

CharityComms

Demonstrating the value of investing in new technologies

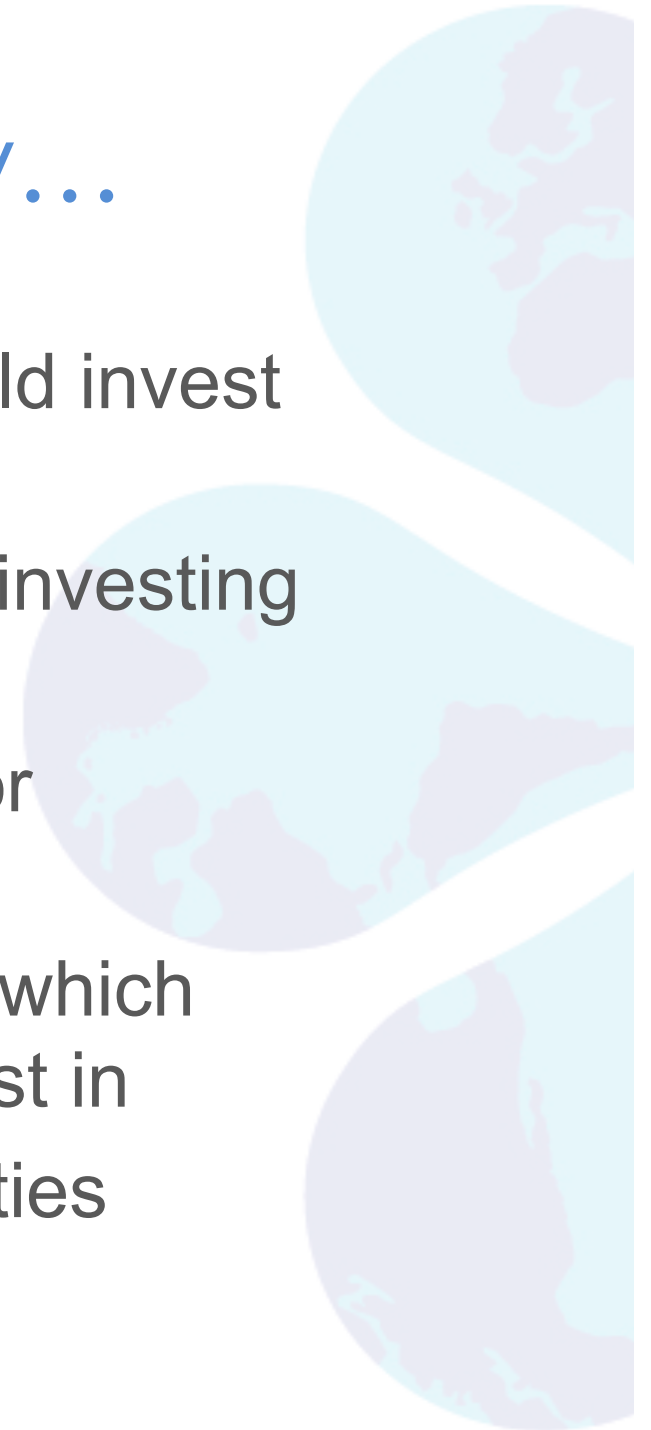
24 June, 2010

Rachel Beer
Founding Partner



We'll cover how...

- To decide where your charity should invest time and money
- You can demonstrate the value of investing in particular media
- To get your organisation and senior management team buy-in
- To make the right decisions about which channels and technologies to invest in
- To prove the efficacy of your activities



Where should
we invest our
time and
money?



Strategic objectives

- Place your focus on these
- Link *everything* to them
 - Your strategy
 - Your audiences
 - Your tactical activity plan
 - What you measure
 - How and what you report



If activity doesn't
fit with strategic
plan, don't waste
resources on it



What if we
have little or
no spare time
or money?



