Session 1

- Demystifying Digital

- Unpacking and rebuilding the donor journey

- Building a compelling integrated narrative across your digital channels

- Owned media in your digital donor journey

Persuasion Republic

Session 2

- How to acquire new and regular donors on digital

- Programmatic Media in the digital donor journey

- Getting the most out of your Google grants

Session 3

- Social Media in the digital donor journey

- Simple guide to Google Analytics 4

- The power of e-mail.

eMudhra
What is Digital Transformation ...

Whatfix
What Is Digital Innovation? +Corpor...

The Enterprisers Project
digital acumen can impact business ...

Simplilearn.com
Digital Creators in Marketing ...

Oxford College of Marketing Blog
Digital Disruption: What Is It and How ...

Wikipedia
Digital rhetoric - Wikipedia

World Bank
Digital Business Indicators

European Commission - European Union
A Europe fit for the digital age

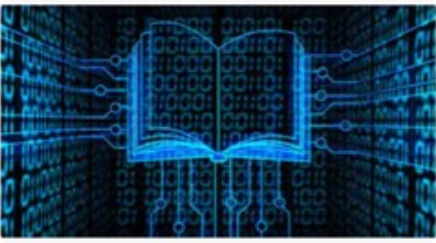Information Age
Forget digital transformation: data ...

OECD
Digital - OECD

E-SPIN Group
Digital Transformation Era ...

Griffith College
Career in Interactive Digital Media ...

The Open University
The digital scholar - OpenLearn - Open ...

Entrepreneur
Digital Marketing Tips For A Successf...

Emeritus
How to Learn Digital Marketing and b...

Southeast Asia
New digital trust research reveals...

Kilkenny Observer
Digital boost for local businesses ...

www.digitalbusinessireland.ie
Home - Digital Business Ireland

Persuasion Republic

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THE DIGITAL LANDSCAPE

MONTHLY VISITORS PER SITE*   20M +   5M-20M   1M-5M   250K-1M   < 250K   STUDIO   *Data obtained through SimilarWeb

DIGITAL PUBLISHER LANDSCAPE

Understanding who owns what and who works with whom is critical for both planners and publishers alike. This infographic gives readers an inside look at the major media companies across the United States.

With media groups ranked from largest to smallest (by number of publications) and publications sorted by monthly traffic, this tool provides a comprehensive bird's eye view of what the digital publishing landscape looks like today.
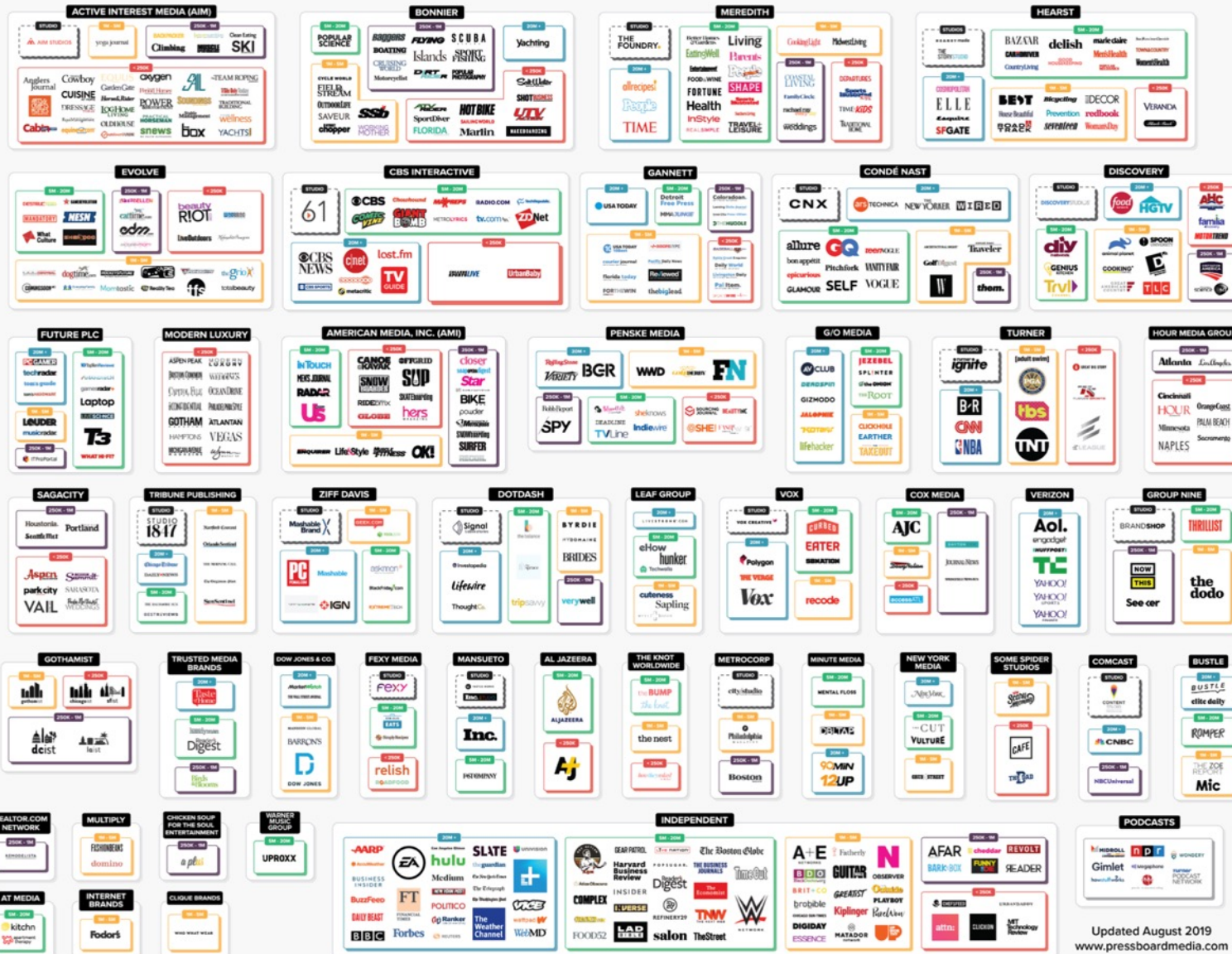
Updated August 2019
www.pressboardmedia.com

The Fundraiser's Guide to Digital
Starts Thursday Sept 21

THE QUIZ

When did you first look at your phone today?

