

Lunch & Learn Seminar Series...

PRINT PLUS

Nonprofits/Associations

...a journey



Lunch & Learn Seminar Series...

Welcome...

to a look at how you can utilize a wide variety of media tools to help communicate your organization's message and interact with the targeted audience.

Our Goal today is to not only show you examples of different media formats, but to also share how they can be integrated to work with each other, and then to present real life ideas on how you can include them within your own marketing plan!

Let's get started on the journey...



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Here are some interesting facts and trends within the evolution of marketing...

- **With the growing use of tablets and smart phones, marketers need to reach and engage users on whatever device they choose.**
 - 89% of leading media buyers believe that reaching the same user across different devices is important to engage users migrating from device to device throughout their day.
 - 76% want cross-device usage for targeting so they can reach and connect with people whenever and wherever will yield the best result.
 - 75% feel that cross-device campaigns across PC, tablet and smartphones deliver better results than single device campaigns.

Study conducted by Advertiser Perceptions for ValueClick Media and Greystripe



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- **Key findings in current trends in mobile email marketing:**
 - 49% of all marketing email is opened on a mobile device, but the click-to-open is still higher on a desktop
 - 23% will click on an email after opening it on a desktop compared with 11% on a mobile device.
 - 61% of consumers now read at least some of their emails on a mobile device
 - 31% read email exclusively on mobile devices

Source: Email Marketing Compass: The Mobile Effect, Yesmail Interactive, 2013



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- **Multichannel marketing mix depends on who your audience is and varies from generation to generation. Get to know your donors/members.**
 - 54% of Boomers/seniors (45 and older) watch online video compared with 65% of the general population
 - 29% use smart phones regularly compared to 48% of the general population
 - 19% regularly use a tablet compared to 25% of the general population

Source: Reaching Today's Boomers and Seniors Online, Ipsos & Google, 2013



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- **Current statistics on the prevalence of video on the internet:**
 - More than 50% of the internet content is video
 - 4 billion hours of video are viewed on YouTube very month
 - 350 million are shared on Twitter every year
 - Video is perhaps the number one search engine driver for websites



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- **Your website, search engine marketing, social media and other online tools invite prospective members and donors to request your content in exchange for their contact information, allowing you to interact with them.**

Examples of effective free information that encourage the exchange of contact information for content:

- White paper that contains useful information on your organization/association
- Webinars offering continuing education or interviews with speakers involved in your specific cause
- E-newsletters



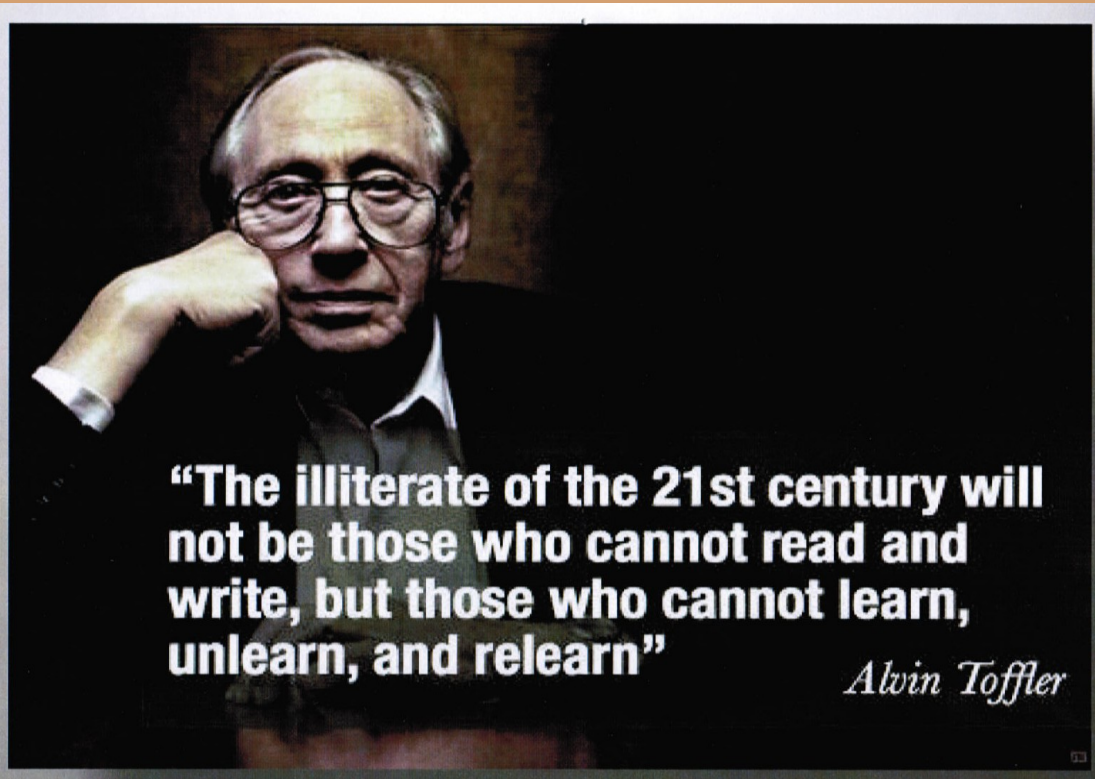
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What does all of this suggest?

