



x THE AGENCY  
AT THE UNIVERSITY OF FLORIDA

# AGENDA

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1. Market Research
2. Donors & Target Audience
3. Social Listening
4. Marketing & Social Listening
5. Questions & Next Steps



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AT THE UNIVERSITY OF FLORIDA

# **MARKET RESEARCH**

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# COMPETITORS

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charity: water



# SWOT ANALYSIS: STRENGTHS

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- **High-profile partnerships and celebrity endorsements:** These bring visibility and credibility, helping to reach diverse audiences
- **Unique and impactful community events:** These events create engaging experiences that can enhance community support and involvement
- **Strong narrative and communication:** We use compelling stories and effective communication strategies to differentiate itself from competitors and engage donors; though there are some nuances we want to make to make these stories more effective
- **Proven track record:** Demonstrated effectiveness in project outcomes, which builds trust and confidence among donors and partners

# SWOT ANALYSIS: WEAKNESSES

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- **Lack of a cohesive marketing strategy:** Currently, the organization operates reactively rather than proactively, limiting its ability to plan and execute sustained campaigns; marketing and communications are used as silos rather than thinking about a 360° donor touchpoint strategy
- **Underutilized social media strategy:** Despite the potential for significant impact, social platforms are not being leveraged to their fullest, particularly in promoting unique initiatives and events; additionally, we need to think about what our goals for social media are
- **Inconsistent brand messaging:** The absence of a unique mission statement and varied messaging dilutes brand identity and confuses potential supporters
- **Limited visibility of leadership:** Greater exposure of founders and key leaders will humanize the brand and strengthen donor connections
- **Limited technological adoption:** The current use of digital tools and platforms are not fully optimized for data collection and analysis, which is crucial for understanding donor trends and improving engagement strategies

# SWOT ANALYSIS: OPPORTUNITIES

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- **Expand digital presence and engagement:** By adopting innovative digital tools like real-time impact counters and virtual case studies, the organization can better engage with a tech-savvy audience bringing the audience into the communities directly impacted
- **Strategic partnerships and collaborations:** Further developing relationships with corporations, other NGOs, and government entities will diversify funding sources and expand reach
- **Enhanced content marketing:** Utilizing targeted storytelling through videos, blogs, and social media deepens connections with existing supporters and attract new donors
- **SEO and online optimization:** Improving search engine visibility and optimizing online content can drive more organic traffic to our website
- **Customized Multi-Channel Marketing Strategy:** Develop tailored content strategies for each specific platform to optimize engagement with diverse audience segments
- **Data-driven decision making:** Leveraging data analytics to understand donor behaviors, preferences, and trends, which helps in tailoring campaigns and improving donor engagement strategies
- **Leverage emerging technologies:** Adopt advanced technologies such as AI and machine learning for predictive analytics, personalized donor communications, and more efficient resource management
- **Educational initiatives and thought leadership:** Bring the brand more front and center in our storytelling; the heroes are important and should remain front and center, but we can't lose sight of our own story and where GO comes into the story - we need to show why this isn't possible without GO and without our donors
- **Expanding donor base through corporate social responsibility (CSR) programs:** Partner with corporations seeking to enhance their CSR activities, tapping into a network of potential new donors and increased funding opportunities

# SWOT ANALYSIS: THREATS

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- **Competition from larger organizations:** Competing for donations and attention with giants like UNICEF and the American Red Cross
- **Changing donor priorities:** Economic fluctuations and shifting social priorities could start to affect funding levels and donor engagement
- **Social media volatility:** Changes in social media algorithms reduce visibility and engagement with campaigns
- **Reputation risks:** Potential negative publicity or missteps in handling sensitive issues could damage trust and donor support

# **DONORS & TARGET AUDIENCE**

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# DONOR ENGAGEMENT TOUCHPOINTS

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## **Social Media:**

- Regular updates on Instagram and Twitter/X, showcasing community impacts, volunteer contributions, and ambassador efforts

## **Website:**

- Comprehensive information on leadership, local heroes, and detailed impact timelines

## **Fundraising Events:**

- Notable annual events like GO Gala with celebrity involvement to raise funds and awareness

## **Direct Communication:**

- Calls to action for donations featured in social media posts and direct links to donation pages via Instagram's Linktree

# RECOMMENDATIONS FOR NEW DONOR CONVERSIONS

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## **Enhanced Digital Engagement:**

