



# Digital Marketing and Branding for Non-profits

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# What will we cover today?

1

Branding

2

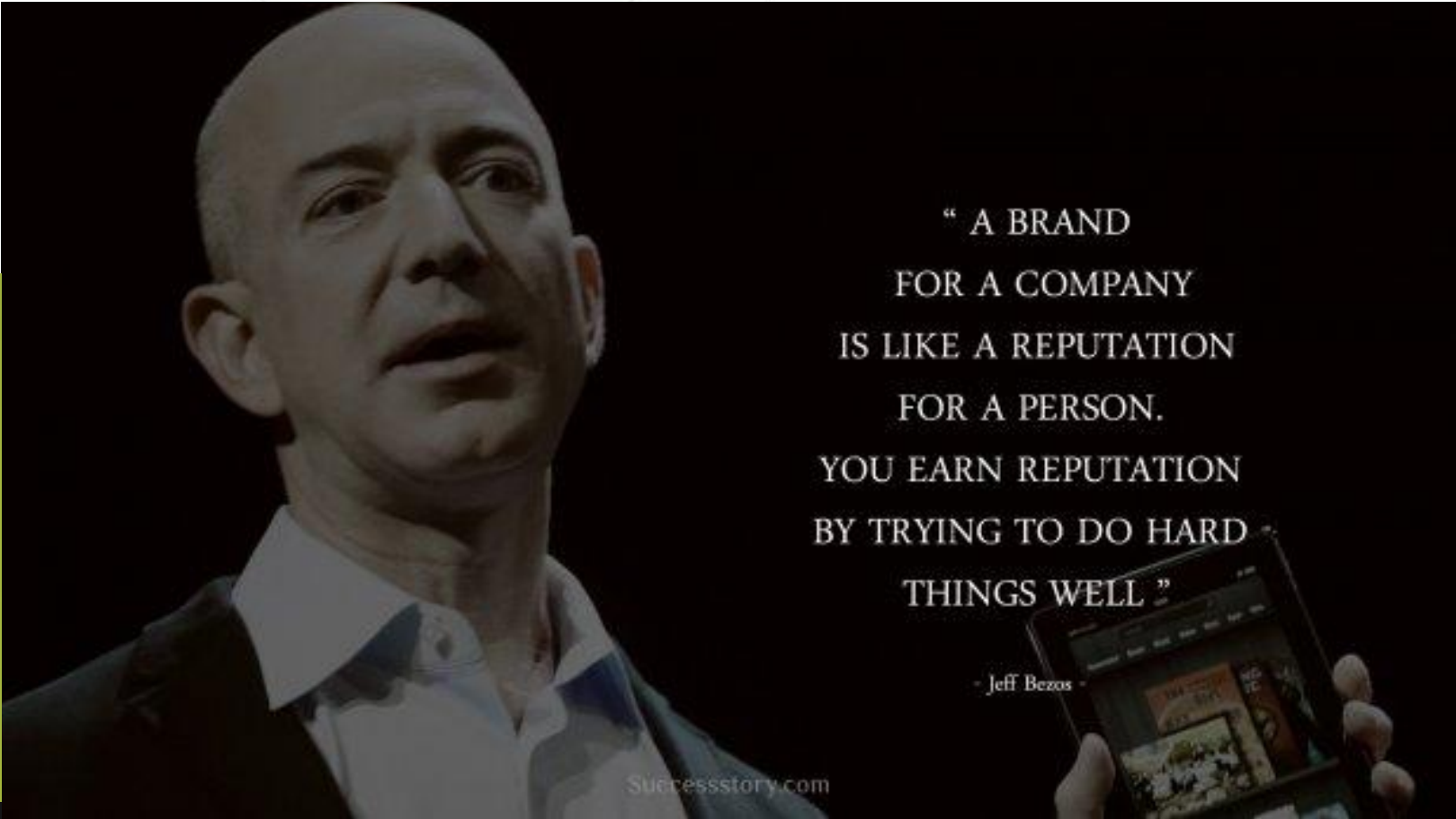
Managing your digital presence

3

Working within lean teams and scarce resources

