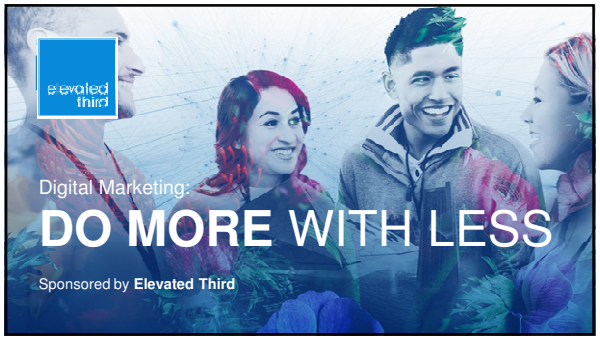
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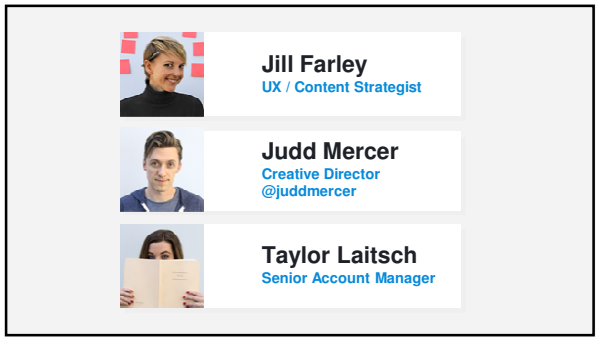
Digital Marketing:
DO MORE WITH LESS
Sponsored by Elevated Third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elevatedthird.com
We're a digital agency that helps organizations solve technology and marketing problems.

Some of our clients

DENVER BOTANIC GARDENS

NATIONAL STROKE ASSOCIATION HOPE AFTER STROKE

STEP UP FOR CANCER

Denver Bike Sharing

DENVER ART MUSEUM

COLORADO PERA

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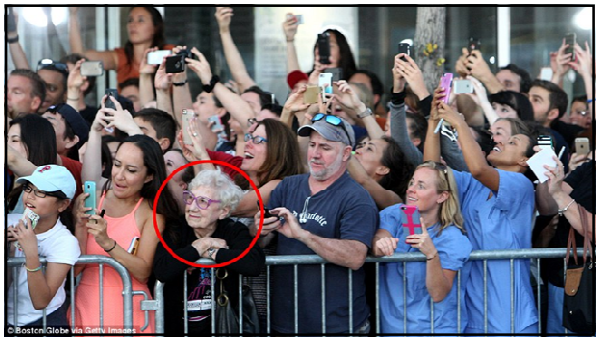
DOING MORE
WITH LESS



How to compete for **attention**

engagement
empathy
donations
likes
shares
hearts
minds

— $ —

BUDGET

"I need data that says this is going to make a DIFFERENCE."

"We don't have room in the budget for that."

"There aren't many capacity-building grants out there…"

"Have you researched ALL the options?"

"Assemble a committee with reps from every department to weigh in."

"We can't think about that until the board has vetted our full plan."

"Can we get those services donated?"

~~EXPENSE~~

INVESTMENT

EXPENSE	INVESTMENT
One-time	Long-term, strategic
"End date"	Expected returns
Operating cost	Accountability
Necessary evil	Ongoing budget priority
Scrutinized	Dedicated resources

1. Use open source tech (like Drupal!)
2. Integrate where you can
3. Measure

Use open source tech (like Drupal!)

Own your site. No ongoing licensing cost

Open community of active developers

Built for content and integration

(And Drupal.org is a nonprofit, too!)

Nonprofits using Drupal

SIERRA CLUB · XPRIZE · LOUVRE · ENERGY ACTION COALITION · MercyCorps · National Novel Writing Month

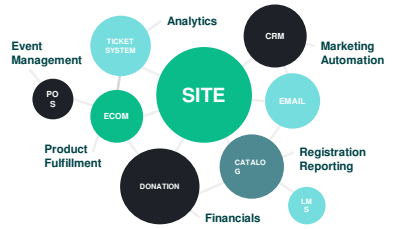
Integrate where you can

Choose platforms (member management, POS, email) with open APIs

Connections > features

Build a connected ecosystem, not a junk drawer!

Connected Ecosystem



Measure

Set goals and key performance indicators (KPIs)

Assign value to non-monetary outcomes

Calculate gain and ROI

EXAMPLE 1

- Volunteer value - $50 each
- New dynamic volunteer signup form - $1,200
- Result? 30 more recruits than usual

ROI: ((30 x $50) - $1200) / $1200 = 25%

EXAMPLE 2

- Staff cost - $40/hour
- Manual ticketing effort for event - 120 hours
- Calendar API integration - $2000
- Automated ticketing effort for event - 40 hours

