
DIGITAL MARKETING & GROWTH

An explanation for the importance of different aspects of digital marketing.

By Kalle Noble

TABLE OF CONTENTS

Branding & Targeting

- **Guidelines = Efficiency (3)**
- **Example Brand Analysis (4)**
- **User Persona = Efficiency & Revenue (5)**

Social Media Marketing

- **Social = Revenue & Growth (6)**
- **Example Social Analysis (7)**
- **Content Pillars & Planning = Efficiency & Revenue (8)**

Digital Presence

- **Website Design = Partnerships & Revenue(9)**
- **Example Web Analysis (10)**

Marketing Automation

- **Telemarketing vs. Automated SMS (11)**
- **Example Email Marketing Analysis (12)**

Plan & Strategy

- **SWOT Analysis (13)**
-
-

BRAND GUIDELINES = EFFICIENCY

- Avoids inconsistent/disjointed branding, weakening audience reach & impact.
- Stops logo, font, and style fragmenting.
- Streamlines daily productivity **20%** & onboarding **30%**.
- Color increases brand recognition up to **80%** (defined color hex codes).
- **85%** of companies have brand guidelines.



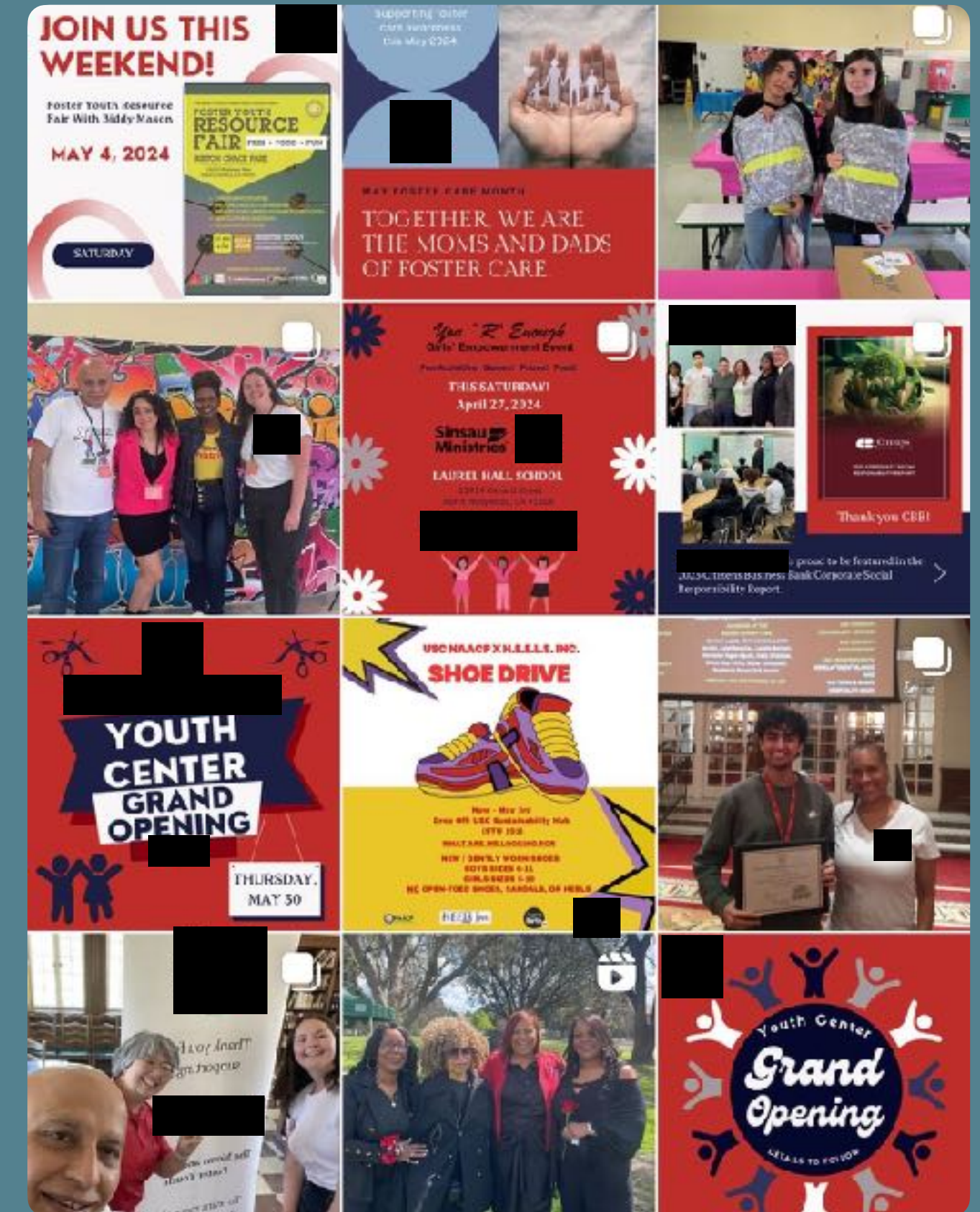
More info: KalleNoble.com/Brand-Strategy