- Introduce real-time impact counters and interactive maps on the website
- Develop virtual tours of project sites

## **Targeted Storytelling:**

- Share beneficiary testimonials and updates on projects through videos and blogs.
- Engage younger audiences via platforms like Instagram and TikTok

## **Transparency and Education:**

- Regularly publish detailed financial and impact reports
- Host expert talks and Q&A sessions to deepen understanding of the GO Campaign's work

# RECOMMENDATIONS FOR RETAINING DONORS

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## **Personalized Appreciation:**

- Create PR Packages with GO Campaign-themed merchandise for donors
- Special messages from ambassadors and local heroes, including videos or letters

## **Community Building:**

- Establish donor groups or forums for idea sharing and community engagement
- Develop a recognition program with public acknowledgments and certificates

## **Consistent Communication:**

- Segment donor communications based on donation size and interests
- Regular updates via a dedicated newsletter on how donations are being used

# STRATEGIC INSIGHTS FOR ENHANCED ENGAGEMENTS

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## **Emotional Connectivity:**

- Focus on human-centered storytelling to create a strong emotional resonance with the cause

## **Brand Consistency:**

- Ensure a unified brand presentation across all communication channels to enhance recognition and trust

## **Strategic Partnerships:**


- Collaborate with influencers and corporations that share similar missions to extend reach and visibility

# **SOCIAL LISTENING**



# GO CAMPAIGN YEAR AT A GLANCE

GO Campaign at a Glance ⓘ Export ▾

YOUR AUDIENCE ⓘ	YOUR POSTS ⓘ	YOUR ENGAGEMENT TOTAL ⓘ	YOUR MOST ENGAGING CHANNEL ⓘ
20.2k --	339 ▼ 2.31%	8.72k ▼ 31.8%	 Instagram

# POSTS WITH MOST ENGAGEMENT



## f TOP FACEBOOK POST

This post received 13 more total engagements than your top Facebook post last period.



## @ TOP INSTAGRAM POST

This post received 5x more total engagement than your top Instagram post last period.



## t TOP TWEET

This tweet received 20x the engagement of your other tweets.



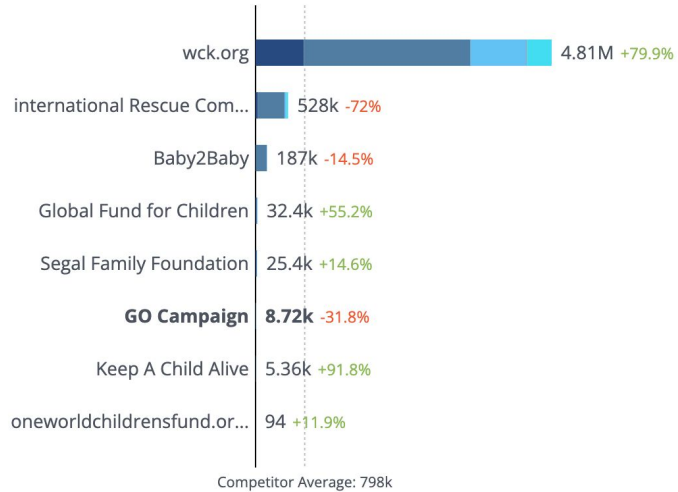
## ▶ TOP YOUTUBE POST

This was your most engaging YouTube post and it received a 1.21% engagement rate.