# What is branding?

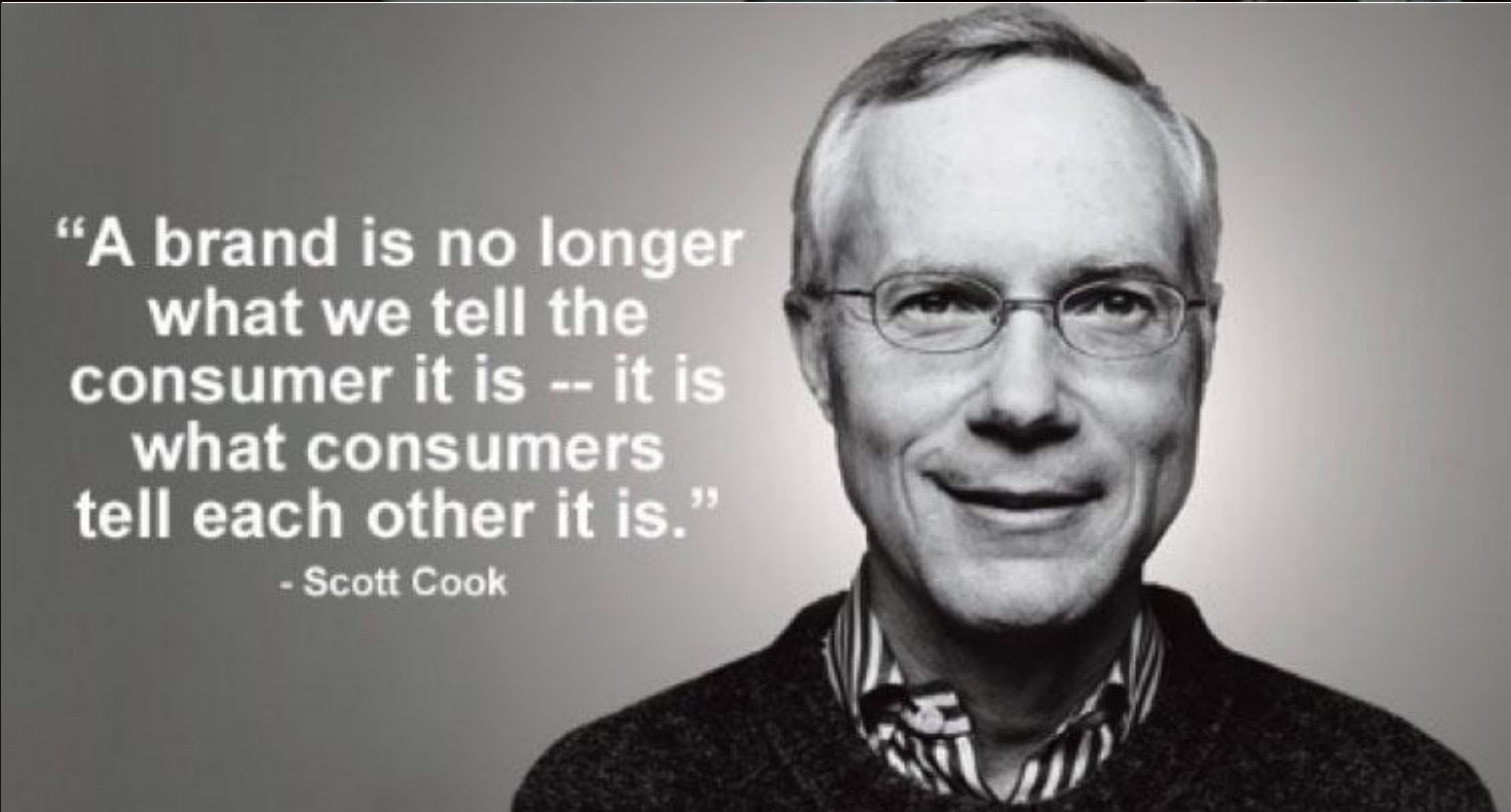
Branding is what people say about you when you are not in the room.



**BRAND**

“is the set of **expectations, memories, stories** and **relationships** that, taken together, account for a consumer’s decision to choose one product or service over another...”

