

The Ever-Changing Virtual Communications of NGOs

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International Fundraising Festival



**Online Marketing =
sooo much information everyday**



**International Fundraising Forum =
sooo much information today**



Framework to help you to understand trends and enjoy IFF more.

- Introduction of the framework: how to approach trends
- Trends in Email Marketing
- Trends in SEO
- Trends in Social
- Content Marketing is hyped now
- Key takeaways



INTRODUCTION OF THE IDEA: HOW TO APPROACH TRENDS



How do you react to trends?

1. Either you fall for every rumour, uncritically accept hype and therefore you cannot keep your own line
2. Or you become sceptical towards innovation in general and freeze at certain level of development after some time



What is HYPE?

hype¹  (hīp) *Slang*

n.

1. Excessive publicity and the ensuing commotion: *the hype surrounding the murder trial.*
2. Exaggerated or extravagant claims made especially in advertising or promotional material: *"It is pure hype, a gigantic PR job" (Saturday Review).*
3. An advertising or promotional ploy: *"Some restaurant owners in town are cooking up a \$75,000 hype to promote New York as 'Restaurant City, U.S.A.'" (New York).*
4. Something deliberately misleading; a deception: *"[He] says that there isn't any energy crisis at all, that it's all a hype, to maintain outrageous profits for the oil companies" (Joel Oppenheimer).*

tr. v. **hyped**, **hyp-ing**, **hypes**

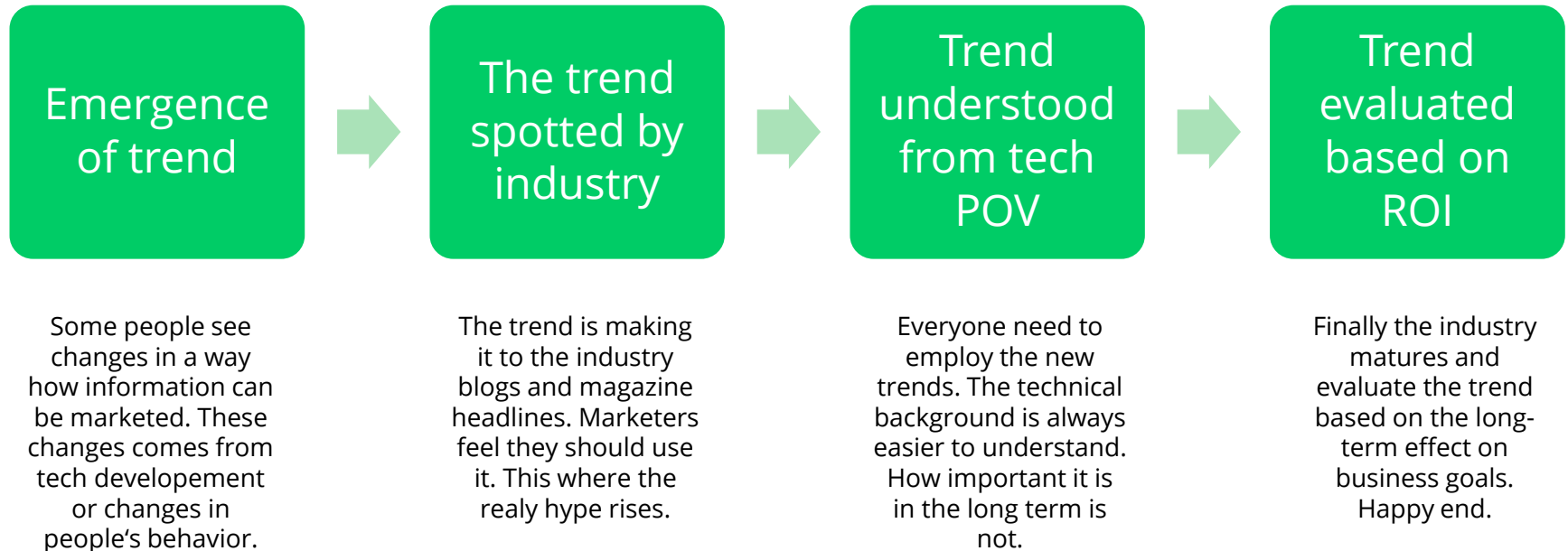
To publicize or promote, especially by extravagant, inflated, or misleading claims: *hyped the new book by sending its author on a promotional tour.*

[Partly from *hype*, a *swindle* (perhaps from **hyper-**) and partly from **hype(rbole)**.]