Importance: Medium-High

Typical Time Commitment: 1-2 months

EXAMPLE BRAND ANALYSIS

- Don't emphasize 30 years, highlight impact of 30 years.
 - Need to track measurable outcomes and recent successes for impact report statistics that could justify goals.
- Visuals make graphics hard to read.
 - Example: **Blue text on red background.**
- Lacking font and color shade consistency.
 - Multiple shades of blue, red, grey being used.
- Only **20%** of content should ask for partnerships or money.
 - **80%** of content should provide value to the audience to keep them subscribed.



Importance: Very High

USER PERSONAS = EFFICIENCY & REVENUE

- Can improve efficiency **50%**.
- Average effective targeting increases:
 - Conversion rates **up to 56%** and **30% increase** in retention.
- Streamline content creation & campaign planning, reducing time **up to 20%**.
- Speeds up onboarding **up to 50%**.
- **Need user personas for each target segment.**
- New employees need to be able to understand audience pains, needs, triggers, barriers.

EMILY THOMPSON 21
COLLEGE STUDENT



A college student studying at UC Santa Barbara. She is passionate about promoting transparency and accountability in the university system. She actively engages in campaigns and seeks to raise awareness.

SHOPPING BEHAVIORS
Budget
Limited budget due to student status
Shopping frequency
Occasional purchases for necessities and supporting causes
Online behavior
Actively engages with social media content
Triggers
Ethical and socially responsible initiatives, community involvement
Barriers
Financial constraints, lack of time for shopping

"Transparency is the key to unlocking the power of change. Together, as UC students, we have the voice to challenge the status quo, hold our institutions accountable, and shape a future that truly represents us."

PERSONALITY
Ambitious
Socially conscious
Detail-oriented

PSYCHOGRAPHICS
Pains: Lack of transparency, feeling unheard and ignored
Needs: Access to educational resources, a platform to express her opinions

DEMOGRAPHICS
Family situation
Lives with roommates in off-campus housing
Location
UC Santa Barbara, California

