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5 tactics to increase donor engagement

Your guide to delighting donors

Rudi Wood
Commercial Account Executive

The Dotdigital platform helps marketing teams deliver personalized, data-driven marketing campaigns and outstanding customer experiences across multiple touchpoints.

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AGENDA

1. Getting to know your donors
2. Tailoring the message
3. Getting personal!
4. Embracing automation
5. Let AI do it for you

Get to know your donors

1

Charity starts with data!

Because data is the best way to make friends

Who?

What?

How?

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Who?

Your target audience:

Start small and don't ask for too much too soon. As you build trust over time, your customer data will increase

Existing customers:

As your relationship grows, you'll build a bigger picture of preferences and customers are willing to share more

What?

Contact details at first:

- Email
- Phone number
- Postal address

More personal over time:

- Birthday
- Occupation
- Salary
- Buying behaviors

How?

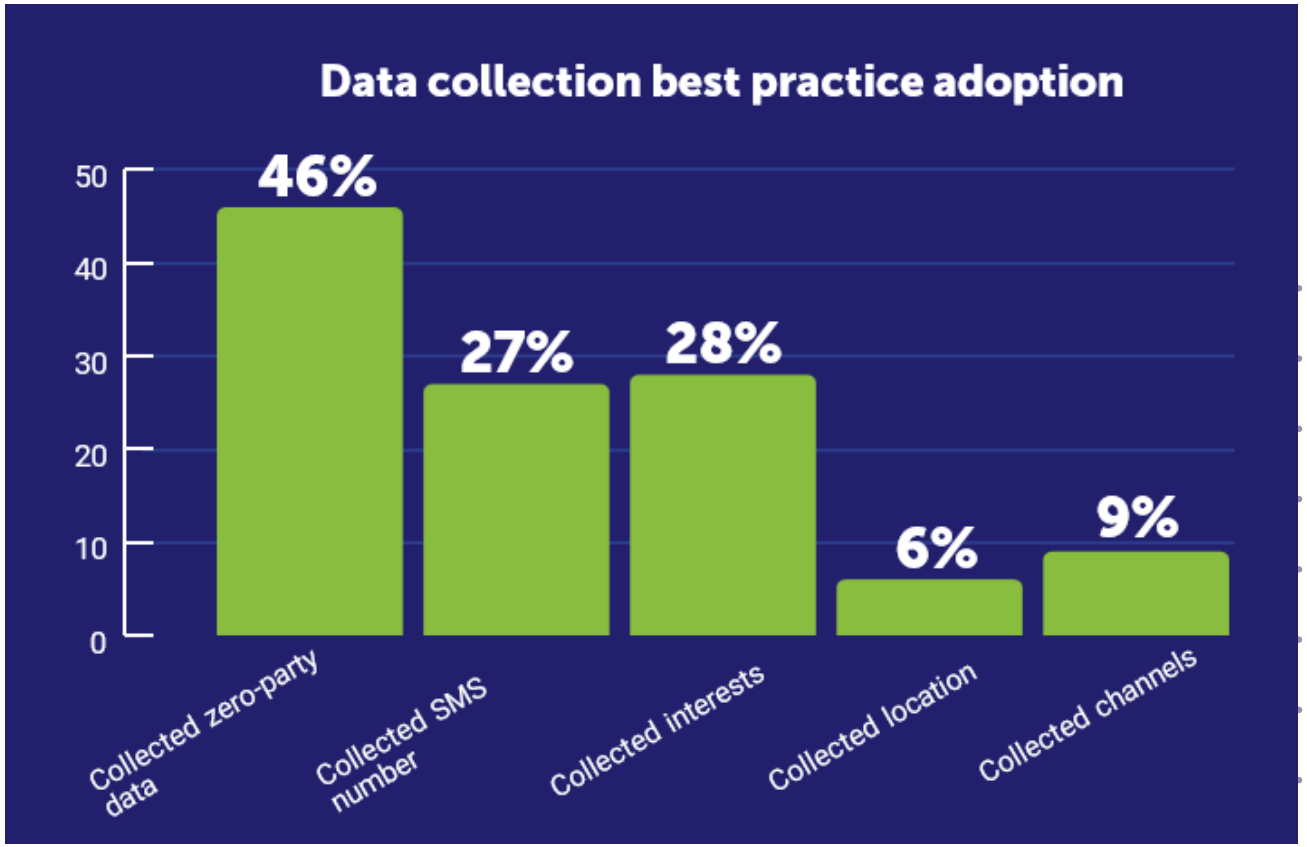
Multi-channel approach

- Webforms
- Paid social ads
- In-person
- Through sponsored content

Anywhere your customers already are

Smart data capture

- Essentials: first name, email, mobile, (company)
- Priority: date of birth, city, interests, channels, (role)
- Capture at subscription stage
- Offer incentives for additional data



Centralise your data

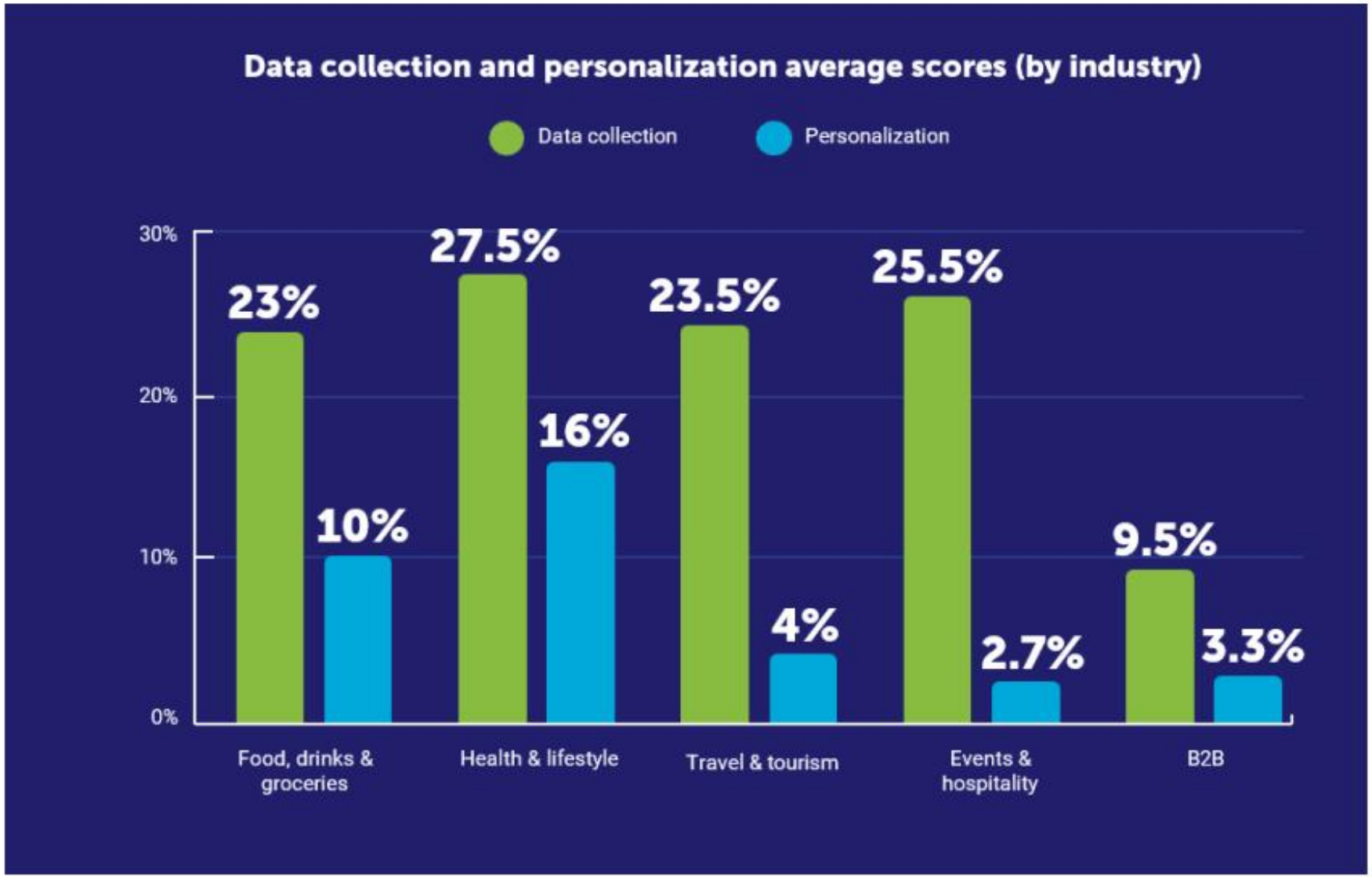
- One platform
- Integrations: CRM, ecommerce, loyalty, fundraising, ticketing…
- Single customer view

