

NonProfits And Non-Governmental Organizations

4 Success Factors Non-Profit Marketers Cannot Afford To Avoid

Nonprofits can use digital marketing efforts to drive growth and create impact for their cause. In recent years, nonprofits have seen encouraging results from using digital marketing to get their cause recognized and in touch with their communities. Digital marketing is a low cost and effective tool for all nonprofits around the world. Deck 7 can help nonprofits generate more results with our experience in the below areas.

Here are four key factors that influence the success of marketers in the non-profit and non-governmental industry, and how Deck 7 can help with each of them.



BRAND AWARENESS

Blame it on a branding issue, or blame it on the fact that society has become increasingly disconnected from each other, thanks to social media. Either way, the problem is the same, and connecting with potential supporters and donors in a way that inspires action is a major problem for non-profits of today. Even more alarming is the fact that 76 percent of non-profit advisory boards that were surveyed admitted that their messaging only resonates with their target audience some of the time or not at all.



EMAIL MARKETING CAMPAIGNS

In digital marketing, email can be a powerful force multiplier if you use it correctly. The idea here is that you are maintaining brand awareness while sharing valuable information to make their decision-making process easier. This demonstrates your trust and helps build loyalty.

"IN THE NONPROFIT SECTOR WE MEET, SPEAK, AND EMAIL SO MANY PEOPLE EVERY DAY. WE PUSH OURSELVES TO COMPLETE AS MANY TASKS AS WE CAN. THIS... IS A REMINDER TO INSTEAD FOCUS ON REAL CONNECTIONS WITH PEOPLE AND LIVING A COMPASSIONATE LIFE."

**SUZANNE
HALLSWORTH**

With two decades of experience listening to clients, Deck 7 helps their customers pay more attention to the quality of the content that represents them in the world, and helps companies create digital customer experiences across multiple devices and platforms to reinforce customer loyalty and brand awareness.

Email marketing is one of Deck 7's prominent strengths. We can create emails and landing pages for your nonprofit for a price you can't beat. We have a database filled with contacts that can benefit and support your cause in the US and worldwide.



DECK⁷

Deck 7 has experience in building these and delivering them to the right people at the right time. We will work with you to gather data and information that matters the most and create professional case studies and newsletters to promote your cause.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

A well thought out web design or product means nothing unless your target audience can find it. Deck 7 uses an integrated approach to SEO/SEM to connect your target audience with your website or product. Through our SEO campaigns, Deck 7 can help your SERP rankings and the overall online presence for your business.

3



CASE STUDIES AND NEWSLETTERS

Newsletters are one of the most important tasks for a business to maintain contact with its customers. Developing a newsletter program with a solid audience will prove to be a very important marketing asset for the duration of your company. It is a great way for nonprofits to build awareness through creating case studies and delivering them to an audience through newsletters.

4 SEO

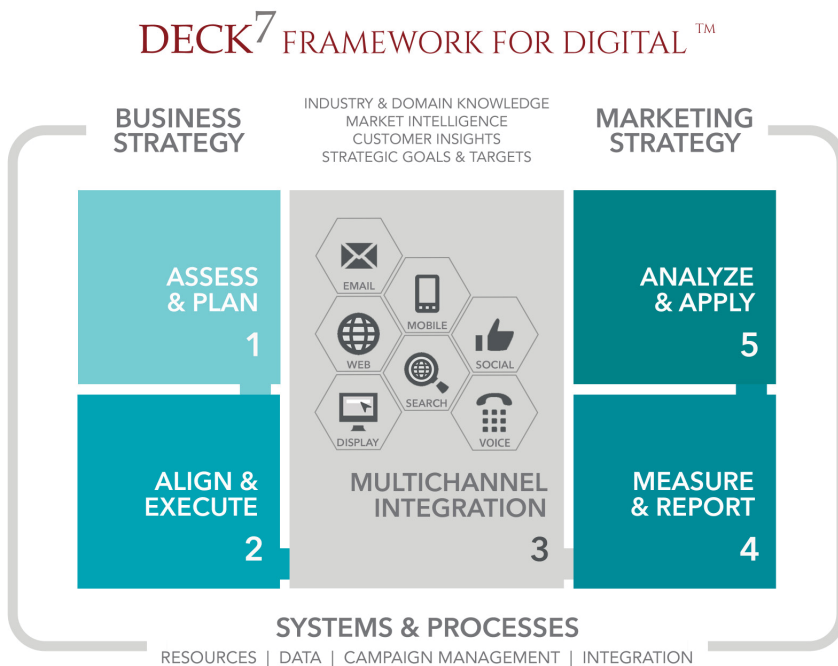


SEO is important for nonprofits because it helps people find their websites and make it more noticeable on the internet. SEO can lift website traffic immensely, which will bring in more awareness, support, and fundraising dollars.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

DECK7

Demand Generation. At Scale.

