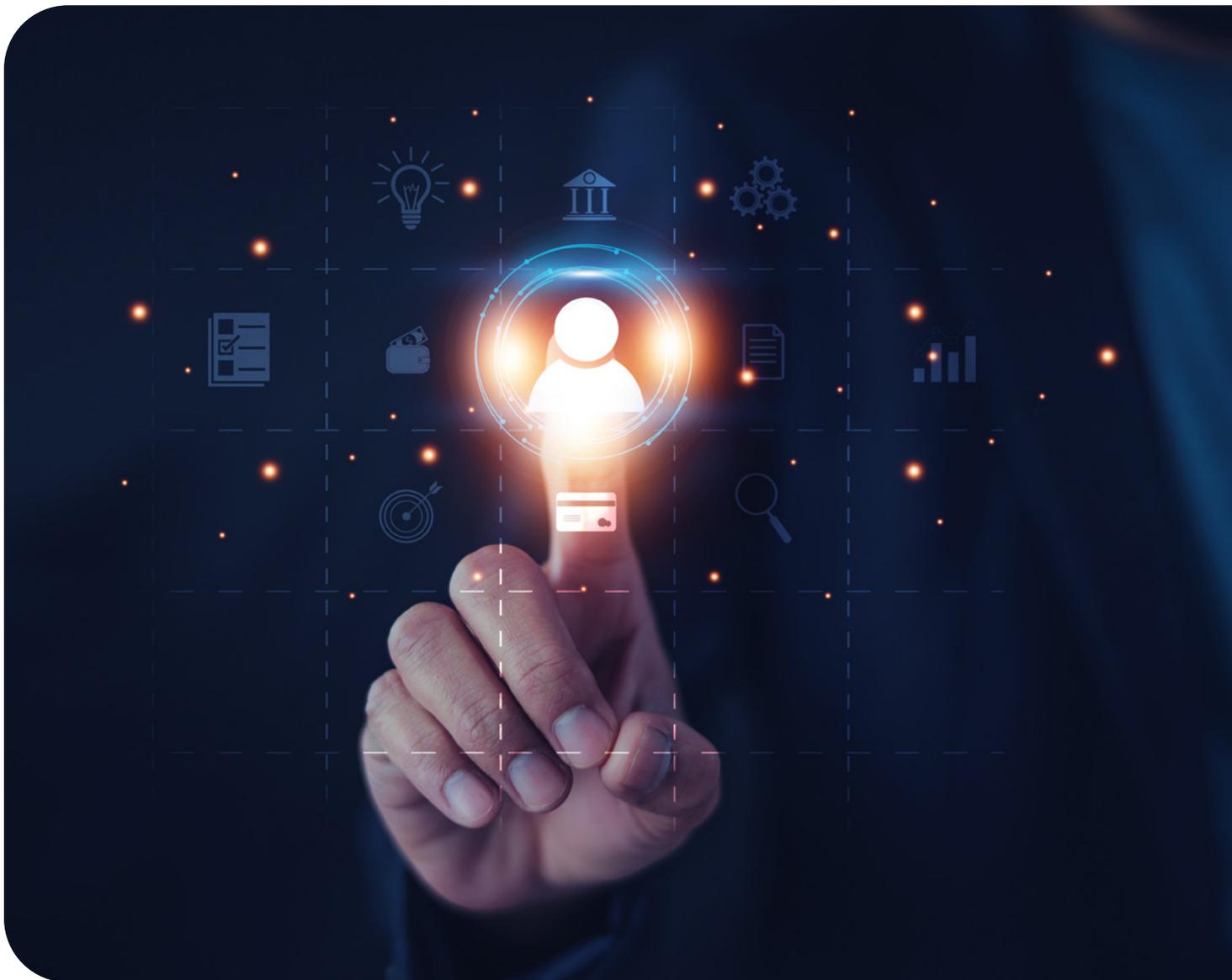


HOW TO... BUILD MULTI-CHANNEL CAMPAIGNS



The charity marketplace may be more complex, but direct marketing methodology is as effective as it has always been.

The cost-of-living crisis impacts every one of us. For charities, it creates a challenge in the need to understand which prospects to go after, and where to focus effort in terms of who has more disposable income. At the same time, the complexity of data, supporters, media channels and fundraising opportunities requires specialist know-how and capabilities in order to successfully optimise a marketing campaign. Furthermore, there is no uniform approach - every charity is different. And this is all compounded by the fact that people, time and money are all valuable assets and cannot be wasted.

When we look at those groups affected by the cost-of-living crisis, there is a definite impact on consumer spending and intentions across a range of sectors. However, we also see that some groups are better protected than others. In general, these are older, wealthier groups, and older families in particular. That's good news for charities as these are core customer groups. That may protect charity income in some ways, but it doesn't pay to be overconfident.