Seth Godin-



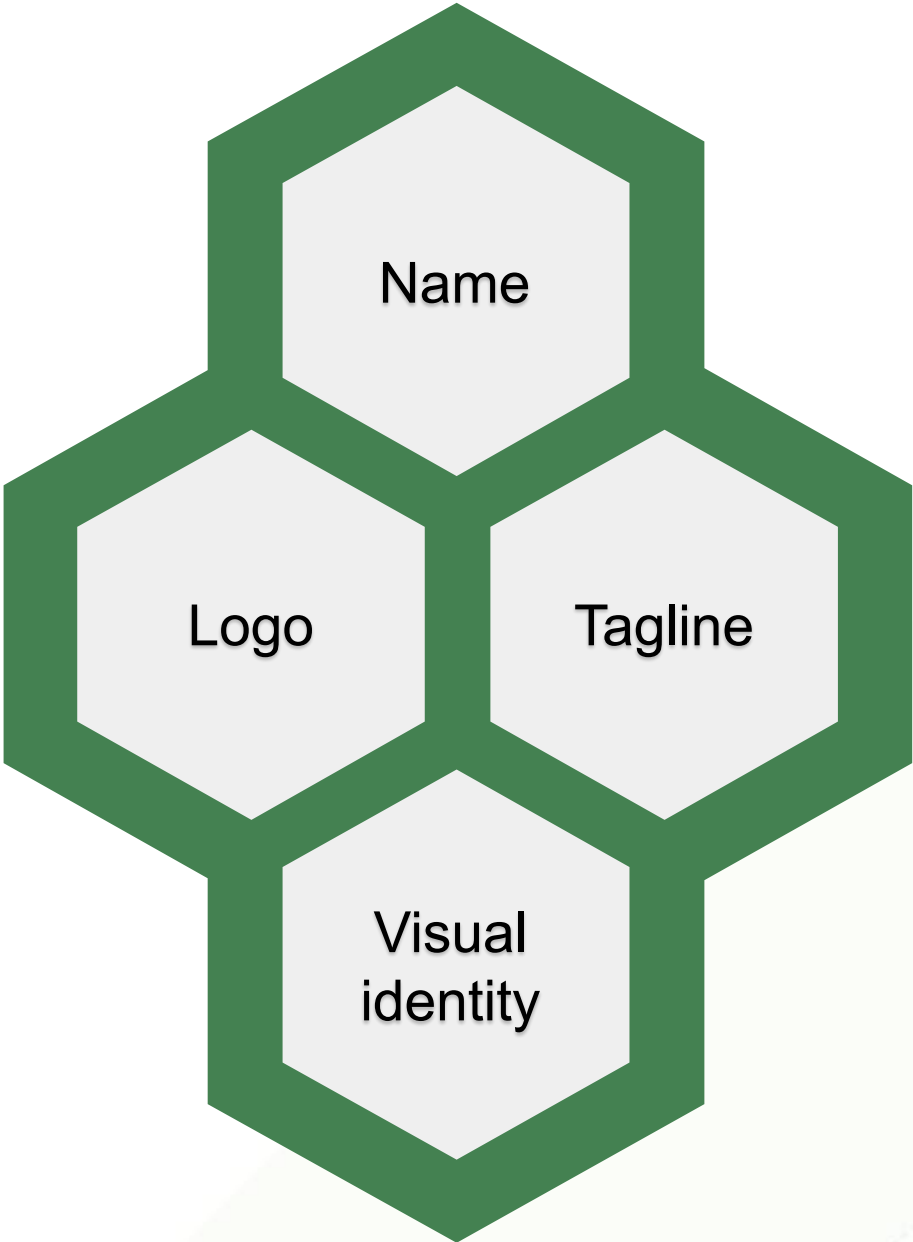
# Purpose of a brand



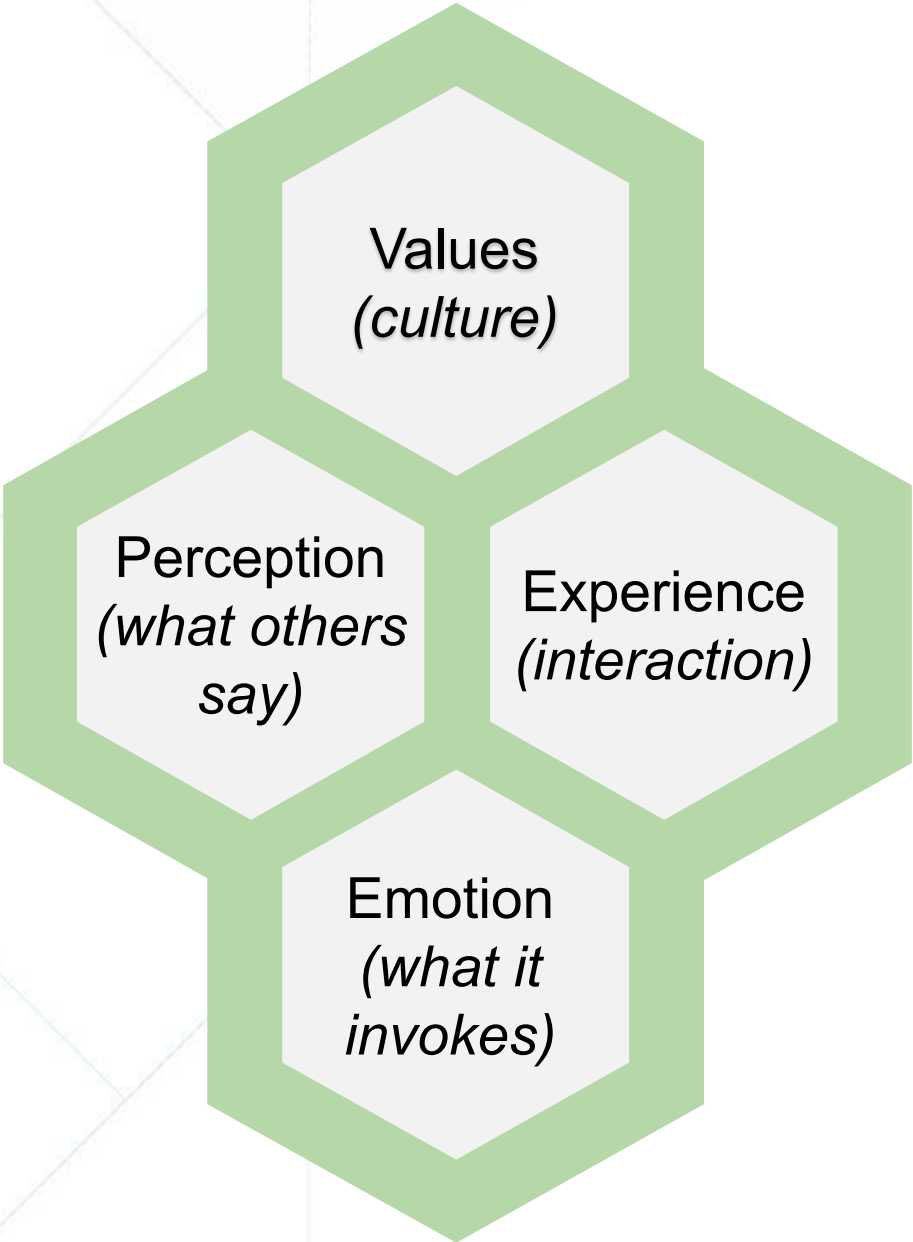
**Question for the group:** Have your organisations been able to reap one or more of these benefits thanks to a strong brand?