# COMPETITOR ANALYSIS

## Cross-Channel Engagement Total ?

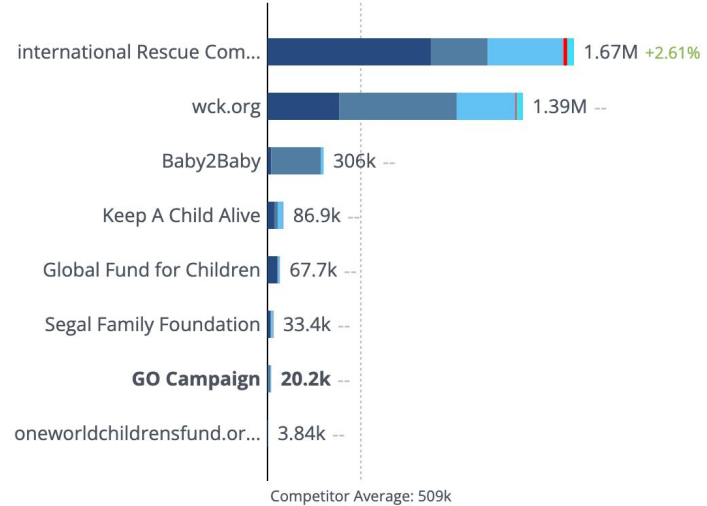
Export ▾



Facebook
  Instagram
  Twitter
  YouTube
  TikTok


## Cross-Channel Audience ?

Export ▾



Facebook
  Instagram
  Twitter
  YouTube
  TikTok


# MOST ENGAGING POST FROM COMPETITOR



wck.org  
Dec. 28, 2023 12:32 PM EST

Video

Palestinians have run out of fuel to use for cooking, so many people have turned to using makeshift stoves that burn wood they can find. Aid organizations are not allowed to include typical fuel for stoves on our trucks into Gaza, so WCK teams worked with engineers and local manufacturers to design a pellet stove we can distribute instead. The stove uses wooden pellets for clean & efficient cooking to help families make hot meals for themselves and their communities. #ChefsForThePeople #WCK #WorldCentralKitchen #nonprofit #humanitarianaid #food



<b>163K</b>	ENGAGEMENT TOTAL
153K	LIKES
3.01K	COMMENTS
6.49K	SHARES
<b>34.6K</b>	FOLLOWERS
<b>471%</b>	ENGAGEMENT RATE BY FOLLOWER
<b>25.2%</b>	ENGAGEMENT RATE BY VIEW
<b>1.20kx</b>	ENGAGEMENT RATE LIFT
<b>646K</b>	VIEWS

# MOST ENGAGING POST FROM GO CAMPAIGN

Post Details

x



GO Campaign

Apr. 5, 2023 2:23 PM EDT



Video

If you saw us have a photoshoot last week, no you didn't 😊 #remotework #remoteworklife #remotejobs #nonprofitsoftiktok #nonprofitlife



View on TikTok

115 ENGAGEMENT TOTAL

- 113 LIKES
- 1 COMMENTS
- 1 SHARES

40 FOLLOWERS

288% ENGAGEMENT RATE BY FOLLOWER

12.6% ENGAGEMENT RATE BY VIEW

709x ENGAGEMENT RATE LIFT

914 VIEWS

# SUCCESSFUL POSTS



GO Campaign

Mar. 21, 2024 5:03 PM EDT

Contests



Reel

Can't wait for this amazing opportunity with GO Ambassador Lily Collins! Link in bio to enter - all entries help give opportunity to the world's most vulnerable children. Closes 3/31!



[View on Instagram](#)

**227** ENGAGEMENT TOTAL

212 LIKES  
15 COMMENTS

**10.8K** FOLLOWERS

**2.09%** ENGAGEMENT RATE BY FOLLOWER

**5.45x** ENGAGEMENT RATE LIFT

**5.84K** ESTIMATED IMPRESSIONS

**3.88%** ENGAGEMENT RATE BY ESTIMATED IMPRESSION



GO Campaign

Oct. 22, 2023 1:06 AM EDT



Reel

Thank you to these incredible stars who came to show their support for the GO Campaign! It's your support that allows us to do what we do ❤️🌟



[View on Instagram](#)