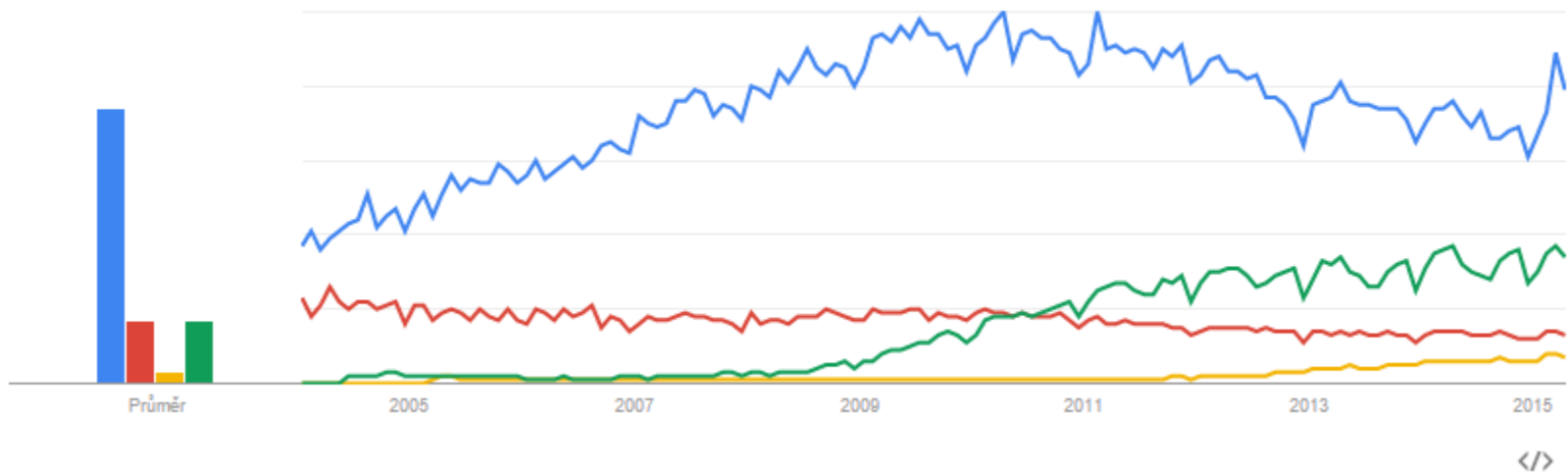
<http://www.thefreedictionary.com/hype>



General development of online marketing trend – a template for evaluation trends



We are going to explore the development of the most important NGOs online marketing channels



EMAIL MARKETING



What are the biggest challenges and concerns regarding Email Marketing?



Email marketing

Emergence

- **1996:** Hotmail is established as the first freemail service
- **1998:** the Data Protection Act was updated to ensure all email marketing included an opt-out

Spotted

- **1998:** The word spam is added to Oxford english Dictionary
- **2000:** An increasingly important process is to design a strategy that encourages others to carry your marketing message via e-mail, using their own network of relationships — and preferably their own resources (source)
- **2003:** the Can Spam Law was introduced in the US setting the first regulations for commercial emails (Source)



Email marketing

Understood: As part of the multichannel marketing

- **2003 Trend Keywords:**
 - Personalization, Frequency, Include pictures and logos - recognition
 - Multipart e-mail messages, increasing the look and feel of the content and layout, by utilizing more sophisticated, in-house designs.
 - Multi-channel marketing—defined as combining email marketing campaigns with other methods (with website offers or promotions, print media advertising, direct mail)
- **2003:** Non-profits are also increasing their reliance on email marketing in 2003, as compared to 2002. The primary reason reported is savings on bulk-mail postage." ([source](#)).
- **2004:** AOL collected users' feedback to some email service providers, marketers could see what their recipients thought of their emails, and could use spam complaints as a metric. ([source](#))



