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Experience Matters

What omnichannel marketing means

for membership organisations and charities

Written in collaboration with **dotmailer**

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A NEW DIGITAL LANDSCAPE

Membership organisations and charities can no longer rely on traditional mass marketing methods to secure sign-ups or donations and nurture member/ donor relationships.

As the digital landscape around us changes and evolves, omnichannel marketing offers membership organisations and charities the chance to present a robust brand experience on any channel, and collect the right data to inform future fundraising and increasing memberships.

In this ebook, we will discuss how marketing channels have evolved to fit the needs of omnichannel consumers: from disjointed, one-way communications to holistic, two-way conversations.

Today, consumer touchpoints are all interconnected and to stay in the game, membership organisations and charities must deliver a seamless experience from one channel to the next.

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A HUGE OPPORTUNITY FOR MEMBERSHIP ORGANISATIONS AND CHARITIES
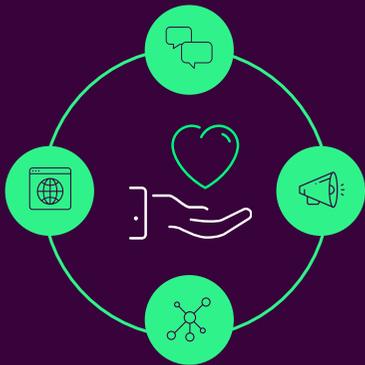
You are a consumer. You buy clothes, food, phones, subscriptions and lots more and it's probable that you've already (aware of it or not) been subject to omnichannel marketing at least once. By comparison with membership organisations and charities, retail especially is becoming more and more aware of this as a new method of engagement but are actually less advanced on the data side.

With the introduction of the GDPR, retail is far behind membership organisations and charities when it comes to their data – both in quality and quantity. In omnichannel marketing, data is king. With that in mind, this poses a great opportunity for membership organisations and charities to leapfrog the commercial and retail sectors with omnichannel methods.

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WHAT'S CHANGED?

In short, outbound marketing alone is no longer a viable option in isolation, and consumers control the look of their marketplace and what kind of information they receive day to day.

Outbound marketing was effective 30 years ago. However, today it provokes annoyance and can be highly interruptive to people on the go. Likewise, receiving a cold call is, for many of us, an unwanted disturbance during a hectic day. Changes in society and technology have rendered these methods less effective, paving the way for newer and better propositional tactics like inbound marketing.

With Inbound marketing, the consumer comes to you, meaning you can capture better quality leads and drive cost efficiencies; targeting those ripest for conversion is more economical than broadcasting to the masses.

Four times as many marketers say inbound provides higher ROI.
(https://blog.dotmailer.com/the-birth-of-omnichannel/)

Outbound, on the other hand, involves more moving parts and its effectiveness is much harder to track.

WHAT DOES MARKETING LOOK LIKE NOW?

One of the most prominent changes in our behaviour as consumers is the time we spend on our phones. Smartphones and tablets are increasingly becoming the go-to devices of communication across all demographics – from teenagers to city commuters to retired couples. For many of us, our iPhone or Android can't be more than an arm's length away; not only is it our primary mode of communication, it's also our morning alarm, music apparatus, fitness tracker and purchasing device. With that in mind, as marketers we need to be aware of how a mobile-first marketing tactic interacts with our offline and desktop resources.

Another area of interest is the way that thoughtful and consistent storytelling has become more important than ever as a way to reinforce what an NFP stands for. With the prevalence of social media and multiple platforms on which to post content 24 hours a day, membership organisations and charities can't miss a beat when it comes to how they present themselves across their range of marketing material.

Finally, although email is a consistently valuable channel (which we will discuss later), marketers and membership organisations and charities are faced with a big challenge: a heavily saturated inbox. Empowered people will sift through emails in seconds, ignoring irrelevant messages in favour of those that really mean something. The people you email need to want what you send them, so you can create better cut through and comply with the GDPR.

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WHAT IS OMNICHANNEL MARKETING?

