by incorporating this. The donation page will make donors' contributions simple and secure, while the promotion plan will engage potential donors and motivate them to act. The combination of a strong donation page and effective promotion will assist the nonprofit in meeting its fundraising goal and affecting positive change in the community it serves.

The nonprofit should produce a video advertisement that tells the story of the organization's cause while presenting the offer. This video ad can be created by editing the nonprofit's best Facebook Live videos and emphasizing the situation's urgency and how close the organization is to reaching its fundraising goal. The Boost Post ad model should target three audiences: Facebook followers and friends, the Custom Video View audience, and a similar appearance audience. This will ensure that the organization's message reaches many people who care about the cause and are likely to donate.

During the campaign's final days, monitoring ad spend and providing regular updates on the total amount raised is critical. The nonprofit should also make repeated calls to action to visit the donation page and donate, reminding people of the importance of the situation and the impact that their contribution can have. Promoting the campaign and not giving up too quickly aggressively is critical. This could include making more videos, sending more emails, and making vital calls to action. By promoting the campaign far more aggressively than is initially comfortable, the nonprofit can ensure that its message is heard above the din of social media and that its fundraising goals are met.

Following the initial campaign's success, the next step is to capitalize on the power of the online fundraising funnel by making it "evergreen." This entails continuously running ads for 30 days to allow the donor funnel to continue building trust, changing beliefs, and encouraging new donors. It becomes easier to persuade the nonprofit to invest \$500-\$1,000 per month in advertising to sustain the donor acquisition process by tracking critical metrics from the initial campaign.

Furthermore, keeping a close eye on the automated campaign is critical to ensure its continued effectiveness as a donor-acquiring cash machine. This way, even after the initial campaign has ended, the nonprofit can continue to fundraise using a successful online platform. It is also suggested that the next two days be spent sending personal messages of gratitude to donors who have contributed and sowing the seeds for the next campaign.

Finally, this example focuses on research, planning, and practical implementation to maximize the impact of the fundraising campaign and generate long-term support for the non-profit organization. To accomplish this, non-profit organizations should thoroughly understand their mission and the perspectives and motivations of their key stakeholders. They should also use Facebook to build an online audience, engage with their audience through unique and interactive content, and analyze video metrics. Then, for efficient targeting, utilize Facebook Ads Manager to establish a custom audience of video watchers and Lookalike Audiences. Non-profit organizations can effectively bootstrap a profitable online fundraising campaign using the book's insights, even if they do not have a website, an email list, or any money in their fundraising budget.

4.3 Charity water:

Water was founded in 2006 with one ambitious goal: to end the global water crisis. It is a non-profit organization providing clean and safe water worldwide. They know how to solve the problem and are making strides every day with the assistance of local partners and generous supporters. Furthermore, despite the magnitude of the water crisis, they remain optimistic.

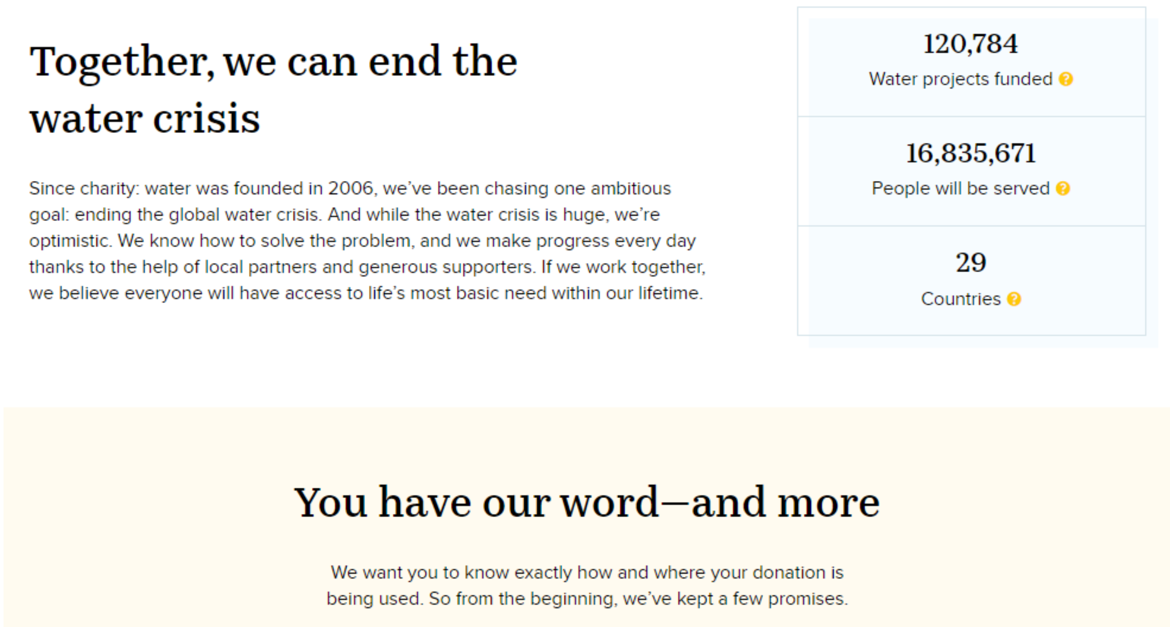

Figure 20 Charity:Water [35]

This organization uses a highly effective funnel to raise funds and engage supporters. Their funnel has several stages, including awareness, consideration, and conversion, with targeted messaging and calls to action at each stage. They deliver a clear and compelling message, illustrating the impact of donations through storytelling. They also use social proof and credibility indicators to build trust with potential donors, such as displaying their 100% donation model.

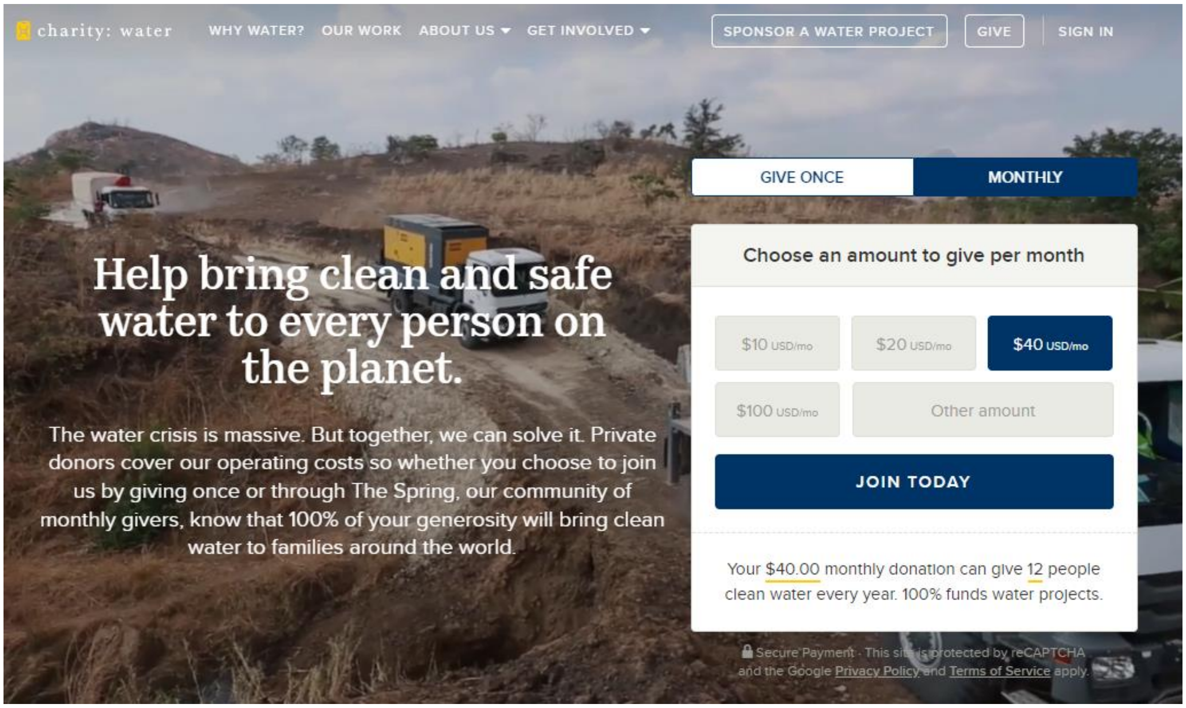

Figure 21 Charity:Water [35]

It also demonstrates a method for retaining people, as it has two types of donors, some who donate only once and others who donate frequently. They explain that private donors cover their operating costs, so whether you join them by donating once or through El Manantial, You may rest confident that 100% of your gift will bring clean water to households worldwide as a member of the monthly donor community.