Email marketing Understood:

- **2004 Trend Keywords:**
 - Delivery Rates, Open Rates, images downloaded off by default, Click Rates, Sunday was the best day of the week for Open and Click Rates, Personalized Subject Lines resulted in higher Open and Click Rates, Click Rates were significantly higher for emails with more than 20 links ([source](#))
- **2006 Trend Keywords:**
 - Mailing frequency, Type of mailing (newsletter, information, etc.), Incentives/offer content, Creative, Level of audience targeting/segmentation ([source](#))
- **2008: Barack Obama Campaign ([source](#))**
 - Using Personalized Landing Pages, Made-to-Click Subject Lines, Great Use of Opt-in Forms, Smart Follow Ups, Split Testing of Key Pages



Email marketing

Evaluated in the long term

- **2013:** New Gmail Inbox ([source](#))
- **2013:** Mobile, relevant content, and multi-channel touch points become the mainstays of effective email programs in 2012.
- Effective marketers will focus their programs on customer centricity, relevant content, and multi-channel, data-driven lifecycle programs to keep their email campaigns successful
[source](#)
- **2015:** Your email communication—even your offline marketing efforts—need to be more about connecting, educating and engaging with your supporters and less about the pitch.
- [source](#)



Email marketing

Takeaways

1. Emailing is here to stay, but it is considered as a part of multichannel content marketing than as a single way how to deliver message to people
2. There are big differences between „newsletters“ and „transaction e-mails



SEO



What are the biggest challenges and concerns regarding SEO?



SEO

Emergence

- **1998:** Google launches and uses PageRank to rank websites more accurately
- **1999:** First SEO conference ever – topics:
 - Designing Search Engine Friendly Sites
 - Meta Tags
 - Doorway Pages
- **2000:** Google's PageRank toolbar helps SEOs figure out the best pages to get links from

Spotted

- **2003:** Google's Florida update penalises tactics popular in the late 90s like keyword stuffing and over optimisation of anchor text
- **2005:** Google releases the nofollow tag to combat blog spam which is supported by both MSN and Yahoo



SEO

Understood

- **2007:** In the SEO world, the practice of viral media generation and marketing will continue to spread in the world of high-profile SEO firms, but remain very rare among smaller, local firms (**Linkbaiting**)
 - Buying links is going to remain an effective way for websites to rank for low and mid-level competition phrases.
- **2009:** Google Caffeine update means Google can index the web more often and provide fresher results (Twitter in the SERP)
- **2009:** Google Vince is a major update that many SEOs feel favour brands



SEO Refusal

- **2011:** As part of Google's launch for Google+, it starts encrypting keyword data. SEOs now see a high % of their organic traffic from „**(not provided)**”



SEO

Evaluated in the long term

- **2010:** Conversion rate optimization will dominate SEO next year. Still the most under-utilized and highest ROI activities in the marketing department, conversion rate optimization will reach more awareness and brands will focus on improving conversion over time. (source)
- **2010:** Year of Conversion Rate Optimization (Moz, source)
- **2011:** Google launches Panda. Its aim is to prevent sites with low quality content from acquiring top-tier rankings
- **2011:** We'll Start to Move Away from the Title "SEO" to Something More All-Inclusive (Moz, source)
- **2012:** SEO Without Social Media Will Become a Relic of the Past (Moz, source)
- **2012:** Google Will Make it Very Hard to Do Great SEO Without Using G+ (Moz, source)
- **2012:** Google releases Penguin to punish websites that are building low quality links