While multichannel denotes a marketing mix of many channels, omnichannel implies that every brand experience is seamless no matter where the consumer is. Membership organisations and charities are empowered to achieve this through integrating all of their channels and optimising their data flow.
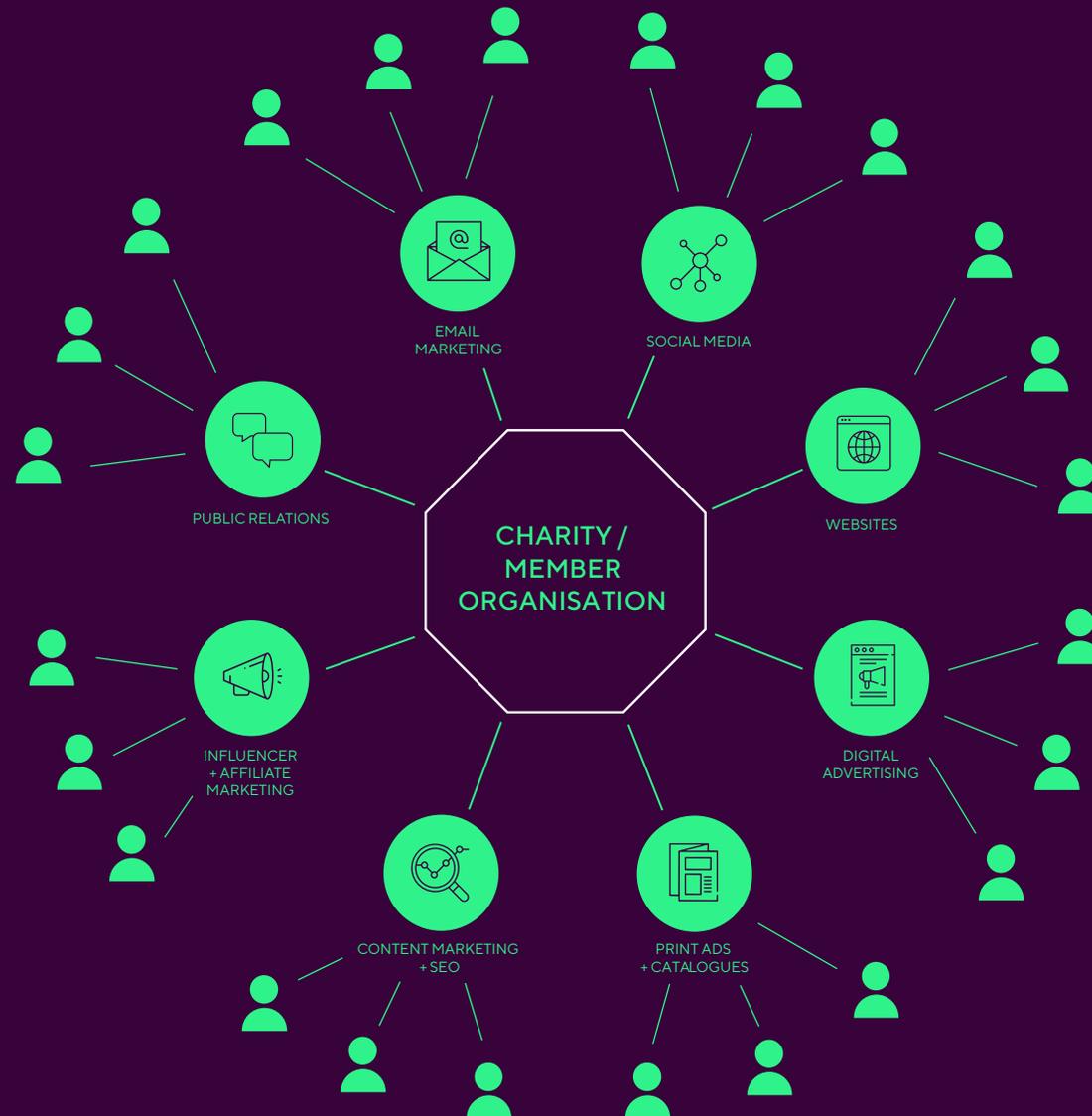
MULTICHANNEL VS OMNICHANNEL

Multichannel methods are about offering your consumers different online or mobile channels to engage. If you have a membership or donation stand but also allow consumers to make donations or apply for membership on your website, on an app, and on social media networks such as Facebook, you're offering them a multichannel experience.