4.4 Donors Choose

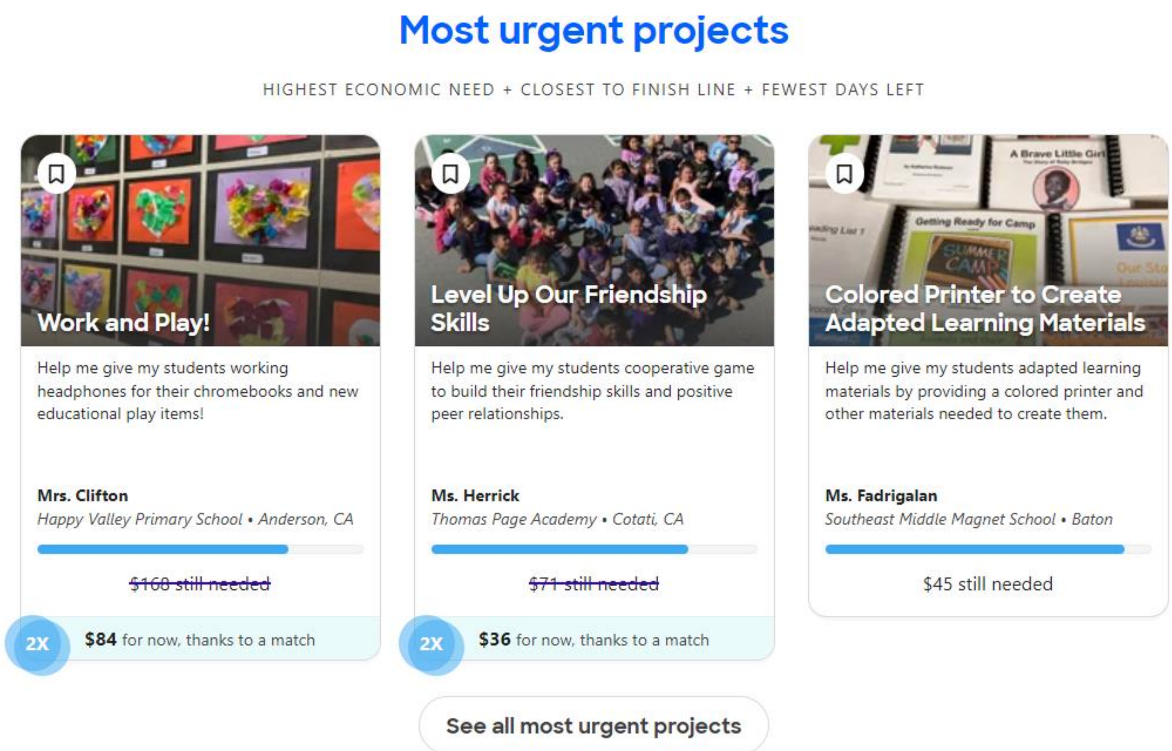

Figure 22 Donors choose [36]

This cause makes it simple for anyone to assist a teacher in need, bringing us closer to a country where students in every community can access the resources and experiences they require for an excellent education.

This organization's unique fundraising approach allows donors to choose specific projects they want to support. They use funnels to guide donors through selecting a project, donating, and tracking their gift's impact. They use social proof and personalization to make the process more engaging and meaningful.

4.5 Heifer International

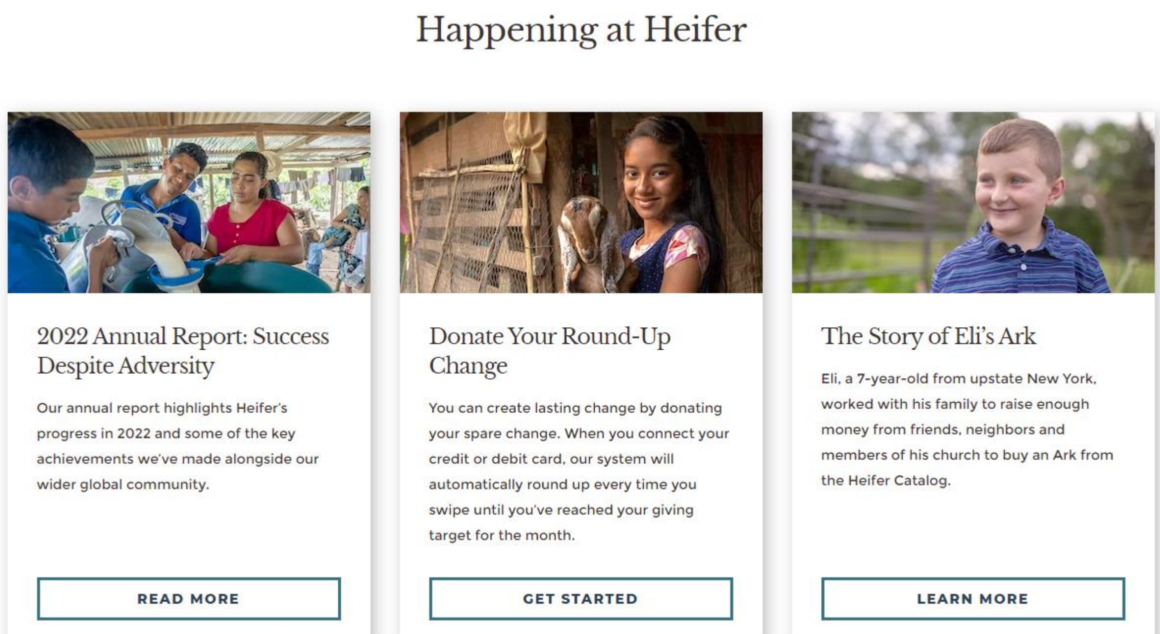

Figure 23 Heifer international. [37]

Heifer International aims to end hunger and poverty sustainably by partnering with and investing in local farmers and communities.

This organization uses a funnel to engage supporters to end global hunger and poverty. They provide various giving options, ranging from one-time donations to monthly contributions, and they use storytelling and visual media to demonstrate donations' impact. Retargeting and email marketing are also used to keep supporters engaged over time.

5. Chapter 5: Social Innovation Teams (SIT)

Figure 24 Social Innovation Team [38]

SIT's mission is to promote and support social innovation initiatives that address society's most pressing social challenges. The foundation collaborates with various stakeholders to drive social change and promote sustainable development, including social entrepreneurs, non-profit organizations, governments, and corporations.

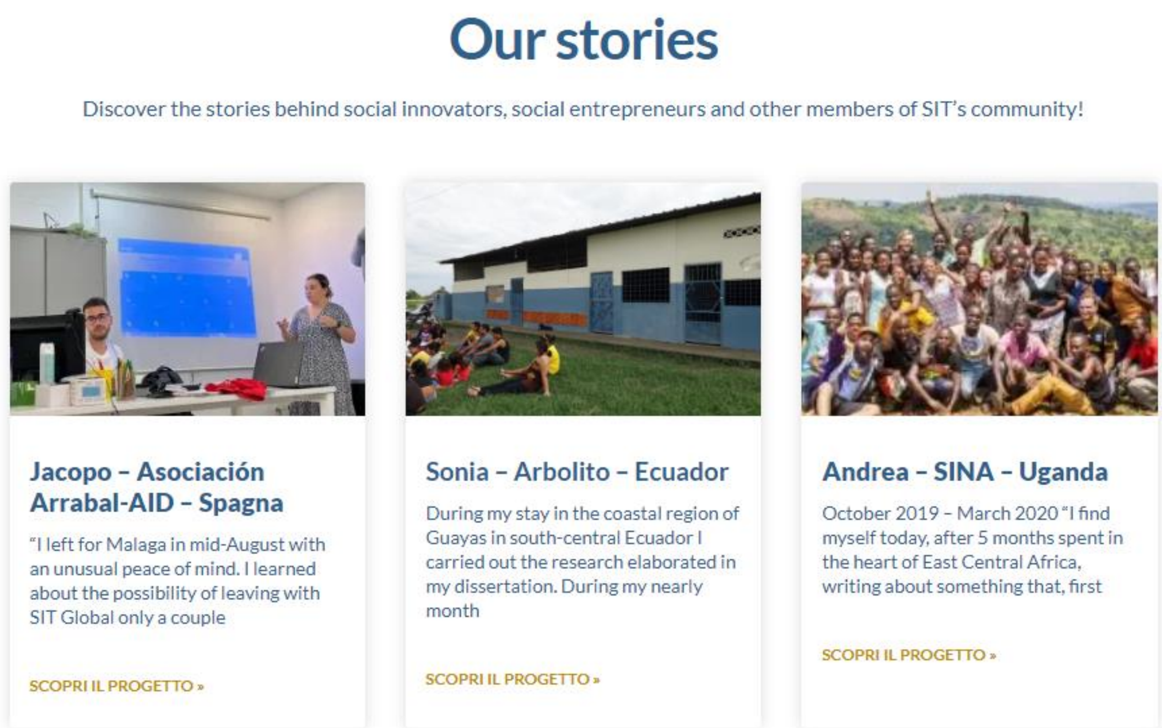

Figure 25 Social Innovation Team [38]

SIT provides several programs and services to help with social innovation initiatives. These are some examples:

- Acceleration programs: SIT offers acceleration programs for social entrepreneurs and start-ups, assisting in business development, financial management, and impact measurement.
- Consulting services: SIT provides consulting services to assist organizations in developing and implementing innovative solutions to social challenges.
- Research and innovation: SIT conducts research and creates new approaches to social innovation to promote sustainable development and address social inequality.
- Events and networking: SIT organizes events and networking opportunities to bring stakeholders from the social innovation ecosystem together, promoting collaboration and knowledge-sharing.