74% within 30mins (Deloitte)

How long did you spend on your phone yesterday?
How long did you spend on your computer?

6 hours 37 mins. (GWI Global Web Index 2019)

Persuasion
Republic

Digital Ireland – CSO

94% internet users go online daily.

Over 80% shop, bank, book or order.

As our lives have become more digital, we are accessing the internet more frequently on a daily basis. Of daily internet users, more than four in ten (43%) use it all the time or nearly all the time, up eight percentage points on 2021.

Persuasion
Republic

How many emails did you receive yesterday?
How many emails did you send?

40 – 100 per day

Persuasion
Republic

What was the last Podcast you listened to?

23% listen to podcasts. JNLR

Radio 3.255 million listeners every weekday – 79.4% of all adults.
Weekly listening 90.9% of the population.

Persuasion Republic

Digital Ireland – Datareportal.com

4.99 million internet users.   99%

4.02 million Social media users.

2.5 million Facebook users.

Persuasion
Republic

Why do you go online?

Finding information 57.8%

Staying in touch with people 53.7%

Keeping up to date with news 50.9%

General browsing filling time 41%

Datareportal.com

How many emails did you open?

	Non Profit	High	Low
Open Rate	25.1%	28.77% (Government)	15.03% (Vitamin Supplements)
Click Rate	2.79%	5.01% (Hobbies)	1.34% (Restaurants)
Unsubscribe	0.2%	0.40% (Health & Fitness) (Photo & Video)	0.10% (Daily Coupons)

Persuasion Republic

How many online ads do you remember?

When was the last time you clicked on an online ad?

How to help them find what they are looking for?

Persuasion Republic

Full Funnel.

You are guiding them towards deeper connection.

Digital is both shop front and product

AWARENESS

Generate interest in the brand

CONSIDERATION

Get people to think about you over the competition

CONVERSION

Encourage action

Persuasion
Republic

How do you create a more effective donor journey?

You don't.

You create a more effective <u>supporter</u> journey.

Persuasion Republic

STEP 1.

Do a Digital Audit

- Forensic

- Anecdotal

- Do it from supporter's perspective

Who are they?

What channels do they use?

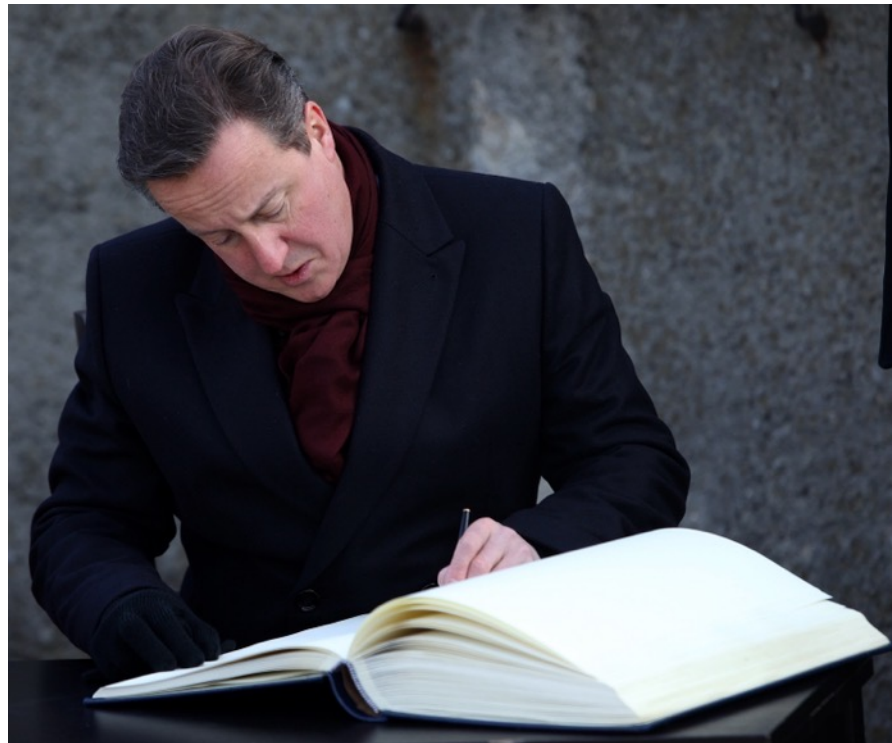What channels do they actually engage with you on?

What content do they actually engage with?

Persuasion Republic

What do they want out of your digital?

What do they want to know that we are not currently telling them?

What do they want to do that we are not currently helping them to do?

Persuasion Republic

What do these have in common?

Building your true home in the digital landscape.

Be who they expect you to be.

Be where they expect you to be.

Ask what they expect you to ask.

Enable them to do what they want to do.

Persuasion
Republic

STEP 2.

Make a plan

- List the content you have

- Identify your capacity

- Schedule it

Persuasion
Republic

Coordinate your channels.

EDM Appeal

Socials

Website

Podcast

Coordinate with events and news

Persuasion
Republic

Landing Page

light up a life

Who will your Light Shine for?

Sponsor a light in memory of someone special in aid of Our Lady's Hospice & Care Services

SPONSOR A LIGHT

STEP 3.

Forget about the donation

- Focus on what happens before

- Focus on what happens after

- Remember you are filling their need

Persuasion Republic

STEP 4.