Omnichannel, on the other hand, is about fusing experiences (and payment/service touch-points) across your stand, site, mobile app, and more.
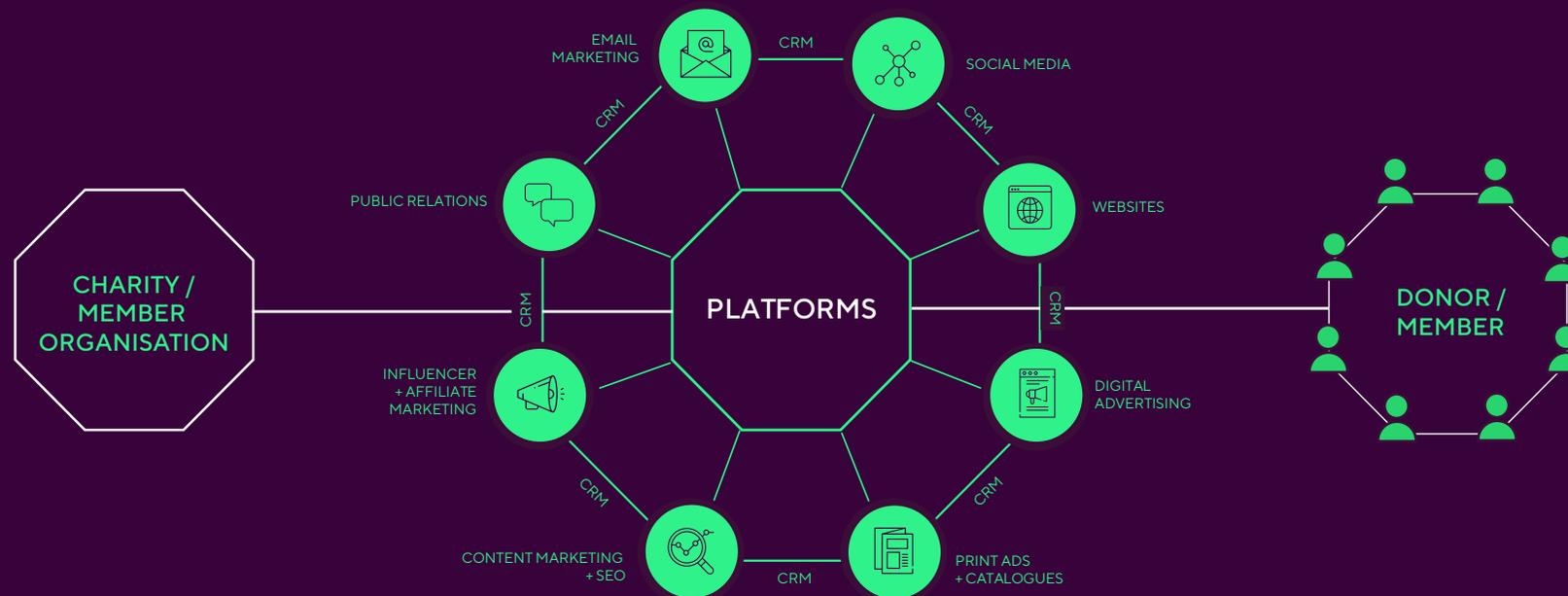
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MULTICHANNEL

A number of contact points linking the donor/member with the organisation but with little to no integration. The systems used to create and retain members/donors don't interact meaning brand consistency and conversation with the member/donor is lost.

EMAIL MARKETING

SOCIAL MEDIA

PUBLIC RELATIONS

WEBSITES

CHARITY / MEMBER ORGANISATION

INFLUENCER + AFFILIATE MARKETING

DIGITAL ADVERTISING

CONTENT MARKETING + SEO

PRINT ADS + CATALOGUES

OMNICHANNEL

A set of integrated marketing platforms, linked by one CRM, providing a consistent 2 way conversation between donors/members and the organisation.