Take preferences seriously

- Empowers users
- Content control – frequency, interests, content types, channel
- Better results

Only **40%** of brands have a preference centre – **31%** make it available via email

Use the data you've collected!



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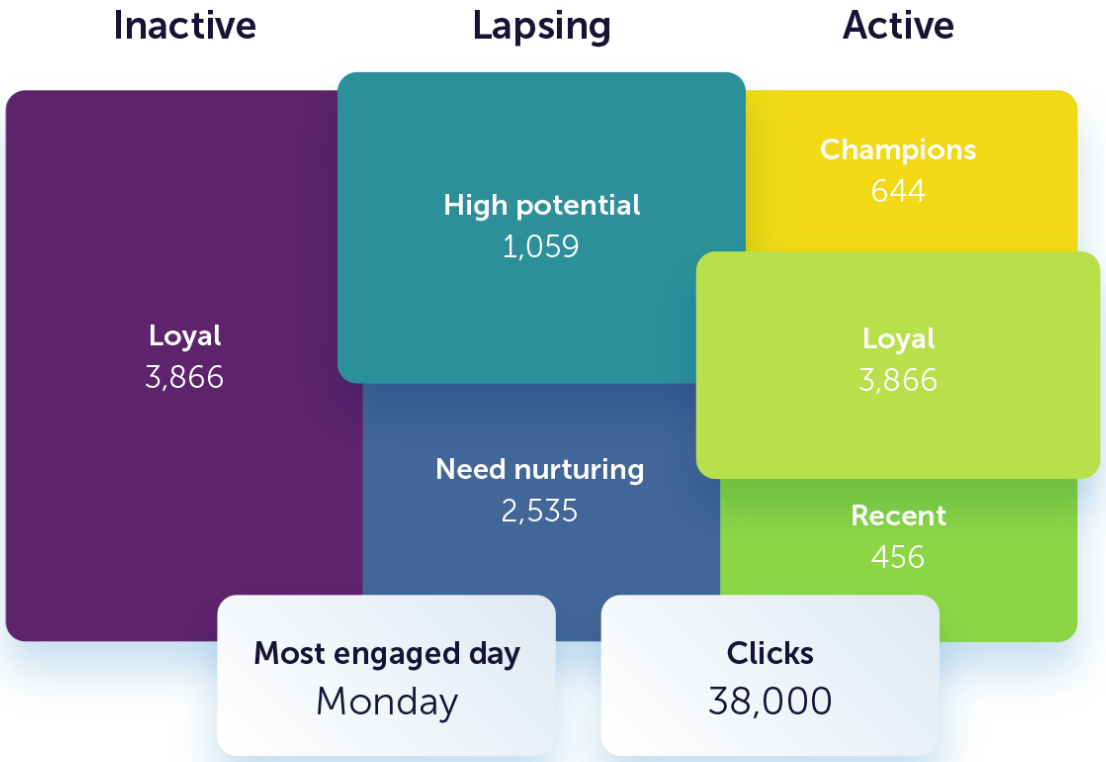
Tailoring the message

2

Segment carefully

- Use the data you've collected to power your segmentation
- An irrelevant message is irrelevant however much you personalise an email



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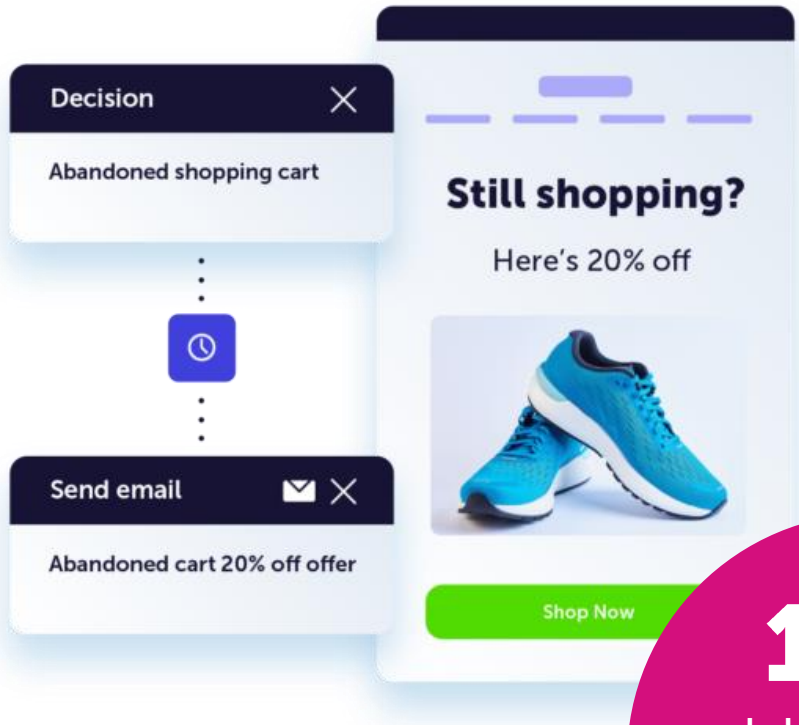
Right place, right time

- **16% of emails are triggered** by an action. 84% are one-off sends.
- **35% of brands** don't send a welcome email.
- AI & send time optimisation can do the heavy lifting for you.