Tell your story

- Digital is not just to attract

- Digital is for deeper engagement

- Digital is two way

Persuasion
Republic

Include all elements of your story.

Information. Newsletters. Updates.

Engagement. Vote. Pledge. Survey.

Impact.

Appeal.

Personal Stories.

Your Staff and Volunteers.

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Layering of message.

Depth of messaging

Don't be afraid of length

Don't be afraid of frequency

Unsubscribes are a good thing

Footballer weds

Well-known soccer player Con Archbold of 34

'Teddy boys in identity parade'

TWO men appeared in Dublin Circuit Criminal Court to-day in connection with the alleged theft of explosives and fuse from The Swan, Wolfhill, Laois, on May 6. They were acquitted by direction of the Judge.

They were: Joseph Christle, 30, clerk, of Raglan Road, Ballsbridge, and Sean Geraghty, 21, coppersmith, of Curlew Road, Drimnagh. The judge was told that there were other charges

'Camden vegetab

STEP 5.

Test

- Test

- Test again.

- Test again.

Some Top Tips.

Never think of any digital element in isolation.

Plan for responses to any likely breaking news. (Banker Digital)

Plan for once a week.

Feature staff and volunteers.

Mix Lo-Fi and Hi Fi content.

3 things you can do today

1. Identify one thing you can improve immediately

2. Put an email sign up on your website

3. Send an email

Persuasion Republic

You don't need any metaphors.

You don't need to be clever.

You don't need to be flashy.

Persuasion
Republic

I'm actually hoping to be a piano teacher.
I absolutely love playing the piano

The Fundraiser's Guide to Digital 2023

SEO & Owned Media

Fully utilising the tools at your fingertips.

Anita McGarry

SEO Copywriter at Havas Media

I have been working in the digital industry for over 7 years, specialising in high-performing online content, developed with in-depth SEO keyword research and keeping user satisfaction in mind.

Joining Havas Media in 2023, I am part of the team responsible for the content and strategy of Owned Media across SEO, CRO and Organic Social.

SEO & Owned Media

Search Engine Optimisation (SEO) is the process of enhancing the visibility of Owned Assets

- SEO helps you to build long-lasting performance improvements and gain a better understanding of your audience.

- Conversion Rate Optimisation will show how donors engage with a webpage post-click and how to improve their experience.

- Optimising a website will lead to stronger conversion rates across all digital acquisition channels.

75% of people never scroll past the first 10 results on a Search Engine

Webpages ranking in 1st position have a 32% Click-Through-Rate

SEO – The Core of Owned Media

Search Engine Optimisation is the process of affecting the visibility of a website or webpage within the SERP (Search Engine Results Page).
Most Social Media also have their own internal search engine.

75%
of users never click past the first page of search results

79%
of all global search traffic comes from Google
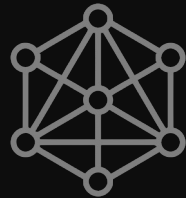
60%
of clicks go to the top 3 websites in the SERP

32%
is the average Click-Through-Rate of web pages in 1st position

HAVAS

UNDERSTANDING
THE SEARCH
ENGINE RESULTS
PAGE

SEARCH QUERIES
AND
CONTENT

USER EXPERIENCE
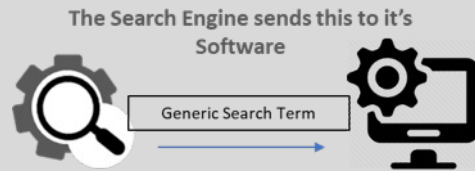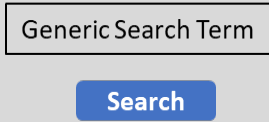AND
CONVERSION RATE
OPTIMISATION

QUESTIONS

Understanding the SERP (Search Engine Results Page)

It starts when the User has a question…

A user opens a search engine and enters a search term.

Generic Search Term

Search

The Search Engine sends this to it's Software

Generic Search Term

The Software then searches the Database (index of the web)

A list of all pages are created

Google then asks over 200 questions…
and ranks all the pages in its database to show those most relevant to the Search Query entered by the User.

Google   generic search term

All   Images   News   Shopping   Videos   More   Settings   Tools

About 277,000,000 results (0.45 seconds)

8.9/10   Ranks 1st

Generic search terms and who comes out on top for organic and paid ...
https://www.phocuswire.com/Generic-search-terms-and-who-comes-out-on-top-for-or... ▾
Nov 23, 2012 - More insight into which brands are winning the organic and paid search game in the UK travel sector comes from Stickyeyes. ... Of the top 1,000 key words entered into Google, 13 account for 50% of the volume demonstrating that most people still search using very generic terms.

7.8/10   Ranks 2nd

Balance generic and branded keywords - Analytics Help
https://support.google.com/analytics/answer/2531578?hl=en ▾
Depending on where customers are in the buying cycle, they might use different kinds of search terms to find your product. For example, someone in the ...

7.3/10   Ranks 3rd

Branded, Generic, Or Long-tail? No More SEO Keyword Confusion!
https://www.square2marketing.com/.../branded-generic-or-long-tail-no-more-seo-key... ▾
Jun 1, 2012 - Branded And Generic Keywords. ... As opposed to being searched by people who are already aware of your business, generic keywords help people discover your business at a moment when they have not yet chosen a specific brand or company.

6.8/10   Ranks 4th

How to Cluster a Generic Search Term Using Google's Wonder Wheel ...
https://www.searchenginejournal.com › Tools ▾
Jan 24, 2011 - Machine has its own logics (based on the search behavior) and you will see that you would cluster results differently than either of the tools ...

Understanding the SERP (Search Engine Results Page)

- **Search Query** - 'How to Donate to animal shelters" – Google treats this term as a '**problem**'
  - **The results are the 'solution'** that Google believes is relevant to what was typed into the search bar.