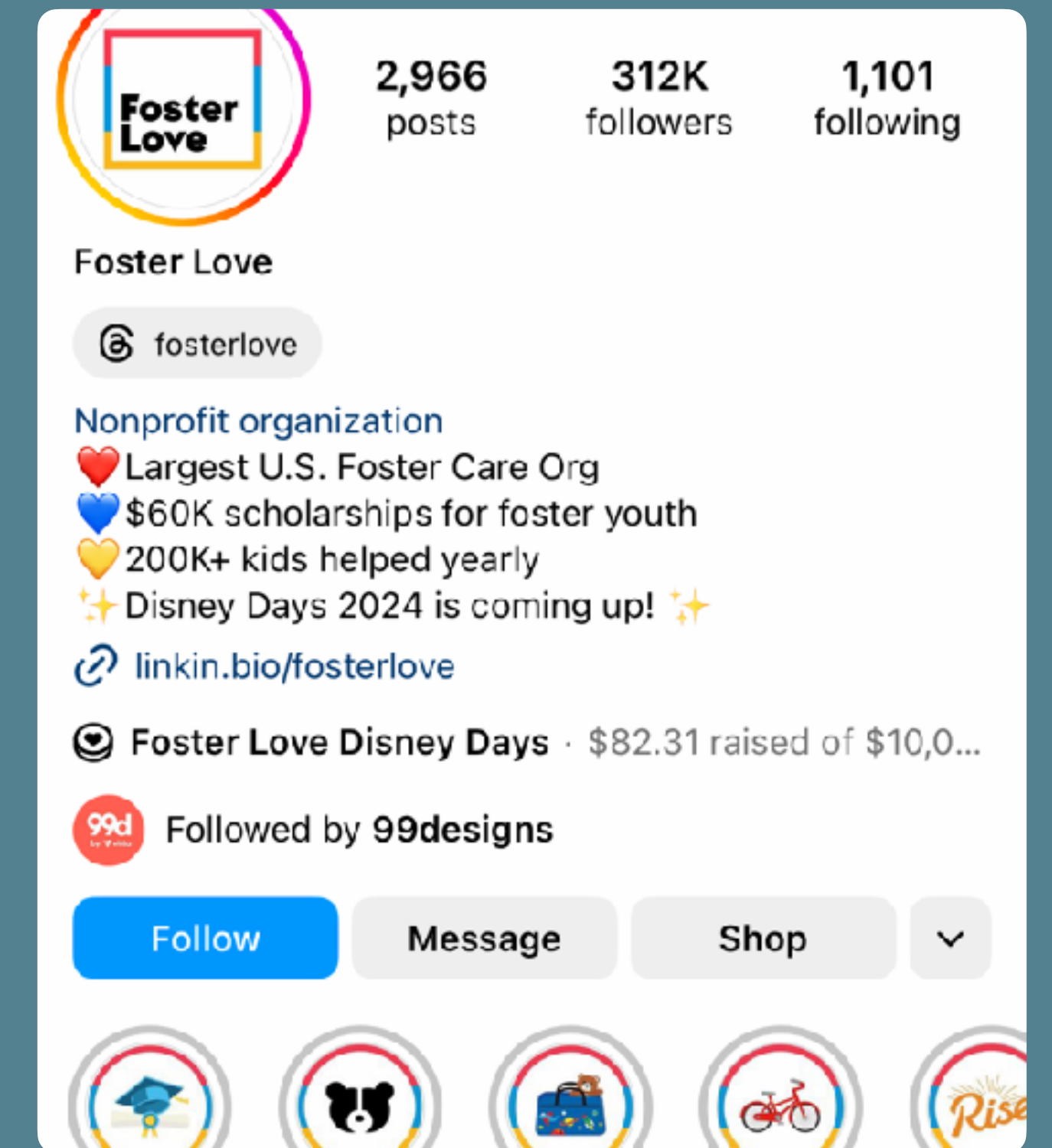
More info: KalleNoble.com/Brand-Strategy

Importance: Medium

Typical Time Commitment: 1-2 months

SOCIAL MEDIA = REVENUE & GROWTH

- **Brand recognition (driving partnerships/sponsorships)**
 - Companies w/ social followings get **58% more celebrities.**
- Social inspires **29%** of online audience to convert.
- Quickly made social posts encourage unfollows instead of follows.
- **71% of companies** worldwide agree social is for increasing revenue.
- Social media drives **57%** of traffic to conversion pages.
- **55%** who engage with companies on social take action.
- All large organizations, have achieved scale through **strategic social.**
- Strong social media acts as social proof for potential partners/donors.

