IFF 2015, Prague

Digital Trends

and takeaways for non-profits
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Technology progress is...
Technological progress ...speeding up...
...singularity is near...

Trans Humans?

AI?
Content is the king ceasar!
Content marketing

- Content strategies, channels, segments
- Created & curated by evolving tools
- Consumed on diverse devices
- Video, blogs, case studies, infographics
“Companies shift from traditional marketing towards creating high quality content that’s targeted to customer interests.”

Wheelhouse advisors

“Traditional marketing talks at people, content marketing talks with them.”

Inklyo.com
Crowd & Cloud Everything

- Funding, sourcing
- Kickstarter, Indiegogo, Hithit...
- White label or branded
- P2P financing, microloans
Vozejkmap - wheelchair mapping
2015 in Non Profits Most Important Communications Goals

1. Engaging Our Community (57%)  In 2014, was 2nd
2. Retaining Current Donors (53%)  In 2014, was 4th
3. General Brand Awareness (51%)  Remains same
4. Acquiring New Donors (50%)  In 2014, was in 1st
5. Thought Leadership (33%)
HOW Nonprofits Communicate

Most Important Communications Channels

We asked participants to put 13 communications channels in order of importance. What we call the Big Six – websites, email marketing, traditional social media, in-person events, print marketing, and media relations/PR – remain the most important, as they have been since 2011.
B2B Content Marketing Tactic Usage

Social Media Content – other than blogs: 92%
E-Newsletters: 83%
Articles on Your Website: 81%
Blogs: 80%
In-person Events: 77%
Case Studies: 77%
Videos: 76%
Illustrations/Photos: 69%
White Papers: 68%
Online Presentations: 65%
Infographics: 62%
Webinars/Webcasts: 61%
Research Reports: 48%
Microsites: 47%

Source www.contentmarketinginstitute.com
What marketers say

TOP 5 AREAS FOR INCREASED SPENDING:

- **61%** DATA & ANALYTICS
- **60%** MARKETING AUTOMATION
- **58%** EMAIL MARKETING
- **57%** SOCIAL MEDIA MARKETING
- **57%** CONTENT MANAGEMENT

Source: ExactTarget’s State of Marketing Report 2014
But facebook rules them all...

- **1.44 BILLION** people on Facebook each month
- **800 MILLION** people on WhatsApp each month
- **700 MILLION** people on Groups each month
- **600 MILLION** people on Messenger each month
- **300 MILLION** people on Instagram each month
- **45 BILLION** messages sent daily
- **4 BILLION** video views daily
- **800 MILLION** people offered access through Internet.org
- **650 MILLION** people connected to a sports Page
- **2 MILLION** advertisers
What do customers use?

“According to a presentation from AOL, email (93%), social networks (89%), blogs (82%), message boards (81%), and instant messages (80%) are where the greatest amount of content is being shared and consumed.”

In content distribution, social is the key.
The Multi-Screen World

- Fragmented devices & platforms
- Content first strategy is essential
- Responsive / fluid design is a must
- Google starts preferring mobile
Consumers move between multiple devices to accomplish their goals

- 90% of people use multiple screens sequentially
- Popular cross device activities:
  - Browsing the Internet: 81%
  - Shopping Online: 67%
  - Managing Finances: 46%
  - Planning a trip: 43%
- Search is the most common way consumers continue from one device to another

Television no longer commands our full attention

- 77% of the times that viewers watch TV, it is with another device
- 49% with a smartphone
- 34% with a PC/laptop

Source: ExactTarget’s State of Marketing Report 2014
Measuring & Personalization

- Understanding clients behaviour
- Measuring goals & ROI
- Cost per acquisition / conversion
- Web analytics, mobile analytics
Pending trends

- SaaS & PaaS
- Tweeting flowers
- Smart cars & homes
- IoT, iBeacons, Wearables
- Health apps, Open data...
Gamification, engagement = more fun.
TYPES OF GAMIFICATION USERS

**WHAT THEY NEED:**
- Surprise, inspiration, fun

**GAME MECHANICS:**
- Luck and quick success games, prizes, boosters

**GAMIFICATION EXAMPLE:**
- Fortune wheel

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**WHAT THEY NEED:**
- Achievements and collection

**GAME MECHANICS:**
- Badges, levels, simple tasks, progress bars

**GAMIFICATION EXAMPLE:**
- Reviews badges

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**WHAT THEY NEED:**
- Status, influence, acceptance

**GAME MECHANICS:**
- Leaderboards, duels, extra options

**GAMIFICATION EXAMPLE:**
- Users rating

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**WHAT THEY NEED:**
- Contacts, communication, privileges

**GAME MECHANICS:**
- Chats, mentoring, communities

**GAMIFICATION EXAMPLE:**
- Advice section

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Amasty

blog.amasty.com
Player Centered Design

enterprise context

Measure
Mechanics
Mission
Manage

Player

Motivation
Monitor

keep it fun!

legal considerations

Source: www.uxmag.com
Gamification: Making Games Pay

Game Mechanics:
- Fun
- Visual
- Story-telling
- Social
- Challenging
- Competitive

Visible Motivators:
- Points
- Leaderboards
- Badges
- Prizes
- Positive Feedback
- Likes, shares, comments

Hidden Motivators:
- Self-fulfillment
- Self-esteem
- Improving competence
- A sense of autonomy
- Feeling of relatedness

Measurements:
- Learning - how much?
- Behavior - how changes?
- Loyalty - increased value?
- Sharing - to what extent?
- Longevity - over what time frame?
- Engagement - light / medium / high?
More and more companies is seeking ways to use their competencies to achieve CSR.
Some (social innovation) businesses invest everything into what they do. They don’t create any profit.
“Social innovation trends and entrepreneurship make the border between business and non-profits fuzzy.”

Jenda & Ivos having a beer 2 days ago
National states, Corporates, ...

donations, funds, grants

$NGO’s & Non-profits$

$Companies

SMB’s

Individuals
CORPORATIONS AND NON-PROFITS?
A couple of tips...
Work & Communication

- Google Apps, Office 365
- Google Drive, Dropbox, Onedrive
- Google Plus Private Groups
- Basecamp, Trello.com, Asana.com
- Slack, HipChat
Online marketing

- CRM vs Lead management
- HootSuit, Social Bakers
- Google Analytics, Crazy Egg
- Adwords, Facebook Ads
- Mailchimp, MandDrill, Quanda
Better web development

● Wireframes (Axure, InAppVision)
● Squarespace, Webflow
● Wordpress - templates, plugins
● MODX - creative freedom
● Grid.io
“Creating websites is much easier now.”

Ivos Gajdorus
“Creating web applications is multi-disciplinary and complex process.”

Ivos Gajdorus