- **The Local Pack** - This shows the organisations located near the user, seen as relevant to the query.
  - If a '**location**' is included in the search term, it will change results to target that specific area.

- **People Also Ask** – Shows similar questions people that search this term are likely to search.

- **Rank 1** – This website's page was considered the most likely to answer the **Search Query**, while also matching other factors such as location.
  - Pages/Websites are shown **in order of relevance**.

Tips for appearing on the SERP (Search Engine Results Page)

1.
Provide answers to audience search queries on-site

2.
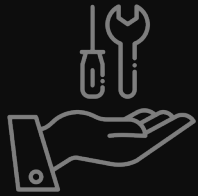**Create content that is seen as valuable (educational)**

3.
Create a 'My Business' account on Google

4.
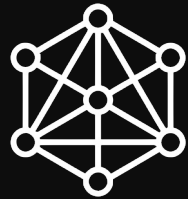**Reference business name, address and phone number on-site**

5.
Keep page loading times under 2 seconds

6.
Build 'authority' with Google

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UNDERSTANDING
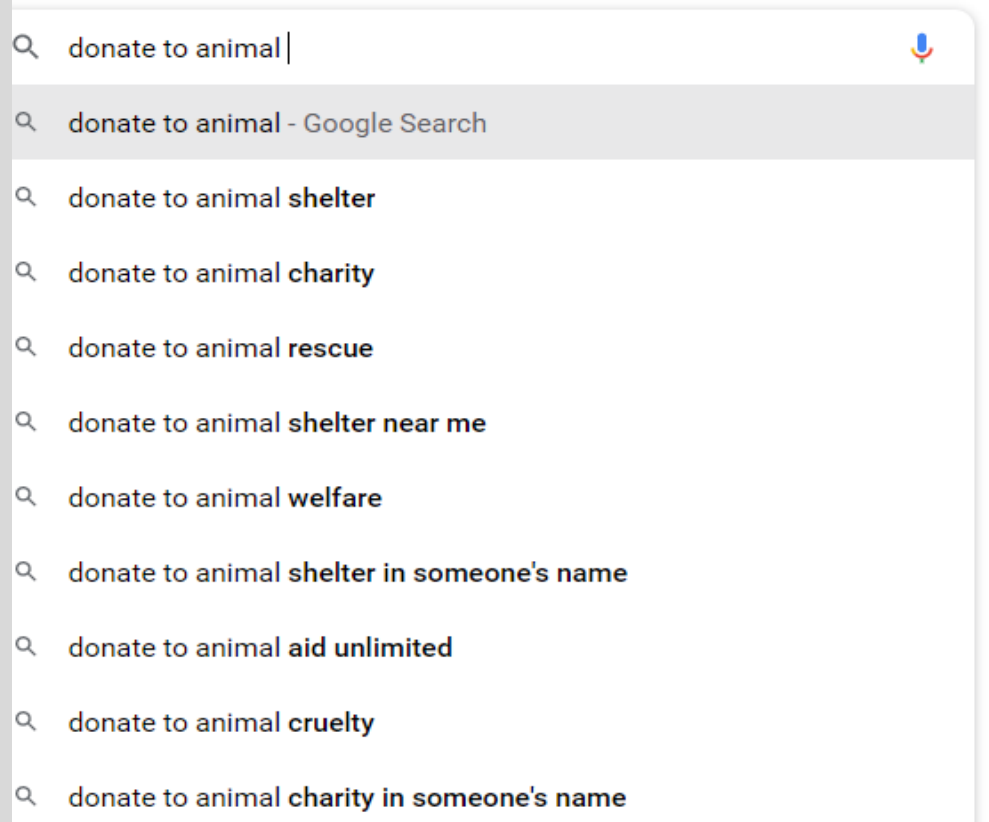THE SEARCH
ENGINE RESULTS
PAGE

SEARCH QUERIES
AND
CONTENT

USER EXPERIENCE
AND
CONVERSION RATE
OPTIMISATION

QUESTIONS

A great technique for finding search queries for free is by partially writing your query into **Google's Search Bar.**

- The **suggestions that appear** are the **top searched queries** in your area in relation to what you have written.

- By adding an asterisk * before a word, Google will show results that have something between the words at the start of your search and the word with the asterisk.
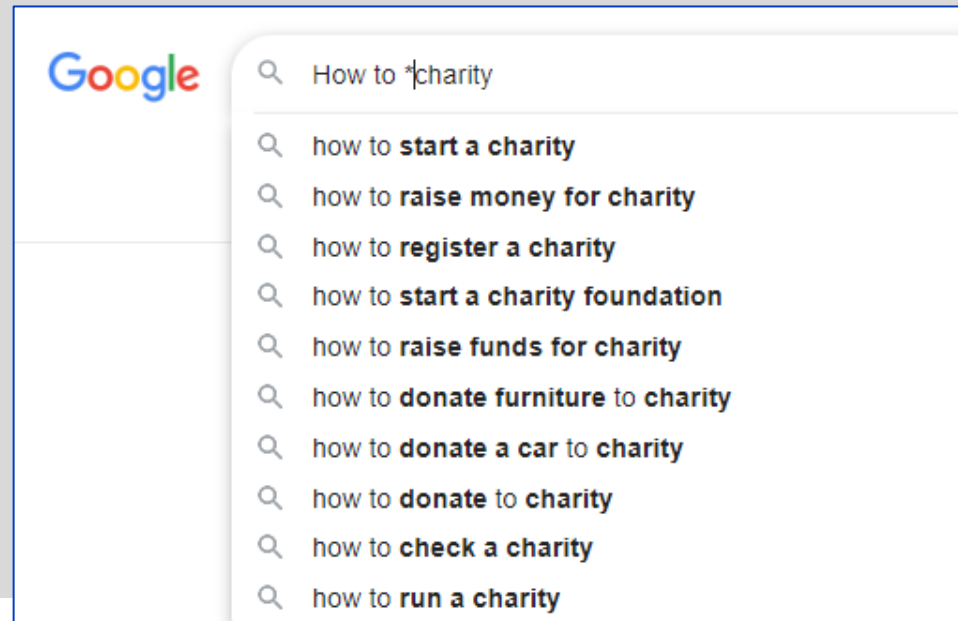
- Each of these is an example of a search query other users entered and can be a guide for helpful keywords to use in your content.