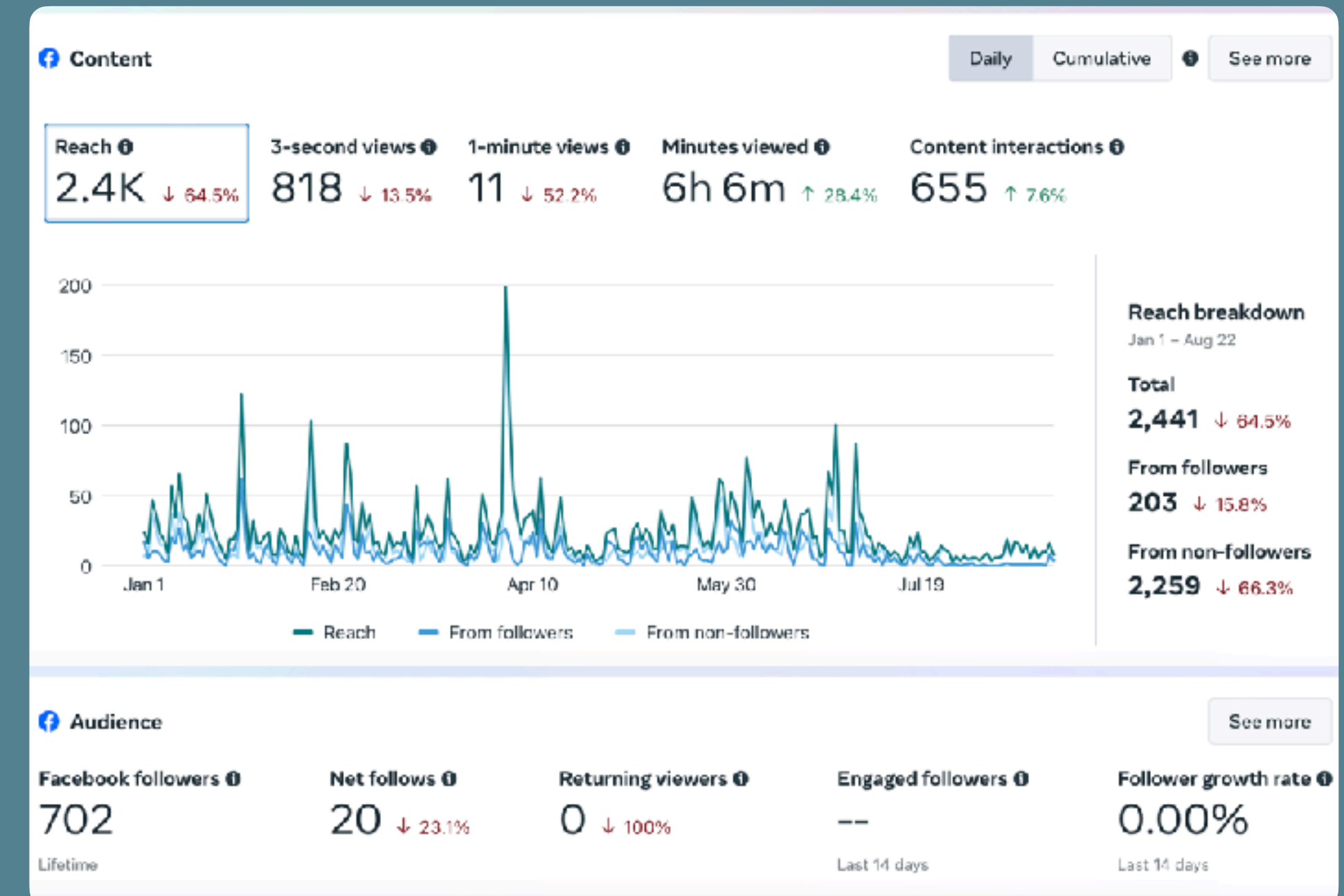


Importance: High

Typical Time Commitment: 5-10 hours / week

EXAMPLE: SOCIAL MEDIA ANALYSIS

- Social is performing poorly across the board.
 - Past year: Net followers **down 23%**, reach **down 64%**, visits **down 19%**.
- Content needs plan, targeting, and hook.
- **80%** of content should provide reason to follow.
 - Educational or entertaining content.
- Refresh Canva templates (branded & modern).
- Ask questions & CTAs to increase engagement.
- Add text on videos, fast cutting, no showcases.
- Social Media does nothing if not done properly.