# Different components of a brand

## Tangible Form

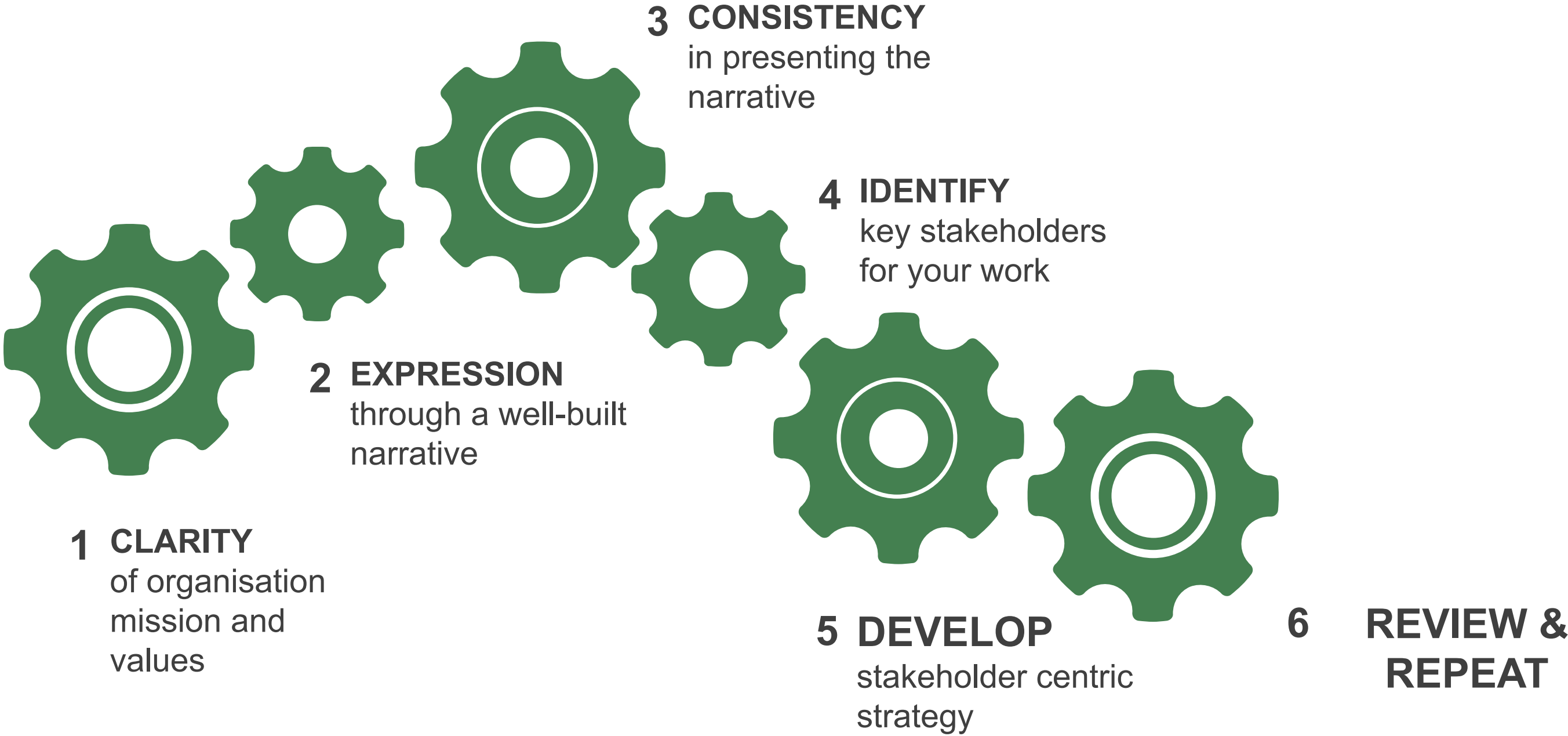


## Intangible Form



**Question for the group:** Are there any other brand components that come to mind?

# Creating and nurturing a strong brand



# Art + Science of building a consistent brand representation



## The Science

### Consistency in visual identity and presentation of the organisation

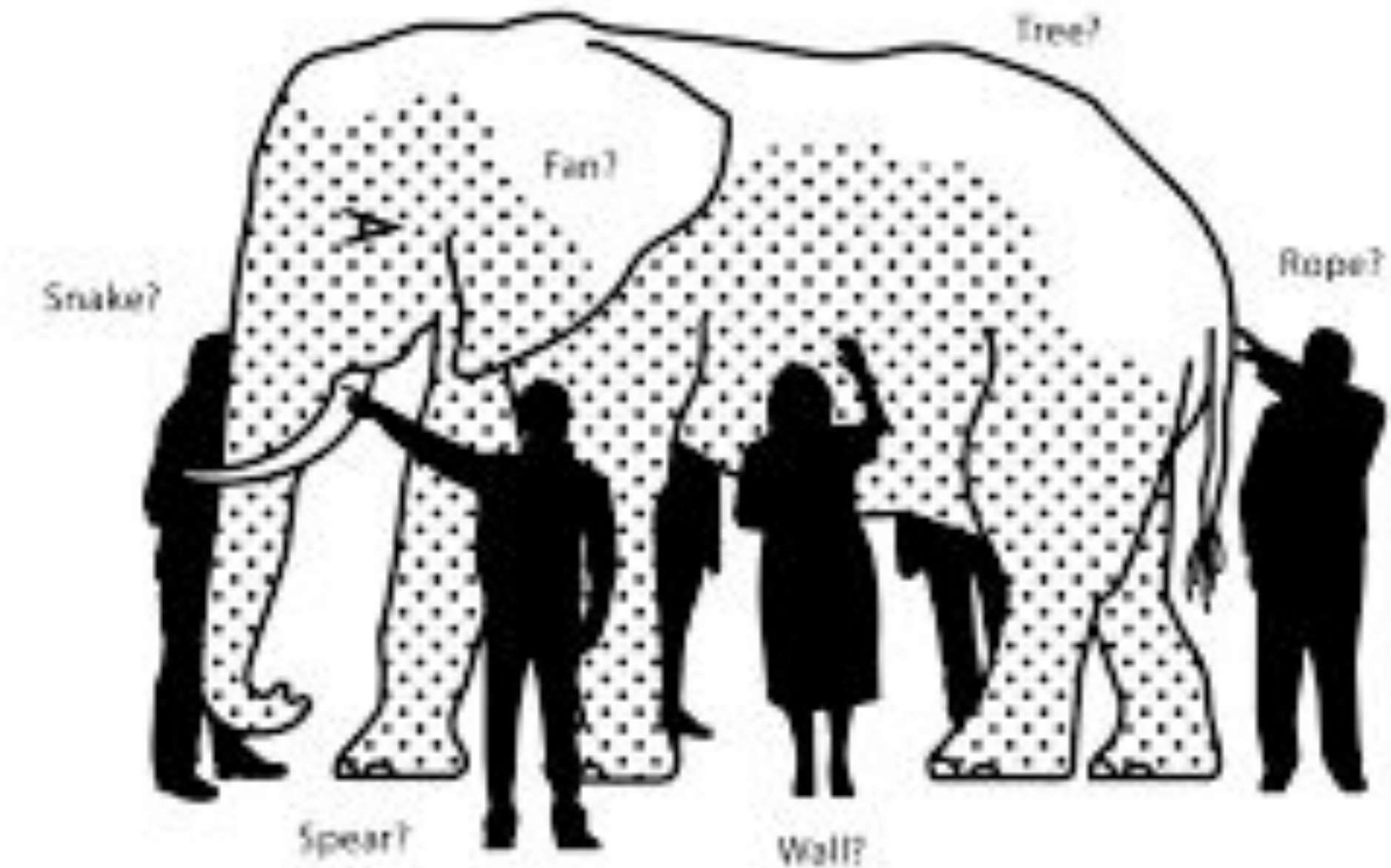
- Logo
- Colors and graphics
- Report/document/presentation formats
- Online – website, emails, social media
- Standard blurbs
- Name
- Logo
- Tagline
- Visual identity -> colors, images, fonts, design



## The Art

- Language and the tone
- Responsiveness
- Frequency of communication
- Channels of communication
- Partnerships and associations

# The hardest part of the art...



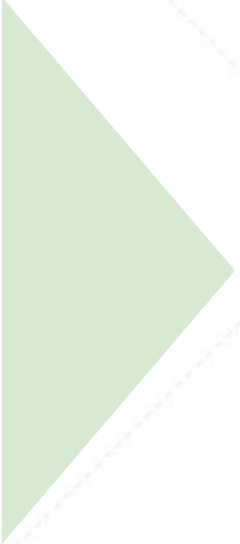
'You' become the sum of stories you tell...