14%
global average CTOR for abandoned cart emails

Segmentation benefits

760% increase in revenue

Source: DMA

7x engagement over generic comms

How to personalize your marketing by Dotdigital

800% increase in orders

Dotdigital customer story

Royal Botanic Gardens, Kew

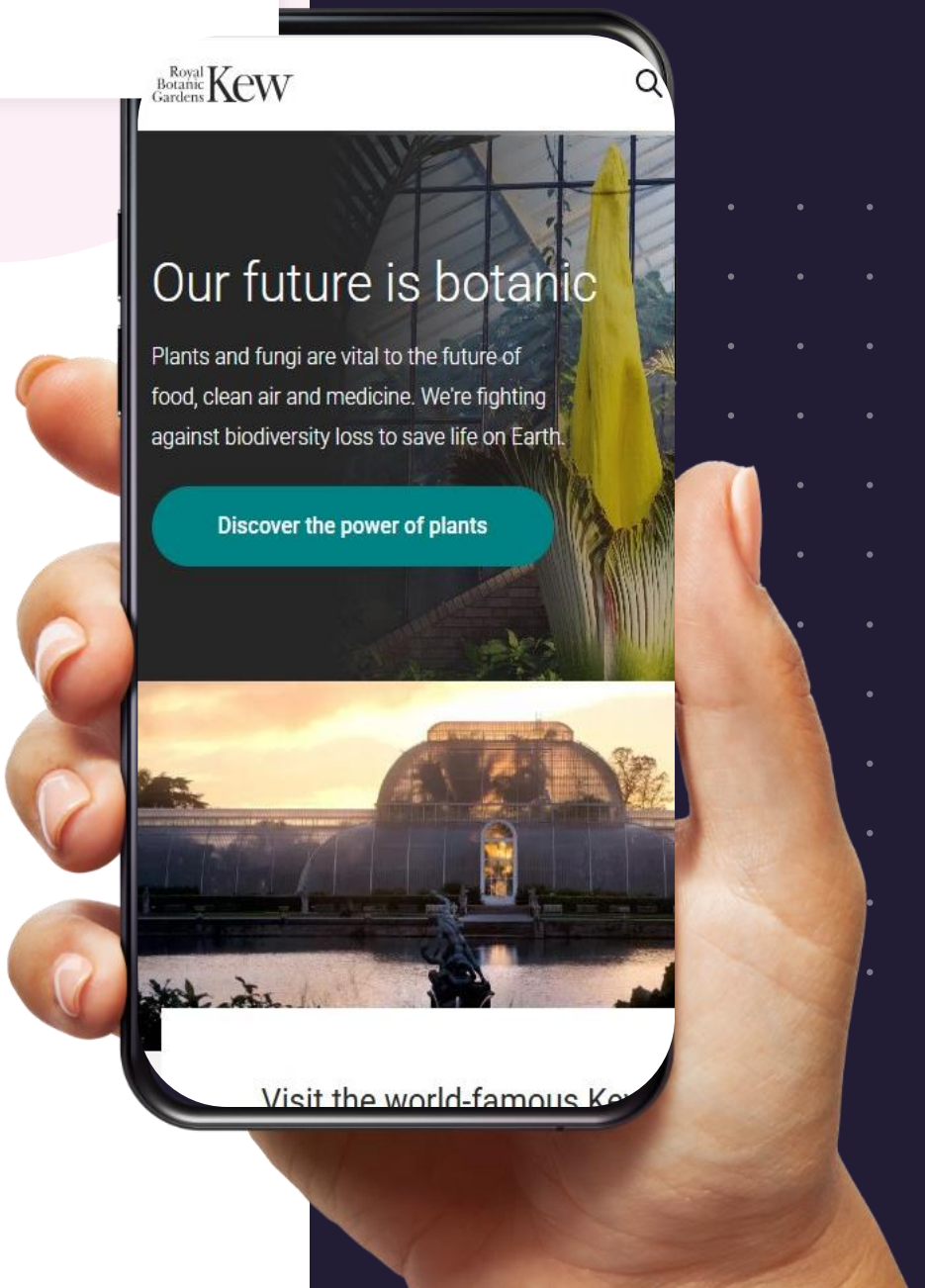
Growing revenue from small seeds

Tactics used

- Post visit automation campaign
- Geo-location segmentation
- Targeting loyal customers