*Year round social stats

Status: Active

Average Social following for small Non-profit: 8,000

Following: 702

CONTENT PILLARS & PLANNING = EFFICIENCY & REVENUE

- Ensures consistent messaging & maintains brand identity, boosting engagement **up to 50%**
- Efficiency in content creation reduces daily time **up to 30%**.
- Companies target audiences better, leading to **26% increase in engagement and revenue.**

WEEKLY CONTENT CALENDAR					INSTAGRAM	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						
Carousel Post	Story	Carousel Post	Story	Carousel Post	Carousel Post	Reel
<p>Caption:</p> <p>THE DIVERSITY STATEMENT</p> <p>There is currently an active push for creating the diversity statement at UCSB & UCSB Student President due to a push in social media. These obligations were made public after the Spring 2020 is over.</p>	<p>Caption:</p>	<p>Caption:</p> <p>In case you haven't heard, earlier this month UCSB officially laid off over 100 faculty & staff without warning 2 weeks before the starting date and only a few days before their move-in dates. As these layoffs were supposed to be...</p>	<p>Caption:</p>	<p>Caption:</p> <p>COVID-19 is present in Isla Vista and has been since March. Unfortunately, some people are still reacting as if we are in the middle of a worldwide pandemic and still refrain from taking precautions that are proven to help stop the spread.</p>	<p>Caption:</p> <p>Attention is a Vista disease that will be ending the COVID testing today Friday 10/23 8-11pm in the 12 AM outside of The Loft.</p> <p>Everyone is eligible for testing, we know we will be accepted...</p>	<p>Caption:</p> <p>Thank you @sally33002 and @sally33002 for reporting on the work of @sally33002 and our members to hold people participating in gatherings and parties in Isla Vista accountable.</p> <p>One thing we did...</p>
Accountability	Engagement	Advocacy	Engagement	Educational	Resources	News

More Info: kallenoble.com/social-media

Importance: Medium-High

Typical Time Commitment: 2-3 weeks

WEB DESIGN = PARTNERSHIPS & REVENUE

- The website is the #1 digital representation of the company, it makes or breaks partnerships & revenue & helps companies get discovered. Partners want to see impact quantified.
- **94%** impressions are design — website is crucial for capturing interest.
 - Poor UX = high bounce rates & low returns.
- Sites w/ clear navigation have **200% higher** ROI.
- **75%** judge company's credibility based on web design.
- Sites need to be persuasive & impact oriented.
- Boomers use Google to research, website must be optimized for search & well designed for SEO.
- **Broken elements = 44%** reduction in trust.