- **That times are changing!**
- **If you continue to market your organization the same way you always have, you may end up with the same results – OR more likely, the results may start to slip away!**
- **We all need to relearn how we do things, because...**



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Concept of Integrated Marketing plan with Multiple Touches...





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Print Plus ...a journey

Let's look at the print and digital version to see the integrated media as utilized...

- A Tactile, creative print piece
- Highly personalized
- QR Codes with links to landing pages and downloads
- Digital e-publications – with audio, video and links
- Augmented Reality – interaction that can be updated with new content
- Social Media applications, engagement
- Online Surveys
- <http://www.clgraphics.com/printplusepub/>



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Real Life Ideas for the Nonprofit Markets...

- Create an impact video that is linked to a printed appeal (QR Code), included within an e-mail version to those whom you have e-mail addresses, post on your website.
- Develop your next Annual Report as an e-publication that includes an audio introduction from your Executive Director. To drive people online, create an oversize postcard mailer with the link and some highlighted stories that end with “read more online...”
- Establish a special interest funding drive with a QR Code that takes them directly to a secure page for donation – **or**, utilize a “text message” donation at your next event to raise just \$5 per text from every participant.



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Real Life Ideas for the Nonprofit Markets...

- Develop a specialized “landing page” to take interested donors to learn more about a specific program, capital campaign, etc. Include an automated response and a download with additional information.
- Establish a unique “online only” event that includes auction items and donation page. Develop a creative/unique invitation postcard that promotes the timeline and also encourages Social Media interaction. Include recorded testimonials and offer a special prize for the person that makes the most unique posts during a given period.



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Real Life Ideas for the Nonprofit Markets...

- Utilize print or online surveys to engage the community and learn what is important to them. This is a great way to also share your mission and potentially reach a new audience and donor base. Seek out funding through a grant. Include a donation envelope with in all mailed pieces and a link to a donation page for e-mail/online survey. Create a follow-up response with a link to a landing page for additional information, or use the opportunity to send a personalized thank you card from one of your clients or Board members.



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Real Life Ideas for the Association Markets...

- Create a “Member Spotlight Gallery” on your website with videos of members giving reasons why they find value in their membership. Include a link to the latest video in your membership e-newsletter and/or printed newsletter. Change out the video with each newsletter. Include links to the current video in your email signatures.
- Send out a direct mail piece to promote an upcoming conference with a QR code that links to a video of the past year’s conference highlights. Include an augmented reality link of the Executive Director inviting you to attend the conference.



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Real Life Ideas for the Association Markets...

- Include a link to a video of the Executive Director thanking members for their membership within your renewal letter.
- Send an e-mail survey that asks for member's feedback on the association's products and services and what they would like to see added. Let them know that their input is valuable in helping to shape the association's future. Include a link to a landing page to collect responses or utilize a service such as Survey Monkey.
- Create an e-publication of your Annual Report including membership statistics and also pages of photos from your recent annual conference.



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Time to Brainstorm!

- **Let's kick around the ideas listed and see what you think may have a good application for you, or not...**

1.

2.

3.

4.

5.



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Additional thoughts...

1. What do you think would have the most appeal to your donors/members?
2. What prompted you to respond?
3. What might hold you back from doing any of the media options we talked about?
4. If there was one thing you would want to start right now, what would it be?



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Thanks for coming!

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