5 key segments

Local to Kew | London | South East | UK | International



CASE STUDY

SUCCESS STORY

Make sure you have the perfect souvenir of your visit View in browser

Royal Botanic Gardens Kew

KEW GARDENS WAKEHURST MEMBERSHIP SHOP

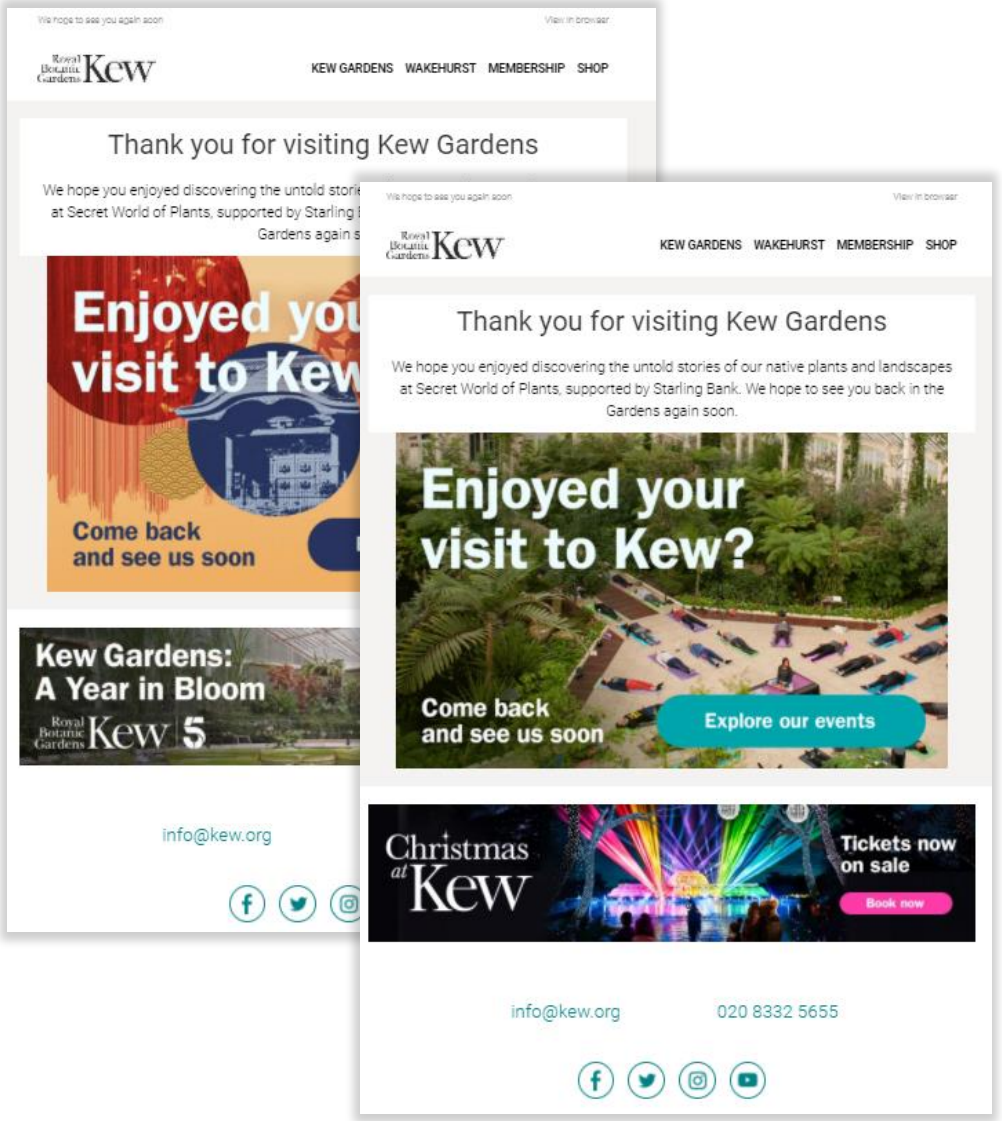
Thank you for visiting Kew Gardens

We hope you enjoyed discovering the untold stories of our native plants and landscapes at Secret World of Plants, supported by Starling Bank. We hope to see you back in the Gardens again soon.

Enjoyed your visit to Kew Gardens?

If you want to pick up a souvenir or something extra to remind you of your visit, don't forget to take a look at our online shop.

Discover the perfect gift



1700%
increase in revenue

4000%
increase in membership

62%
email open rate

Segmentation

What do you start doing?

Using your customer lifecycle model. Or existing models like RFM or lead scoring to identify your most value contacts – send this group bespoke communications to drive more revenue.

Email engagement benchmarks

EMEA	
Email open rate	46.5%
Unique open rate	32.8%
Email CTR	3.6%
Unique CTR	1.4%
Click to open rate	7.6%
Unique click to open rate	4.3%

Personalization is game-changing

3

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Getting personal

Customer's expect personalization – it's not just a nice to have

71% of consumers expect personalized experiences from companies

84% of consumers expect brands to deliver consistent personalization across all channels

75% of consumers are more likely to purchase from brands that deliver personalized experiences

37% spend more with those brands

Deloitte.

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The old way

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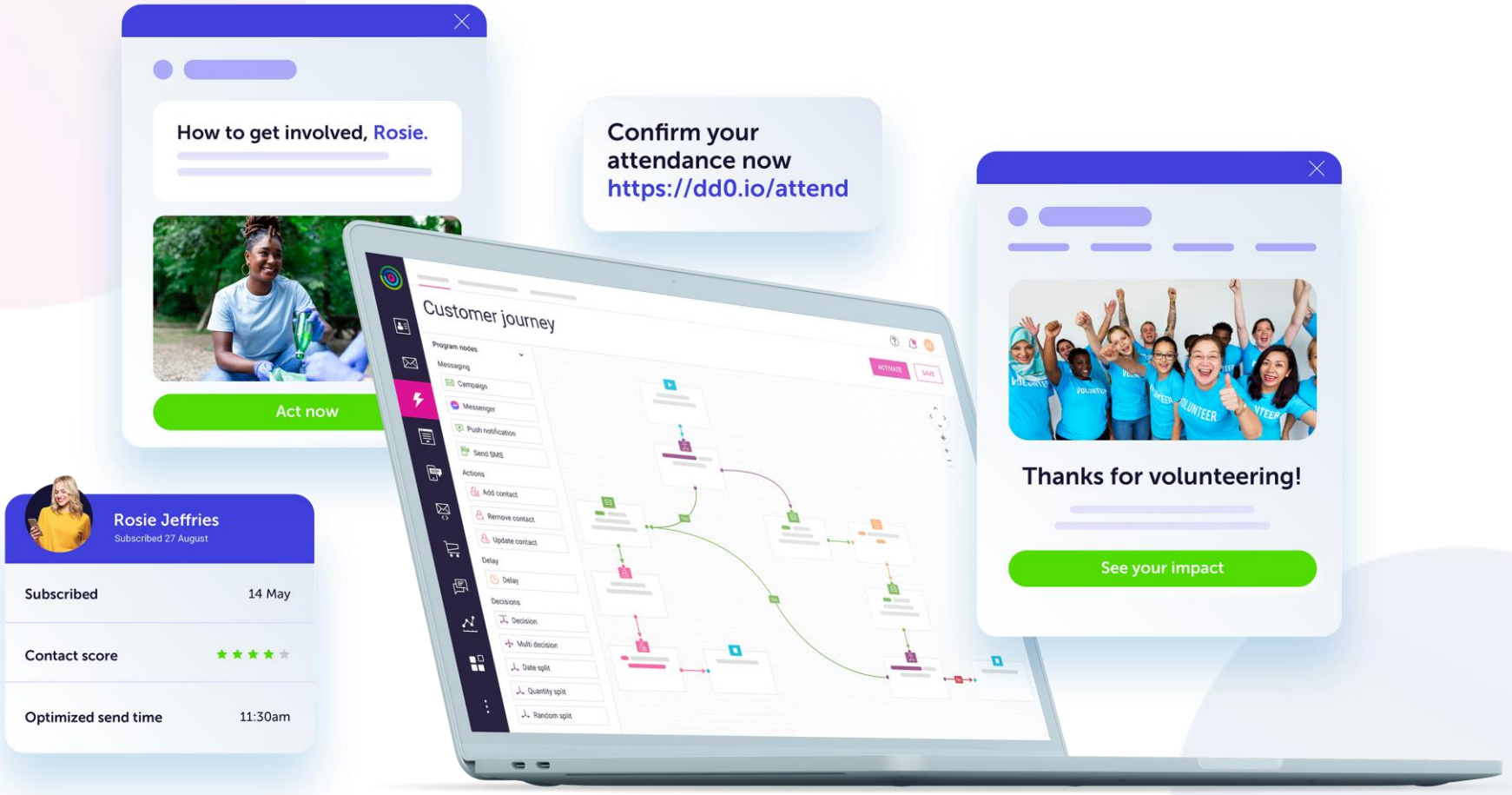
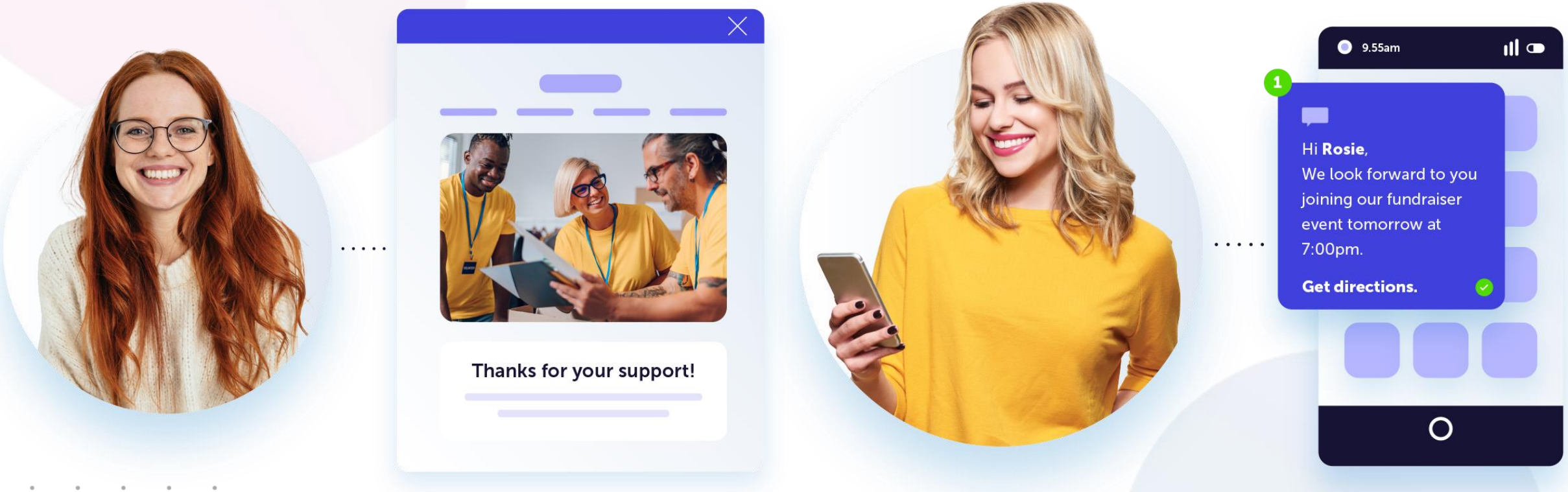
The new way