EMAIL MARKETING

CRM

SOCIAL MEDIA

CRM

CRM

PUBLIC RELATIONS

WEBSITES

CHARITY / MEMBER ORGANISATION

CRM

PLATFORMS

CRM

DONOR / MEMBER

INFLUENCER + AFFILIATE MARKETING

DIGITAL ADVERTISING

CRM

CRM

CONTENT MARKETING + SEO

CRM

PRINT ADS + CATALOGUES

THE BENEFITS

It's obvious that this is the future of stakeholder interaction, but not an instant change to the way we market. One thing can't be done instantly and in isolation. For omnichannel marketing to work, the digital transformation of membership organisations and charities has to be an ongoing process with a number of small changes and evolutions. But the benefits far outweigh the costs.

1. **PREVENTING CHURN**
   Engaged members/donors are less likely to forget to donate or cancel subscriptions and more likely to commit.

2. **COST EFFICIENCIES**
   Highly targeted omnichannel marketing looks to produce a much higher sign-up/donation rate for every pound spent by enabling the automation of personalised messages.

3. **BETTER DATA AND INSIGHT**
   The use of omnichannel marketing gives you the ability to know, in detail, who your members/donors are, and having your marketing react to that.

4. **RIGHT MESSAGE, RIGHT TIME, RIGHT PERSON, RIGHT CHANNEL**
   Getting your targeted message across to the right person at the optimum moment becomes increasingly easy with an omnichannel approach.

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IS AN OMNICHANNEL APPROACH EXPENSIVE AND COMPLICATED TO IMPLEMENT ?

With all that in mind, how do you actually go about implementing an omnichannel marketing strategy?

We've taken a look at the main channels for charities and member orgs to give you an idea of how you should shift your methods and align them with an omnichannel approach.

You may use some or all of these channels below, but are they integrated in a way that helps with you digital marketing strategy?

EVENTS / LOCATIONS / FACE TO FACE

To ensure a consistently smooth experience, donations/sign-ups and consumer data need to be tracked across all business systems – from e-commerce to ePOS.

The supply line should be streamlined in such a way that, if and when information needs to be recalled, the person feels at ease with their purchase.

When you organise an event or hold a fundraiser for people to attend, how do your donors/members find out, get tickets, give feedback, make donations or sign up?

With omnichannel marketing you can use the information at your fingertips to invite your biggest donors or most senior members, have them pay for a ticket, make donations on site and give feedback, all on the same linked system. With omnichannel in place, you increase the visibility, attendance and fluidity of your member or donor's interaction with events, fundraisers and physical environments.

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WEBSITE

Your website, both desktop and mobile version, is the cornerstone of your marketing and can be a starting point for a lot of people on their customer journey.
First impressions count.

One thing you're almost certainly aware of is making your website 'mobile friendly'. Mobile devices are projected to reach 79% of global internet use by the end of 2018 and 57% of internet users say they won't recommend a business with a poorly designed website on mobile. And yet, the vast majority of mobile sites still lag behind the bigger, bulkier desktop ones. This completely undermines any omnichannel marketing effort.

Membership organisations and charities will need to leverage a powerful kit of tech to facilitate an unparalleled customer experience online. Location-based content and smart content is one simple way to do this. Providing a different site based on the potential member/donor's location or the ad they clicked on is a great way omnichannel marketing can produce increased cut through compared to a traditional outbound/inbound strategy.

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EMAIL

When it comes to making a safe bet on ROI, email's a sure-fire winner for membership organisations and charities. The channel generates £32 for every £1 spent, and its extensive reach and impressive click-through rate makes it the most cost-effective tool for organisations to engage with their databases. In fact, 96% of nonprofits now use email marketing to connect with supporters on a daily basis.

The email medium is also easy to implement, with best-of-breed email providers often slotting neatly into your existing tech stack. Once an organisation has the right tools in place, marketing teams have the power to build personal and valuable relationships with each contact in their database at mass scale.

To achieve omnichannel, membership organisations and charities need to draw insight from their audience and tailor messages on this basis. Sending the right message to the right person at the right time is key for delivering the best consumer experience. Triggered messages, for example, drive 624% more conversions than generic, one-off messages. The devil is in the data. The death of 'batch and blast' suggests that data-poor emails are no longer worth sending.