The importance of a direct ask

If you could choose who to spend time with and ask them to give to your charity, you would go for someone with an affinity to the cause, and someone with spare income, who could afford to give regularly and for a long time, and who may, in time, leave a legacy. In an ideal world you would do this individually to each and every one of those types of people. That would mean a) finding them, and b) directly asking them to give. And that is what we mean by a direct ask. Over the years, direct marketing has been very successful for charities and yet now it is going out of fashion. But why? There are a number of reasons; for example, the complexity of the marketplace, new media channels, younger supporters, and social media. But these things are actually good news for fundraisers as they allow us to use direct-ask methodology in new ways and to new supporters.

“For maximum impact, you need to plan and implement an integrated marketing campaign”



How to find good donors

There are many ways to find great donors. In general, a good place to start is a profiling approach to look at those who have given before and find the prospects who look most like good donors. This can be as complex as some data modelling or as simple as applying some sensible and trusted rules. Exclude your current donors from any cold direct campaigns, something which other media channels are unable to do (think newspaper ads, on line ads, magazine inserts and so on) in order to ensure that you are only targeting new prospects. We know direct mail is a success in the charity sector and many organisations have seen great return on investment as a result of direct mail.

But what's next? We've done that for years, so how do we evolve it to be more successful?

Trusted channels

Individuals use lots of different channels to engage with brands, including those in the charity sector. For example, when it comes to finding out about new products and services, TV is the channel that most consumers trust, followed by in-store and online shopping sites. It is worth noting that search and email/newsletters are on the decline, as well as brand websites themselves (although clearly they work in combination with TV). On the rise are trusted recommendations from friends and families, as well as micro influencers (ie not paid-for celebrities, but ordinary people) and video content from the brands on sites such as YouTube and Vimeo.

However, when it comes to the channels, consumers still want to receive marketing messages from channels they trust, with email and postal mail still the favourites. In addition, when it comes to those channels that consumers find relevant to them, email is also top, although it is worth noting the rise of social channels such as Instagram and Facebook, and also of podcasts and video.

When it comes trust, while we have seen some newer channels gaining in this area as they have become more established, email and post are still important, as is face to face. However, newer channels cannot be ignored. When we look at “new channels” such as video and social media, it is not just younger, well-off consumers who are using these channels. While there is substantial growth in younger age groups, there is also growth in older groups - mainly 35 to 44 and 45 to 54-year-olds. In addition, families with younger children are also engaging more with these channels over time.

Creating a campaign with impact

For maximum impact, you need to plan and implement an integrated marketing campaign that brings the best of digital and print together. Mail has long been at the heart of charity fund raising and supporter relationships. Adding other channels to this increases cut-through, builds recognition and contributes to increased returns.

When done correctly, multi-channel campaigns are the most cost-effective way for your charity to reach your audience. And they can be targeted in exactly the same way as the direct mail campaigns - by looking at existing supporters, working out who we want to target, and then finding more of them.

From the outset you can estimate your response rate so you can determine the quantity of the mailing needed to achieve your goals. Start small, build test-and-learn scenarios, and add on channels over time. Remember that all channels can be targeted in the same way as mail - whether that's email, phone, social, digital and even TV.

There are lots of other areas to consider, for example:

- Track your response rate using personalised URLs, response telephone numbers or source codes
- Don't forget to attribute to the correct channel - a common mistake
- Measure the halo impact across channels

When you get more advanced, look at other modelling techniques. For example, lots of organisations use and talk about tools such as attribution modelling, media mix modelling, and econometric modelling. In essence these have two purposes: first, to ensure that a response is allocated to the correct spend (e.g., when a mail campaign drives response via social or a website, how do you spread the allocation of influence correctly - or attribute the response to the right place); and second, using

these pieces of data, how do you then plan where your money should go, taking into account as many factors as possible? This could include seasonality, weather conditions, competitor activity, interest rates, as well as previous campaigns and responsiveness.

Evolution, not reinvention

So, we don't have to reinvent something that works. Instead, we need to evolve our direct mail campaigns to include other channels.

For warm asks, the best place to start is with email but then to expand quickly into social and digital. For cold campaigns, email is tough because of general data protection regulation and the need to get opt-ins. Even so, that may change in time so keep a look-out. However, adding social, digital and TV are the quick wins here.

Multi-channel isn't just an option; it is a necessity. But the good news is that it isn't that different from what we are doing now.

About Sagacity

Data makes the world go round. Every day, we generate it, use it, consume it, and demand it. At Sagacity, we are all about the intelligent use of data. We work with some of the country's leading brands to support them in making wise decisions powered by data. We help them transform their customer data into a structure they can use, enabling them to improve it, make sense of it, and drive value from it.

We have delivered consistent success and ROI for our clients through new customer acquisition, customer management, onboarding, and ongoing development, to ensure every consumer is treated like an individual.

Data can reveal the full picture and we join the dots.

Get in touch to find out how we can help your business address its current challenges.

w sagacitysolutions.co.uk

e enquiries@sagacitysolutions.co.uk

p 0207 089 6400