Focus on doing a little, but well

- Put your resources in priority strategic areas
 - Specific target audiences
 - Key projects
- This will increase the likelihood that you will achieve demonstrable success
 - Trying to do too much will spread you too thin to do anything thoroughly
- Even one powerful, evidenced success story will strengthen your case for investment in the future

Demonstrate the
value of investing
in particular media



1. Identify your target audiences



2. Research the media they consume



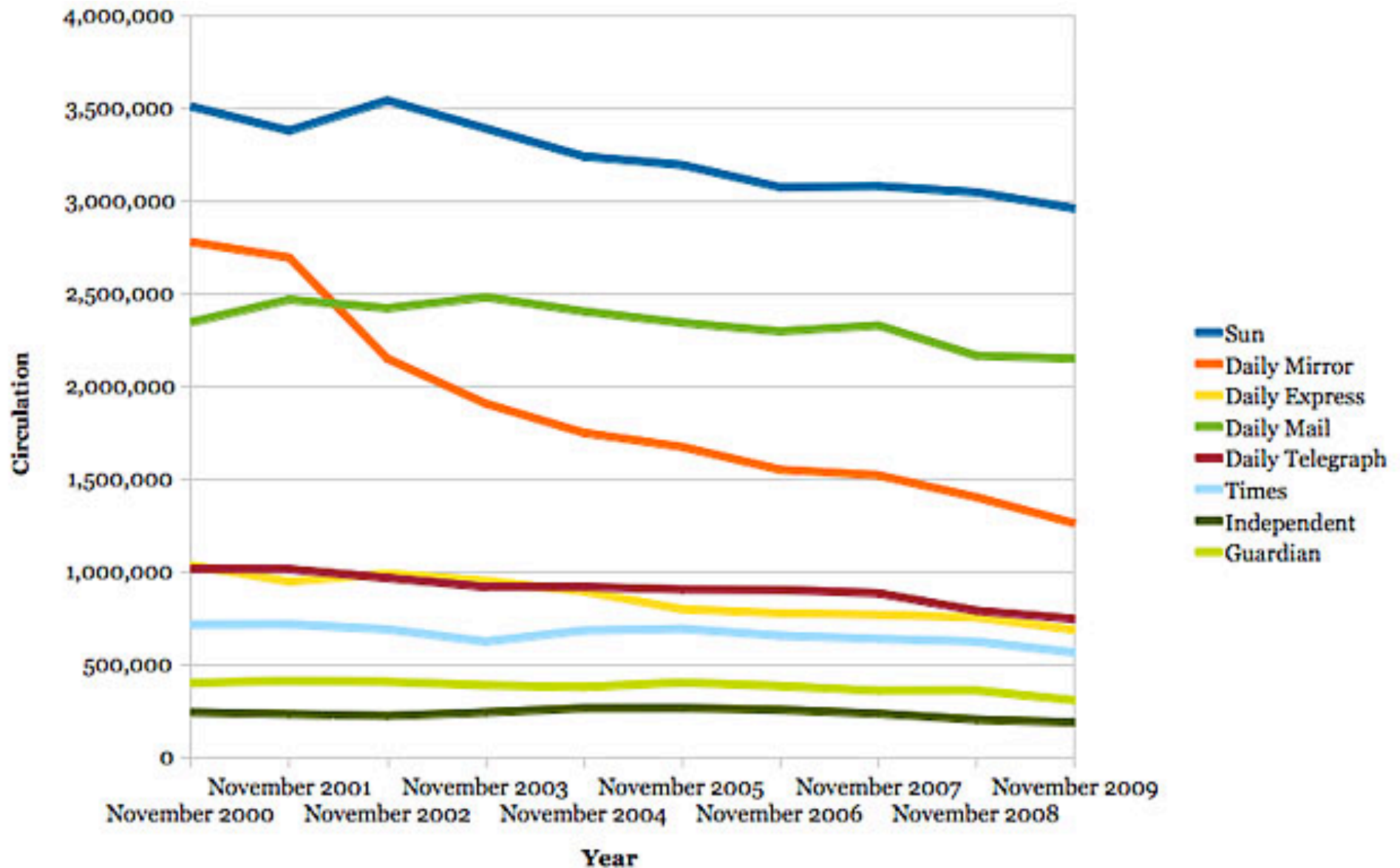
3. Understand how
and where to
reach them