SIT is a newer non-profit organization, having been founded in 2011. It has, however, made significant progress in promoting social innovation elsewhere. The sustainability, collaboration, and innovation principles guide SIT's work, and the foundation is dedicated to driving positive social change through innovative, impactful solutions.

The Social Innovation Teams (SIT) foundation has done some projects in Italy and abroad. Here are a few examples of their work:

Italy Projects:

"Un viaggio che inizia dall'ultimo" (A journey that begins at the end): This project seeks to promote end-of-life care and support for those nearing the end of their lives. SIT collaborates with various partners, including hospitals, universities, and associations, to improve the lives of patients and their families.

"Sensi di Colpa" (Guilt Feelings): This project aims to raise awareness about mental health and reduce the stigma associated with mental illness. SIT collaborates with several organizations to provide professional training and support to people experiencing mental health issues.

"Eva+" (Eva plus): This project seeks to improve the elderly's quality of life by providing personalized care and support. SIT is collaborating with several partners to create innovative solutions, such as a digital platform that allows caregivers to monitor and manage the health of their patients remotely.

International projects:

"NextGen Leaders Program" empowers young leaders worldwide to address community social and environmental issues. SIT provides training and mentoring to selected participants to help them develop their leadership skills and implement long-term projects.

"The Good Food Accelerator": This project aims to help social entrepreneurs promote sustainable food production and consumption. SIT provides selected startups in Ghana, Kenya, and Uganda with training, mentorship, and funding.

"Mobilising for Rights Associates (MRA)": This project aims to promote human rights and social justice in Pakistan. SIT is assisting MRA in its efforts to provide legal aid and advocacy services to marginalized groups such as women, religious minorities, and people with disabilities.

These are just a few of the many projects SIT carried out in Italy and abroad. Each project is intended to address a specific social or environmental issue with a positive social impact.

SIT works with startups with a significant social impact as well as innovative non-profit organizations all over the world! Their international volunteering program connects students with our partners who provide educational opportunities abroad in innovation and social entrepreneurship. If the person is a student, they can do an internship or write the thesis abroad and receive ECTS credits!

This standard project is called sit global, and it is open all year with different departures. This year, the foundation is also pursuing the Erasmus Plus call. The organization has two new partners in Romania and Greece who have joined Global for Erasmus Plus.

This project will be used for the practical development of this thesis. The purpose of the campaign will be to encourage users to go to our partners through the mobility program. The campaign's target audience is university students who want to spend time abroad doing a stage, a rotation in social media, marketing, community building, project management, etc.

6. Chapter 6: Implementation

The project abroad is one of the organization's most important programs, with a considerable future projection. It is directed to Italian students between the ages of 19 and 35, singles seeking new experiences and putting their university skills and concepts to the test in real-world projects abroad, and European organizations whose scope and projects fall under the umbrella of social innovation and social entrepreneurship.

Students' academic achievement in exchange programs varies based on the program and the destination university. However, studies show that students who participate in exchange programs perform on par with or better than their counterparts who do not participate in exchange programs.

According to statistics, most students participating in exchange programs are pretty satisfied with their experience. Referring to a survey by the Association of International Educators (NAFSA), 96% of exchange students were satisfied with their experience [39]. According to another Institute of International Education, research 90% of students who participated in exchange programs were delighted with their experience [40].

It is important to note that the satisfaction and academic performance of students who participate in exchange programs may also be affected by factors such as their level of preparation prior to the exchange, the support they receive while abroad, and their adaptation to a new culture and environment.

Communication is crucial in the development and implementation of a successful sales funnel. Communication is essential in guiding potential customers through this journey by providing information, building trust and relationships, and ultimately encouraging them to donate. Digital marketing strategies are 95% communication and 5% implementation.

This strategy begins with getting the "Unique Value Proposition," a marketing term referring to the distinct benefit or value a product, service, or brand offers the intended customer [41]. The UVP's job is to distinguish a product or service in a competitive market by communicating its unique selling qualities to the target audience and explaining why the target audience should pick it above other possibilities [42].

The UVP should be enjoyable, memorable, and brief, emphasizing the target audience's requirements and desires [43]. Many strategies fail because they begin without thoroughly understanding their ideal client. The first step was to interview and fill out annexes 1 and 2 that precisely told what the company would say to that client and what kind of marketing campaign was appropriate.

The acquisition of new customers is crucial for the development and viability of any business or organization. Based on the responses provided by the organization, the decision was made to implement a recruitment campaign, also known as an acquisition campaign, which is a marketing strategy designed to attract new customers or supporters to a company, organization, or cause. A recruitment campaign's purpose is to encourage people to do something, such as buy a product, sign up for a service, join an email list, or donate to a good cause. Engagement campaigns can be carried out via various marketing channels, such as online advertising, email marketing, live events, and social media.

Because of its reach and capacity to reach a targeted audience, social media is a very efficient approach to communicating the Unique Value Proposition (UVP) and the type of the campaign. Furthermore, social media is a cost-effective and efficient approach to contacting many people and raising awareness of a company's products or services. It can be done through text, images, video, graphics, and calls to action, among other things.

Videos were employed for the recommended strategy because they can increase trust in nonprofit organizations for a variety of reasons:

- Humanize the organization: Videos allow viewers to see the faces and voices of the people behind the organization, making them feel more connected and emotionally invested in it.
- Emotions can be conveyed through videos in ways written messages or static visuals cannot. This might make the organization appear more genuine and approachable.
- Tell stories: Videos enable more effective storytelling than other forms of media. They might showcase the worth and importance of the organization's work by recounting success stories or demonstrating how the organization is making a difference in people's lives.
- The foundation's videos and testimonials are uploaded to various social networks (Facebook, Instagram, TikTok, and YouTube) because our traffic comes from there, giving the client more confidence when donating.
- Improve visibility: Videos are an efficient technique to increase the organization's presence on social media. Social media users can quickly share and disseminate them, increasing the organization's exposure to a larger audience.

The strategy requires three videos for advertising on Instagram and 1 video for the main page of the funnel. A good script helps to establish a clear and coherent structure for the message the company wants to transmit and ensures that all essential aspects of the content are adequately covered; the following scripts were created using the Unique Value Proposition (UVP) for the campaign:

1. **Copy of frustration:**
   Structure: Frustration + Wish + Logical reason + Call to action

   Standing out as a professional in your country requires more than just being a good student!!! Do you want to make a difference and grow professionally? An exchange at an organization abroad is what you need! A study by the European Commission found that students who participated in Erasmus exchange programs were more likely to find employment after graduation and had a higher salary!!!! Click here to discover the new way to get that personal and professional development you have been waiting for. Click now

2. **Copy false beliefs:**
   Structure: False belief + Logical reason + Benefit + Call to action

   To have a promising professional future, it is important to gradually work your way up the career ladder within a company. Thanks to Social Innovation Teams, you can grow your professional career easily and quickly. Click below this ad and access our organization, with over ten years of experience sending Italian students abroad. Click below now.

3. **Copy barriers:**
   Structure: Avatar + Desire + Barrier or Frustration + Wish + Call to action

One of the most significant barriers for Italian students between the ages of 19 and 35 is to put their knowledge of innovation and social-environmental impact into practice abroad because it’s difficult to find the proper organization! We can help you to look for the right exchange, live the time of your life, and take your career to the next level! Click below.

4. **Landing page:**

   You are one step away from living new experiences, meeting new people, growing your career, and elevating your professional potential. We are Social Innovation Teams, and we have helped more than 100 Italian students to discover their skills and talents with professional experiences in Startups, more than 100 business mentors, and more than six active local communities! We help you to have the best professional exchange experience by making it easy for you: housing, work, and scholarships in case you need them; you will practice languages, discover different cultures and develop international work experience supporting innovation projects in a new country!

   Complete the format and start planning today the exchange you have always dreamed of; we are waiting for you.

Because of the preliminary research, a funnel was built to guide the traffic attracted by social media advertising through the process. I built the funnel using the tool ClickFunnels. The funnel's construction is as follows:

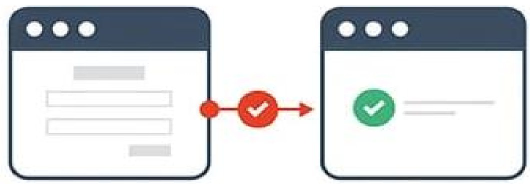

Figure 26 Funnel components

A landing page is usually the first page people see after clicking on an advertisement, email, or social media post. A landing page aims to capture visitors' attention and persuade them to act. Typically contains a headline, subheadings, images, videos, testimonials, and a call-to-action (CTA) button that encourages visitors to proceed.

This is the non-profit organization's landing page (see Figure 27 and Figure 28); it has the following structure: promise + video + transformation + success stories + CTA, the function of each of its parts will be explained below:

- Promise: This is the significant promise made to the potential customer, and it will be used to entice them to continue forward in the sales funnel.
- Video: A video is an effective marketing tool that can help capture a prospect's attention. The video can explain the promise, provide information about the product or service, show how it works, and highlight the benefits.
- Transformation: This sales funnel section demonstrates to potential customers how purchasing the product or service will alter their lives.
- Success stories: are testimonials from delighted consumers who used the product or service and saw favorable results. These text, video, or audio testimonials establish credibility and trust with the potential customer.
- Call to action: This is a direct and obvious instruction to a potential buyer to complete a specific action, such as filling out a form.