Persuasion Republic

havas media group

Answer The Public and Always Asked
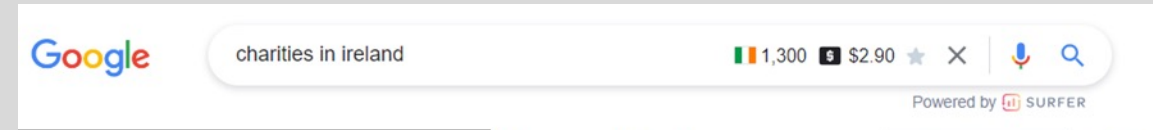
Keyword Surfer is a Chrome Extension that highlights keywords similar to your search and gives their estimated monthly search volume.

Limited Free Tools: Ahrefs and SEMRush

Keyword ideas

Terms match		Questions		Also rank for		Also talk about	
donate to ukraine	1.4K	how to donate to toy show appeal	200	ulsterbank anytime	17K	ireland	121K
donate blood	900	how to donate to ukraine from ireland	200	pieta house	8.5K	google analytics	20K
climb with charlie donate	800	where can i donate clothes for ukraine refugees near me	150	irish cancer society	6.9K	us	5.1K
i donate	700	how to donate to ukraine	100	red cross ireland	6.5K	mental health	4.9K
donate eggs ireland	700	where to donate old toys ireland	90	irish red cross	6.2K	cookies	4.8K
View all 4,275 >		View all 1,234 >		View all 251 >		View all 48 >	

Use Your Content To Satisfy User Intent

Over 90% of all Search Queries fall under one of 4 categories. These categories can be aligned with the conversion/donation funnel by aligning audience search queries with their intent and finding their place
on-site to help boost visibility.

	Category	Query	Intent
Awareness	INFORMATIONAL	What is.. How.. Why should...	Answers for a question or further details
Interest	NAVIGATIONAL	Dublin Dog Sanctuary Near me...	Looking for a specific website or location
Consideration	COMMERCIAL	Dublin Dog Sanctuary reviews... Best Animal Charities in..	Solutions, comparisons or reviews
Intent Conversion	TRANSACTIONAL	Donate to....	Purchase/Download/Sign-up, etc

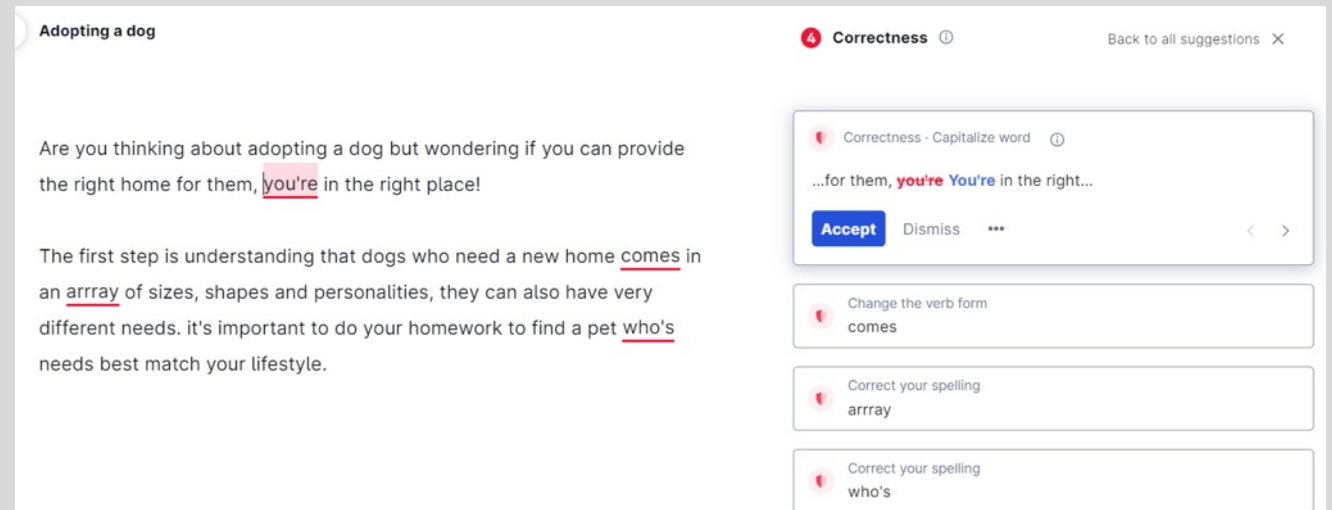# Use Storytelling to Boost Audiences, Content & SEO

To create a **more effective digital donor journey,** embrace storytelling. On all Owned Media, this can be a very useful way to engage your users, create connection, and prove to search engines that you are a 'content expert'* in your area. All of these factors add value to your content to climb SERP rankings.

1. Build trust with testimonials: Show WHERE donations have gone to and HOW they have been used.

2. Inspire change: Show people they can create positivity by detailing the impact their involvement has.

3. Statistics show honesty and transparency. Use these in your content to illustrate funding journeys.

Grammarly is a great free tool that will help coach your writing, highlighting errors to encourage you to improve tone and quality.

Adopting a dog

Correctness · Back to all suggestions ✕

Are you thinking about adopting a dog but wondering if you can provide the right home for them, you're in the right place!