Drag and drop, marketer friendly cross-channel personalization



Mobile: Personalization is essential on your most intimate channel



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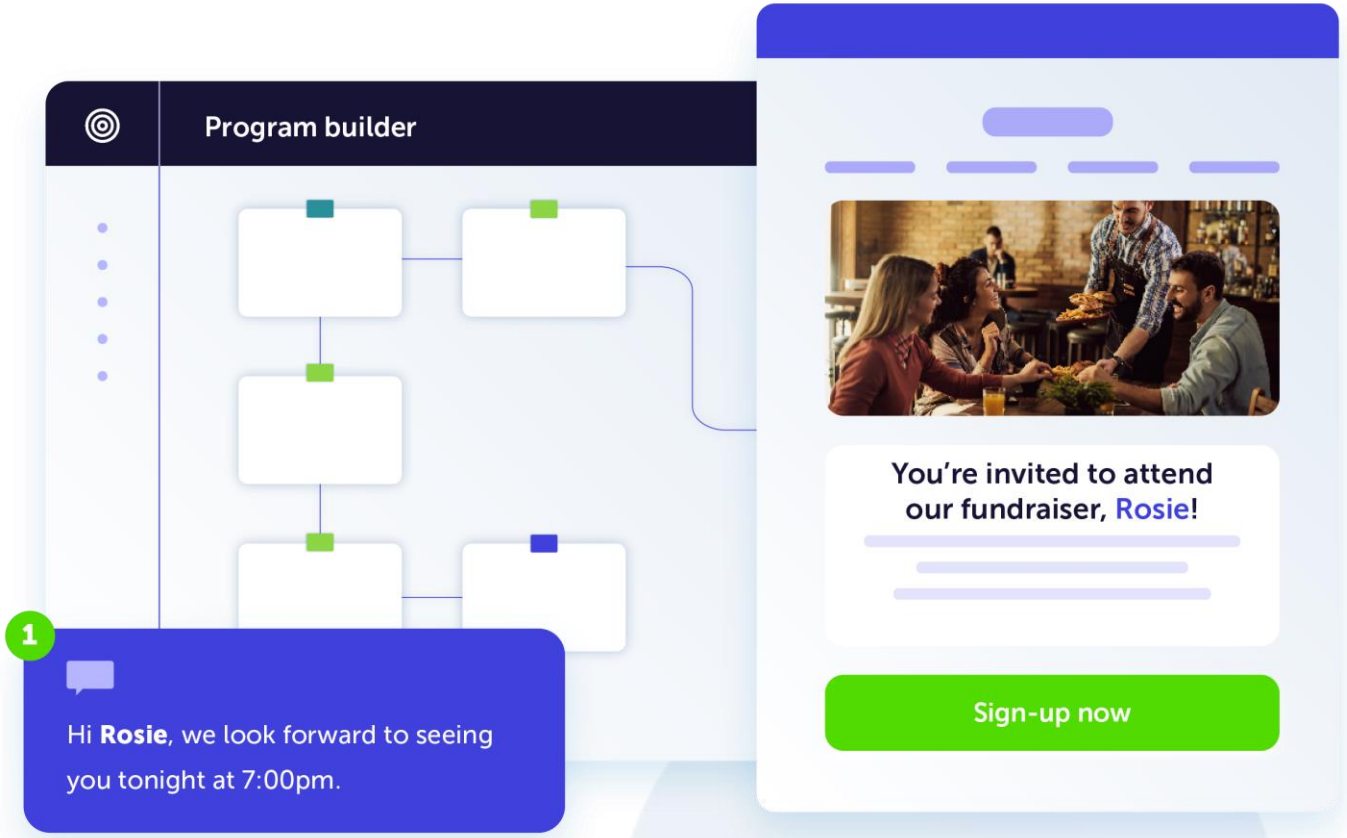
Web personalisation:
The untapped opportunity

Your opportunity to stand out

- **66%** of brands aren't using popovers
- **71%** of websites ignore your location
- **73%** don't collect mobile numbers
- **81%** don't use social proof
- **90%** don't personalize recommendations
- **91%** don't collect channel preferences
- **96%** don't use dynamic content



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3 reasons cross-channel personalization is a must-have

#1 Your customers expect it

#2 It delivers results

#3 You'll stand out

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The impact goes beyond marketing metrics

129x

return on investment with Fresh Relevance

41%

increase in revenue per email

25%

YOY increase in abandoned cart revenue

21x

return on investment by using Fresh Relevance technology

72.4%

increase in revenue from Fresh Relevance product recommendations in the UK

10%

more AOV YoY from product recommendations

Embracing automation

4

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Why is marketing automation so important?

- **63%** of companies using marketing automation outperform their competitors
- Marketing automation drives **14.5%** in team productivity and a **12%** reduction in marketing overheads
- Marketers using automation software have seen their number of conversions increase by **77%**

Marketing automation

What do you start doing?

Implement an onboarding program whenever someone converts on your site.

Marketing automation

What should you do differently?

Change any automation programs to be engagement dependant. If people engage, send them a follow up sooner.