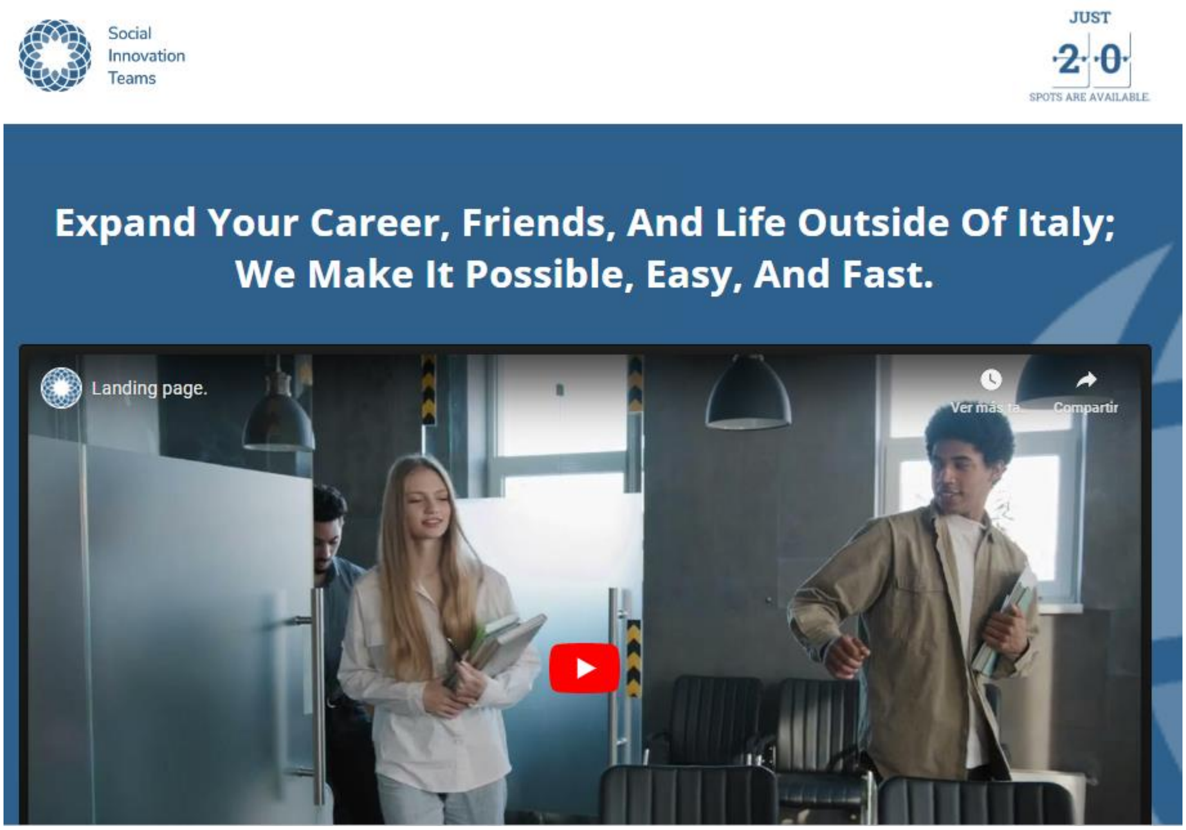

Figure 27 Landing page [44]

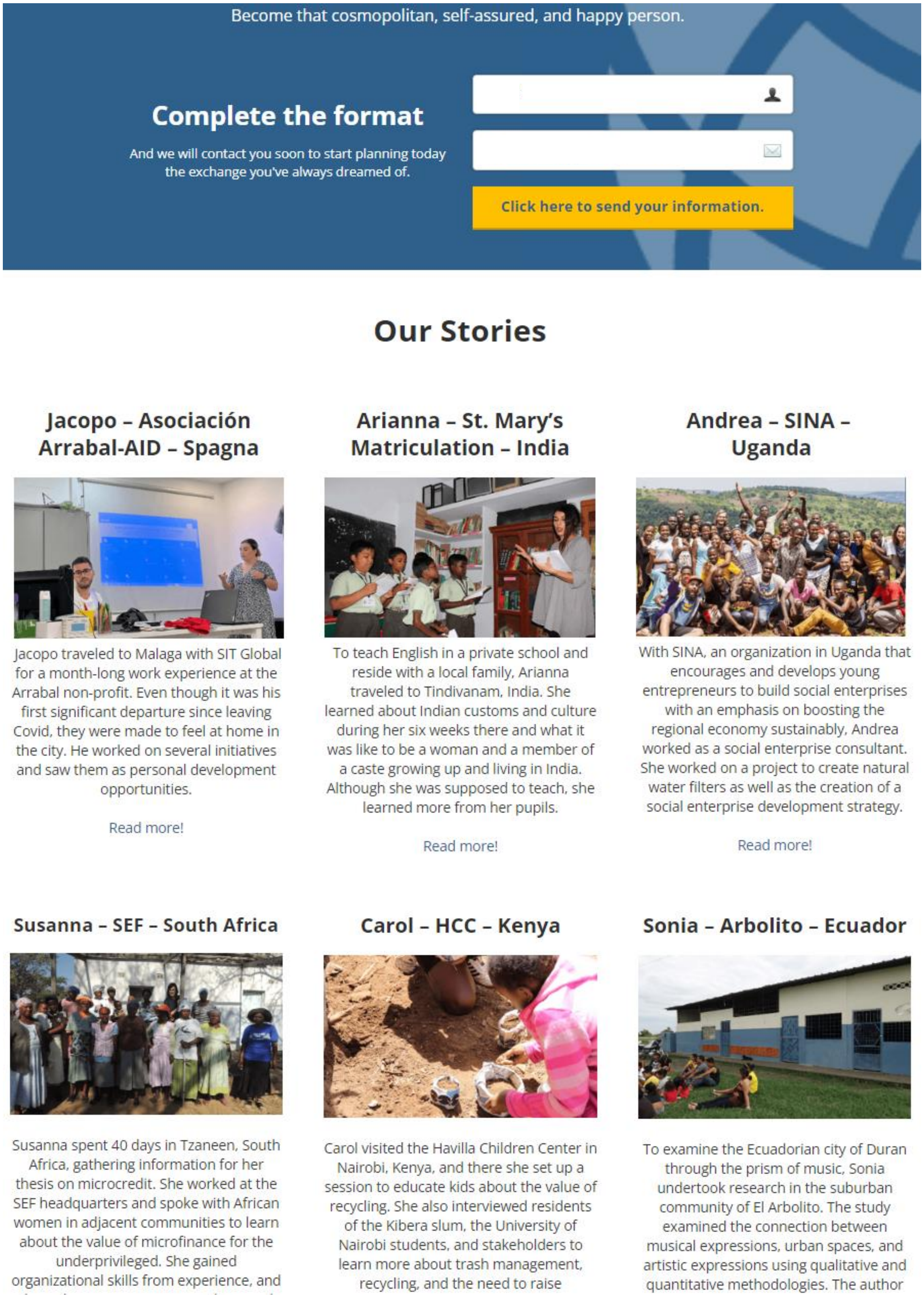

Figure 28 Landing page [44]