**443** ENGAGEMENT TOTAL

427 LIKES  
16 COMMENTS

**10.8K** FOLLOWERS

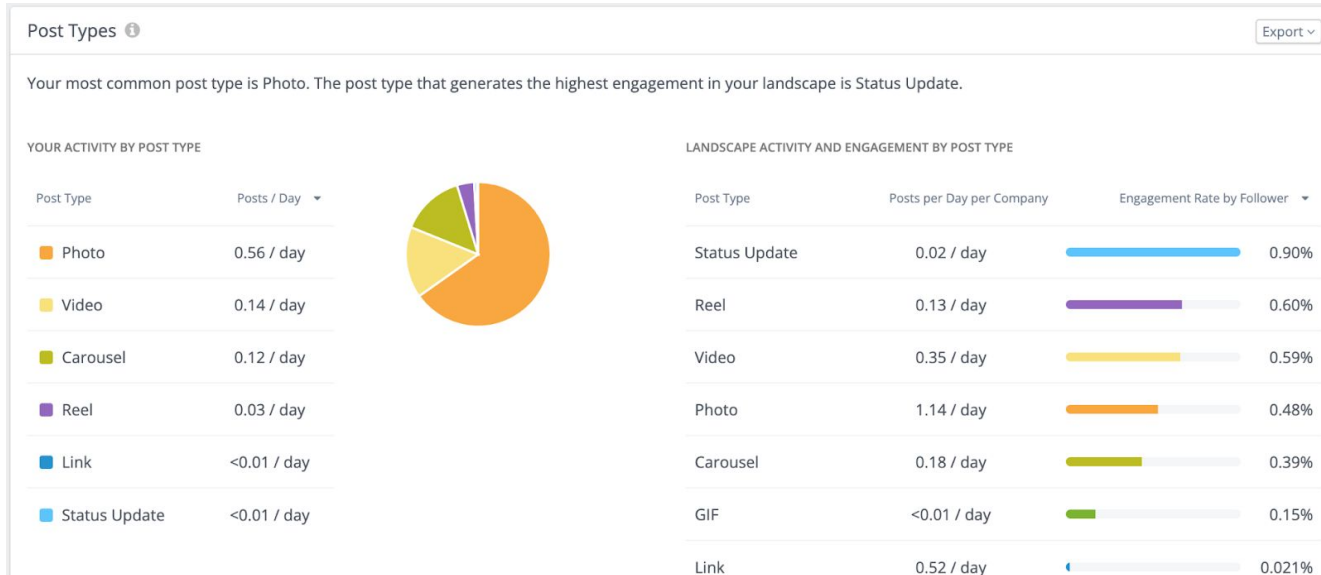
**4.09%** ENGAGEMENT RATE BY FOLLOWER

**10.9x** ENGAGEMENT RATE LIFT

**9.09K** ESTIMATED IMPRESSIONS

**4.88%** ENGAGEMENT RATE BY ESTIMATED IMPRESSION

# SUCCESSFUL POSTS



# SUCCESSFUL POSTS - RECOMMENDATION (UNIQUENESS)

GO Campaign  
April 6 at 11:00 AM · 🌐

👉 Small contributions, big impact! Join the GO Campaign family as a recurring donor and help us amplify the efforts of Local Heroes who are making real change for children. Together, we can create brighter futures. #TogetherForChange #DonateMonthly



👍❤️ 15

1 share

Making GO Campaign different from other non-profits

- Showcasing brand ambassadors with the children creating an impact
- Create actionable and impactful content that makes you stop scrolling
- Combine emotion (children) and attention grabber (influencers)

# POPULAR TERMS ON SOCIALS - GO CAMPAIGN

- Donate goal
- Have raised
- Urgent
- Match
- Donation
- Event

Insight: positive sentiment, however not much response from target audience



# POPULAR TERMS ON SOCIALS - KEY WORDS

- Gaza
- Killed
- Israel
- Family
- Parents
- Life

Insight: Last 30 days conversation about children is about Israel-Palestine conflict



# POPULAR TERMS ON SOCIALS - KEY WORDS

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- Die
- Abuse
- Suffer
- Kill
- Sweet summer child

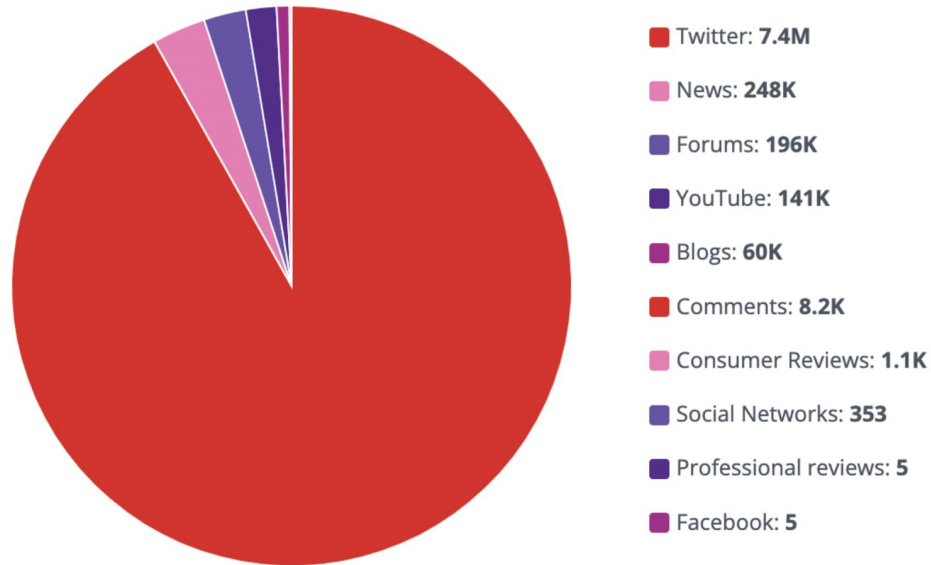
Insight: EXCLUDING the current conflict, these are the most recurring words on social