4. Calculate how much investment is required



Newspaper circulations in 2009



Top sites: 18+ adults in UK

<input type="checkbox"/>	Placement	Category	Reach	UV (users)	UV (users)	PV
<input type="checkbox"/>	facebook.com	Social Networks	56.9%	23M	26M	58B
<input type="checkbox"/>	bbc.co.uk	News & Current Events	42.9%	18M	19M	2.1B
<input type="checkbox"/>	live.com	Search Engines	39.2%	16M	19M	2.4B
<input type="checkbox"/>	yahoo.com	Web Portals	38.7%	16M	17M	2.8B
<input type="checkbox"/>	msn.com	Web Portals	26.7%	11M	12M	600M
<input type="checkbox"/>	blogspot.com	Blogging Resources & Services	16.5%	6.8M	6.8M	130M
<input type="checkbox"/>	ask.com	Search Engines	15.1%	6.2M	6.8M	130M
<input type="checkbox"/>	microsoft.com	Software	14.9%	6.1M	6.8M	130M
<input type="checkbox"/>	paypal.com	Merchant Services & Payment Systems	13.5%	5.5M	5.7M	250M
<input type="checkbox"/>	direct.gov.uk	United Kingdom	11.4%	4.7M	4.7M	370M
<input type="checkbox"/>	bing.com	Search Engines	10.3%	4.2M	5.1M	150M
<input type="checkbox"/>	national-lottery.co.uk	Lotto & Sweepstakes	10.3%	4.2M	4.2M	230M
<input type="checkbox"/>	wordpress.com	Blogging Resources & Services	10.3%	4.2M	4.6M	54M
<input type="checkbox"/>	partypoker.com	Cards & Casino Games	9.4%	3.9M	4.2M	28M
<input type="checkbox"/>	tesco.com	Food Retailers	9.3%	3.8M	4.3M	280M
<input type="checkbox"/>	guardian.co.uk	Newspapers	9.3%	3.8M	3.8M	110M
<input type="checkbox"/>	about.com	How-To & Expert Content	9.2%	3.8M	4.3M	51M
<input type="checkbox"/>	dailymail.co.uk	Newspapers	9.2%	3.8M	3.8M	160M
<input type="checkbox"/>	sky.com	News Networks	9.1%	3.8M	4.2M	370M
<input type="checkbox"/>	virginmedia.com	Entertainment	8.5%	3.5M	3.8M	210M
<input type="checkbox"/>	apple.com	Mac	8.5%	3.5M	3.9M	67M
<input type="checkbox"/>	telegraph.co.uk	Newspapers	8.4%	3.4M	3.4M	97M
<input type="checkbox"/>	mozilla.com	Internet Clients & Browsers	8.4%	3.4M	3.8M	97M
<input type="checkbox"/>	imdb.com	Movies	7.7%	3.1M	3.2M	130M
<input type="checkbox"/>	ebay.com	Auctions	7.6%	3.1M	3.5M	80M
<input type="checkbox"/>	hsbc.co.uk	Banking & Personal Finance	7.1%	2.9M	2.9M	370M
<input type="checkbox"/>	answers.com	Dictionaries & Encyclopedias	6.9%	2.8M	3.2M	25M
<input type="checkbox"/>	adobe.com	Programming	6.9%	2.8M	3.2M	46M
<input type="checkbox"/>	rightmove.co.uk	Real Estate Agencies	6.4%	2.6M	2.8M	490M
<input type="checkbox"/>	yell.com	United Kingdom	6.4%	2.6M	2.6M	46M
<input type="checkbox"/>	o2.co.uk	Personals	6.4%	2.6M	2.8M	140M

This forms the
basis of your
tactical plan



Use this research
to build your
case for
investment



Your tactical plan
should contain a
media plan and
timings



Remember,
to achieve
success,
you must...



... deliver the right
messages to the
right audiences in
the right way



Failing
to plan,
is planning
to fail!



Understand the media and the market



How many are social?