# Measures/ questions to assess your brand effectiveness

| Brand measurement metrics  | Desired state | Current state |
|--|---------------|---------------|
| How do <b>customers describe</b> you?  |               |               |
| What's your <b>cost of fundraising</b> and conversion ratio?                   |               |               |
| How many <b>inbound requests</b> for your programmes/expertise do you receive? |               |               |
| How many <b>people follow</b> you?   |               |               |
| How many <b>times and where are you quoted</b> ?                               |               |               |
| Where do you <b>rank</b> among peers?  |               |               |
| How <b>many times</b> are you the <b>preferred choice</b> of partner?          |               |               |
| How many <b>collaborative networks</b> are you invited to?                     |               |               |

... findings can be further used to establish branding goals



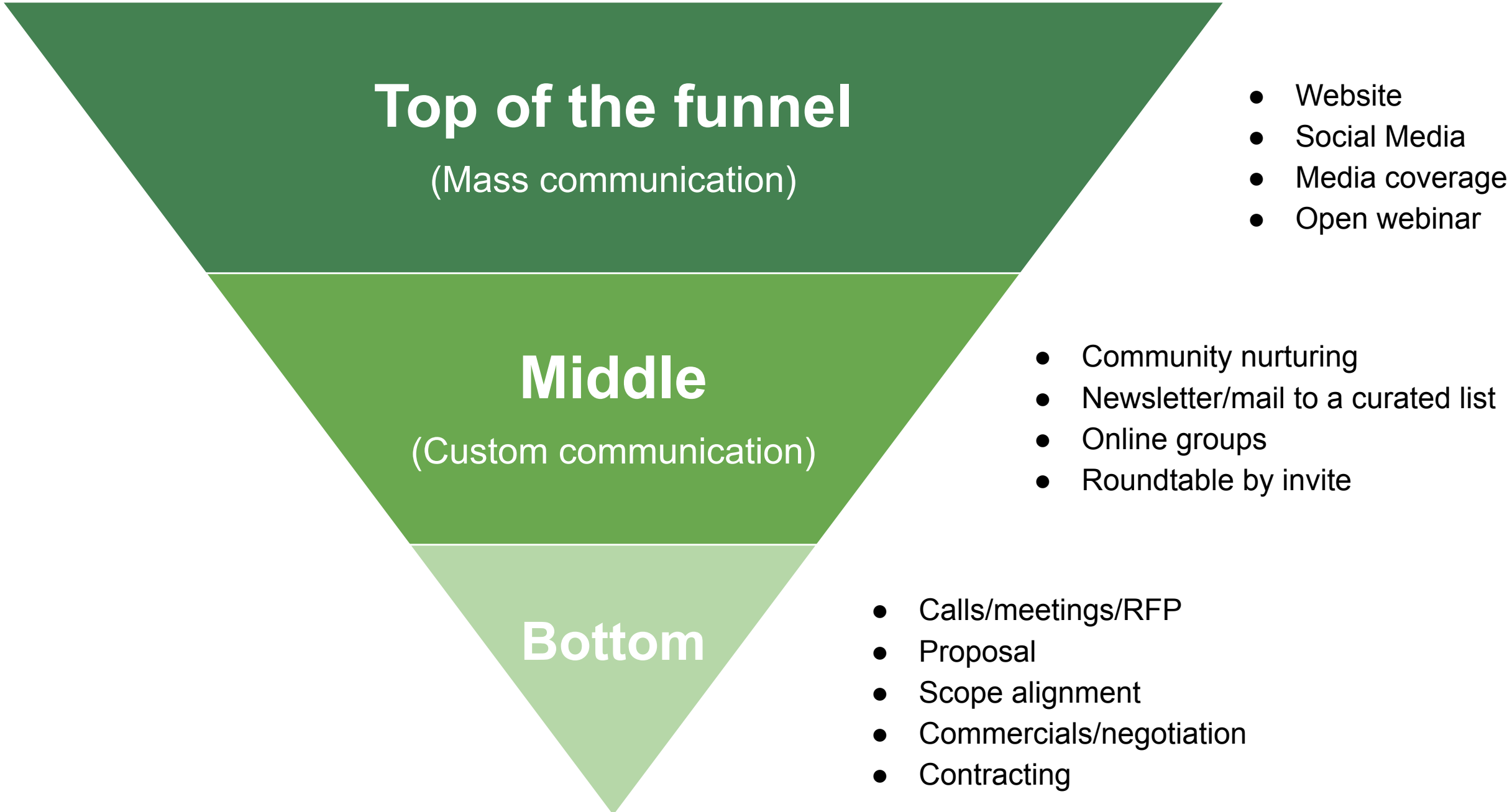
| Goals for next 1-3 years |
|--------------------------|
| 1                        |
| 2                        |
| 3                        |
| 4                        |
| 5                        |