The first step is understanding that dogs who need a new home comes in an arrray of sizes, shapes and personalities, they can also have very different needs. it's important to do your homework to find a pet who's needs best match your lifestyle.

Correctness · Capitalize word ⓘ

...for them, you're You're in the right...

Accept Dismiss ···

Change the verb form
comes

Correct your spelling
arrray

Correct your spelling
who's

Content experts show Experience, Expertise, Authoritativeness, and Trustworthiness – 4 key considerations for the SERP.

Content Calendars

Map intent-based keywords onto the website. A content calendar is a good way to provide visibility at this stage and plan pages that could be created or optimised based on terminology/intent.

The **H1 should contain the keywords you wish to highlight,** along with introducing the content piece to the reader.
This query should be answered within the first 125 words, with the first paragraph being direct and to the point.

This will allow your content to be seen as **a solution to the user query and increase visibility.**

October 2021	URL	H1	Tag	Allmap Anchor Text	Contextual Links	Progress	Date Complete	Sent	Sent Date	Revisions	Completed By
Advice	/ready-to-adopt-a-dog/	How to know if you are ready to adopt a dog	| Advice | Adoption |	Adopting a dog	| Adopting a dog | | Dog Breeds |	Complete	30/09/2021	Yes	04/10/2021	Edited Alt Text	Kate
Donate	/donating-everyday-objects/	Everyday objects that you can donate for a Dog Sanctuary	| Donation |	Donating objects	| Donating | | About Us |	Complete	08/10/2021	Yes	11/10/2021	Edited Alt Text	Kate
Health	/pet-insurance/	Should my dog have pet insurance	| Health | | Advice	Pet related expenses	| Pet Expenses | | Adopting a Dog |	Complete	14/10/2021	Yes	19/10/2021	Edited Alt Text	Kate
Advice	/adopting-a-shelter-or-rescue-dog/	Things to consider before adopting a shelter or rescue dog	| Adoption | | Advice	Rescue Dogs	| Rescue Dogs | | Adopting a dog |	Complete	18/10/2021	Yes	18/10/2021		Kate

It is important **to space out the production and posting of content** so that Search Engines can see your website is being regularly updated.

This also allows you to periodically refresh your keyword search and perhaps find new terms to consider for your content and **keep your web pages relevant.**

Putting It All Together

1. Discover what your audience is searching for: **Search Queries/Intent.**

2. Use your research to **plan content that answers the users' queries.** Using a content calendar can help here.

3. Create a visual layout of the content – this helps to ensure you have the answer to the query within the first 125 words. The rest of the content should support this answer.

4. Make sure that you are **writing for the user** and content is **meaningful.**
- Google has recently released a new algorithm focusing on the quality of content.

5. Keep the end goal (the user) in mind. What do you want to tell them? How do you want to guide them through the site? Have you answered their query?

H1 – How to know if you are ready to adopt a dog?

Tag - | Advice | | Adoption |

Alt – Animal adoption process

Allmap Anchor Text – Adopting a dog

URL within blog subdirectory - /ready-to-adopt-a-dog/

How to know if you are ready to adopt a dog? – H1

If you think adopting a dog may be right for you but are not sure if you would make a good adoptive owner, we have put together a quick guide to help you decide if this is the right decision for you.

The first step is understanding that dogs who need a new home come in an array of sizes, shapes, and personalities, they can also have very different needs. It's important to do your homework to find a pet whose needs best match your own lifestyle.

Image

Why do you want to adopt? – H2

Many people adopt a dog because their kids want a pet or because they want their children to experience the joys and responsibilities of dog ownership. Others adopt because they want to help a dog in need, or because a previous pet has passed away and they miss the companionship that a dog offers. As reasonable as these goals may seem, none of them should be the sole reason behind your decision to adopt a pet. Above all else, you must fully understand what caring for a particular dog entails before deciding to adopt them.

Is now the right time for you to adopt a dog? – H2

Even if you have done the research on caring for your chosen dog breed, now may not be the most appropriate time for you to adopt a pet. Things to keep in mind are; if your children are extremely young, it may be best to wait a while before adopting. Kids younger than six years of age typically