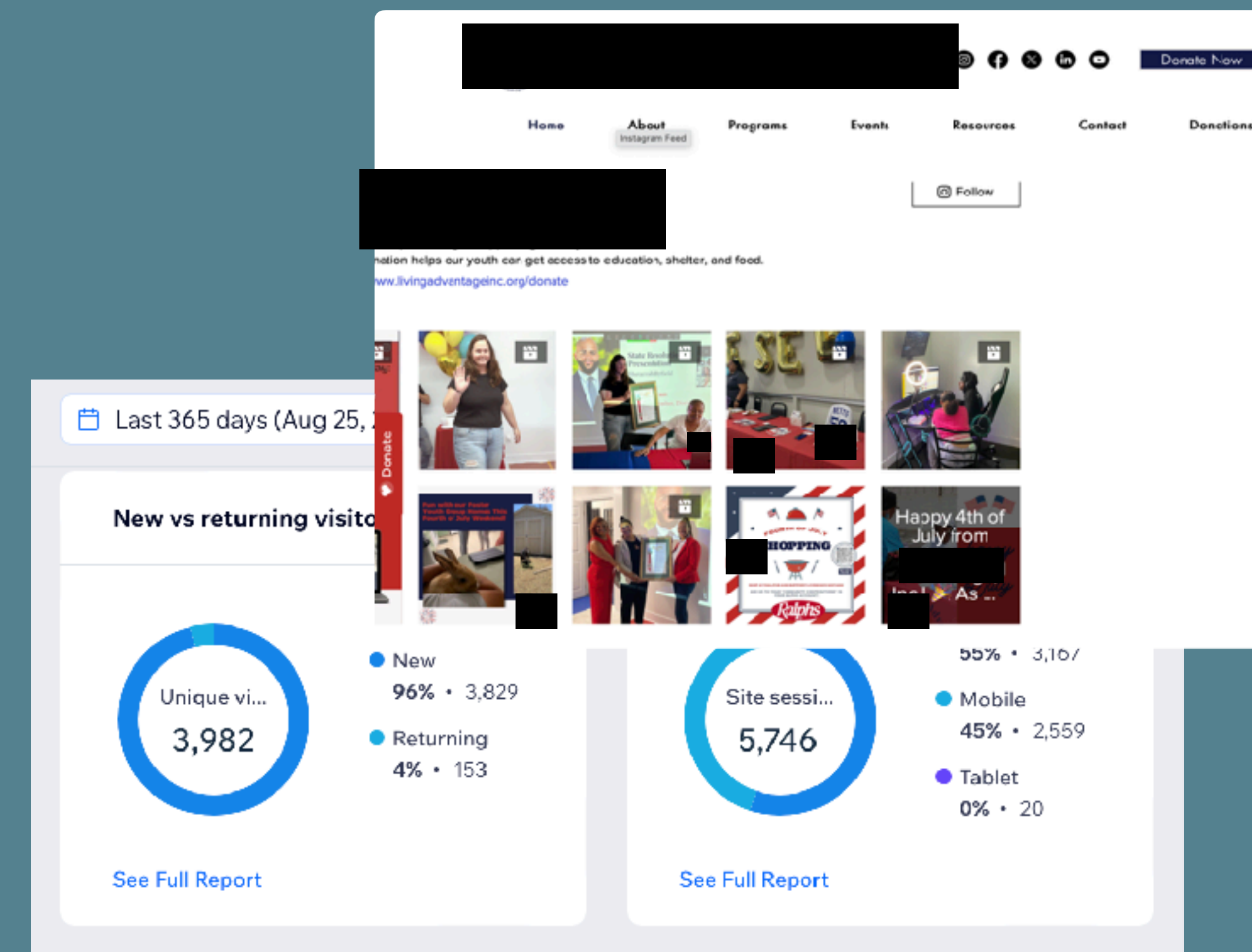
More Info: kallenoble.com/web-design

Importance: High

Typical Time Commitment: 3-6 months

EXAMPLE: WEB DESIGN ANALYSIS

- Returning visitors = **4%** | Standard is **30%+**
- **53%** less visitors than previous years.
- Key Issues: Sharp corners, overlapping text, no font consistency, outlines, stock photos, complicated nav, and off screen objects
 - Needs redesign by web designer, clicktracks, heat maps
- Reduce clutter and improve UX to increase returns.
- **Leverage \$10k / month in free Google Ads.**
- Make impact clear, show awards, more proof.
- Add events widget, allow people to register.



Status: Active

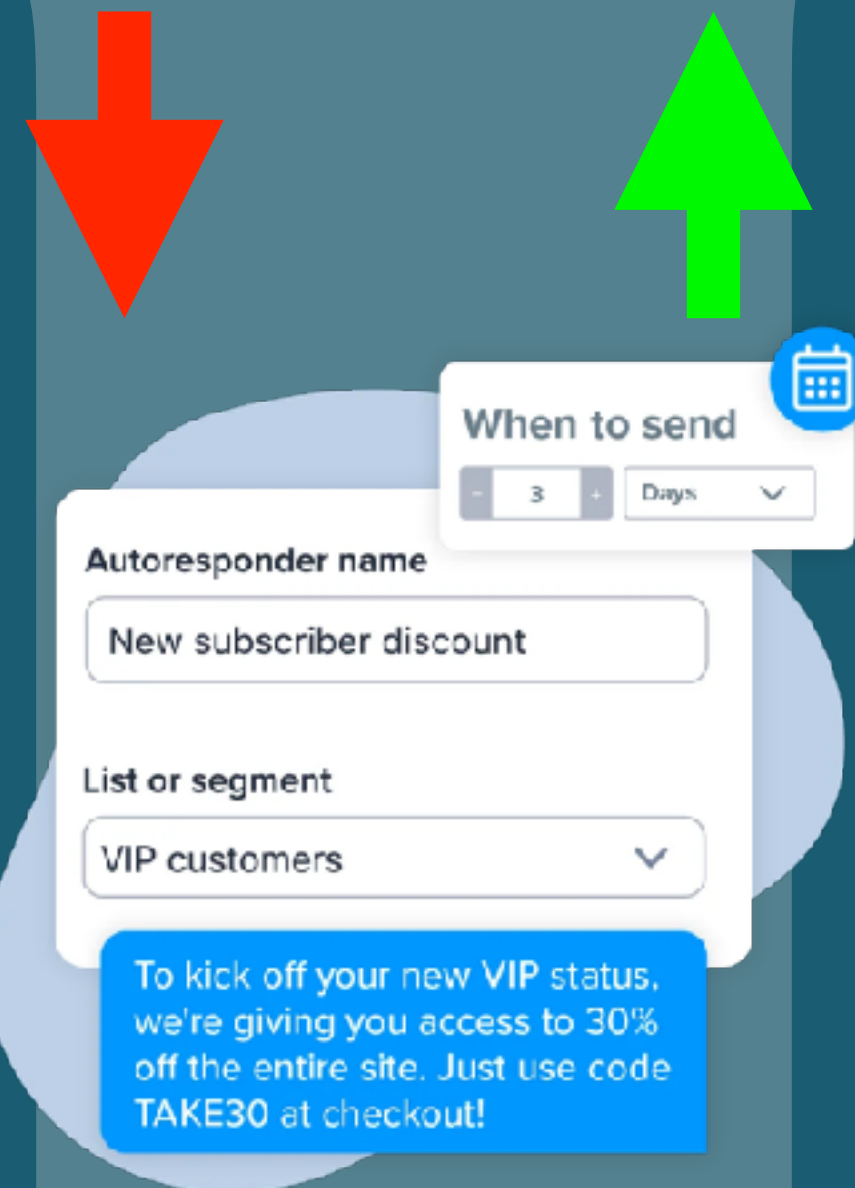
Average web traffic for small non-profit: 4,000