# Developing a communications strategy that works for you

A good communications strategy is one anchored on common goals



# Your interaction funnel



# Making your communication channels work

## Website

- Long-term presence
- Permanent home for information

## Social media

- Short-term
- Good for topical announcements

## Email

- Personalized communication
- Good for calls to action

## Virtual events

- Across geographies
- Good for retaining engagement

# Managing your digital presence

## WEBSITE - *your home online*



Search friendly



Capturing leads



Secure payment gateway

## SOCIAL MEDIA - *being social*



Network effects



Frequency and timing of posts



Friends and family of your organization

## KEY CONSIDERATIONS

1 Can it be found?

2 Does it accurately represent you?

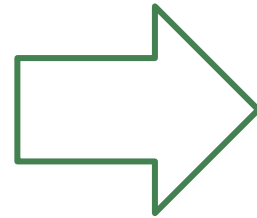
3 Is it current and updated?

4 How are you driving traffic to it?

5 Are you monitoring traffic?

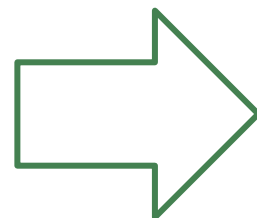
# Making your communication work

## TARGET AUDIENCE



- Interests, behavior, objectives
- Channels of communications
- Frequency and timing
- Form and length of communication

## COMMUNICATION



- Format and length
- Brand and narrative consistency
- Clear and effective communication
- Call to action
- Frequency and timing

# Let's develop your communications plan (Sample)

| Stakeholder  | Interest                                  | Content format  | Channels     | Frequency | Call to action   |
|--|---|-----------------|--------------|-----------|------------------|
| <b>Institutional donors - CXO</b>                  | Impact achieved                           | Personal mail   | Email        | 1/quarter | Meeting/ Renewal |
| <b>Institutional donors – Grant Manager</b>        | Impact numbers, other performance metrics | Detailed report | Email        | 1/month   | Meeting/ Renewal |
| <b>Individual donors who haven't donated to us</b> | Mission and numbers                       | Short videos    | Social media | 1/week    | Donate           |
| <b>Potential partners</b>                          | Opportunities                             | Mass email      | Email        | 1/month   | Talk to us       |

# Consolidating your plan into a calendar (Sample)

| Frequency     | Activity                  | Channel                                    | Audience                   | Performance metrics               | Owner               |
|---------------|---------------------------|--|----------------------------|-----------------------------------|---------------------|
| Every day     | Social Media post         | LinkedIn, Twitter                          | General                    | Reach and engagement, followers   | Social media team   |
| Every week    | Weekly report to partners | Email                                      | Partner orgs               | Open rate, responses              | Programme Head      |
| Every month   | Newsletter                | Mass email                                 | Mailing list               | Open rate, responses, subscribers | Communications team |
| Every quarter | Donor update              | Mass email                                 | Donors                     | Open rate, clicks, actions        |                     |
| Every year    | Annual Impact Report      | Website, social media, email, print, media | General                    | -                                 | Communications team |
| As needed     | Media outreach            | Media list                                 | General audience via media | Media engagement score            | PR team             |



## 3 tips : Achieving social media success

1

Be consistent – post regularly, maintain consistency in messaging and tone

2

Be social - use relevant hashtags and tag people/organisations, respond and interact

3

Be helpful –share authentic experiences and knowledge, do not push agenda at all times

# 3 tips : Lean and smart resourcing

1

Crowd-source content from within the organisation

2

Do more of what works for your stakeholders

3

Partner and collaborate

## 3 tips : Building for the future

1

Nurture engaged communities

2

Experiment with audio and video

3

Use quick and effective tools for design, mass email, social media posting, editing

# Q & A