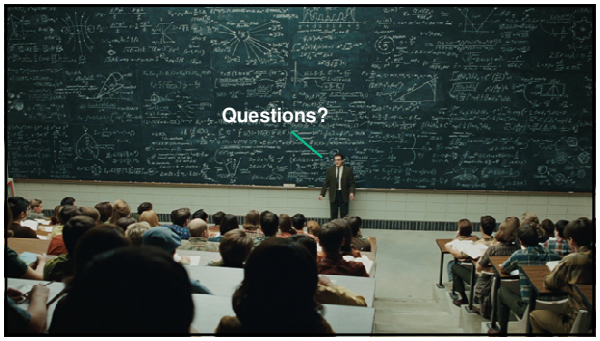
Annual Savings: ((120 x $40) - ((40 x $40)+$2000)) = $1,200

EXAMPLE 3

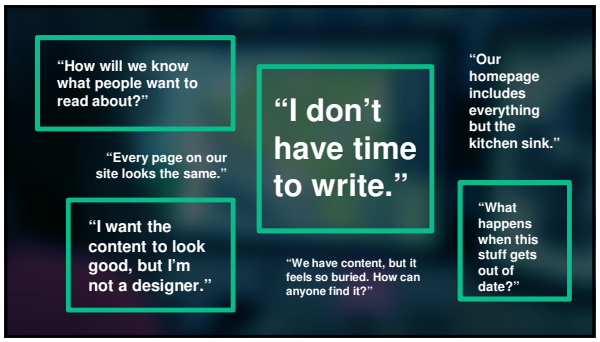
- Staff cost to publish an optimized blog - $80
- Gains 15 social shares valued at $1 each
- Captures 4 email subscribers valued at $20

Value produced: $15 + (4 x $20) = $95

A single post can pay for itself.



CONTENT

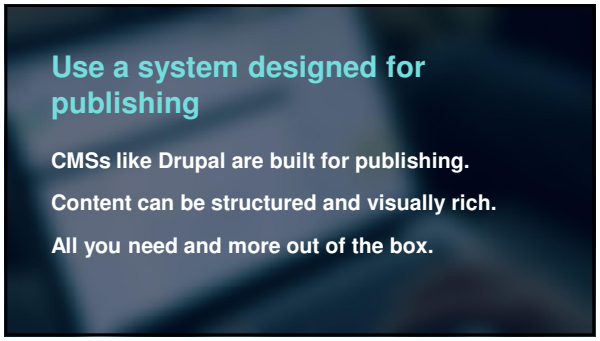


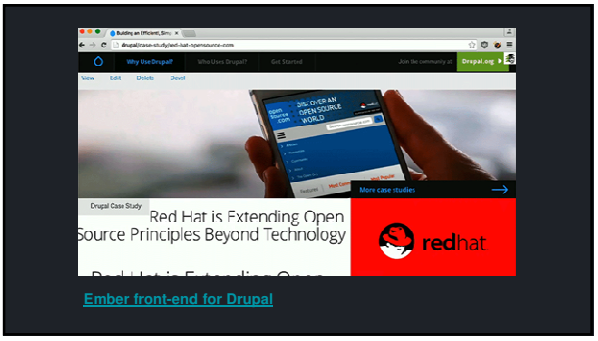
~~POSTING~~

PUBLISHING

POSTING	PUBLISHING
One-dimensional	Engaging
Blog-y	Cross-medium
Informational	Editorial/Storytelling
Limited	Professional
Broadcasting	Targeting

1. Use a system designed for publishing
2. Use workflows
3. Connect and leverage





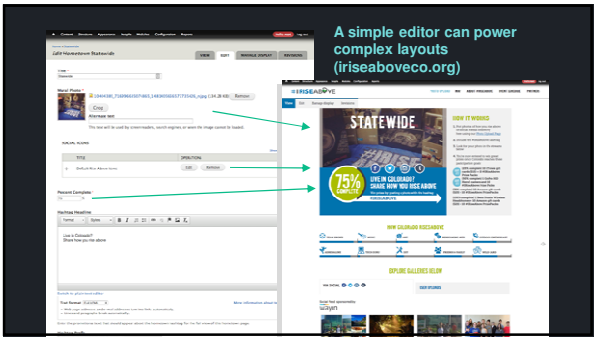
Ember front-end for Drupal

Workflows

Maintain site integrity and lightens staff demand.

Repeatable and streamlined content production.

Customized front-end to highlight specific content.

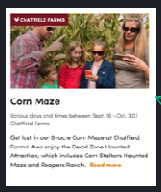


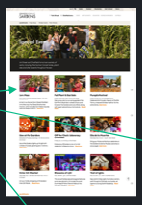
Connect and Leverage

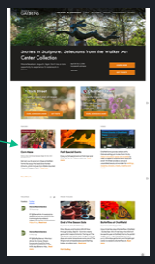
Tag and connect content automatically.

Publish once and distribute content to all the right places.

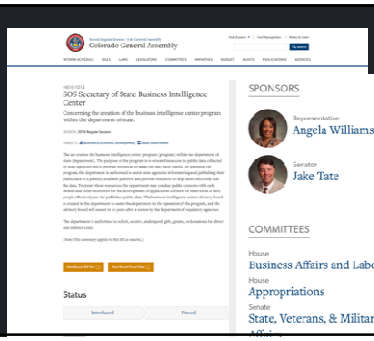
Spend time creating interesting content, not posting or archiving it!