1. Google.co.uk
2. Facebook
3. Google.com
4. YouTube
5. BBC Online
6. Yahoo!
7. eBay UK
8. Windows Live
9. Wikipedia
10. Twitter
11. Amazon.co.uk
12. Blogger.com
13. MSN
14. LinkedIn
15. Wordpress.com
16. Guardian.co.uk
17. Flickr
18. PayPal
19. Dailymail.co.uk
20. Bing

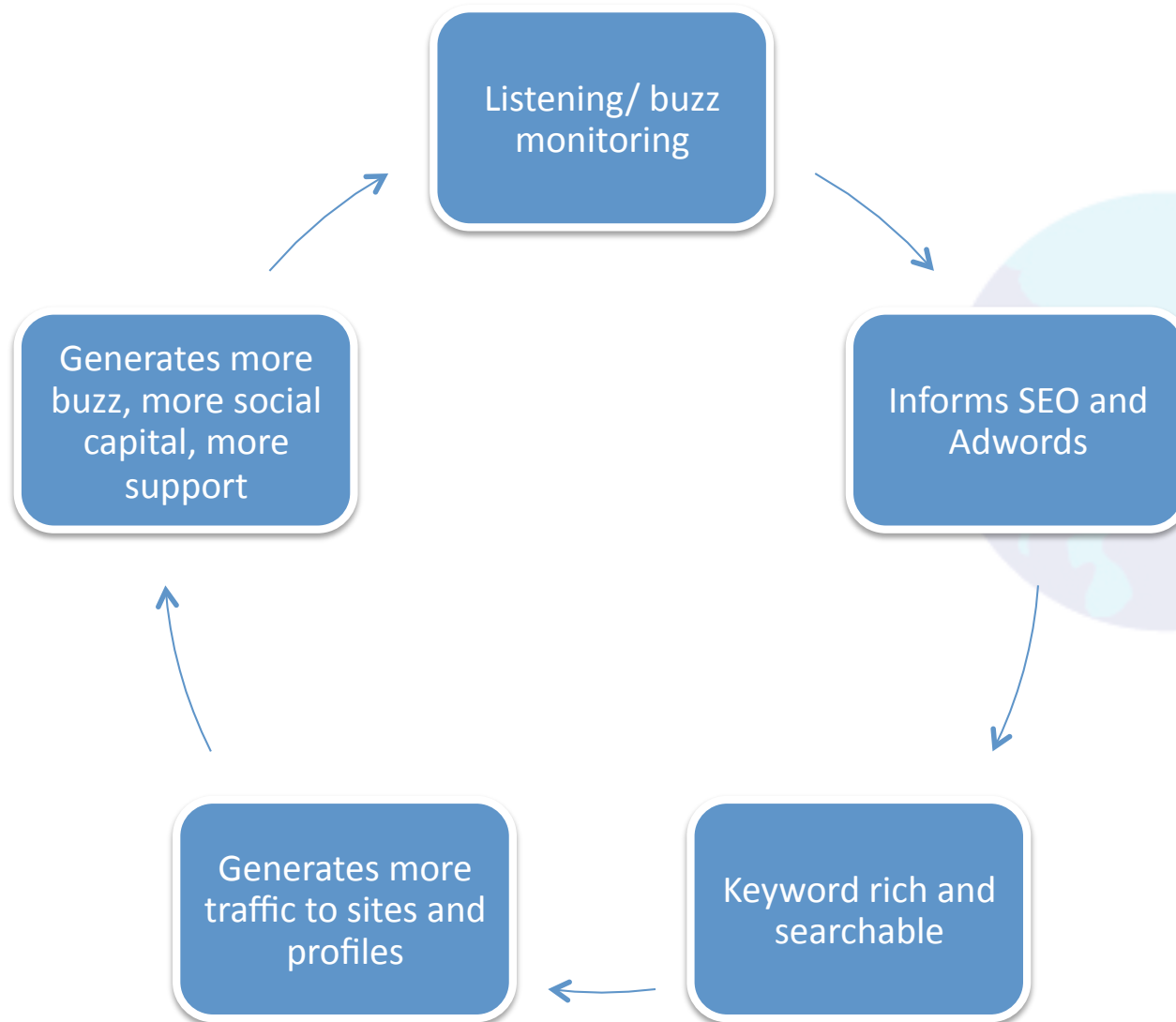


Routes to market

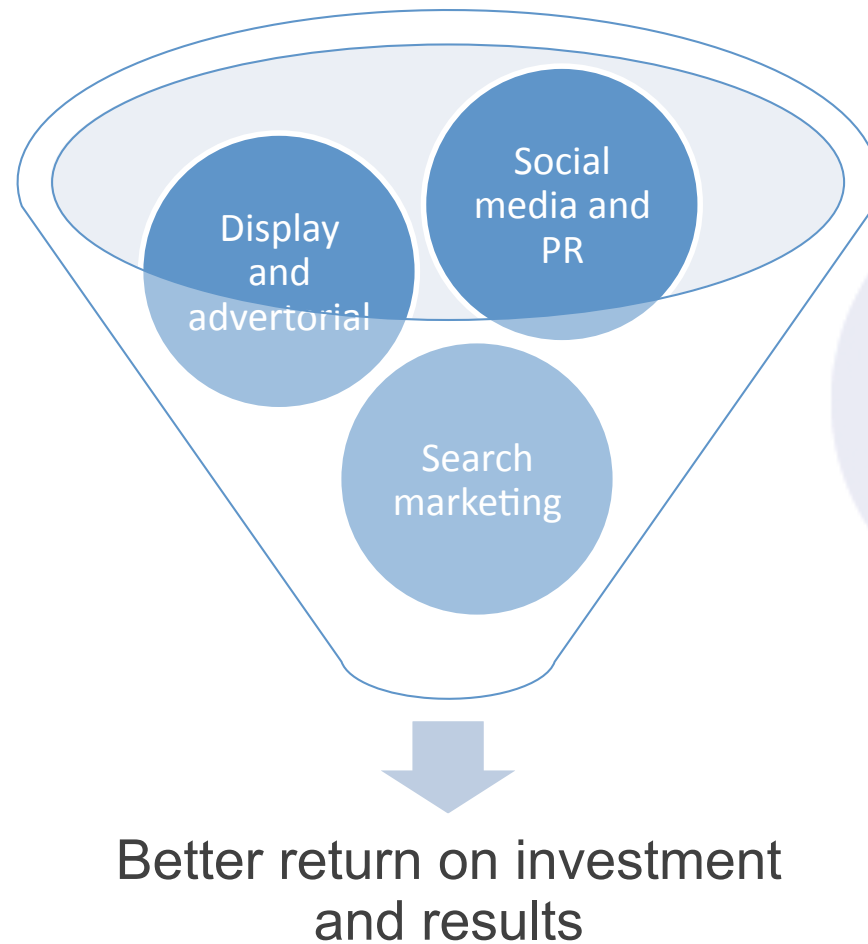
- SEO
- Adwords/
sponsored links
- Display
advertising
- Advertorial
- PR
- Social media
 - Outreach
 - Community
building
 - Word of mouth



The many roles of social media



Take an integrated approach



Also traditional with
digital – E.g. Tube
posters with SMS
call to action



Research what
has worked for
other charities,
and what they
are doing



What results
did they
achieve?



