Digital Marketing for LCOs
Our Speakers -

- Colin Howell, Director of Communications, Red River Gorge Climbers’ Coalition
- Brittany Hamilton, Membership Marketing Manager, Access Fund
Agenda

• **Goals and Audience Mapping**
  – What is a customer journey or funnel and why does it matter?
  – Examples from RRGCC

• **Social Media with RRGCC**
  – The role of social media
  – Tools for posting and planning
  – Creating a content calendar
  – Tracking performance
  – Suggestions for others

• **Email Marketing 101**
  – Why is it important?
  – Tools for email marketing
  – How do you capture emails?
  – Suggestions to get started with email marketing
  – Best practices for email marketing

• **Questions**
Goals and Audience
Define Your Goals

Be specific

- Raise $100K to finish paying off acquisition loan in 2 years
- Gain 200 new members in 3 months
- Host a crag clean up every 3 months and gain at least 10 new volunteers each time.

Set KPI’s - Key Performance Indicators

- How will you measure success for each goal
- How often will you check in on goals and reassess

Create a marketing calendar to map out campaigns that will help you reach each of your goals
Define Your Audience

Your marketing message should be tailored to your audience. You can and will have different audiences. Define who your core 2-3 audiences are and create content with their perspective in mind.

What are their demographics?
- Age, Education, Income

What are their psychographics?
- What stage of life are they in? Are they students, parents, homeowners or vanlifers?
- How long have they been climbing?
- What are their main climbing interests?
Define Your Audience Journey

MARKETING FUNNEL

01
Awareness
What channels will they discover you on?

02
Consideration
Where do they go to learn more and engage with your org, and how do you encourage them to so?

03
Decision
How do they go from being a lead to a donor?
Define Your Audience Journey

**Awareness**—what channels will they discover you on?
- Social, Web search, Word of mouth, Events

**Consideration**—Where do they go to learn more and engage with your org, and how do you encourage them to so?
- Follow - create engaging social content that entices folks to follow for more
- Website - always drive people to your website when possible
- Email sign up - create opportunities for them to sign up for your newsletter, petitions, giveaways, website form, web pop up, helpful local guides and resources

**Decision/Conversion**—How do they go from being a lead to a donor?
- Educate on the work you do and how their money will support it
- Give them an easy way to donate -> direct them to joint membership or your own donation form
- Channels for conversion: website, email, social, events
Goals of the RRGCC

• Fundraise
  – Previous years included paying off existing mortgages, and securing our operational expenses for the year.
  – Now that we have our property paid off, it’s an opportunity for growth.
• Grow our donor base
• Promote our events
  – Rocktoberfest
  – JATD
  – Etc
• Educate our community on specific issues
• The more engaged our audience becomes, the more likely they are to support our cause
RRGCC Main Audience

- Climbers
- Conservationists
- Outdoor Recreation Enthusiasts

Most of our followers are in the Lexington, KY area
- 52% is in the age range of 25-34, with 35-44 coming in at 23%
- 65% is Male, 34.9% is female.
- We tend to reach about 84% non-followers every month (6k followers will see a post, 7.7k are not followers but had engagement in our content).
RRGCC Audience Journey

• Social Channels
  – Peer to peer

• Word of mouth
  – Our audience source used to be word of mouth and events.

• Events
  – Climbers would attend Rocktoberfest and learn more about the RRGCC.
  – Those that wanted to do more will learn the different channels to get more involved.

• Social Media
  – For a few years now, all of our events are advertised on social media days (if not weeks) in advance and that has helped with growing the audience.
RRGCC Social Media
The Role of Social: Awareness + Consideration

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How do they go from being a lead to a donor?
Tools for Posting and Tracking

• Most of the RRGCC social media content runs through Instagram.
  – Facebook and Twitter are linked, so it makes things more streamlined.
  – We will edit posts on Facebook once posted.
  – Linktree has been a valuable addition to help access of information.
  – Insights on Instagram and Facebook continue to provide valuable metrics.