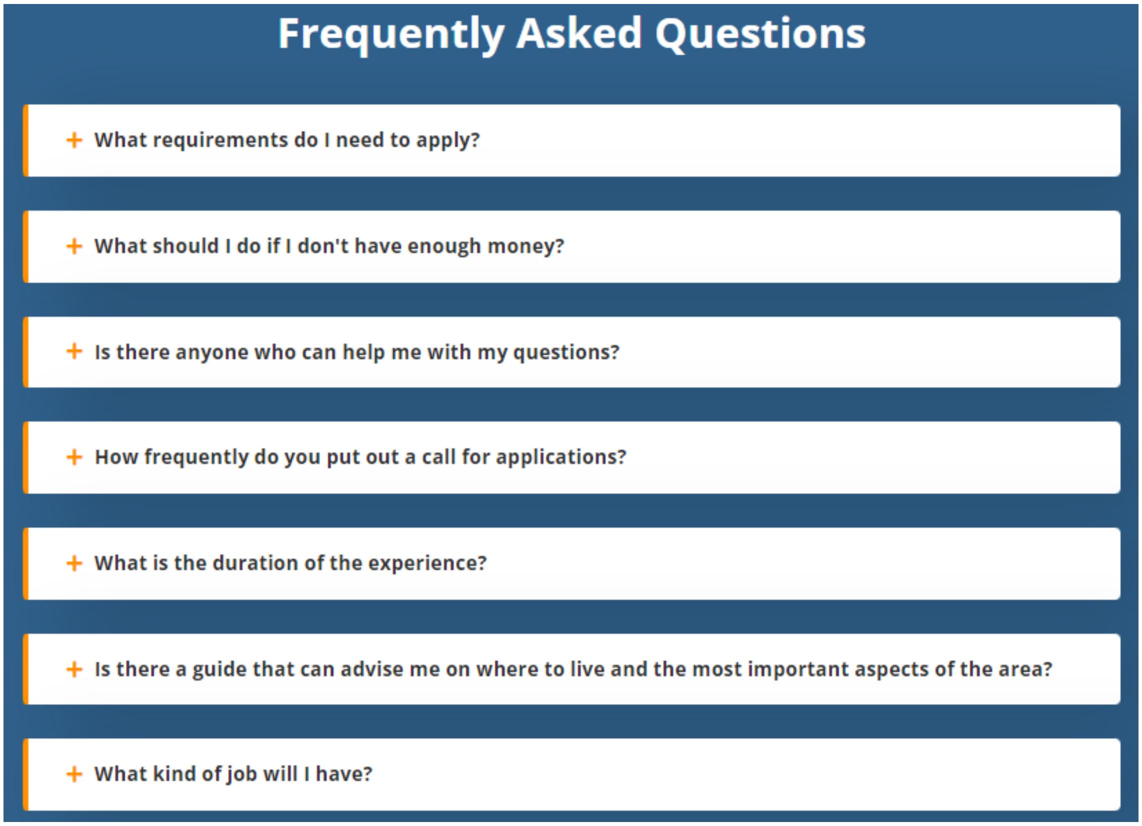

Figure 29 Landing page [44]

Thank You Page: This page should express gratitude and informs the following step.

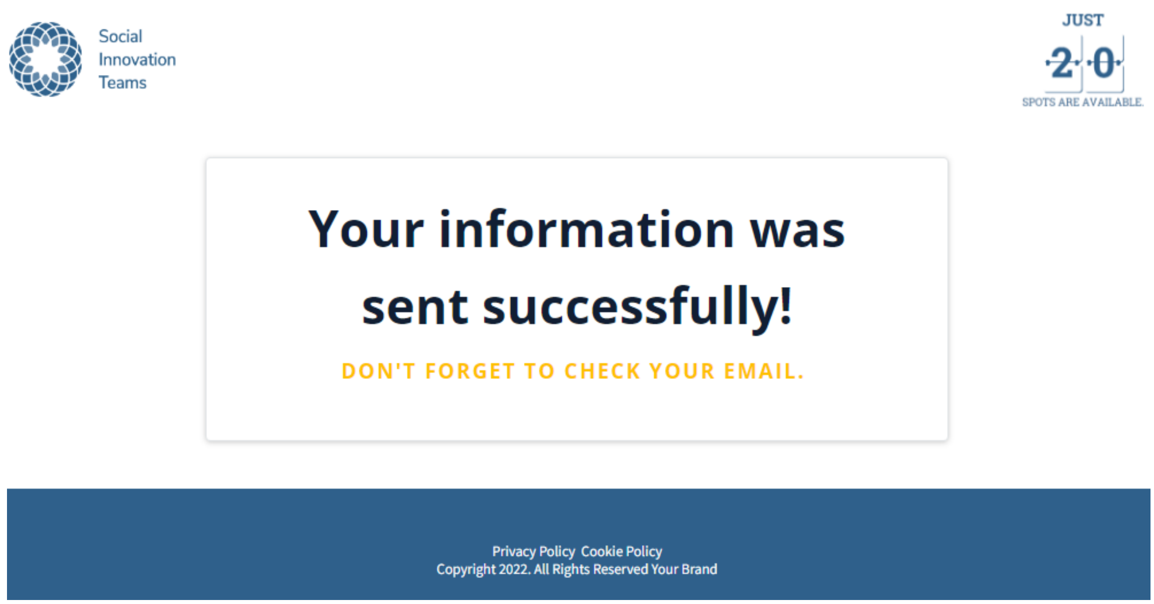

Figure 30 Thank you page [45]

The project's CTA was a short form because it allows for collecting basic information from those interested in the project, such as name and email, for contacting him/her later and providing more specific information (the information may vary for each student).

Furthermore, by asking the person to fill out the short form, the company generates a commitment to the initiative. It increases the possibility that they will follow through on their interest in the project. When the client submits the form, he or she will be directed to the thank you page, and the following message will be sent to the email.

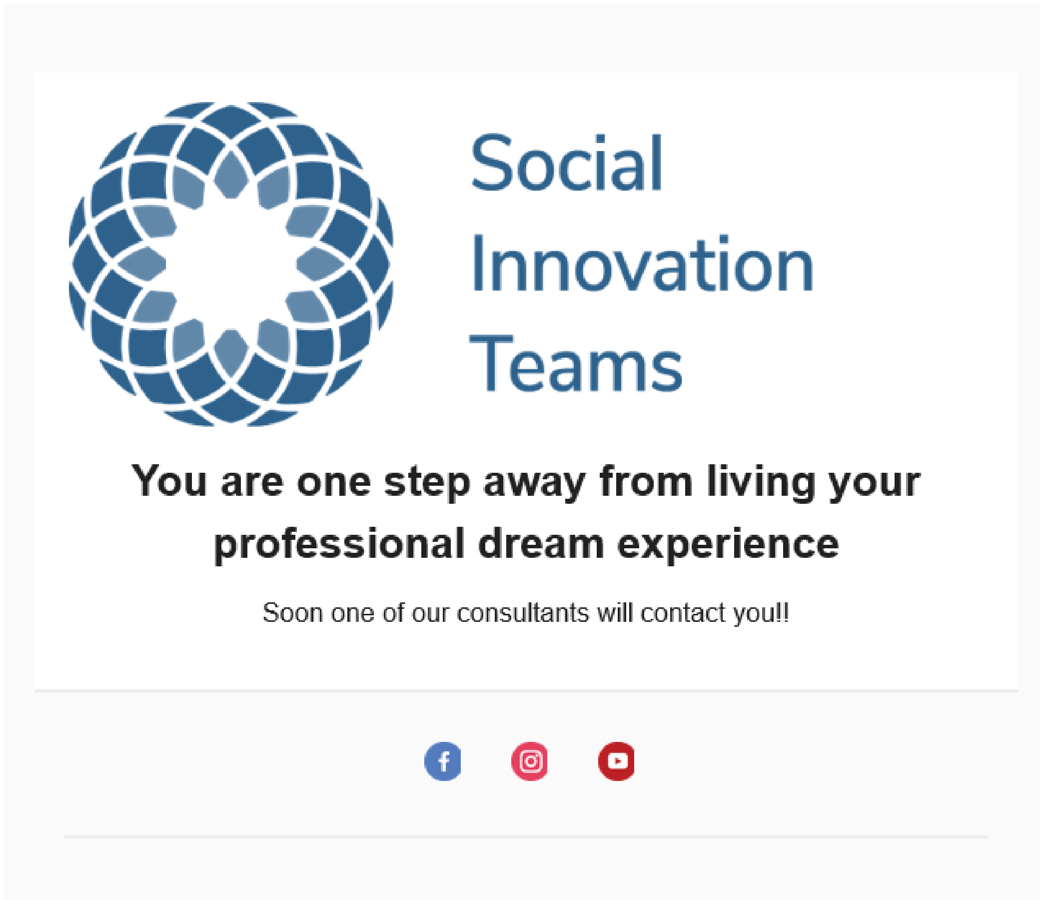

Figure 31 Welcome email

This email automation was done through MailChimp (an email marketing platform). The following emails were created to implement an hourglass strategy: stay in touch with customers to build customer loyalty.

Mehrdad is one of the students who did his international experience abroad with us in 2012

He embarked on a mission in India to study microfinance institutions from a policy analysis and innovation perspective. Initially, Mehrdad faced many challenges and uncertainties due to cultural differences.

However, he persevered and made significant progress in accomplishing their research duties, leading to a valuable article published in a prestigious journal. Mehrdad reflects on their time in India as a memorable experience, enriched by meeting people from different backgrounds and exploring the country's beauty.

And you have already started to build the international experience you want?

Visit our website for more testimonials like this one.