Take a disciplined approach to get buy-in and prove efficacy



Benchmark,
monitor, measure
and evaluate



Insights Help

Beautiful World

Fans

Interactions

NFTweetup

Beautiful World

+ Create an Ad

Fans See Details

Daily Active Users	Daily New Fans	Total Fans
2 ↓ 60%	2 ↓ 33%	378 ↑ 0.80%

Total Fans Active Users

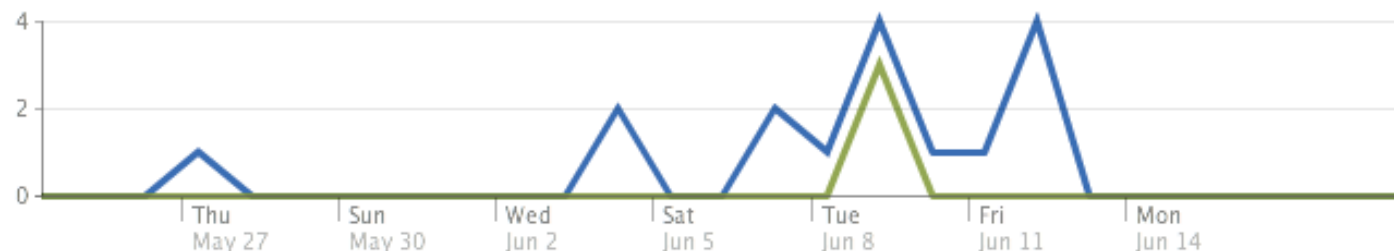


Interactions See Details

Daily Post Views	Daily Post Feedback
0	0

Page Content Feedback?

Likes Comments



@rachelbeer

- Profile
- Metrics
- Goals
- Context
- Personality**
- Comparison
- Recommendations

People and Groups

Tweets and Tags

Activity and Analysis

Administration

Benchmarks

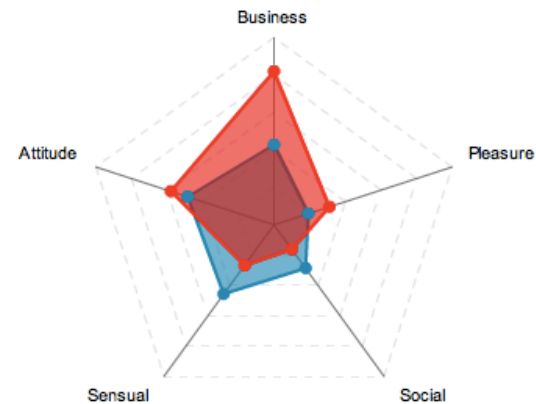
Search

Home

Profile any Twitter User

Personality Comparison for @rachelbeer and @ev

Tweet



■ @rachelbeer ■ @ev

rachelbeer

Compare Users

ev

About this Report

Twitalyzer's Personality report leverages TweetPsych to evaluate your tweets for a variety of social and psychological cues.



@rachelbeer

People and Groups

Tweets and Tags

Activity and Analysis

Activity by Day

- Last Seven Days
- Activity by Hour
- Site Referrals
- Link Clicks

Administration

Benchmarks

Search

Home

Profile any Twitter User

Go!

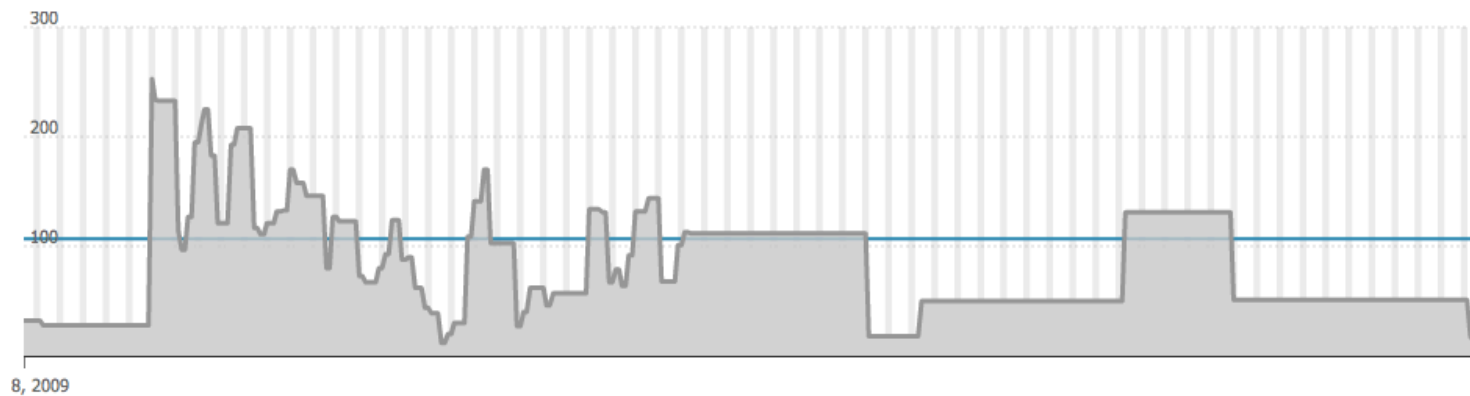
Want Automatic

Referenced for @rachelbeer

Tweet

Show **Referenced** over the **All Time**

[Want Custom Dates?](#)



Average value? 107 referenced

Wednesday, April 08, 2009 through Wednesday, June 23, 2010

Definition of Referenced

Referenced reports the number of times the user had been referenced or cited by other people in the *seven days prior to the last analysis* based on the presence of a "@" preceding their Twitter username.

