

VISIT JAMESSACKKEY.MARKETING

Nonprofit Marketing with James Sackey

Content Marketing Webinar

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About James

I believe the most important part of any business is its ability to build a relationship with its client and to KEEP their business.

I specialize in creating and managing retention tools for your nonprofit or business - once you have clients, I help you keep them

I do this by building content marketing, customer database management, creating methods to engage your clients, and more.



Presence - Online vs Offline

ONLINE

SOCIAL MEDIA

Instagram
Facebook
TikTok
LinkedIn

WEB

Your Website
Search engines

OTHER PLATFORMS

EventBrite
Email
Newsletters
Blogs

OFFLINE

EVENTS

Happy hour
Conferences
Board meetings
Networking

HQ

Your campus
Satellite locations
Local chapter venue

OTHER ENVIRONMENTS

Ecosystem
Community
City/region

Digital Content

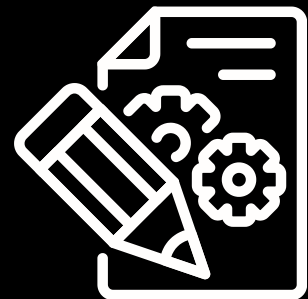
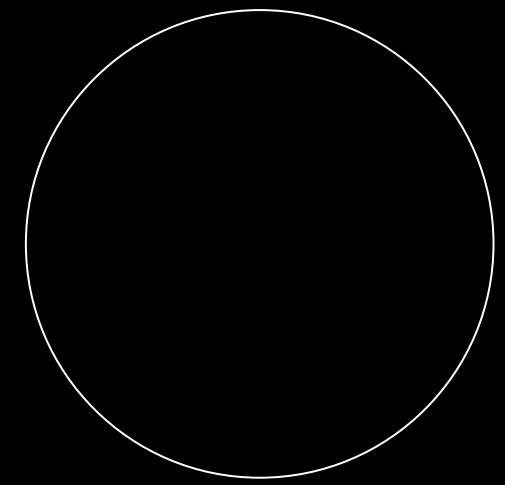
In this era of the internet and connectivity, its more important than ever to produce digital content to establish your brand, your presence, and your credibility.

- Social pages (IG, FB, LinkedIn, etc.)
- Websites
- Blogs
- Email/Newsletters
- Video/Photo
- Infographics
- eBooks



Your digital content should compliment your brand and move you toward your business goals.

Live Content



EVENTS

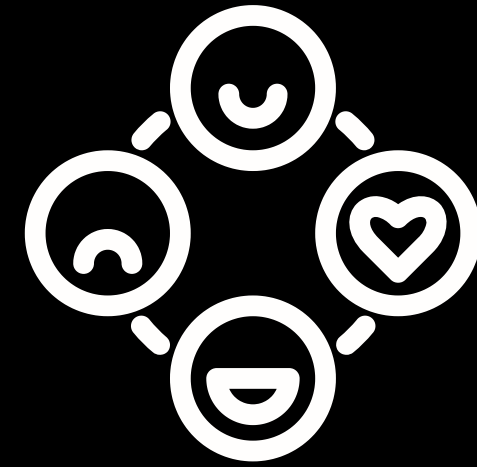
Your live content creates a wide range of opportunities to engage with your audience and new audiences.

- Meetings
- Happy hours/celebrations
- Conferences
- Showcases
- Workshops

IMPACTS

Being in-person requires a much greater investment (time/money/travel) from your audience which gives you an opportunity to strengthen the relationship and build the emotional connection.

How to Approach Collaboration



- Understand your goals
- Identify collaborators
- Find clear alignment
- Engage leadership
- Seek to benefit the other side first
- Make the ask
- Stay as engaged as possible

Quick Case Study

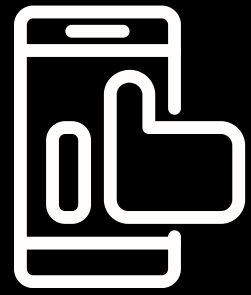
Organization A is well established within its niche.

Organization B is new but established a wide network.

Org A approached Org B to help grow their 70-person event by 2x.

Org B leveraged its network to achieve this goal and, collaboratively, *exceeded* that goal by 50%!

Key to collaboration: Swap your teams



IMPACTS OF Content Marketing

- Visibility, awareness, and advocacy
- Storytelling and emotional connection
- Donor acquisition and retention

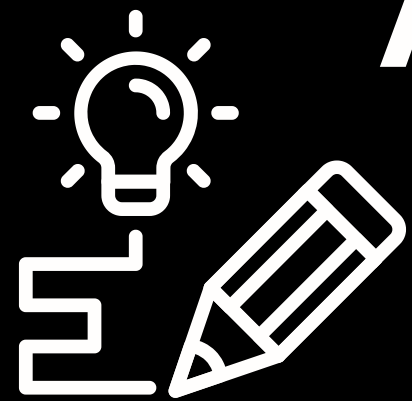
Remember:

Visibility

Credibility

Profitability

Visibility Awareness + Advocacy



Effective content marketing can boost your nonprofit's visibility and reach, helping you connect with a wider audience.

It can help you raise awareness about your mission and mobilize supporters to become advocates for your cause.

Well-crafted content can foster engagement and trust among your supporters, encouraging long-term commitment to your cause.

Quick Case Study

Organization A has a powerful cause but only through quickly scaling awareness has it **more than doubled** its membership in under 1 year. How did it achieve scale? A combination of collaboration and strong content marketing.

STORYTELLING + Emotional Connection



Use content marketing to share compelling stories about your organization's impact, creating emotional connections with your audience.

Keys to storytelling

- Hero
- Conflict/Challenge
- Relatable
- Resolution

How do you engage people's senses and emotions?

How do you build trust and credibility?

DONOR ACQUISITION + Retention

Keys to Retention

- Providing a ton of value
- Constant communication
- Engagement/interaction
- Tools - referrals , loyalty, newsletters

80% of business comes from existing/repeat customers. Protect that relationship.

Conclusions

How you build relationships makes the difference

Marketing is about relationship building and positioning within your world, your niche, your sector. Its about how you deliver your service or product and the value it yields.

Content marketing is the bedrock of that relationship. Content is digital and live and should be diverse while landing exactly where your target audience is.

Thank you for your attention

WANNA TALK?

EMAIL ME AND LET'S SET A TIME TO TALK

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