Figure 32 Nurture relationship email

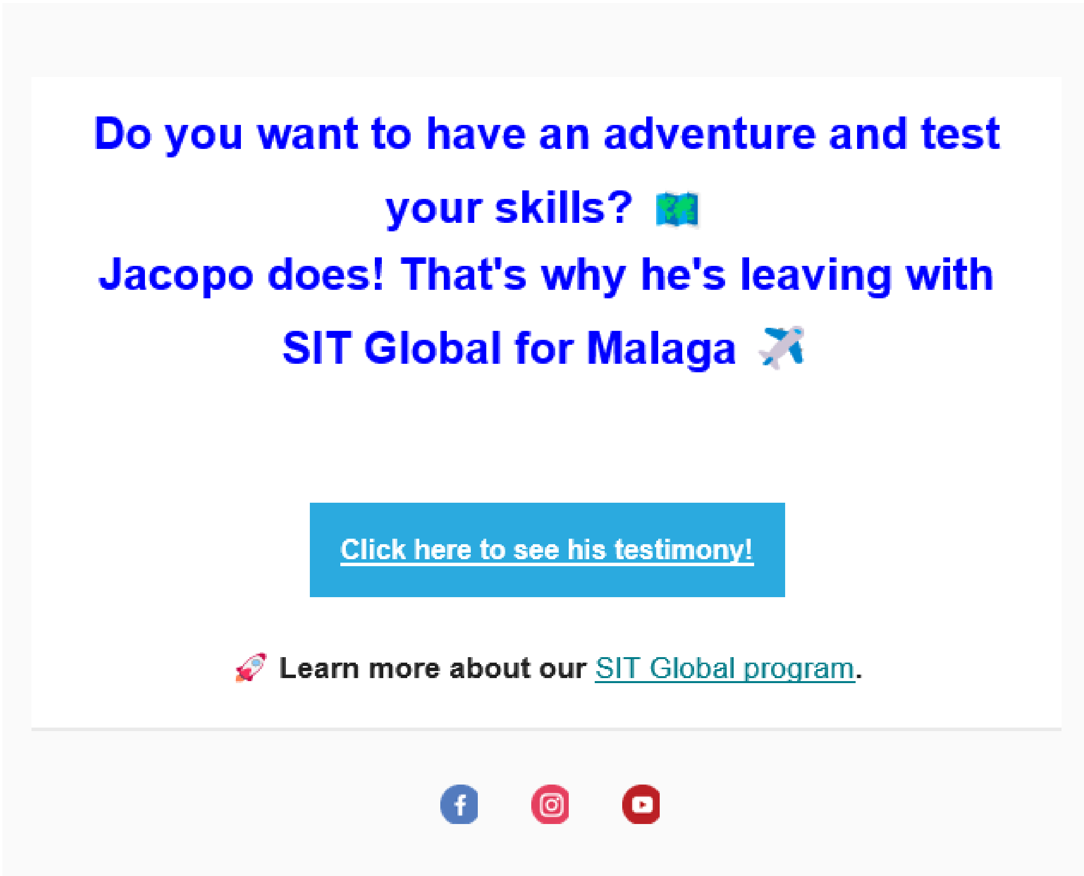

Figure 33 Nurture relationship email

Instagram is an effective platform to generate traffic to a website, in this case, to the landing page. Instagram allows the publishing of paid ads that redirect users to a specific website. These ads can be designed to meet particular objectives, such as traffic generation, sales, or lead generation. To use Instagram ads as a traffic generation tool, ensuring that the content posted on the platform is engaging and relevant to the audience is essential.

For the campaign, we decided to use Instagram instead of Facebook ads; although the same company owns Facebook and Instagram, each platform has unique features and audiences.

Suppose the goal is to reach a broader and more diverse audience. In that case, Facebook Advertising may be a better alternative because it has a more extensive and diverse user base than Instagram. Furthermore, Facebook Advertising provides comprehensive targeting capabilities, allowing the company to reach a specific audience based on age, location, hobbies, behavior, and other factors.

Instagram is a visual platform, so brands can use high-quality visual content to grab users' attention and create a strong brand image. Instagram has a greater engagement rate than Facebook, which indicates that consumers are more willing to interact with advertisements. On the other hand, Instagram Advertising may be a better option if the goal is to reach a younger audience interested in visual material.

Although it was decided to advertise on Instagram, it was done through the meta business platform because this application provides many tools to describe the target audience and the publication schedules, as well as detailed statistics that make it easier to analyze the campaign results; I illustrated to the organization how to segment the audience and upload the ads with their respective captions (See anexx 4).

Some organic advertising was also carried out, and the landing page link was shared with the student groups SITunito and SITpolito. Organic advertising promotes a brand, product, or service through non-paid or natural means. The goal is to create shareable content that can potentially go viral, increasing brand awareness, website traffic, conversions, and sales. Organic advertising success depends on providing content that resonates with the target audience and motivates them to engage with and share the material with others.

The advertising was activated for two days to ensure that what was supplied to the company worked properly and to gather feedback. However, to have more accurate results on the campaign's performance, the company must start it up for more days.

To sum up. First, the Instagram campaigns are activated, and the traffic generated by these goes directly to the landing page via the link in the CTA; the second CTA is a small form in ClickFunnels, and an integration of ClickFunnels with Mailchimp is made (via Zapier) to send the automated emails to the registered audience. The company finalizes the sales process by communicating directly with the prospects. The tools' role in implementing the strategy is explained below.

Figure 34 Meta Business

Meta supports the analysis of user activity, the identification of trends, and the making of data-driven decisions to improve the platform's performance. This encompasses creating new features, enhancing current ones, and implementing adjustments to answer user complaints and improve the overall user experience. Businesses can also use the platform's advertising features to reach a larger audience and target specific demographics.

Figure 35 Click Funnels

ClickFunnels is a sales funnel builder that assists businesses in automating their sales process from start to finish. It gives the ability to control each stage of the purchasing process. Use ClickFunnels to create regular websites, opt-in pages, landing pages, membership websites, squeeze pages, webinars, etc. Furthermore, it enables users to create sales funnels using many pre-made, customizable designs. ClickFunnels is frequently used by businesses and entrepreneurs to sell and market their products and services. Others, on the other hand, use it to help with potential customer generation campaigns for their online businesses.

Figure 36 Mailchimp

Mailchimp is an email marketing and automation tool that supports enterprises in producing, distributing, and managing email campaigns. Additionally, the platform delivers analytics and reporting capabilities to assist businesses in tracking the efficacy of their email campaigns and making data-driven decisions to enhance their outcomes. Users can also segment their email lists based on demographics and behavior to target specific groups with their messaging.

Figure 37 Zapier

Zapier is a web application integration platform that allows users to automate tedious processes and streamline workflows. Zapier operates by automating routines, known as "Zaps," that connect two or more web applications. A Zap comprises two parts: a trigger, the event that initiates the automation process, and an action, which is the work the Zap executes once the trigger is engaged.

To implement this strategy, an investment is required, which is detailed in the cost Table 1.

Table 1 costs associated with strategy implementation

INVESTMENT	COST	NOTE
Clickfunnels	$127/month	Basic plan (1 month), the first 15 days are free.
Mailchimp	$12.32/month	Free 1 month
Zapier	$19,99/month	15 days are free.
Instagram ads	$15/day	It depends on the company

An action plan is a road map that will assist in reaching goals and objectives. A program can take many paths to reach goals, meet objectives, and achieve results, just as there are many ways to arrive at a destination. It is critical to have an action plan in place to meet the strategy's objectives. This is the action plan that was implemented for the development of the proposed strategy (Anexx3):

Table 2 Action plan activities

	Name of the activity	Duration	Start	End
1	Deliver corrections	9 días	lun 13/02/23	mar 21/02/23
2	Research the foundation.	1 día	mar 14/02/23	mar 14/02/23
3	Meeting	1 día	mié 15/02/23	mié 15/02/23
4	Send the templates in accordance with the information.	2 días	mié 22/02/23	jue 23/02/23
5	The team fills in the information	4 días	vie 24/02/23	lun 27/02/23
6	USP	1 día	mar 28/02/23	mar 28/02/23
7	Scripts	3 días	mié 01/03/23	vie 03/03/23
8	Development of the technical part	3 días	sáb 04/03/23	lun 06/03/23
9	Audiovisual production of the ads.	10 días	mar 07/03/23	jue 16/03/23
10	Launch the campaing	1 día	vie 17/03/23	vie 17/03/23
11	Testing phase	2 días	sáb 18/03/23	dom 19/03/23
12	Validate the strategy	1 día	lun 20/03/23	lun 20/03/23

Column 1 of the above table indicates the name of each activity, column 2 the duration, and columns 3 and 4 the start and end of the activity, respectively.

Creating the communication strategy was necessary to complete some templates (Anexx 1 and 2). Activity 4 involved making them more transparent and easier to understand, and including examples, so the team in training 5 could quickly provide the corresponding information. This information was used to develop the "Unique Value Proposition" (activity 6).

After collecting the information, the script creation began with one for the landing page video and three for the announcements. These were the scripts used in activity 7. The funnel was created in activity 8, and the team sent the project's multimedia content for this activity.

Recording the ads with pre-written scripts was one of the essential parts of the strategy (activity 9). The campaign information was uploaded in activity 10. The testing phase began, with the ads running for two days before the strategy validation phase. During this phase, the company received feedback based on the results. Activity 12 allowed for observing how people reacted to the announcement.