Action for Children

Raise engagement with automation

Challenge : Adapting fundraising efforts

- Event cancellations: Covid-19 forced the cancellation of fundraising events, including the flagship corporate sleepout.

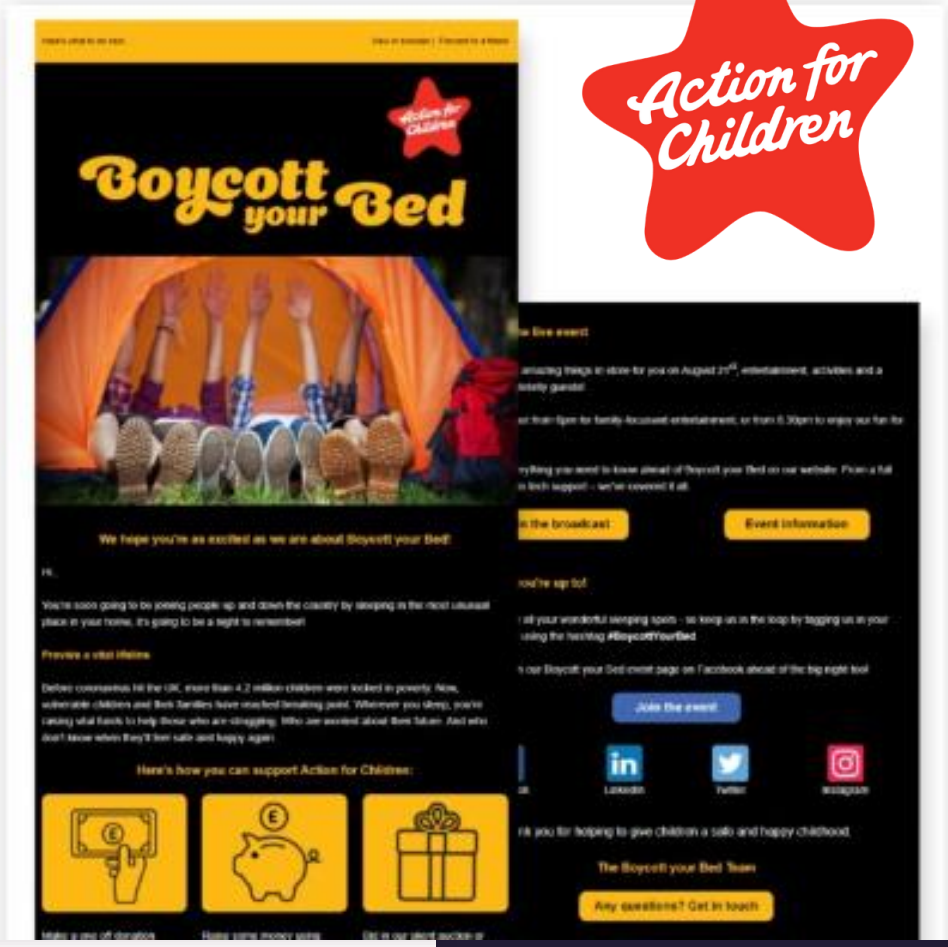
- Income risk: 40% of fundraising income was at risk, requiring adaptation.

CASE STUDY

Action for Children

Tactics used

- Enhanced virtual event engagement
- Personalization and segmentation
- Automation programmes
- SMS confirmation
- On-the-night automation



CASE STUDY

Action for Children

Results: Exceeding fundraising goals

40%
Average email open rate

30%
Average click-to-open rate

£500
Raised in donations by new channel

CASE STUDY

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Let AI help you out

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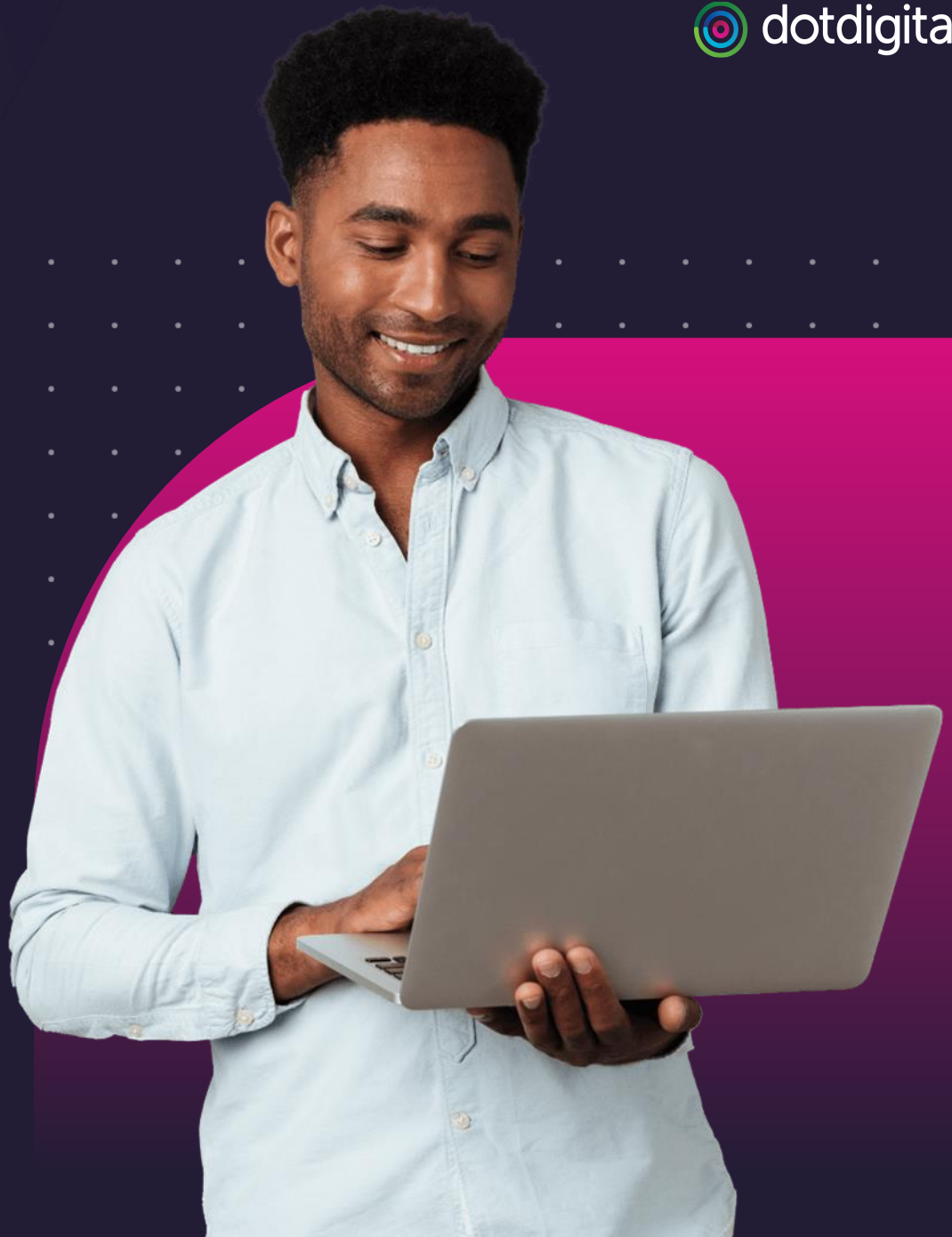

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WinstonAI™

Dotdigital's marketing intelligence engine, powered by AI.