# POPULAR TERMS ON SOCIALS

- Conversations including the terms donate, children, non-profit happen WAY more often on Twitter/X:

Insight: Important to keep in mind: more twitter data allowed on platform than any other platform



# INSIGHTS ON POPULAR TERMS

- Partnering up with other orgs (Save the Children, St Jude's Hospital) that do pop up on the internet when looking up the terms on previous slides
- Point to note: difficult to Native Search on Google as "GO Campaign."
- Utilizing images similar to Facebook Insight with the Twitter/X posts using the key words

# NEGATIVE SENTIMENT

- July 3, 2023: Negative comment when Lily Collins was announced as a brand ambassador for GO Campaign:

gocampaign We are so happy to have the support of Lily Collins as our ambassador here at GO!  
43w

chris7mcallister Parties at the white house with kids  
27w Reply

chris7mcallister Obama bidens Clinton's dnc Dems Hollywood sex trafficking of kids at the white house  
27w Reply

chris7mcallister Sex trafficking of kids bidens Dems open borders drug trafficking  
27w Reply

chris7mcallister Lots of kids were done evil by Hollywood, gov and world leaders killing babies kids and sex trafficking of kids like Epstein island or Clinton foundation Haiti kids or African kids trapped and used for evil  
27w Reply

cheriecraighead I'm so happy for Lily Collins being an ambassador at GO  
39w Reply

lilyjcollins I'm so proud!!  
43w 6 likes Reply

— View replies (2)

globalgirlmedia\_la 🙄🙄🙄  
43w Reply

gocampaign Please join GO Campaign Ambassadors Lily Collins, Ewan McGregor, and Robert Pattinson in supporting this year's GO Gala!

We look forward to sharing this memorable evening with you as we continue our mission to champion Local Heroes who are improving the lives of children around the world.

Tickets and more info in our bio! See you there!  
30w

zaamunda Why don't you ever answer people here?  
27w 1 like Reply

zaamunda Will they all be attending?  
27w 1 like Reply

stargaza09 Will we be able to watch it online this year?  
30w 1 like Reply

Overall, GO Campaign has a **positive** and **uplifting** persona, however, our followers are not engaged and the brand fails to reach a wide audience due to its lack of SEO optimization.

Keep in mind: The social media where we are most active is not the one where we can better reach our target audience

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# **MARKETING & SOCIAL CHANNELS**

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# SOCIAL CHANNEL FINDINGS

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## OWNED WEBSITE

<https://gocampaign.org/>

- User-friendly
- In-depth and thorough
- Up-to-date

## LINKEDIN

- Infrequent posting
- Content Type: videos, graphics, ambassador and impact posts
- 587 followers
- Likes per post: average of 4

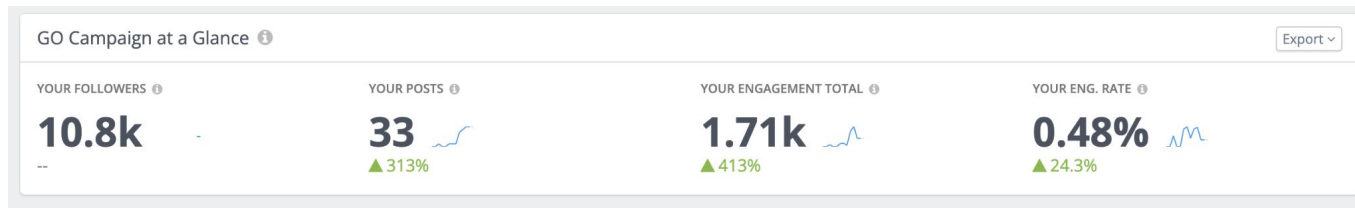
# SOCIAL CHANNEL FINDINGS

## SEARCH ENGINE OPTIMIZATION

- Native Search for keyword “philanthropic fundraising services”
- The GO Campaign website does not appear on Google under keyword search
- Channels relevant to GO Campaign appear with keyword “GO Campaign”