• Major events (Rocktoberfest, JATD) are posted on Facebook separately.
  – An event is created and then shared on the main page to mimic/mirror the Instagram content.
Organization

• As a board, we keep internal documentation of important annual events.
• The timeline of the social media marketing strategy will then be created on a shared google calendar.
  – Only board members and the ED have access to this information.
• Helps avoid double-booking of social posts and keeps content from being overlooked.
  – The Instagram story is a nice optional tool for getting snippets of information out.
Annual Posts - Events

- Events that we market in the weeks/months leading up to:
  - Rocktoberfest
  - Annual Trail Day (JATD)
  - Red River Reunion
  - Trail Education Days
  - Climb L8
  - Gym 2 Crag
Annual Posts - Rocktoberfest

• Rocktoberfest
  – We create a specific marketing theme each year.
  – Using the logo/poster we create a format for posts.
    • Helps with uniformity.
    • 2021 we used the catchphrase “The Madness Returns”.

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[Image of Rocktoberfest 2021 logo and event details]

[Image of Rocktoberfest Extras event]

[Image of Clinic event presented by PETZL and advanced projecting clinic by Nathaniel Coleman]
Annual - RRGCC Membership

• Annual program launched in 2021
  – Three different tiers of membership allow for different marketing opportunities.
    • Top tier sponsors each get a specific Instagram post and story mention, with the post also hitting Twitter and Facebook.
  – Sponsors change annually
    • New shirt annually.
  – New marketing campaign for each year
    • Evolving methods for recruiting new donors and keeping current donors.
Annual - Seasonal Reminders

• We make sure to be consistent with our brand across all social media communication channels.

• Reminders on policy are included:
  – Drone Use
  – Hammocks
  – Crag Dogs
  – Road Conditions

Drone Use Reminder

Outdoor recreation is a privilege to be enjoyed by all people. To provide a safe and enjoyable experience, the RRGCC prohibits the use of Unmanned Aerial Vehicles, also known as “drones.”

Drones can distract and hamper safe communication between climbers and their belayers. Drones are noisy and potentially dangerous if operated by untrained individuals.

For inquiries or questions, please contact us at rrgcc.org. We thank the community in advance for compliance and assistance in enforcing this policy.

Details at rrgcc.org

Crag Dog Reminder

Dogs are welcome at the crags but we have some basic requests for everyone’s enjoyment:

• All dogs MUST be leashed or in complete control of their owner’s commands.
• You must clean up after your pet. Please use wag bags for pet waste.
• Help prevent excessive barking (climbers and belayers need to hear each other.)
• Try to avoid excessive digging.

Please be friendly and supportive out there. If you see someone that is being disrespectful, speak up.

Details at rrgcc.org
Traffic Tracking

• I keep a spreadsheet with Instagram traffic statistics
  – Updated monthly
• Goal is to hit 10k followers
  – New tools become available so that we can make donating easier.
    • “Swipe up” in stories
  – Posting direct links in the stories.
Responsibilities

• We have been operating with the Communications Director running point on social media publications
  – There are 3 others (including the ED) who also have ability to post
    • When one is unavailable, the others step up and share responsibility.
    • As a board, we all communicate with requests and ideas.
Suggestions for Others

• Create a shared calendar with others who volunteer for help.
• Google calendar is a great way to manage visibility/permissions.
• Make sure that there is a backup in place for disaster recovery.
  – If a board member becomes incapacitated, or loses access, you need to be able to continue.
From Leads To Supporters

Email Marketing
The Role of Email: Consideration + Decision

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Why Email?

- The average open rate for nonprofit emails is 25.96%, compared to the universal email open rate of 6%. [Source.]
- Offline donors can be up to 90% more valuable when you have their email address. [Source.]
- Multi-channel donors can be 212% more valuable for your organization than offline-only donors. [Source.]
- Multi-channel donors have a 56% higher retention rate than offline-only donors. [Source.]
Choosing Your Customer Relationship Management Tool

• Audit your organizations needs
  – How many people will need access to the tool?
  – How many subscribers do you have already?
  – Where are you storing subscriber data?
  – Do you need a subscription forms tool?