HAVAS

UNDERSTANDING
THE SEARCH
ENGINE RESULTS
PAGE
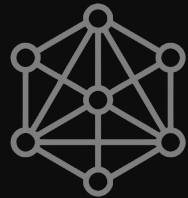
SEARCH QUERIES
AND
CONTENT
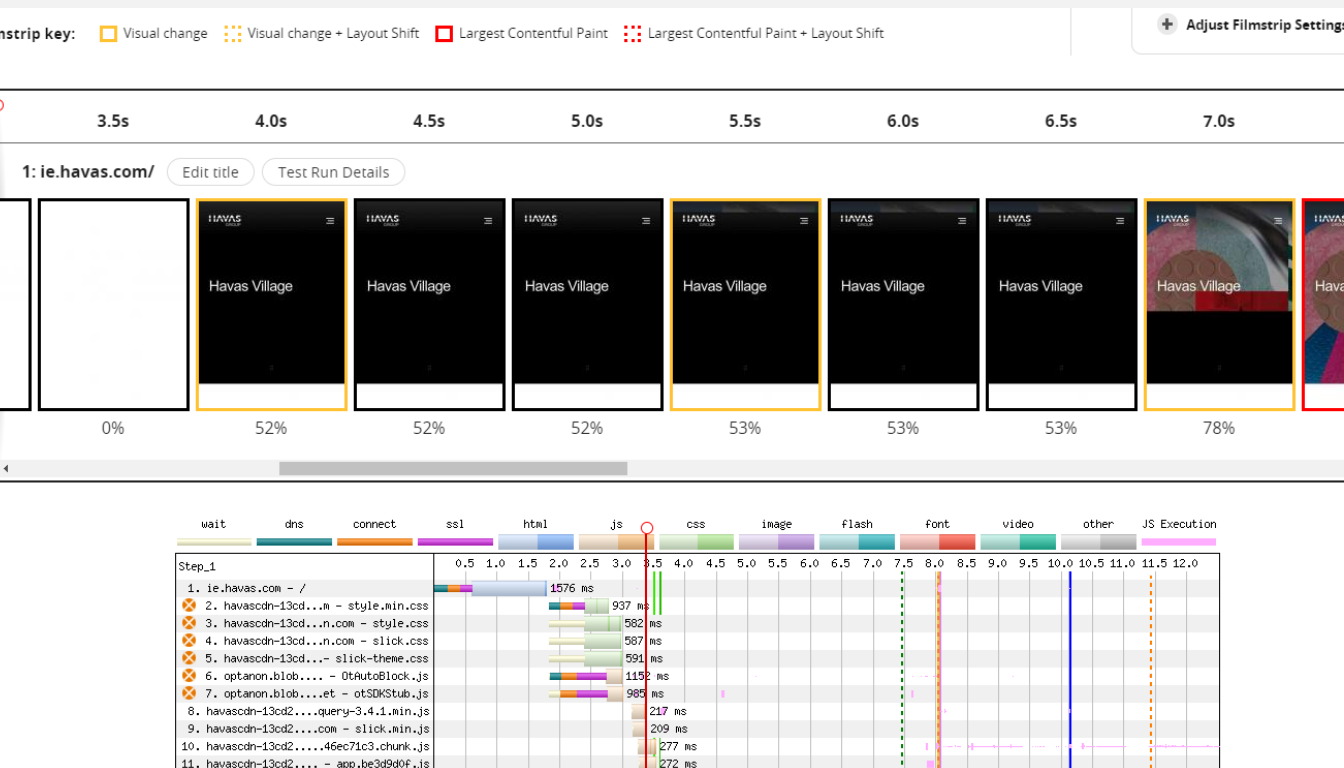
USER EXPERIENCE
AND
CONVERSION RATE
OPTIMISATION

QUESTIONS

User Experience & Conversion Rate Optimisation

The loading speed of a web page is a major factor in User Experience and Conversion Rate Optimisation.

Up to 40% of site visits are abandoned if pages take longer than 3 seconds to load.

Loading speeds within 2.4 seconds have an average conversion rate of 1.9%.

Websites with a loading speed of over 5.7 seconds have a conversion rate of 0.6%.

Useful Website Speed Testing Tools

Use these tools on pages with a high exit rate/bounce rate or on focus pages for campaigns. Send details to your development team who can provide more insights on how to fix/improve.

- https://www.webpagetest.org/

  Tests websites at consumer connection speeds

- https://www.seoptimer.com/

  For website audit and reporting

- https://gtmetrix.com/

  Test page speed and performance

- https://pagespeed.web.dev/

  Test page speed and performance

Heatmaps – See how your page is being used

Heatmap tools such as **Crazy Egg, Microsoft Clarity** and **Hotjar** give insights into how users view and interact with a page.

- Highlighting if key areas are being seen by users

- Shows if users are interacting with non-interactive elements, getting frustrated and leaving.

- Can highlight differentiating behaviour between New vs. Returning Users.

Changing a button's placement to a highly seen area can lead to an increase in conversion rate within a short time frame.

Scroll maps: Show what areas are the most viewed and areas that are rarely seen by users on-site.

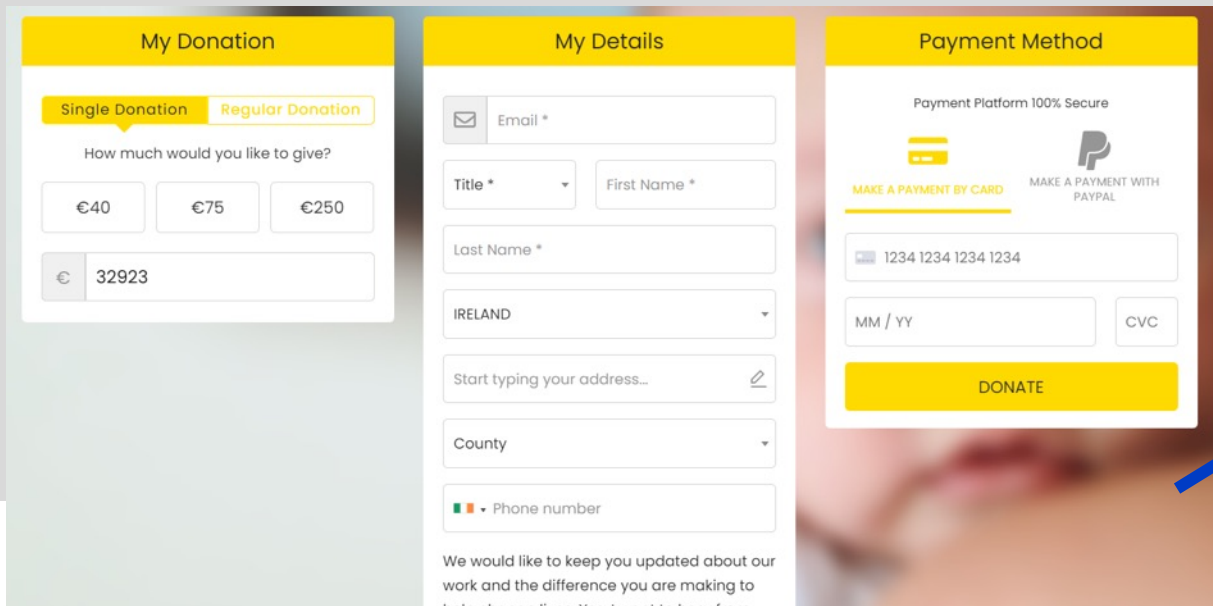The colder the colour, the fewer users who see that section of the page.
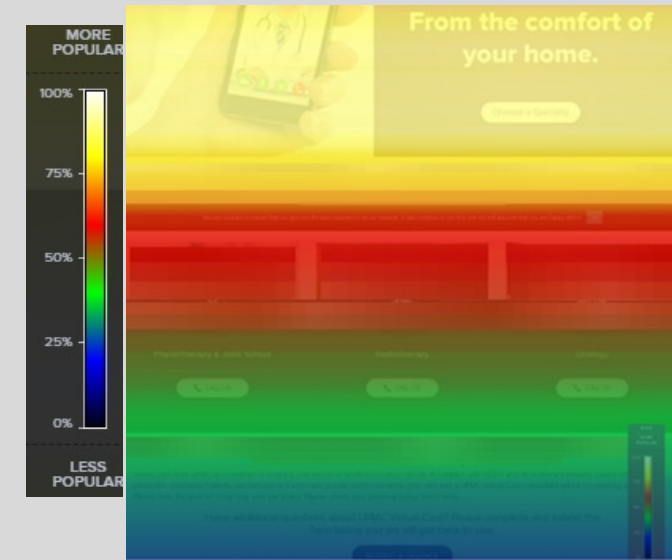
Interactions: Brighter colours show where users are clicking more frequently.
Some heatmaps number areas by how frequently they are interacted with compared to other elements on-page.