Traffic: 549

TELEMARKETING VS. AUTOMATED SMS

Telemarketing

- **Of 152 calls, 7 pledges = 4.6% rate.**
 - National average conversion is **17%**, open rate is **28%**
- **\$25/hour for a telemarketer.**
- **85% prefer SMS over telemarketing in 2024, even boomers.**
- **Up to 20% pledges made over phone calls never fulfilled.**



Automated SMS

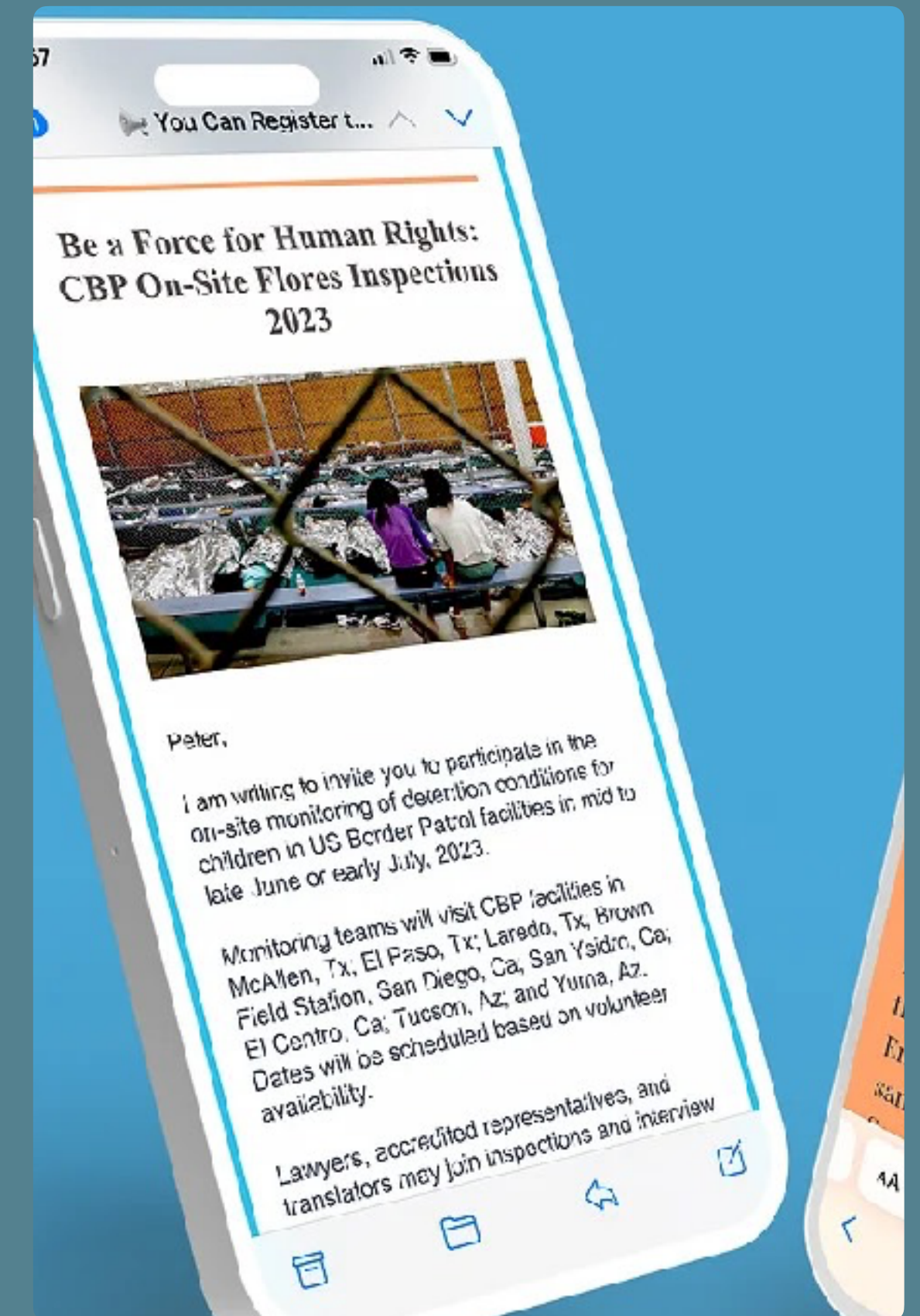
- National average conversion is **30%**, open rate is **98%**
- **\$350/year for SMS.**
- In 2024, **80% of companies text, 70% are increasing texts.**
- Orgs that text are **683% more likely to report success.**

