

"Develop a Content Marketing Strategy for *Your* Nonprofit"

How to Optimize Engagement as you
Brand and Message your Nonprofit



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Before We Start: Housekeeping

- Intro
- Overview
- Nuts and bolts of content marketing
- Q&A – *let's share ideas!*

Feel free to ask as we go along, but there will also be time at the end of the presentation.



What is the **Goal** of Content Marketing?

To change client and stakeholder perceptions from:

*“MEDA, I **think** they do XYZ.”*

to

*“MEDA, I **know** they do XYZ.”*



Who Is *Your* Audience?

- Any marketing plan starts with defining your audience.
- For most nonprofits, you have a dual audience of clients and stakeholders. Create customer personas.
For example, MEDA clients' customer persona:
 - 57 percent female; 43 percent male
 - Two-thirds immigrants
 - 94 percent defined as low-income
 - 60 percent Spanish preferred
- Define messages for each customer persona.
Sample messaging goal for clients' customer persona:
MEDA offers best-in-class services, strengthening our families and the community while fostering leadership for clients.

Misconception: Tool vs. Strategy

- A blog is **not** a strategy.
- A social media channel is **not** a strategy.
- They **are all tools** of a content marketing strategy, working together to gain visibility for your nonprofit.
- Clarify this fact with your organization, so that everyone is on the same page.



A Stat vs. a Story

HERE IS A **STAT**:

MEDA's Fondo Adelante community lending arm has disbursed \$2.5M in loans.

The Power of **Storytelling**

HERE IS A **STORY**:

- Immigrant Alicia Villanueva started by making 100 tamales a week in her home's kitchen. She then sold them in the neighborhood.
- Alicia could not obtain a loan at a traditional lender.
- MEDA's loan fund, Fondo Adelante, gave Alicia a \$100K loan to expand her small business.



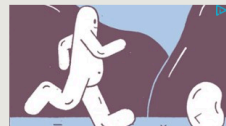
The Power of Storytelling

- Alicia used her \$100K loan to open a plant and now has 24 employees making 40,000 tamales a month.
- Alicia is now selling her tamales at San Francisco's Chase Center, the new home of the Golden State Warriors.
- Alicia will soon be selling her tamales at Whole Foods.

Can you see the power of putting a face on a stat?

Big score at Chase Center: Entrepreneur lands contract to sell tamales at Warriors' new arena

It's latest win for Berkeley woman, who also caters for Google and Facebook and is in talks with Whole Foods



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Storytelling Starts with a Blog

- Immediate indexing by search engines such as Google.
 - Feed last few blogs off your org's home page to maximize.
 - Weave in keywords -- search-engine optimization (SEO) terms.
- You can **never** have too much content.
- Drive traffic to your nonprofit's website.

Blog Tips

TIP #1: Client success stories serve as a two-pronged approach to hit prospective clients and to show stakeholders how their dollars are being well spent.

TIP #2: Content does not go away any more, so evergreen content works best, as stories are read years later.

TIP #3: Send blogs to press to whet their appetite for stories. This enlivens your story pitch.

TIP #4: Tie to nationally recognized days/weeks/month for social threads, using appropriate hashtags (e.g., every April is “Financial Literacy Month.”)



First Steps to Blog Creation

Blog checklist

- ✓ Is it relevant? (determined by Editorial Calendar)
- ✓ What are your customer personas? (hit those audiences in equal amounts)
- ✓ Is it engaging (soft sell; more giving client info they want/need)
- ✓ Is search-engine optimization (SEO) woven in?
- ✓ Is it good enough? (Your blog doesn't need to get an A+ from an English professor.)

No Time to Write Blogs? More Tips

You **do** have time! Here are two quick blog tips.

TIP #1: Repurpose current web pages. For example, your mission, vision and core values can be a blog. Just write a lead-in paragraph.

TIP #2: Consider a Q&A-style blog template: Come up with five questions clients or volunteers can answer in writing, in person or by phone. Weave in keywords for SEO.

- **NO:** *What did you like about our services?*
- **YES:** *How did MEDA's FREE tax preparation in San Francisco strengthen your family's finances?*

Facebook

- First build your audience. Grow an online community via targeting. This does take a budget.
 - Targeted ads (ZIP codes, language, interests).
- Once your online community is built, go for engagement (reactions = likes, comments, shares). This still takes a budget to garner reach.
 - Boost on individual posts.
 - More days is better, as long as not a time-sensitive post.
- More for community engagement, with secondary audience of stakeholders.
- Post three to four times a week.
- You can schedule your posts.



Facebook Tips

TIP #1: Remind audience to “share” and “like” by starting some posts with those words, in all caps.

TIP #2: Test timing that works best to engage your audience. Start with Friday at 3 p.m., as your audience is looking toward the weekend.

Twitter

- 75/25 split stakeholder versus client.
- You can tweet all day long, but do not do a flurry or you may get “unfollowed.” Do not fatigue your audience.
- You can schedule your tweets.
- Tag individuals and organizations to organically grow your audience.



Twitter Tips

TIP #1: Think of yourself as a journalist feeding news stories of interest to your community.

TIP #2: Create a community hashtag (e.g., MEDA uses #MissionSF because we are in the Mission District of San Francisco.)

LinkedIn

- Almost 100 percent stakeholder, as this is a professional audience.
- Showcase best practices of the organization.
- Repurpose blogs as post from your personal page as a representative of your organization.
- Post job openings to showcase your organization as a great place to work.
- Post volunteer and internship opportunities.
- Post once a day. You cannot schedule posts.



LinkedIn Tips

TIP #1: Create thought leadership of staff via articles and posts from their personal LinkedIn pages.

*(NOTE: You can only **suggest** they do so – remember that it's **their** page and **their** branding.)*

TIP #2: Join the “Content Marketing Group” on LinkedIn to glean/share ideas.



The End Game: Earned Media

- Piggyback off larger audiences.
- Gain **local** attention.
- Gain **statewide** attention.
- Gain **national** attention.
- Send your blog as a pitch.

TIP: Use Associated Press (AP) style, the same as journalists.



Q&A Time

Ready to **GROW** your nonprofit's online community?

*What are **your** main questions so you can get started or expand your communications?*

*Tell us what works for you!
What tips do you have for us?*

Thank you for joining us today!

