

Cultivating Relevant Relationships for Non-Profit Organizations

Presented by:

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Introduction

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Served as both a funder and trustee on over a dozen regional non-profit boards

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Today's Topic

Cultivating Relevant Relationships for Non-Profit Organizations

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Background

- **Marketing in Transition**
 - **From: Traditional “Push Marketing”**
 - **To: CONSUMER ENGAGEMENT**
- **Technology Enabled**
- **Good News for Non-Profit Organizations.**

Goals

- **Provide a better understanding of Traditional Marketing vs. Cultivating Relevant Relationships.**
- **Provide an understanding of the Cultivation Process. We Call it LINCHPINNING.**
- **Discuss viable tactics that can be used to adopt a cultivation strategy**
- **Discuss the importance of employee engagement when cultivating relationships. We call it INTERNALIZING**
- **Get you thinking about applications with your organization. Workshop.**

What is Traditional Marketing?

The shift to Cultivating Relationships

Traditional Marketing

- The Four “Ps” : Product, Price, Place and Promotion.
 - Product- Defined by the seller.
 - Price – Defined by what was needed to make a profit
 - Place- The point of distribution was limited to a physical building or other point of distributon
 - Promotion – Push. Intrusive Advertising.
 - Information is Pushed to consumer who are not seeking it out.
 - Purpose to convince a consumer

Characteristics of a Traditional Marketing Approach

- Expensive
- Promotion/Advertising/& Research Intensive
- Attempts to “CONVINCE” consumers that they NEED your service and that YOUR SERVICE is the best.
- Organizations attempt to categorize individuals into similar groups---target audiences.
 - Assumes similar responses to similar messages.
 - Disregards individual situations and motivations.
- Very Challenging for Non-Profits
 - Lack of funds to do it properly
 - Lack of professional resources



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The Shift Towards Consumer Empowerment

What Does Consumer Empowerment look like?

- Consumers are more in control
- Free to express opinions good or bad
- Target Marketing Shift
 - Instead of being categorized into a general market segment
 - Basic Demographics
 - Psychographics
 - Consumers now ***self define*** which segment they fit ***into by their actions.***
 - This can be a tremendous plus for non-profits.

What is behind the Shift

- Consumers are on information overload
- Tuning OUT intrusive approaches
 - Call block
 - TVO
 - Junk Mail
 - Spam
- Empowered to Tune IN to their own information sources
- Consumers have a voice
 - Use social media to express opinions about products, services and brands.
 - Use it to endorse or condemn brands
- They have alternative resources for
 - No need to rely on traditional sources

What's Causing the Change

- Adoption of the Internet
- Trust in e-commerce
- Social Sharing
- Internet mobility
- Integration of Technology

Internet Adoption

- Internet adoption had dramatically shifted the balance of power in favor of consumers
 - Dominates our way of life
- 77% of the U.S. Population uses the internet on a daily basis.
 - For Communication
 - Seeking Information
 - Seeking Validation-what do others think, evidence.
 - Making purchases
 - Pay Bills
- Access by PC, Laptop, I-Pad, Netbook, Phone, Smart Phone.
 - At home, at work, on the go.

- **How we get RELEVANT information**  **LinchpinMarketing**
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Adoption of e-business

- Making Purchases
 - Ebay
 - Amazon
 - Craig's List
- Features and Benefits Comparisons
- Access to reviews and endorsements of others.
 - Angie's List
- Price Comparisons
- Negotiating best price---we define what sells and what doesn't
- Paying bills
 - PayPal
- E-Banking
 - Transfer of funds
- **We now trust e-transactions**

Adoption of Social Networking

- Facebook, YouTube, Twitter, Linked In, Etc Etc Etc Etc
- Networks for every interest
- Free
- Powerful
 - Arab Spring
 - Flash Mobs
 - Pepsi Refresh
 - Elections
- Across Demographics
- Average Network is over 50 people
- Like & Share

Communication Possibilities

- E-mail
- E-newsletters
 - Constant Contact
- Skype
- Go-to Meeting
- Webinars
- Podcasts
- High Definition Video Streaming

- Powerful and affordable options
- Tracking and Database compatible and enabling

Growth of Mobile Devices

- Cell Phones to SmartPhones to I-pods
 - Smart Phones currently about 55% of cell phone usage
 - Projected to be closer to 65% by year end.
 - I-Pods?
- Texting
- Internet Access
- Video Streaming
- Access to Social Networks
- Cameras: Still and Video
- Scanning—bar codes, QR Codes = Immediate access to stored info.
- Facetime & Skype
- Apps for virtually every need.
 - Create one for your own purpose.