SEO

Evaluated in the long term

- **2013:** SEOMoz rebrands to Moz, an inbound marketing company
 - „Inbound Marketing Make marketing people love. By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers, not interruptive. Now that’s marketing people can love.“
- **2013: Inbound marketing** - „Inbound marketing“ will be in more titles & job profiles as "SEO" becomes too limiting for many professionals (Moz, source)
- **2014:** Resumes Listing "Content Marketing" Will Grow Faster than Either SEO or "Social Media Marketing,, (Moz, source)



SEO

Takeaways: Don't hate the player, hate the game

1. SEO is changing because we want to cheat it. By that, we are making it smarter
2. We say yes to hacking and testing the boundaries of SEO, but efficiently and with business results in mind
3. Optimize for people, not search engines -> search engines are becoming more intelligent



SOCIAL MEDIA



**What are the biggest challenges and concerns
regarding Social Media?**



Social Media

Emergence

- **2004:** Social Media takes off
 - Social Computing. The shift from the solitary experience of reading a web page to the social experience of human interaction, collaborative information sharing and entertainment online.
 - Blogs, meet chat rooms, meet interactive games, meet MUDs, meet computer conferencing. (Source)

Spotted

- **2006:** Undoubtedly 2006 has been **the year of the social network**. MySpace, YouTube, Facebook have been the three outstanding success.
- **2006:** From what I see and hear, facebook has the biggest potential to establish itself as the non-dating network with a global impact.
- **2009:** Social media is one of the most cost effective ways to engage and interact with their customers.



Social Media Understood

- **2012:** SEO Without Social Media Will Become a Relic of the Past
- **2013:** Users Notice More Branded Content on Their News Feed ([source](#))
- **2013 – 2014 -> FB algorithm changes:**
 - Showing More High Quality Content ([source](#))
 - Cleaning Up News Feed Spam ([source](#))
 - Showing Better Videos ([source](#))
 - Click-baiting ([source](#))
 - Showing More Timely Stories from Friends and Pages ([source](#))
 - Reducing Overly Promotional Page Posts in News Feed ([source](#))



Social Media Understood

- **2014:** Tactics Are Top Challenge in Social Media ([source](#))
- **2015:**
 - Video Becomes the Content of Choice
 - Information Density Creates Hurdles
 - Paid Ads Become Unavoidable ([source](#))



Social Media Evaluated in the long term

**Do we already understand the value
of social media in the long term?**



Social Media Takeaways

1. Social Media are part of the environment in which we do business, it is not a channel anymore
2. Stop chasing post reach and find the right KPIs you need to focus on
3. No general rules or truths: Test and learn and find what works for you



CONTENT MARKETING



Content Marketing? Anyone?



Content Marketing

Preceding trend

Blogs

- **2002:** To build a weblog you do not have to be a computer expert or even know HTML, but computer skills and HTML knowledge can certainly help ([source](#))
- **2005:** Blogs are obviously here to stay. Some of the cutting-edge blogs are starting to offer content in audio and even in video. This will not only affect journalism, but it will impact the retail business as well. ([source](#))
- **2005:** Many corporations have had no other choice this year (and, to an extent, last year) but to join the blogging community. ([source](#))
- **2005:** Valuable commercial content is key. ([source](#))
- **2009:** Create [more attractive content](#) because it cost-effectively engages consumers at many touch points [during the purchase cycle](#), leverages internal resources, and aids search optimization.

RSS (Distribution)

- 2005: **RSS. Really.** What some call “Real Simple Syndication” is being used by many email newsletters as a way of avoiding email filters ([source](#))
- 2007: **RSS continues to inch towards the mainstream**



Content marketing is being hyped now...

- How many articles to write?
- 10 tips to write better headlines
- How to share it?
- How many platforms should I use?



Content Marketing

Takeaways: Framework for understanding online marketing



source



FINAL TAKEAWAYS



Final Takeaways

1. Trends also move backwards, connect with each other or change names
2. Big players can influence trends (they have data, do tech improvements like algorithm changes, ...)
3. Marketing is not about having a plan without the plan B anymore
4. Always evaluate based on business outcomes (STDC framework helps)



Thank you!

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