Importance: Low

Importance: Medium

EXAMPLE EMAIL MARKETING ANALYSIS

- Annual Open Rate: **6%** | Industry Benchmark: **17% - 28%**
- Low rate suggests emails aren't resonating with audience. needs to assess targeting, subject lines & value of content.
- Clean up email lists to remove inactive recipients.
- Automate donor system to send personalized thank-yous.
- Suggest: Biweekly emails, with more diversity, email redesign, **80/20 rule**.
- e.g. Newsletter, Events Blast, Community spotlight, holiday/month emails, jobs blast (less asks for money, more value).
- seems to not be following previous marketing plans of doing emails less often.



More Info: kalllenoble.com/content-creation

Importance: High

Typical Time Commitment: 2-4 hrs/ week

EXAMPLE SWOT ANALYSIS

Strengths

- 30yr rep — Longevity adds credibility & trust.
- Innovative Programs:
- Dedicated leadership ensures continuity & understanding of community.
- Comprehensive one-stop resource for at-risk youth.
- High-profile figures like, enhances rep.
- Strategic Partnerships — ... & expands org's reach & resources.

Weaknesses

- Small team & limited finances for marketing tools hinders abilities.
- Over-reliance on key individual — could pose risk if no succession plan.
- Org's digital strategy lacking, w/ outdated website, poor social performance, and low email opens — limits engagement w/ youth & overall outreach.
- Increasing members from **26 to 3,000**, highlights weakness in strategy, especially without impact tracking.
- Internal issues: low employee retention, lacking training, short hours, and outdated brand hinder efficiency. Absence of brand guides & user personas complicates marketing.

Opportunities

- Expansion of Nationwide: could increase impact, funds, & partnerships.
- Embrace modern marketing: automation, content marketing, & free SEM, to increase visibility & donors.
- expertise could influence policy that benefits foster youth. Advocacy could open avenues for impact & funding.
- Pursuing grants targeting youth, tech, or social justice, could provide funds to scale.
- opens partnerships with gaming clubs at colleges like

Threats

- Economic downturns could reduce conversions.
- Competition from companies w/ strong digital presences.
- Cybersecurity risks with
- Changing regulatory environment
- As social issues evolve, donor priorities shift, leading to decreased support for needs to stay relevant & align mission w/ trends to attract support.

***Orgs should spend a few hours conducting a SWOT analysis every three years.**