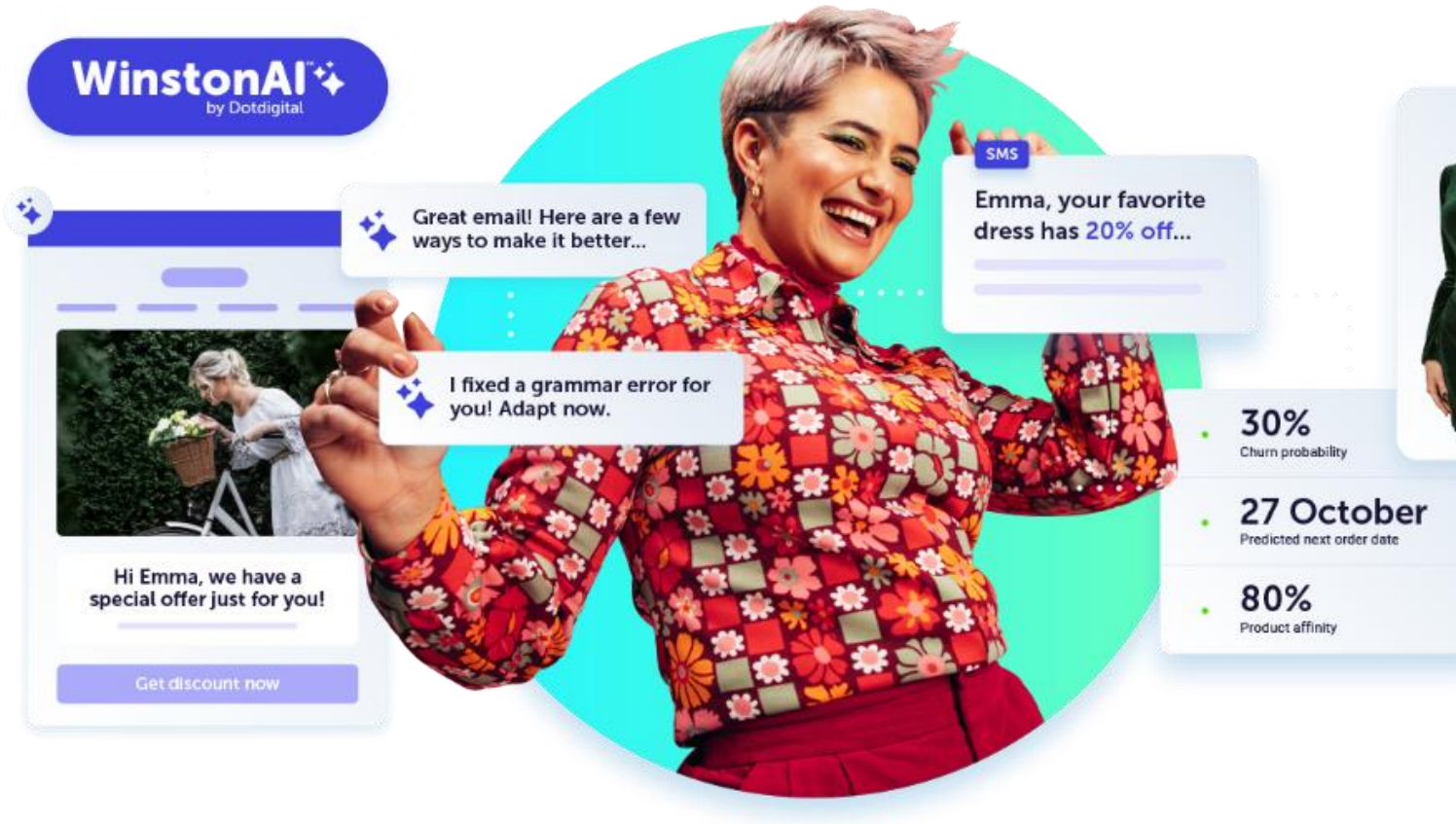
Generative AI for effortless campaign creation

Predictive analytics and recommendations

Smart segmentation with **RFM & eRFM** modelling

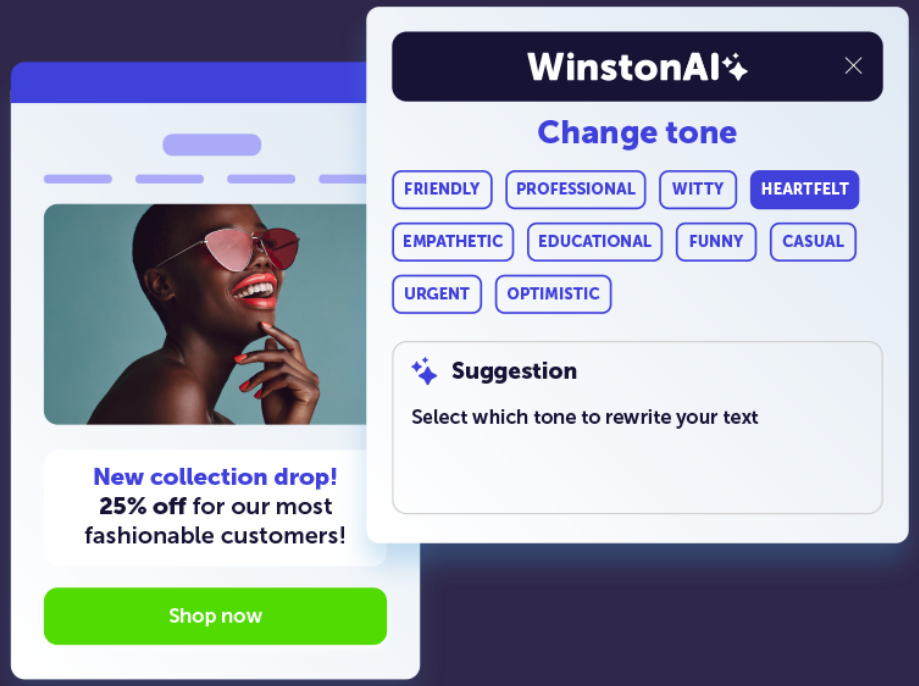
Cross-channel acceleration and send time optimization