Integration of Technology

- Linking social media to website
- Mobile to web
- Databases
- Automation of inbound to outbound
- Ability to filter and segment target audience groups.
 - Personal URLs (PURLS) and landing pages.

So Why is this important?

The Movement To Customer Engagement

Consumers are King

- **Consumers are Empowered**
 - Prefer to access information on their own terms
 - Topics THEY are interested in
 - Sources THEY trust
- **Reaching them requires acting like them**
- **Non-profits can be uniquely suited to this dynamic.**
- **Success requires ENGAGING them on a level that is relevant and resonates with them.**

What is Customer Engagement?

- Brian Solis-New Media Authority, Author, “Engage or Die”
- Customer Engagement is the process of being involved with people by interaction with them through **relevant dialogs and experiences** in order to **optimally support** people and **their networks** throughout their decision-making process.
- Key is to establish opportunities for one-on-one dialogs
- Content that is relevant to their **of time is critical to initiating en**



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Advantages of an Engagement Focus

- Gallup Consulting Research
 - Engaged customers on average offer a 23% premium in terms of :
 - Share of wallet
 - Revenues
 - Relationship Growth
 - Loyalty
 - Loyal customers (patrons, donors, clients etc)
 - Lead to more reliable cash flow at LOWER COST
 - Require less promotion/advertising/fundraising efforts.
 - Engagement is a critical component of a successful transition from traditional marketing

What it's Not

- It's not just:
 - Creating a FacebookPage
 - It must be a Facebook Page that connects.
 - Having a website.
 - It must be a resource
 - Relevant Topic Navigation Friendly
 - Advertising
 - Must connect at a motivational level—not for everyone but for relevant segments
 - E-newsletters.
 - Organized by relevance.

Cultivating Customer Engagement

**Making Relevant Connections
From Awareness to Advocacy.
The LINCHPINNING process**

Cultivating Customer Engagement Is...

- A seven step process from Awareness to Advocacy
- Starts with:
 1. Awareness
 2. Validation
 3. Trust
- Continues with:
 4. Engagement (*the decision to get involved*)
 5. Support (*getting involved, the purchase*)
- Results in Commitment
 6. Repetition
 7. Advocacy

1. Awareness

“I’ve Heard of Them”

- This is the point at which the initial connection is made between the person and the non-profit organization
- How it happens:
 - Advertising
 - News Stories
 - Word of Mouth
 - Personal Advocacy
 - Web
 - Articles
 - Etc etc.

2. Validation

“They Seem Good”

- The initial connection interests the prospective advocate.
- The initial connection is made deeper if their perception of the non-profit organization is consistent with their expectations.
- How it Happens
 - Outcomes awareness
 - Web
 - News Stories
 - Recognition/Awards
 - Personal experience or experience
 - Others.

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3. Trust

“I’ve Seen Enough to Believe They are Good”

- The prospective advocate is ready to learn more.
- They are interested and one step away from making a decision
- This is the pre-commitment and nurturing period.
- Everything you say and do is being evaluated.
- If it is consistent, they will be ready to take the first step to
 - Donate
 - Volunteer,
 - Or, patronize your organization

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4.Engagement

“ I believe they are making a difference. I’m going to get involved.”

- The prospect recognizes that the mission of the organization or the services provided is important to them.
- They believe your organization is providing a good service or product that you believe has value.
- They embrace the organization and are ready to support.
- The organization must have an to take that step.
- It is on their terms and timetable.

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5. Support

“I think this is something we should get behind. I feel good about supporting them”

- The first “purchase”/decision is made.
- The “purchase” is more than just the commitment.
- It is the entire experience.
- Living up to expectations will promote repeat visits and decisions to support.
- Support can take a variety of forms:
 - Purchase: a ticket, a drawing/raffle
 - Volunteering
 - Donation
 - Others?