Membership organisations and charities will need to integrate their in-house systems, from CRM to e-commerce to marketing automation. Recalling data in real-time means that every

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EMAIL

96% of nonprofits now use email marketing to connect with supporters on a daily basis.

valuable insight – from consumer preferences to donation/ membership history and web behaviour – needs to sit under one roof. Only then will membership organisations and charities be empowered to deliver a consistent brand message that truly resonates with the consumer.

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ADS

In theory, membership organisations and charities should be able to reach their consumers wherever they are online, whether on Twitter or Linkedin, desktop or mobile. Ads need to be devised from data in order to sustain momentum in the customer journey.
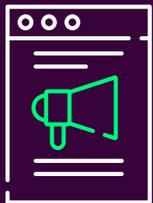
Targeting users who have already expressed an interest in a charity or member org by visiting its website is a smart conversion tactic. In this instance, populating an ad with previously browsed content is highly contextual and drives relevance to the individual user.

The decline of outbound marketing means that advertising has to be driven from consumer actions rather than the decisions of marketers. Instead of blasting online audiences with ads – which is disruptive, ineffective and a waste of budget – membership organisations and charities need to provide a seamless advertising experience. What's more, today it's easy for users to suppress advertising through ad blocking software.

Marketers might assume that ad blocking impedes their advertising efforts. However, by 2019, ad blocking will increase advertising effectiveness by 50% as consumers use this software to communicate preferences. Membership organisations and charities that tap into this will be even more empowered to drive conversions from more targeted ads.

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APPS

"Three quarters (75%) of charities don't offer apps capable of making or managing payments, despite almost half (45%) of UK consumers making donations via a mobile device in the last year and 65% using their smartphone or tablet to pay for goods or services." [1]

1 "Only 25% of charity apps accept donations, yet two-thirds of ...." 28 Nov. 2017, https://www. episerver.com/about/news/press-room/ pressreleases/giving-on-the-go-pr. Accessed 24 Oct. 2018.

The app is a one-stop-shop for users; embedded functionality might include the ability to browse organisation news and events, make donations, renew memberships and manage preferences.

Leveraging device capabilities (such as location) helps marketers contextualize messages and drive hyper-relevant content in their bid to convert digital members/donors. If users have given permission to receive notifications, membership organisations and charities can push updates to them and maximize their brand presence.

Unlike a mobile site, an app is designed with a separate interface that links directly to the platform of the device. This makes the app user-friendly and fit for purpose, with everything running smoothly and quickly. Another advantage is that apps are focused on providing users with what they want, when they want it. Websites on the other hand, if used by membership organisations and charities as a dumping ground for content, can disrupt the user experience.

CONVERSATIONAL MARKETING

Conversational marketing is orchestrating real-time conversations with people at scale. Driven by Artificial Intelligence (AI), it's set to transform NFPs into channel-agnostic membership organisations and charities by bringing typically offline concepts (i.e. human interaction) online.

Rather than pitch directly to consumers as traditional marketing does, conversational marketing aims to engage consumers at a time that suits them (i.e. while they're live on a site). This might be through a chatbot, live-chat or a human hybrid.

As opposed to blasting a message and forcing an action, the hook in conversational marketing is to ask questions, gather insight and provide solutions.

Omnichannel consumers want their experiences to be easy and uncomplicated, so there's no room for pushy marketing. Conversational marketing appeals to organisations ambitious of achieving omnichannel because every interaction is so rich in context.

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SMS

In our tech-forward world,
the use of SMS can effectively
bolster the omnichannel
experience.

Consumers want to keep well-informed wherever they are in real time – whether on the go or at home. SMS is the channel that delivers just that.

Like email, SMS is a direct form of marketing. However, the beauty of SMS is that it cuts through the noise in a way that email can't – 98% of mobile users will read a branded or business-related text communication. This read rate is exceptionally higher than email's 14%. What's more, text messages are real-time by nature and generate an instantaneous response from end recipients – 90% of SMS messages are read within 10 seconds.

But, use SMS with caution – it shouldn't be overused.

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VALUE OF OMNICHANNEL
TO MEMBERSHIP ORGANISATIONS AND CHARITIES

Omnichannel marketing gives you the opportunity to know your data, member by member, or donor by donor, so you can provide a seamless experience and deliver the right messages at the right time, via the right platform to ensure donations, member/donor retention and overall engagement.