One-click product **data enrichment**

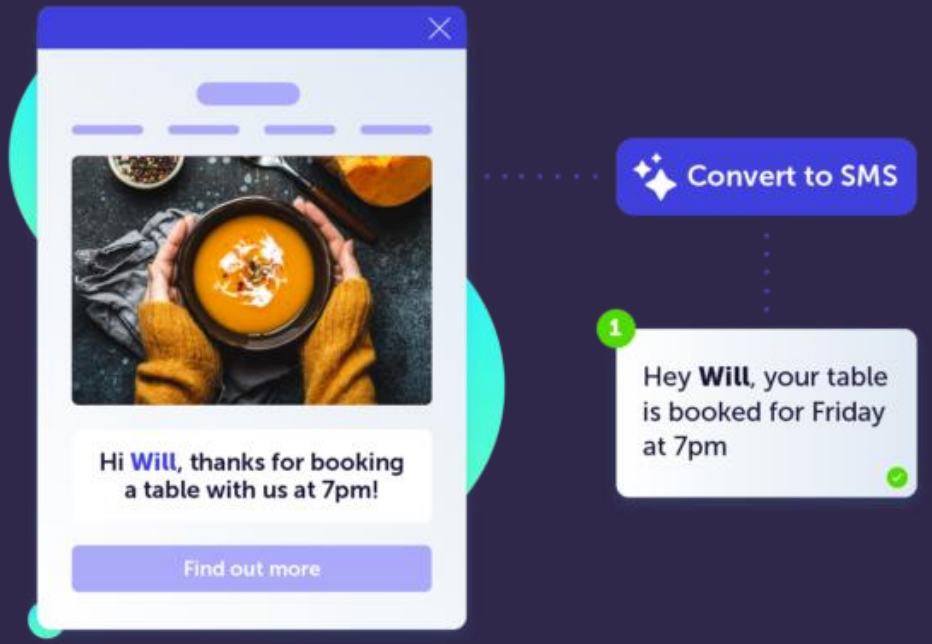


Smarter tactics

Subject Line Optimisation



One-click email to SMS conversion



WinstonAI

Using AI

What do you start doing?

Use AI tools to help you kick start your marketing ideas. You can use your skills to do the rest.

Using AI

What should you do differently?

Embed these tools into your existing tactics for the most streamlined workflow.

Available in Dotdigital

TO WRAP UP

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Dotdigital - Donorfy

The omnichannel customer engagement platform built for marketers operating in not-for-profit.

Make every touchpoint count. Make every experience invaluable.

- Avoid silos by connecting contact insights, donation, and journey data
- Inspire supporter trust with beautifully designed, emotive campaigns
- Create messages that matter to the individual using dynamic content and custom marketing preferences
- Encourage regular contributions with triggered campaigns on donation anniversaries
- Drive fundraising success with ML-powered predictive recommendations
- Identify and target unengaged members with segment templates and automated win-back programs
- Use customer data to retarget across social networks and increase user involvement
- Notify members of important news and upcoming fundraisers via SMS and mobile push
- Inspire loyalty with lifecycle marketing programs driven by contact behaviour

Not for profit

Meaningful marketing that makes a lasting impact for your cause

Use Dotdigital to

- Launch welcome journeys to engage supporters from the get-go.
- Segment supporters who haven't given in a while to re-engage.
- Personalize campaigns showing tangible impact to inspire repeat giving.
- Send automatic thank you emails to supporters.
- Be well-informed on giving trends with in-depth reporting.
- Spread word of your cause with triggered automations like refer-a-friend programs.
- Automate end-to-end programs to inspire loyalty and recurring donations.
- Send personalized impact reports or event invites to celebrate generous donors.

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Come see us!

Rudi Wood

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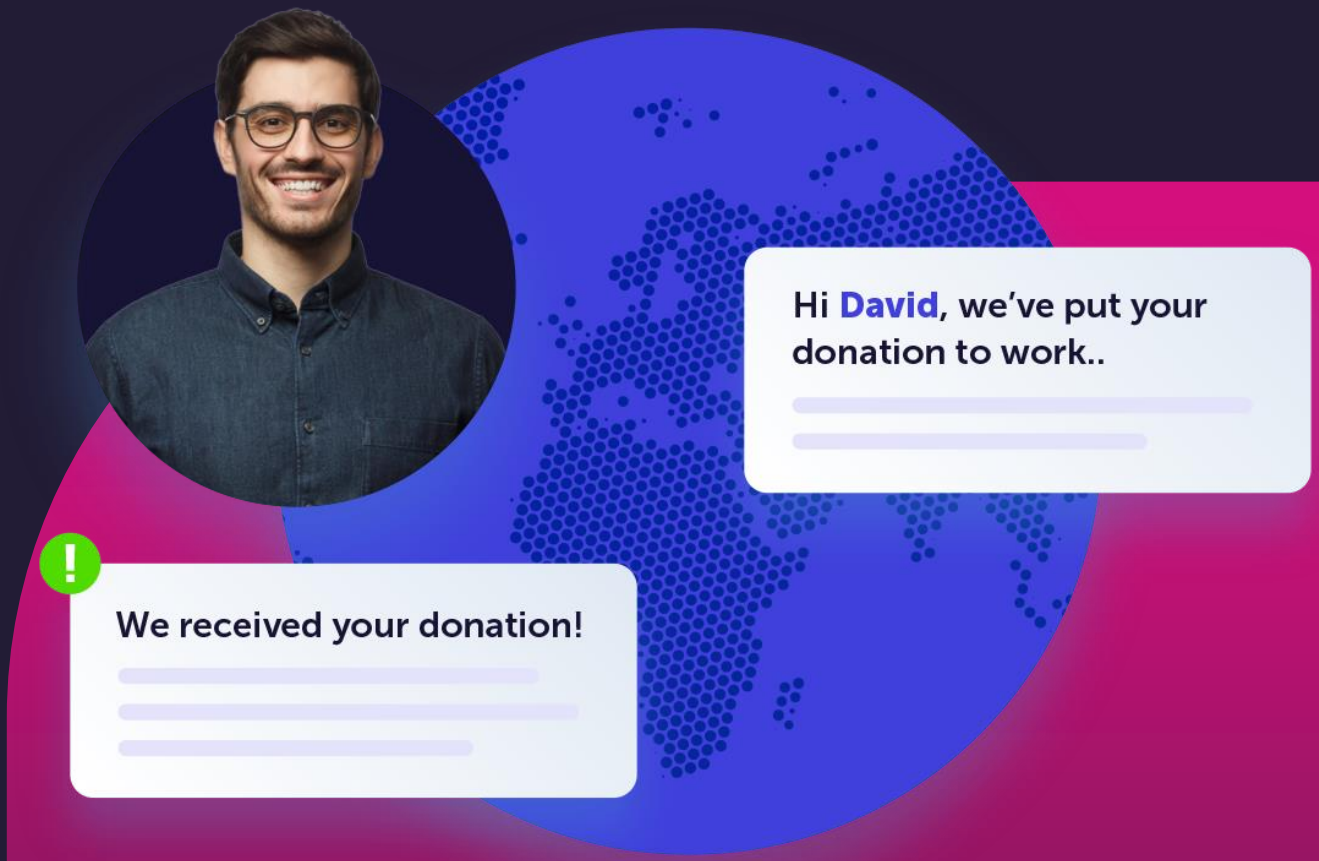

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Thank you!

Over to you...