6. Repeat

“They are really making a difference. Our money is well spent. Let’s get more involved.”

- The patron/donor/volunteer believe their involvement was well spent.
- That by being involved they are making a difference
- They are supporting something important and exceptional
- AND their behavior is reinforced with every interaction.
- Brand loyalty begins with repeat “{



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7. Advocacy

“You cannot believe the difference their people are making. Get involved with us.

You’ll be glad you did.”

- The person has had experiences that are relevant and touch them on an emotional and rational level.
- Those experiences are powerful enough to promote advocacy
- Important to have ways for the advocate to get others involved

How to cultivate engagement.

EXERCISES

Step One: “What ‘Customer’ means to your organization”

TAKE TWO MINUTES

Who are your customers?

People that are touched by your mission

People that are critical to your mission & services you
provide

Step Two: Identify the list of unique services your organization provides

TAKE TWO MINUTES

Focus on services that:

- Have an impact
- Represent a high number of participants
- Are important to the community.

Step Three: Rank the Services in Order of Impact

TAKE ONE MINUTE

Step Four: What Makes Those Services Important or Interesting to Your Customers & Prospects?

TAKE FIVE MINUTES

**Your answer here will help define your points of
engagement.**

Building an Engagement Plan

- Choose a customer type.
- Identify a set of services that can be relevant to that customer type.
- Define tactics that can be used for each of the seven stages involved in cultivation customer engagement.

What to Consider Before You Begin.

- Engagement is All ABOUT THEM.
 - It is about what is relevant to them. What fits into their world.
 - It is NOT about your organization
 - They don't care, . . . unless they can clearly see how their set of interests match yours.
- Non profits tend to spend a disproportionate amount of time chasing people who have little interest.
- Have to make it very easy for them to identify things about your organization to Them.

Your Website can be a Focal Point.

- Structure your website to better facilitate the engagement process.
- Organize your website to easily facilitate access to information about your services.
 - Smaller bites. Ability to LEARN MORE
 - Consumers should be able to easily identify how to get information about the services they are most interested in.
- Establish self contained “mini-sites” around each affinity
 - Activities
 - Stories: client success and employee commitment
 - Results
 - Options for getting involved

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RIGHT NOW



What Can Your Organization Do To Gain **AWARENESS** ?

- Think not only in terms of traditional marketing but in terms of new media.
 - It's a combination
- Stick with one customer type for now.
- Focus on services that will be important to them.
 - What is it about those services will be uniquely interesting to your chosen customer type.
- Think about how you can link them from Awareness to the next stage, Validation.

Other Considerations: Gaining Awareness.

- Advertising.
 - Consider using a QR code.
 - Link to a related topic on your website.
 - Ideally use it to link to a video or audio track that can tell your story.
 - Information is stored. Easily referred to.
 - Establish a landing page to capture contact information and interests
- Facebook.
 - Everyone has established a singular FaceBook Page for the organization.
 - That is an “All About US” approach
 - Consider establishing Facebook affinities

What can your organization use to **Validate**

- Think about how **THEY** will affirm
 - Their interests are your interests
 - Your organization is credible?
- Who are your advocates?
 - How can you help them endorse your organization?
- Do you have awards, recognition, outcomes that are relevant to a specific product or service?
- Do you have testimonials? Client? Family? Employees?

Other Considerations: VALIDATING Your Organization

- TELL YOUR STORY!!!!!!!
 - Invest in a digital video camera!
 - Use it to capture client stories.
 - Don't over produce
 - Make it real
- Establish a YouTube Channel
 - For each featured service
 - Add content over time but start somewhere!!
- Establish separate Facebook page for distinct services
 - Establishes affinity groups
 - Allows them to share experiences under your banner.

What can your organization do to attain **TRUST** ?

- Trust is earned.
- You cannot “promote” trust
- Information that fosters trust may best be provided by outside sources.
- What information can be provided and how can it be delivered in a “trustworthy” way?