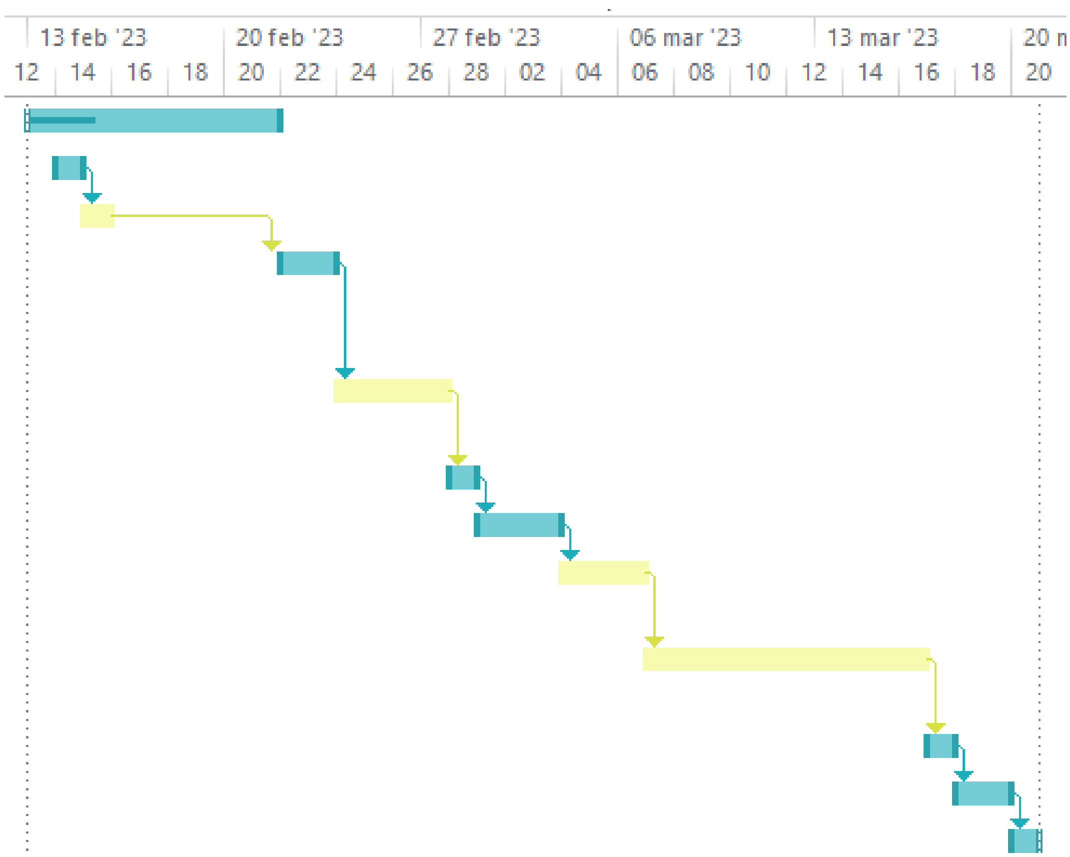

Figure 38 Gantt diagram (Anexx 3)

The diagram summarizes previously mentioned; the yellow boxes represent activities requiring group assistance.

7. Chapter 7: Results and possible improvements

In this project phase, the data collected during the investigation and the results obtained with the campaign launch are presented and analyzed. It is worth noting that the campaign was only active for two days to ensure that what was supplied to the company worked adequately and to get some feedback. Nevertheless, the company must run it longer for more accurate campaign performance results.

Instagram Ads (Meta) provides a wide range of result metrics to help evaluate the ads' performance on the platform. These results may include metrics such as:

- Reach and Frequency: The number of people who saw the ad and how many times they saw it.
- Clicks on Link: The number of people who visited the advertiser's website after clicking on the link in the ad.
- Conversions: The number of persons who took a desired action after clicking on the ad, such as purchasing or completing a registration form.
- The number of user engagements with the advertisement, such as Likes, Comments, and Shares.
- Retargeting: the number of people who interacted with the ad and were retargeted with more adverts on Instagram or other websites.
- Positioning: Refers to where the ad was displayed on Instagram, such as in the Instagram feed, Instagram Stories, or the Explore page.
- Coverage: The total number of unique accounts that have seen the ad at least once during a specified period.
- Impressions: The total number of times the ad was shown to Instagram users, including multiple views from the same person.
- Interaction with the post: The number of interactions with the ad, such as likes, comments, shares, and saves.

- Interaction with the page: The number of interactions with the Instagram page associated with the ad, such as follows, profile visits, and direct messages.
- % of interaction: The proportion of persons who interacted with the advertisement about the total number of people who saw it. Divide the total number of impressions by the total number of interactions and multiply the result by 100.

Table 3 Campaign's Instagram metrics.

NAME OF THE AD	POSITIONING	COVERGE	IMPRESSIONS	INTERACTION WITH THE POST	CLICK ON THE LINK	INTERACTION WITH THE PAGE	% OF INTERACTION
SCRIPT 3	Instagram stories	6450	9350	487	37	487	8%
SCRIPT 3	Instagram reels	137	137	3		3	2%
SCRIPT 1	Instagram stories	585	644	41	8	41	7%
SCRIPT 1	Instagram reels	146	147	7		7	5%
SCRIPT 2	Instagram stories	5258	6303	352	30	352	7%
SCRIPT 2	Instagram reels	84	104	2		2	2%
		12660	**16685**	**892**	**75**	**892**	**7%**

According to the data in the table, Script 3 had the most coverage in both Instagram Stories and Instagram Reels, with 6450 and 137 views, respectively. However, it also had few interactions with the post and link clicks. Script 1 and Script 2 had comparable coverage and engagement rates, with Script 1 having a slightly more significant percentage of interactions on both Instagram Stories and Reels.

It can also be concluded that thanks to the ads, approximately 892 people viewed the page, and 75 people followed the landing page. The average interaction percentage is 7%, which indicates that it was good since communities with approximately 10,000 followers usually have an interaction percentage of 1%. The company currently has 1204 followers on its Instagram page.

Overall, the data in the table can be utilized to assess the efficacy of various Instagram advertising campaigns and make informed judgments about future advertising strategies. There are a few suggestions that could help increase the performance of the ad campaigns:

1. Enhance targeting: The Company’s targeted approach could be refined to improve coverage and impressions. This could entail assessing their target audience's demographics and interests and modifying their marketing campaigns to guarantee they reach the correct people.

2. Improve ad placements: The Company might experiment with different Instagram ad locations, such as Instagram Explore or Instagram Feed, to see if they can increase reach and engagement.

3. Regularly monitor and adapt ad campaigns: It is critical to periodically assess the performance of ad campaigns and make adjustments as needed. This could include tweaking the creative, adjusting the targeting, or experimenting with other ad formats. The organization can increase the overall performance of its Instagram advertisements by monitoring the campaigns and making modifications based on the data.

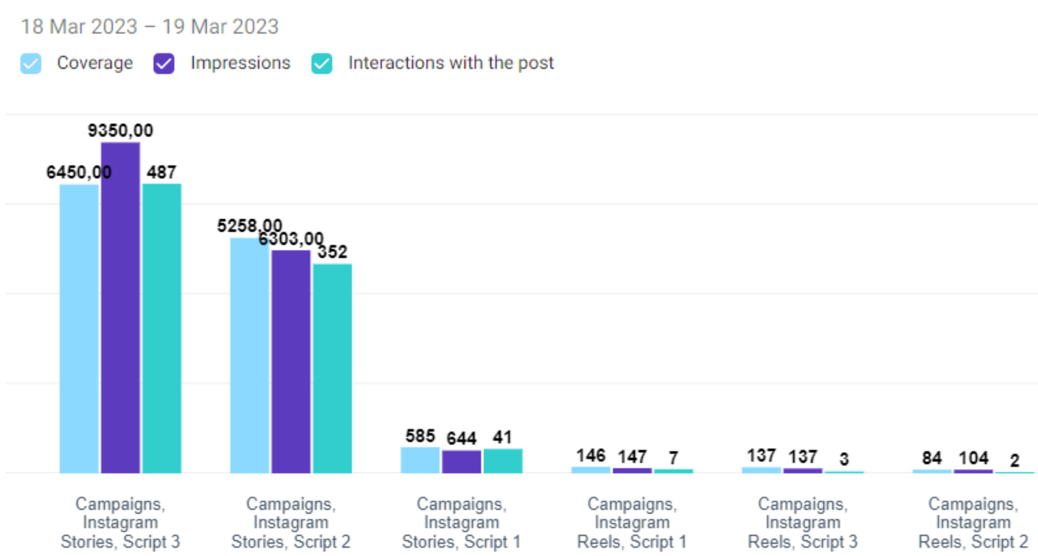

Figure 39 Campaign's Instagram metrics.

It can be seen that script 3 produced more significant results than script 1. Hence, the corporation should switch off ad 1 and create a new ad comparable to 3 or create 2 ads with the same line of copy to double the ads' effectiveness.

While it is well known that advertising in tales has a more significant impact than advertising in reels, switching off advertising in reels is recommended. Being a "young" account that is just beginning tender traction, stories are the best method. However, the organization can explore other destinations such as Instagram Explore, Instagram Feed, etc. These are the most prevalent advertising alternatives and how they are usually used:

- Instagram feed: The Instagram feed is the most commonly used advertising place on Instagram. The Instagram feed can help raise brand exposure and project awareness. Instagram posts can be photographs or videos shown in reverse chronological order.
- Instagram Stories are photo or video posts that are deleted after 24 hours. Instagram stories can be a powerful tool for reaching a younger, more engaged audience. Instagram stories serve to enhance audience connection and engagement.
- Instagram Reels: Instagram Reels are 15-second videos that play indefinitely. Instagram Reels serve to enhance audience involvement and engagement. Instagram Reels may be a powerful tool for reaching a younger, more engaged audience.
- Instagram IGTV: IGTV is a video platform on Instagram that allows users to submit lengthier videos than are permitted in Instagram stories or feeds. They aid in telling a broader tale, explaining the project in greater depth, or providing testimonials.