Give Feedback

Make a big noise
about successes



Report what decision
makers will value



And in a format
they'll find
accessible

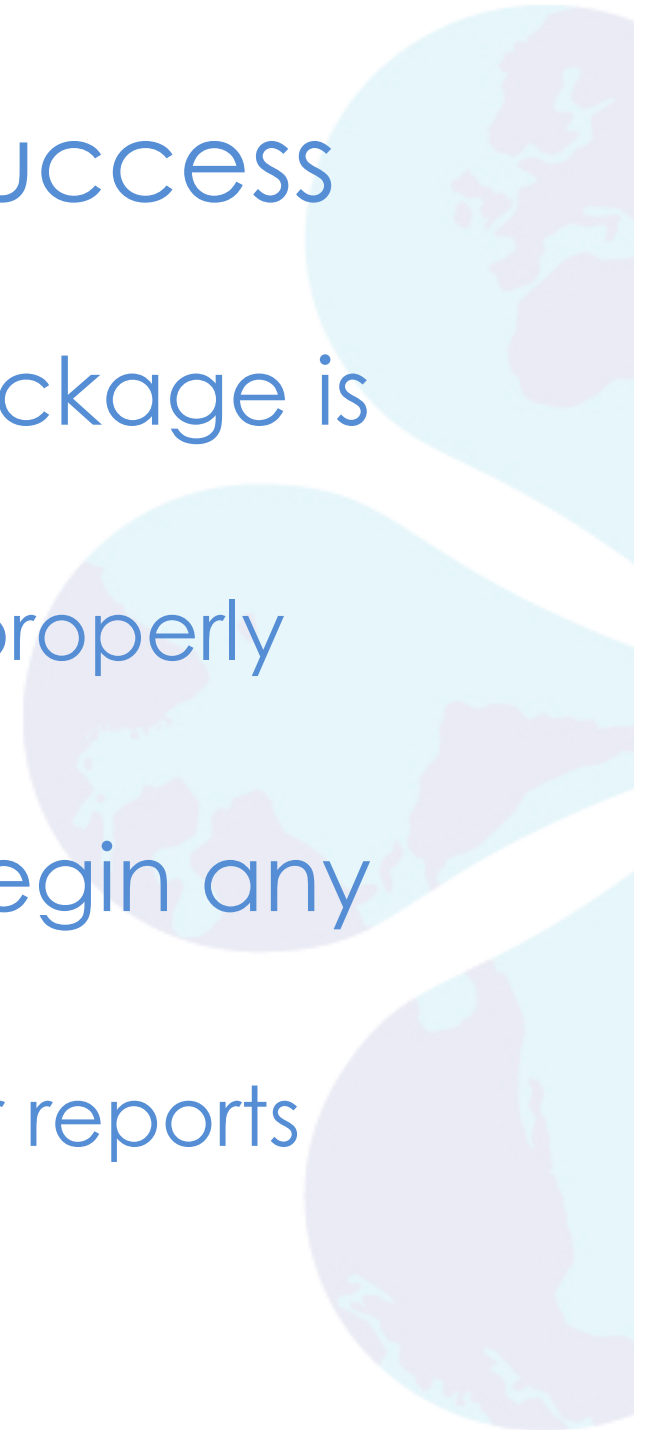


Tips to take away



Tips for measuring success

- Your website analytics package is your best friend
 - Invest time in setting it up properly
 - Get help if you need to
- Benchmark before you begin any new activity
 - Chart progress with regular reports