Donation Page Best Practice

1. Make all form entries visible without scrolling

2. Try to have all forms viewable from the start. Users are less likely to complete a donation if multiple steps are required
   - If you do require multiple steps, keep it less than 3 and show progress to the user.

3. Allow Custom donation amounts – users are more likely to engage when they can fill in their own donation.

Focus Ireland

Pros: Simple, direct language ✅

Con: Forms don't fit fully on screen ☒

4 Tips to Improve Your Donation Button's Success

1.
Use Contrasting Colours

The button should stand out from the rest of the page.

2.
Make the Button Bigger

Being larger than other buttons highlights its importance.

Volunteer | Dog Centre | Contact Us

ADVISE ⌄ | **ENQUIRY** | **DONATE**

3.
Legible Font & Direct Text
This button is a literal
Call To Action so keep it
**short and simple.**

4.
Keep the button
'above the fold'
and place it
on every page.

Content Journeys & The Donation Funnels

These work in harmony with each other to help drive conversion on your website.

- By using the storytelling method to engage visitors, we then inspire them to take action. This is a sort of narrative marketing where the website is intuitively answering the purpose of their visit.

- There are 2 strong acts of engagement a user may carry out – making a donation and/or subscribing to a newsletter.

- These journeys are how the funnel is created. Providing natural steps to follow their journey from prospecting to donating.

Visit the Website

Engage

Subscribe
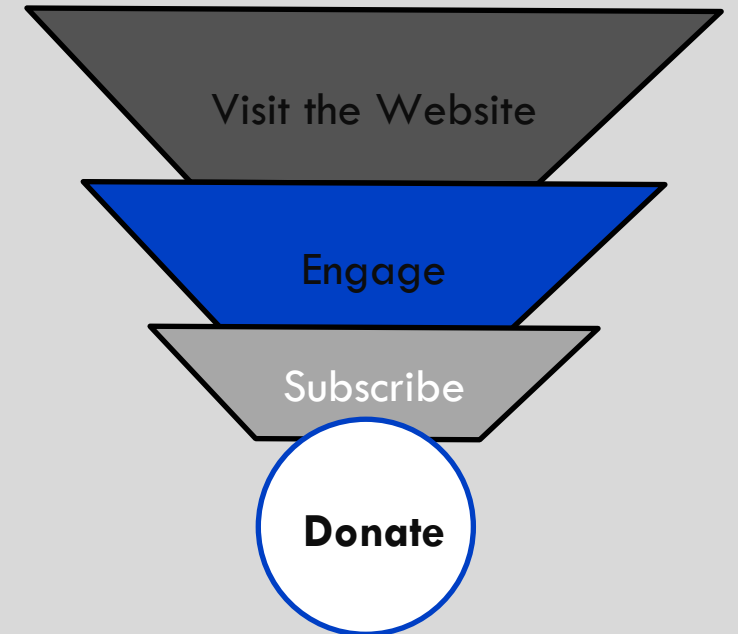
Donate

Creating a completion Thank You/Success page for users after donating will allow you to easily track how many users completed a donation.

GA4 (the new Google Analytics!) can help you see more stats on your page performance, from engagement time to conversions.
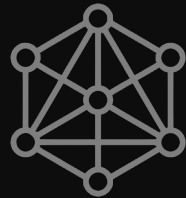
Page path and screen class ▼ +	Views	Users	Views per user	Average engagement time	Event count All events ▼	Conversions All events ▼	↓ Total revenue
	1,053 3.79% of total	630 5.46% of total	1.67 Avg -30.6%	0m 41s Avg +8.88%	3,333 3.24% of total	401.00 31.3% of total	€17,656.53 74.2% of total
1 /donate/~thanks-for-your-donation	154	126	1.22	0m 34s	781	401.00	€17,656.53
2 /donate/~my-donation	899	629	1.43	0m 34s	2,552	0.00	€0.00

For help setting up Google Analytics and more details on insights - you can contact our team at Havas Media.

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UNDERSTANDING THE SEARCH ENGINE RESULTS PAGE

SEARCH QUERIES AND CONTENT
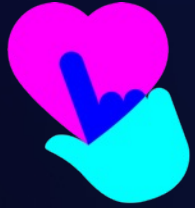
USER EXPERIENCE AND CONVERSION RATE OPTIMISATION

QUESTIONS

Questions?

The Fundraiser's Guide to Digital **2023**

Thank You.

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