Other Considerations: Establishing TRUST

- The Employee Story can be powerful here
 - Their commitment is 50% of the story.
 - Mix in with the YouTube channel for each service
- Identify Employee crusaders
 - Provide ownership for FaceBook interaction.

What can your organization do to ENGAGE ?

- What can your organization make available to help people make the decision to take the first step?
- Make it easy for them. Remove the barriers?
- How can we leverage an impulse decision?
- Can we encourage a sense of community with them?

Other Considerations: Engaging Customers

- Define opportunities for prospects to interact with other like minded individuals.
- Demonstrate the good we do with clients
- Demonstrate the commitment we have-Employee Stories (audio or video)
- Provide ongoing reasons for them to get involved
 - Be specific and focused on immediate needs, activities and ways to donate or be involved within each affinity.
- How can we re-engage customers that have fallen off

What can your organization do to Gain Their **SUPPORT** ?

- How can your organization make it very easy for people to make a “Purchase”?
- How can the organization ensure a good experience at every touch point?
- Identify ways to exceed expectations before, during and after the interaction.

Other Considerations: Gaining SUPPORT

- Again make it easy to make a purchase or volunteer.
- Establish those opportunities within each affinity page on the website.

What can your organization do to earn **REPEAT SUPPORT?**

- Gaining repeat business is where sustainability lives.
- Easier to gain business from a “customer” you already have than to find new ones.

Other Considerations: REPEAT SUPPORT

- Follow-up, Follow-up, Follow-up
 - Ensure they understand the impact of their involvement
 - Try to quantify it.
 - Try to bring it down to an individual level
 - Connect it with a person. EX: Responses from employees with responsibility within the affinity.
- Affinity Mapping.
 - Dashboard the involvement of each patron.
 - Understand if their involvement is up or down
 - What they have supported, to what level and when
- Provide Community opportunities.
- Manage the relationship.
- Cross Sell to keep it fresh.

What can your organization do to attain **ADVOCACY**?

- It takes time to gain advocacy. It's an Investment.
- What can your organization do to ensure it maintains and grows it's advocates?

Other Considerations: ADVOCACY

- Find ways to keep thing fresh.
- Cross sell between affinities.
- Consider establishing ownership of an affinity service and empowering employees to connect with their “customers”
 - Affinity managers.
- Ensure you have a strong database.
 - `Facilitates automation.
- Invest in videos and other on-line and mobile opportunities for our customer:
“prospects”

BEFORE YOU START

INTERNALIZE

Employee Engagement

- A successful Customer Engagement program is not possible if Employees are not engaged in what they do.
 - Employees must be excited and take personal satisfaction in the accomplishments however small they may be.
 - Non-profit environments are largely a target rich environment for people who are committed and passionate about what they do.
 - We need to find ways to let them tell their story, to celebrate the success stories they share with them.



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Employee Engagement is Vital

- The 4P's have a 5th. PEOPLE
- TODAY, every business plan, every marketing plan, every operational plan MUST include an employee engagement piece.
- We advocate that level of integration and include an INTERNALIZE program to go hand in hand with our LINCHPINNING customer engagement program

RECAP

Top 10 Take-a-Ways

- Today we must cultivate RELEVANT relationships versus attempting to push our services on those for which we may have limited importance. Consumers are dictating this.
- Cultivating relationships to engage people with our organization is a process. 7 steps we call LINCHPINNING that starts with Awareness and peaks with Advocacy.
- Advocacy must be kept fresh constantly. When we take it for granted we lose it to another organization. When that happens we must begin again.
- Remember it is all about THEM
- Make it easy for people to find what interests them. Make sure contact information when they do



- Consider structuring your website to facilitate easy access to information that THEY may be interested in. EX: Create Unique mini-websites around unique services.
- Make the mini sites self-contained .
- Make heavy use of Videos to tell your story. Client and employee stories. Have a video strategy that will keep postings fresh. Establish YouTube Channels on the site for each affinity.
- Establish Facebook pages by affinity service. Encourage employees within that service to respond to “customer” postings
- Use QR codes to help reduce the cost of print advertising and link to PURLS/ capture data.

THANK YOU