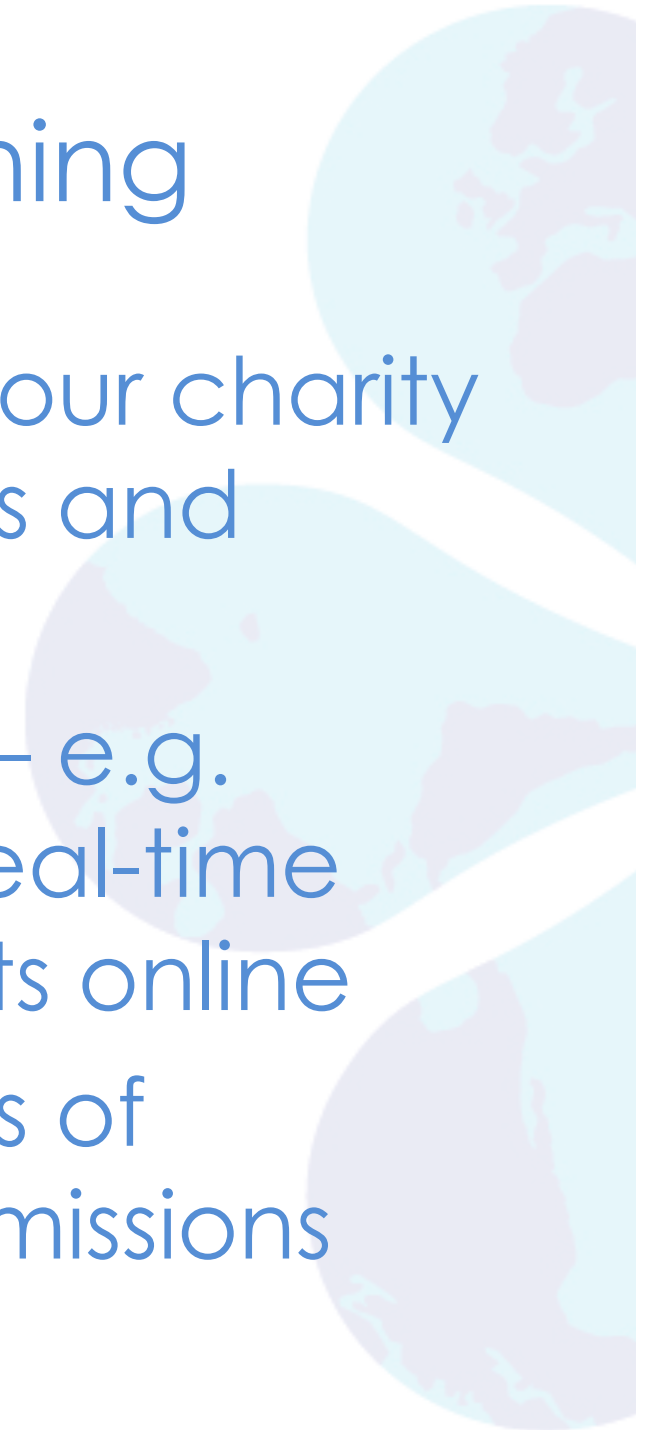
More measurement tips

- Facebook analytics
- Twitter analytics
 - There is a very wide range
- Social media buzz monitoring tools
 - Reach
 - Sentiment monitoring
- Capture and share anecdotal/
qualitative, as well as quantitative



Tips for easy listening

- Set up Google Alerts for your charity name, sector, competitors and cause-related keywords
- Use a Twitter application – e.g. Tweetdeck – to monitor real-time buzz on important subjects online
- Subscribe to the RSS feeds of organisations with similar missions



Tips for staying ahead

- Read some blog posts each week
- Sign up to new social media and digital services to try them out
- Keep an eye on innovations from Apple, Google and Facebook
- Make the most of opportunities to share – e.g. Third Sector PR and Comms on Facebook & NFPTweetup

Got any of your own
tips to share?
Or any questions?



Rachel Beer

beautiful world

rachel@hellobeautifulworld.com

0207 739 6136



beautiful world

www.hellobeautifulworld.com

