

WAYTOBILL: Marketing Campaign & Roadmap															
Inbound Marketing / AAARRR Pirate Funnel / Client Journey															
Awareness: How many people do you reach?															
SEO: Informational, Educational & Thought Leadership															
Funnel: TOFU															
Journey: Exploring & Understanding				Mid-2022 Donor Retention Strategies: Top 16 Ways Charities & Non-Profits Retain Patrons											
Acquisition: How many people visit your website?				Downloadable PDF campaign											
SEO: Navigational (branded queries)				Target Regions & Countries											
Journey: Consideration (ways to solve problem)				CAF World Giving Index 2021: Most Charitable Countries											
				UK & Ireland											
				Nordics											
				DACH											
Activation – How many people take the important step?				Benelux											
SEO: Commercial (comparisons)				Poland											
Funnel: MOFU															
Journey: Comparing, Engaging & Decision-making															
Revenue – How many people start paying? How much?				Target Audience											
SEO: Transactional				Charities, Foundations & Philanthropy											
Funnel: BOFU															
Journey: Onboarding, Usage & Experiencing				CAF Charity Landscape Report 2022											
				The top challenges cited by charity leaders were generating income and achieving financial sustainability (58%), followed by meeting demand for services (30%).											
				Two in five charity leaders are increasingly adopting online fundraising and believe in using new technology effectively to increase giving.											
Retention: How many people come back for a the nth time?				B2B2C aspect											
Journey: Reviewing															
Referral: How many people refer friends to your business?				The Silent Generation				telesales, direct mail and physical checks							
				Baby Boomers				online, stroytelling & email + larger amount but fewer people							
				Generation X				social media, transparency & volunteering							
Journey: Advocacy & Loyalty				Millennials				social media, word of mouth & texting + most involved in advocacy							
				Buyer Personas / Client Profiles											
				Marketing Directors & Managers											
				Development Directors & Managers											
				PR Community Directors & Managers											
				Technology Directors & Managers (indirect)											
				Distribution Channels											
				LinkedIn: Organic Post, Video, Graphic & SEO Copy											
				Twitter				YouTube							
				Facebook				PPC/LinkedIn/Google							
© created by Christopher "Keith" N. Carlos. June 10, 2022				Instagram: integrate QR code				PR							
								June 30				July 1-31			
								Teaser				1 month campaign			
												M & Th x 4 weeks			
								Social Media Post: LinkedIn KPIs				Turn PDF into Blog Post for SEO content			
								Click-Through Rate				1 month campaign			
								Post Views, Impressions & Reach				W or Th x 4 weeks			
								Engagements & Comments				Pick fresh 4 ways from leftover 8			
								Likes & Reactions				Use short form posts for each way			
								Shares & Mentions				Future: update blog post quarterly			
												- for link building			
												- new relevant entries			