## INSTAGRAM

- Frequent posting
- Content type: videos, photos, graphics
- The most engaging channel at 1.71K



# SOCIAL CHANNEL FINDINGS

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## FACEBOOK

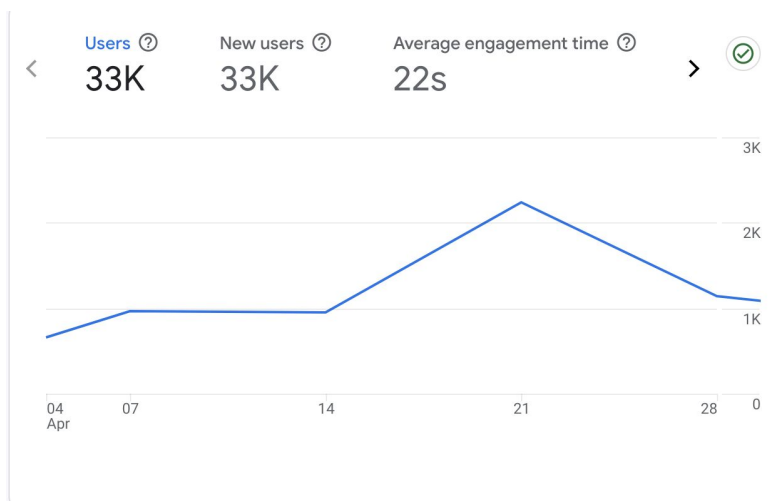
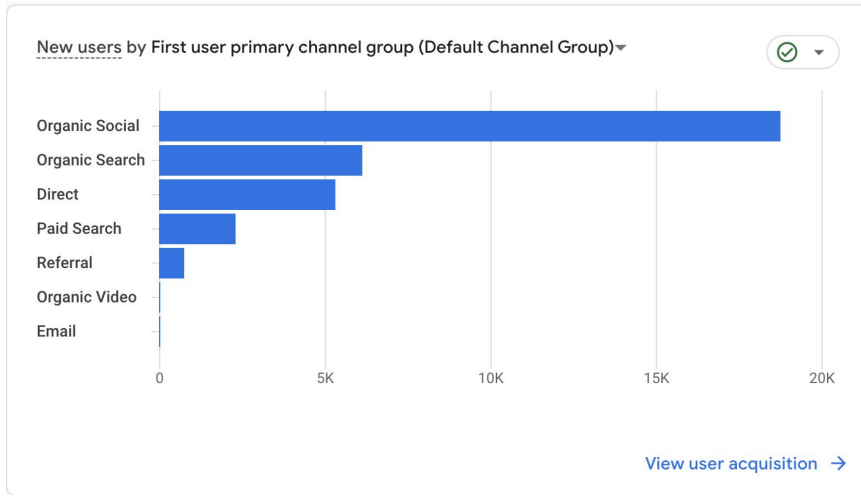
- Content frequency and type consistent with Instagram
- Low engagement total at 352

## TWITTER/X

- Content frequency and type consistent with Instagram
- Lowest engagement at 56

# GOOGLE ANALYTICS INSIGHTS

- Overall, total number of active users has increased from May 1, 2023 - May 1, 2024
- The average engagement time is relatively low, suggesting a high bounce rate
- Most new users are interacting with GO Campaign from organic social media searches, followed by organic searches



# OVERALL SOCIAL MEDIA INSIGHTS

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- GO Campaign's Instagram is the most active channel with consistent daily posting, the highest followings and duplicated content across platforms
- GO Campaign has a user-friendly website that highlights events, donation options and project formation, but could improve SEO
- Branding is largely consistent visually and friendly across channels, though accounts are unverified. Opportunities exist to create platform-specific content, improve video quality, leverage influencer partnerships, communicate goals, obtain verification and drive cohesive brand messaging
- Visibility can be improved with platform-specific audience targeting, higher quality video content, and strategic use of celebrity partnerships

# OVERALL SOCIAL MEDIA INSIGHTS

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## STRENGTHS

- Branding and content consistency
- Philanthropic appeal
- Spotlights in content

## WEAKNESSES

- Communicating brand goals and needs
- Driving overall brand messagings
- Engagement with content

**QUESTIONS?**

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# NEXT STEPS

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- Analysis of First-Party Data in Progress
- Communication Cadence/Biweekly Meetings
  - Weekly Meetings
  - Which Day Works Best?
- Scheduling 1:1s



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