• Think long-term, what will your org need as it grows and builds it’s subscriber base?
  – The ability to segment your subscribers to send them more personalized content based on their actions/behavior
  – Support for a larger subscriber base
  – One tool vs. multiple tools that don’t work together

• Do your research and request demos before committing
• Always ask for non-profit pricing or new user discount
## Customer Relationship Management Tools (CRMs)

<table>
<thead>
<tr>
<th>Considerations</th>
<th>Flo Desk</th>
<th>Mail Chimp</th>
<th>Campaign Monitor</th>
<th>Network for Good</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>50% non profit discount.$19/month</td>
<td>15% non profit discount. $11 - $300/month</td>
<td>15% non profit discount. $9/ - $150/month</td>
<td>$200/month and up</td>
</tr>
<tr>
<td><strong>Ease of Set Up</strong></td>
<td>Easy</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Templates</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Segmentation</strong></td>
<td>Limited</td>
<td>Yes, offers analytics and automations too</td>
<td>Yes, offers analytics and automations too</td>
<td>Yes, offers analytics and automations too</td>
</tr>
<tr>
<td><strong>Grows with you</strong></td>
<td>Limited by segmentation capabilities, may end up needing to switch to different platform later on</td>
<td>Yes, pricing based on #of contacts. Additional tools for web, social, image editor, and contact management. Caveat: more business focused</td>
<td>Yes, pricing based on #of contacts. Additional tools for web forms and contact management.</td>
<td>Yes, all in one fundraising tool. Email, text, video messaging, and direct mail.</td>
</tr>
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Capturing Emails

• Optimize your website so people can easily find your email subscription form.
  – Can you have it above the fold?
  – Consider experimenting with popovers, but set controls
• Keep your signup forms short.
  – First name, email, zip or state
• Clearly articulate why someone should sign up for your emails and what they should expect when they do.
  – “What’s in it for me?”
• Having a specific content offer to help incentivize signups.
  – petition
  – ebook on local crag routes/ access trails
  – exclusive event or giveaway.
• Make it easy for people who donate or sign petitions to also subscribe.
  – add a check box to opt in, or let them know they will be automatically subscribed to emails and can unsubscribe at any time.
• Consider promoting your email signup via social and in person events.
Action Items & Suggestions for Email

• **Set up a confirmation email** when someone subscribes
• **Set up a welcome email** to any new subscribers that talks about your work and ends in a light donation ask
  – Here’s who we are, what we do, and why it benefits you
  – Help support this work by making a donation today
• **Send a newsletter** to all subscribers
  – This can be monthly or quarterly depending on bandwidth
  – **Ideas:**
    • Include any local PSA’s
    • Plug upcoming local events
    • Recap past events or recent work the org is moving forward
    • Highlight a local crusher or someone positively impacting the local climbing community
    • Include a helpful tip about a local crag
    • Reminders about stewardship and LNT
Action Items & Suggestions for Email

• **Donation confirmation** email
  – Thank you for donating to support your local climbing community and our organization’s work.

• **Regular event emails** to keep the community engaged and participating

• **Encourage repeat donations** by consistently reminding folks where they can donate and what their money will support.
  – **Idea:** Create a triggered email that’s sent to everyone who signs one of your petitions and have that email ask them to take the next step and donate.
Best Practices for Email

• **Read your emails out loud** to see if they sound good and feel like they are coming from a person.
• Focus on how your emails can **add value to your donors**, not just how you can get value from them.
• Make it **easy to read and include action buttons**
  – No more than 2-3 paragraphs or you’ll lose attention
  – There should be one action/email that you link to with a button. Donate, sign up, register, learn more etc.
  – Include a bar at the top of your email with your logo and a button that says donate and link to joint membership or donation form.
• Increase your use of **personalization**
  – Address your subscribers by name in your subject lines and intro paragraph.
• Make sure they have an **easy way to unsubscribe**
  – You legally need to have an unsubscribe link at the bottom of the email.
Coming Soon: Access Fund REI Match Campaign

When: From June 6th - June 17th

Message: A Sustainable Future for Climbing—Now!

Opportunity: A great way to talk about Joint- Membership if your LCO is enrolled in the JM program

To Come: Toolkit with sample post copy for social