It is also recommended that the company not be closed to the possibility of advertising on Facebook ads or LinkedIn.

Video performance in Instagram metrics refers to how users interact with the videos published on the platform. This metric includes several indicators, such as the number of plays, unique plays, audience retention rate, and average viewing duration.

The audience retention rate indicates how long users have watched the video before they stop watching it. These indicators allow us to evaluate how a particular video performs regarding interaction and engagement with the audience. According to the strategy implemented, the following images show the retention percentage of scripts 2 and 3 (script one is not shown because it did not reach the 1000 views that Instagram needs to perform the gradient).

Figure 40 Audience retention rate script 3

The graph indicates that most people left after 60% of the video, 24% left in the first 11 seconds, and only 1% made it to the end.

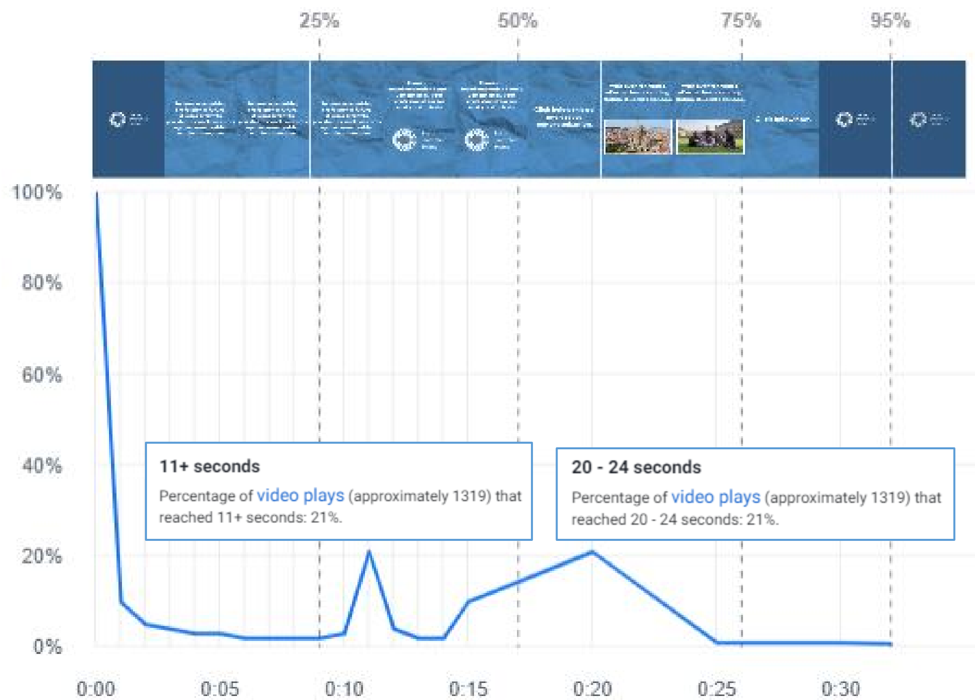

Figure 41 Audience retention rate script 2

The graph indicates that approximately 20% of people left within 10 seconds and 21% between 20-24 seconds.

Some suggestions for the company to take in order to boost the retention rate of your Instagram Advertising videos are as follows:

- Modify the video content: It was discovered during this campaign that people like to see a person talking rather than visuals or texts. Make the videos engaging and relevant to your target audience. Employ language and tone that is simple to grasp and appealing to the target audience.

- Attract attention at the start: The initial few seconds of a video are critical for capturing viewers' attention. Save the brand logo for the finish.
- Experiment with several formats: Play with various video formats like carousels, live videos, and tale videos. This will allow us to determine which kind of material is most effective.
- Do additional testing and fine-tuning: Continually test the strategy and improve based on the outcomes. This will allow the company to determine which methods are most effective for their audience and enhance the retention rate of their Instagram Advertising videos.

Clickfunnels to help business owners increase their conversions and sales. Some of the key metrics to provide are:

- Page Views: the total number of times a page has been viewed.
- Uniques: The number of unique visitors who have viewed each page
- Opt-Ins: The number of persons who have supplied their contact information via the landing page, such as an email address or phone number. This indicates how many people are interested in the offer or material on the landing page.
- Rate: The conversion rate of a landing page is determined by dividing the number of opt-ins by the number of page visits and multiplying the result by 100.

Table 4 Campaign's ClickFunnels metrics

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Landing page	61	36	24	66.67%
Than you page	12	7	0	0.00%

Table 4 shows that 61 people entered the main page, meaning it had a good landing. The conversion rate in the context of the table provided means that 66,67% of individuals who visited the landing page filled out the form with their contact information. This means that 67 of every 100 people who visited the landing page provided their contact information. This rate is excellent; it can also be thanks to the organic advertising that was carried out since they are people who know and trust the company. However, testing many landing page versions and experimenting with titles, copy graphics, and calls-to-action is a good idea to determine what works best for your audience.

In this specific case, I recommend writing the testimonials in the first person. Regarding the video, it is a good idea for authority from the company to appear to activate the authority trigger. Here are some other recommendations that the company can keep in mind

- Optimize the landing page: Because your landing page is the first impression visitors receive of your offer or product, it should be well-designed, visually appealing, and clearly express the value of your offer.
- Employ persuasive text: Your writing should be entertaining and convincing and address your target audience's pain points or wants.
- Add social proof: Social proof, such as customer testimonials or case studies, can assist your audience in gaining confidence and credibility and motivate them to take action.
- Make an attractive opportunity magnet: Make sure your opportunity magnet is valuable and relevant to your target demographic. This will entice them to exchange their contact information for the offer.

Finally, the Mailchimp stats inform the organization about how email campaigns function. The following are some of the most critical metrics:

- The open rate is the percentage of email recipients who have opened their emails. A high open rate indicates that the subject line and preheader material effectively attract subscribers' attention.
- Click-through rate (CTR): This indicator shows the percentage of receivers who clicked on links in the emails.
- Bounce rate: The percentage of emails that could not be delivered to recipients owing to an invalid email address or a technical issue.
- Unsubscribe rate: The percentage of recipients who have unsubscribed from the emails is indicated by this indicator.
- Conversion rate: The percentage of receivers who took a desired action after receiving the emails, such as completing a purchase or enrolling for an event, is shown by this indicator.

Table 5 Campaign's Mailchimp metrics

Performance

From Mar 17, 2023 - Mar 21, 2023

Emails sent	Open rate	Click rate	Unsubscribe rate	Edit
20	63%	0.00%	0.00%	

Total journeys completed	20	Total journeys started	20
Unique journeys completed	20	Unique journeys started	20
Bounces	1	Unsubscribed	0

According to the Mailchimp results table (Table 5), it sent 20 emails with a 63% open rate. It is a good opening since the regular opening rate is 10%. The unsubscribe and bounce rates are both 0%, which is fantastic news because it shows that receivers did not unsubscribe from the emails and that most were effectively delivered.

In conclusion, according to the metrics collected, the campaign is on the right track; it had a good reach, conversion rate, and a good opening of emails. However, to accurately measure its performance, the campaign needs to be active for longer, as it was only active for two days, which may not be long enough to assess its performance accurately.

Now, the company begins the "ecosystem optimization" stage, which consists of adjusting the data that gave the campaign result to meet the proposed objectives. This phase lasts approximately 90 days; the company can see how each strategy part works. It is recommended to make corrections every three days to achieve the objective and create a strong campaign gradually!

Finally, It is also recommended that the company carry out more frequent viewing and nutrition campaigns to create a strong community and thus have good traction and engagement.

8. Conclusions

- Non-profits rely on emotional appeals to gain support for their cause, which they accomplish by providing an intangible sense of satisfaction, fulfillment, and purpose to their supporters who are passionate about making a positive difference in the world. In contrast to for-profit businesses, which typically offer a tangible product or service, non-profit organizations frequently provide sentimental value to their supporters. They constitute a non-monetary benefit received in exchange for their contributions.

- Inbound marketing is highly beneficial for NGOs since it attracts new and interested supporters and followers, raises brand awareness, inspires involvement and engagement, establishes long-term relationships, and generates more donations and volunteers. Organizations may increase their online presence and achieve their mission objectives more effectively by providing valuable and relevant content that responds to the interests and concerns of their audience.

- Digital marketing success depends on adapting the strategy to individual goals and audiences. Non-profits should begin by establishing their target audience and distinctive value proposition in order to use these techniques. Creating dedicated pages, evaluating stats, and tweaking techniques to increase conversions and establish trust are all part of developing a digital marketing strategy for a non-profit.

- The applied strategy yielded excellent results in terms of reach, conversion rate, and open email rate. When the organization is in the "environment optimization" stage should make modifications every three days to progressively develop an excellent campaign. Furthermore, it is suggested that the organization conducts more frequent visualization and nurturing campaigns, contributing to developing a solid community and boosting participation.

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