Create once, publish everywhere.



Relationships to power related content (leg.colorado.gov)

—@—

ENGAGEMENT

"I totally support that cause. I share their posts all the time."

"I got 20 likes on that pic I took at the Gardens."

"I get most of my news from social media."

"If it doesn't load on my phone ASAP, I give up."

"I want to buy the ticket on my ipad, and pull it up on my phone to get in."

"I can't ever remember my passwords. Can I just log in with Google?"

"Want more videos!"

~~MAKE IT EASY~~

MAKE IT EASY, FUN *AND* INTERESTING

1. Get built-in basics with D8
2. Give users what they want
3. Follow through on your plan

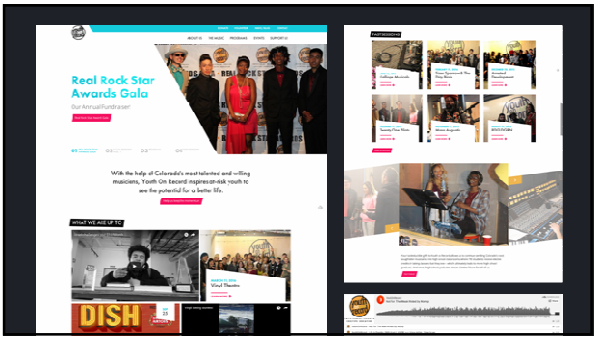
Get built-in basics with Drupal

Responsive for users and admins out of the box.

Media management for quality and speed.

Completely unique front-end with a CMS backend

Built for search



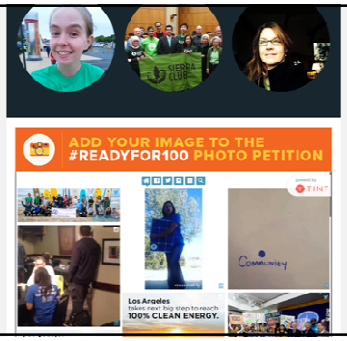
Give users what they want

Plug and play social media / aggregation tools to integrate content.

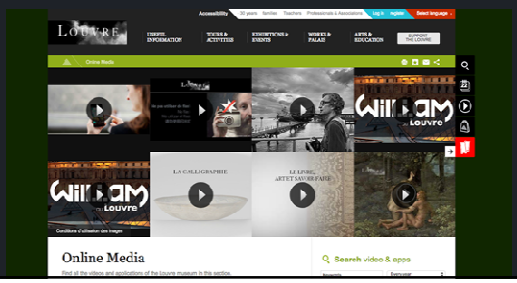
Less is more. Scannable copy and compelling imagery.

Share stories, not just facts.

Integrating social platforms (sierraclub.org)



Media-focused storytelling (louvre.fr)



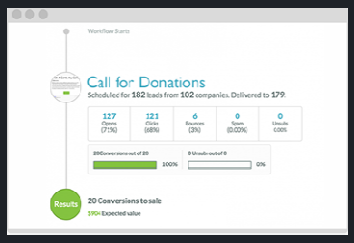
Follow through on your growth plan

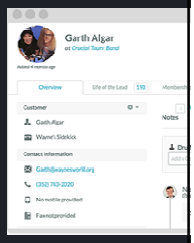
Assume improvements, not replacements.

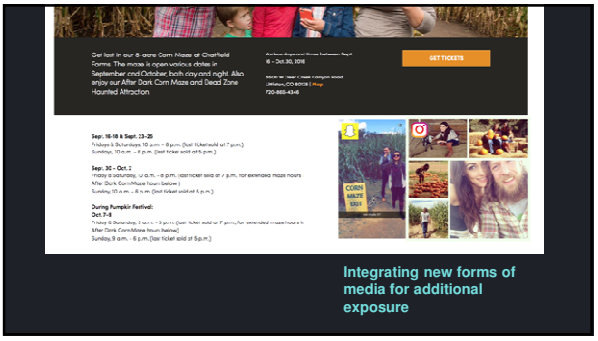
Roadmap tools like marketing automation and personalization for nurturing supporters.

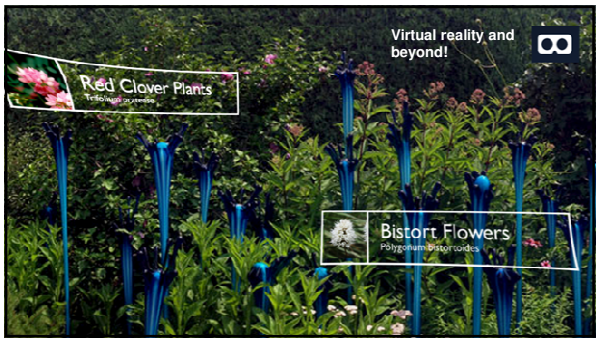
Adapt based on the data you are now capturing!

Personalized automation (sharpspring.com)









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Thank you!

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