

“ Introduction to Online and Mobile Communication Strategies for Charities ”

Tuesday 12th May 2009

Agenda

1. Andy Margolis - Overview
2. James Hilton - Introduction to Mobile Marketing
3. Adam Foyster - Benefits of Social Media
4. Toby Mason - Introduction to Effective SEO

Hello and welcome to the annual London MyCharityPage seminar.

I am Andy Margolis, Managing Director of Totally Communications, and my creds for standing here in front of you today are we have been designing and development websites and software as well as running online marketing solutions within the charity sector for many, many years. I have had the pleasure of working with the likes of **Nelson Mandela Children's Fund**, the recently launched celebrity-lead **Global Cool, Afro Caribbean Diversity** (JP Morgan's mentoring charity), the government sponsored **Holocaust Educational Trust, Consortium of Street Children** (which I understand one or two of the charities here are members of) and **Charities Advisory Trust** run by the formidable Dame Hillary Blume who I'm sure many of you have heard of.

In fact everyone involved in today's seminar devotes a significant part of their working lives to, and feels extremely passionate about the charity sector, and today we're going to present an Introduction to Online and Mobile Communications Strategies, specifically geared towards the charity market sector.

I am delighted to be able to say we have 3 experts with us today, who are each going to offer an insight into their world, making up today's agenda.

Before we get started, to make sure everyone has a clear understanding of where these three key marketing areas fit in with the bigger picture, I am going to give a short overview of their context.

To a lot of people, 'online' still means 'a website'. Well, a website is a very good starting point. However I'm sure you all have also heard, to some varying degree, things like:



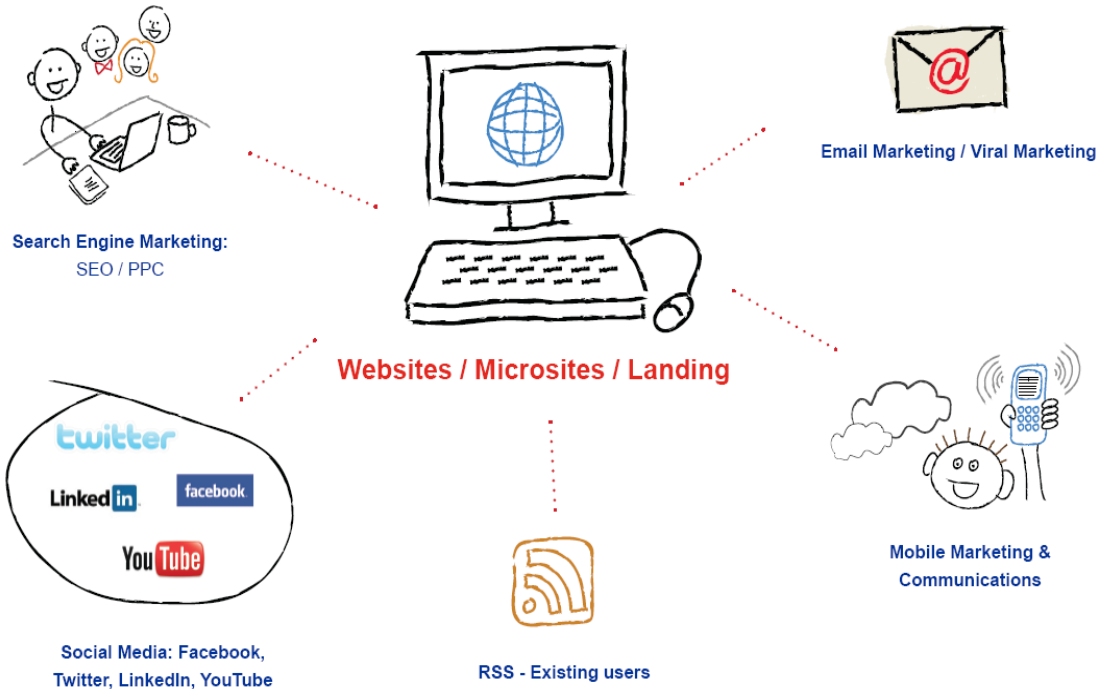
There is one key point in all this – the days of simply building a website and waiting for donors to come flashing their Credit Cards are long since passed.

The online marketplace is extremely sophisticated these days, with the mobile marketplace catching up rapidly.

Another key consideration which cannot be ignored is today's economic climate which will undoubtedly affect all of us in some way or other. To get through the current downturn most organisations are re-evaluating their marketing priorities, which invariably means budget cuts; however, more critical than this is to ensure every penny of your marketing budget is :

- Well spent
- accountable (very key point)
- and shows a direct return on investment

This is where online and mobile marketing really comes into its own.



On line presence – website; microsite; landing page – you must have a central focus to bring people to, to display your wares, and source donations etc. Once you are ‘in the game’, how do you let people know about you.

Firstly – there are some people that come looking for your charity or cause to support! How – well, via search engines – mainly Google. So you need to ensure that when people enter phrases or keywords that are relevant to your organisation, your online presence appears on the first page or so within search engine results. This activity is called Search Engine Marketing; and is split into:

- Pay per Click – where you physically ‘bid’ for and subsequently pay for anyone who clicks from your link which appears at the top or side of search engines; and
- Naturalised Search Engine Optimisation – ensuring your website appears ‘naturally’ high in search engine results

Next – go tell people about yourself – a little more aggressive than just waiting until they find you – email marketing, affiliate marketing, Viral Marketing – still fairly ‘passive’; people need to be looking at their email and be remotely interested in your offering; Similarly with RSS feeds, a perfect way of delivering your message, however only to EXISTING stakeholders.

Finally – go get potential supporters yourself:

- find out where they hang out – Facebook, YouTube, social media, and drag them in (kicking & screaming if necessary!); also
- Communicate with potential supporters on your terms – pro-actively and where ever they are – via their mobile – very intrusive.

‘Everything’, is all about: **Sourcing new & Retaining existing** users; enhancing brand awareness, and ultimately increasing funds – that’s what marketing is all about, and that’s what we’re all here for.

So in summary, to be successful in today’s world, you not only need to drive traffic to your website via the mechanics of **SEO** (which Toby will be enlightening us on);

But you also need to develop a strategy for interacting with your potential user-base away from your website:

- by leveraging the likes of **Social Networks** (which Adam will be discussing) and
- by **utilising mobile technology** (which James will highlight)

Our first speaker today is Adam Foyster. Adam is the Managing Director of MyCharityPage.com which he founded in 2007 after completing the toughest footrace on earth and raised money for the charity 'Facing Africa' – 151 miles in 6 days and decided to focus on online fundraising support tools, leading to the launch of the social networking site for fundraising mycharitypage.com.

Today’s second speaker is Toby Mason. Toby is Client Services Director at Totally Communications and also heads the Search Marketing Division within the company, managing numerous client-led SEO campaigns.

Our final speaker today is James Hilton has been working in the mobile and digital industry since 1996. James is founder and Managing Director of Inside Mobile, a full service mobile marketing agency, and services many household brands including HSBC, Reebok, Renault & Christian Dior.