SUMMARY

Omnichannel is embedded in the behaviour of modern-day people. Armed with a fully-loaded mobile device, people are now free to donate anywhere, anytime. They expect consistent and coherent experiences at every turn. Membership organisations and charities that neglect customer needs will struggle to weather the digital storm, while customer-led membership organisations and charities will shape the membership and donation space for decades to come.

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HOW TRILLIUM CAN HELP

We will deliver the right combination of strategy, digital and CRM to improve every aspect of your stakeholder experience by enabling you to better identify, understand, manage and track relevant member/donor interactions.

This strengthens their engagement and loyalty, encourages acquisition and drives retention. As sector experts, we will create the best strategies to ensure that your members or donors always have a seamless and personalised experience that optimises your resources efficiently and ensures you and they achieve their objectives.
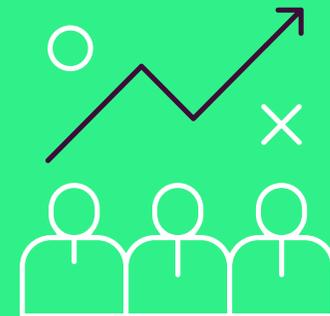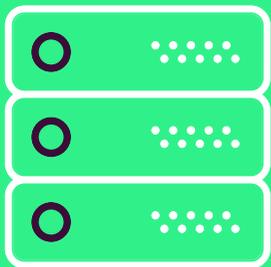
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dotmailer is one of the fastest growing omnichannel marketing automation platforms with a singular focus on speed of use. Their straightforward editor and their excellent customer support ensures that your user experience takes precedence. That's why we, and our clients, love it.

Communicating effectively with your members or donors sounds simple but we know how complicated it can be. dotmailer supports all your digital marketing needs through a range of features that put you in control and your members or donors at the heart of your digital engagement strategy.

We will work with you to define the email marketing strategy that best leverages your CRM and digital assets, creating more engaging digital interactions. We'll support you through the entire process and work in collaboration with dotmailer to ensure your strategy gets delivered successfully.

Microsoft Dynamics

Gold
Microsoft Partner
▦ Microsoft

Microsoft Dynamics 365 is the core platform on which our charity and member org engagement solutions are based. It provides you with the availability, flexibility and capabilities needed to drive digital transformation from within.

This platform is a suite of business applications that allow you to centrally manage your organisation. By placing your members or donors at the heart of your organisation's systems, Dynamics 365 enables you to better understand, interact and engage with them.

As Microsoft Dynamics CRM Gold Partners, you know you are in the safest hands, whether you are new to Dynamics 365 or an existing user looking for a competent partner you can depend on. We specialise in delivering Dynamics 365 based charity and member org solutions that deliver results.

sitecore®
Own the experience®

Sitecore is the leading member and donor experience platform. It moves websites from being simply content managed to being the integral engine of your digital marketing strategy. Sitecore elevates websites to a higher plane through the use of contextual intelligence, personalisation and campaign management that enables you to create more meaningful experiences.

Imagine being able to create a unique website for each visitor based on their experience with you and your charity or member org. No need to imagine any longer. Based on what we know about them, how they use the website and what decisions they make, we can tailor their digital experience to deliver greater engagement and value as opposed to treating all visitors the same. This is why we refer to Sitecore as an experience platform.

Sitecore's omnichannel capabilities provide a complete digital marketing platform that enables you to maintain the customer conversation across web, mobile, social, retail, e-commerce and print. These capabilities are what has kept Sitecore in the coveted Gartner Magic Quadrant for seven years running.

umbraco

Umbraco is an open source content management system (CMS) that is often referred to as the friendly CMS. We tend to agree. We have been using Umbraco as our platform of choice when a cost-effective, easy to use and flexible solution is required.

As Umbraco Certified partners, we have used Umbraco to power and manage the websites and portals for The Royal Aeronautical Society, Kantar Media, Society for Education and Training, Royal College of Physicians and many more.

If you are interested in starting your omnichannel journey or have a particular frustration that you would like to talk to one of our experts about – get in touch via email: happiness@trillium.net or call us on 020 3880 1888.

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