



Omnichannel Marketing FOR Non-Profits

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Introduction

According to the 2020 M+R Benchmarks Study, nonprofits send an average of 2 newsletters and 3 print appeals each year. You know your organization's supporters are its best friends. And if you know anything about friendships, you know communication and connection are key to maintaining them. This is why most nonprofits run multiple communication efforts each year such as a semi-annual newsletter or print appeals.

Stay in front of donors through consistent, relevant communications in order to maintain your connections.

For decades, the marketing industry has stood by The Rule of Seven. Simply put, it takes an average of seven impressions of your message before a prospect will commit.

In an industry where one donor can make all the difference, it's all the more important to consistently engage, stay top of mind and provide easy access for supporters to donate and support your cause.

Use this guide to see how implementing omnichannel marketing can boost your connectivity with donors and consistently promote engagement.



A woman with dark hair is seen from the side, sitting at a wooden table in a bright, airy cafe. She is looking at a laptop screen which displays a website with a green and purple color scheme. On the table, there is a small glass vase with dried flowers, a smartphone, and a glass of iced lemonade. The background is softly blurred, showing more of the cafe's interior and some greenery.

7 Steps to Create Your Omnichannel Marketing Communications Strategy

Omnichannel Marketing Communications is a tongue twister, but it is not nearly as confusing as it sounds. Many companies, large and small, are moving their marketing efforts in this direction. Digital and social media have become two of the most valuable and affordable tools in the Omnichannel Marketing toolbox.

Omnichannel Marketing campaigns work to consistently re-engage consumers within a campaign across several channels. This process is designed to communicate seamlessly with each marketing touchpoint, reinforcing the others and focusing on the consumer.

7 Steps to Create Your Omnichannel Marketing Communications Strategy

If you are interested in making your nonprofit's communication efforts more integrated, the following steps can help you make the shift.

1. Determine the purpose and goals of your omnichannel marketing plan.

The first step toward effective omnichannel marketing is to know what your marketing campaign is meant to do. What is your mission? What exactly are you aiming to achieve through this campaign? Perhaps you plan to spread news of your nonprofit's work. Ask for donations to a specific initiative or re-engage previous donors. These goals will drive your overall messaging, calls-to-action and your key performance indicators (KPI's) of success.

2. Identify your ideal audience.

Determining your target audience is one of the key steps in effective marketing. The marketing tools you use will be determined, by a large extent, on who you hope to reach. For your current campaign goal, who is the most valuable viewer? This will determine who you choose to include in your mailing list. For example, should you want to re-engage past donors, a segmented internal list is where you would find your audience. If

you plan to run an acquisition mailing, a targeted mailing list based on data points similar to your ideal or typical donor is a great starting point.

3. Differentiate yourself.

Setting yourself apart from the competition is essential. Whether this is through an explicit comparison (us vs. them, for example), or simply highlighting your strengths. Consider your nonprofit's strengths, weaknesses, opportunities and threats; this is a great starting point that can provide you with answers and direction. Don't forget to consider your competition. How does your nonprofit differ from its competitors? What sets you apart? These answers will help you craft your marketing message to be used in all touchpoints.

4. Craft your marketing message.

Your message is of utmost importance. You can use as few as three to four words to build a powerful, memorable slogan or motto like Nike's "Just Do It" or the Salvation Army's "Doing the Most Good." Or send a letter detailing your organization or goals. The length and form of your marketing piece will be driven by what and how much you need to say.

7 Steps to Create Your Omnichannel Marketing Communications Strategy (cont.)

5. Select marketing channels/mediums.

Consider your audience when you determine how you will reach them. Remember that most valuable viewer identified in step 2? Where can you reach them? Determine the most likely and effective mediums for communication for this particular audience.

A combination of media is what truly makes this an omnichannel effort. Some will be low-cost or nearly no-cost, like blog posts or organic posts on Facebook, Twitter, LinkedIn and Instagram. Others will require an investment, such as direct mail, email marketing, paid social ads, banners or brochures. Using multiple forms of marketing communications to express the same message allows you to reach your audience multiple times, thereby reinforcing your message and solidifying your company's relationship with prospects.

6. Implement your omnichannel campaign.

Setup and deploy your omnichannel campaign based on what you have discovered through steps 1-5.

7. Evaluate your campaign progress.

Following the launch of your omnichannel



campaign, track your results over the course of your campaign. Length of time will be dependent on your campaign audience and offering. Make adjustments as necessary to improve future campaigns.



3 Direct Mail Marketing Concerns (& the Tools You Need to Overcome Them)

When it comes to direct mail marketing, three of the most common concerns marketers face are campaign longevity, engagement, and tracking. Solutions to each of these go hand-in-hand through the implementation of an omnichannel marketing campaign.

3 Concerns & Tools

1. Longevity

According to the U.S. Small Business Association, direct mail is held in a household for an average of 17 days. That's well over two weeks!

Beyond this, there are steps you can take to lengthen the longevity of your direct mail campaign.

- **Provide added value:** Include an informational piece. How often have you kept a coupon for yourself or passed it along to a friend? What about a cheat sheet of information like relevant dates or industry information? By providing a branded, added-value component, you increase the time spent focused on your piece.
- **Add a landing page with retargeting*:** Include a call to action and webpage explicitly dedicated to your campaign. Use this page as a place to provide additional information or a way to contact you. By adding a retargeting element, you can send follow-up social and digital ads to lengthen your campaign's engagement and strengthen your message through multiple touches.

2. Engagement

With a print-only campaign, promoting engagement can be difficult. Luckily, there are solutions!

Set up the following to promote engagement:

- **Informed Delivery:** The USPS offers an opt-in, daily email detailing what a recipient can expect in their mailbox. This provides an opportunity to display a digital ad and provide a landing page link.
- **Landing page:** The creation of a dedicated campaign landing page allows visitors to reach out via a web form.
- **Social and digital ads:** Retargeted ads can provide additional touchpoints and increase engagement over time.
- **QR Code:** Include a QR code on your mailing piece, making it as easy as possible for a recipient to visit your landing page.

* Retargeting, or remarketing, is an online advertising strategy focused on delivering ads to website visitors who left a site without converting. Its goal is to redirect these visitors back to the site to convert via digital or social ads.



3 Concerns & Tools (cont.)

3. Tracking

As a tangible medium, print may seem as though it is unable to track. That's not the case for direct mail – by using a combination of the USPS' tools and planning for an omnichannel campaign, tracking is well within reach.

A few of your options include:

- **The USPS' Intelligent Mail barcode:** This technology provides day-to-day tracking of your mail campaigns, allowing you the ability to know when your mail pieces have been delivered.
- **The USPS' Informed Delivery:** This technology provides updates on how many of your recipients receive this email and whether they open the email or click on your campaign link.
- **Social and Digital Ads:** With the implementation of retargeting ads, you

can receive data on how many times your ads have been viewed and the number of clicks they receive.

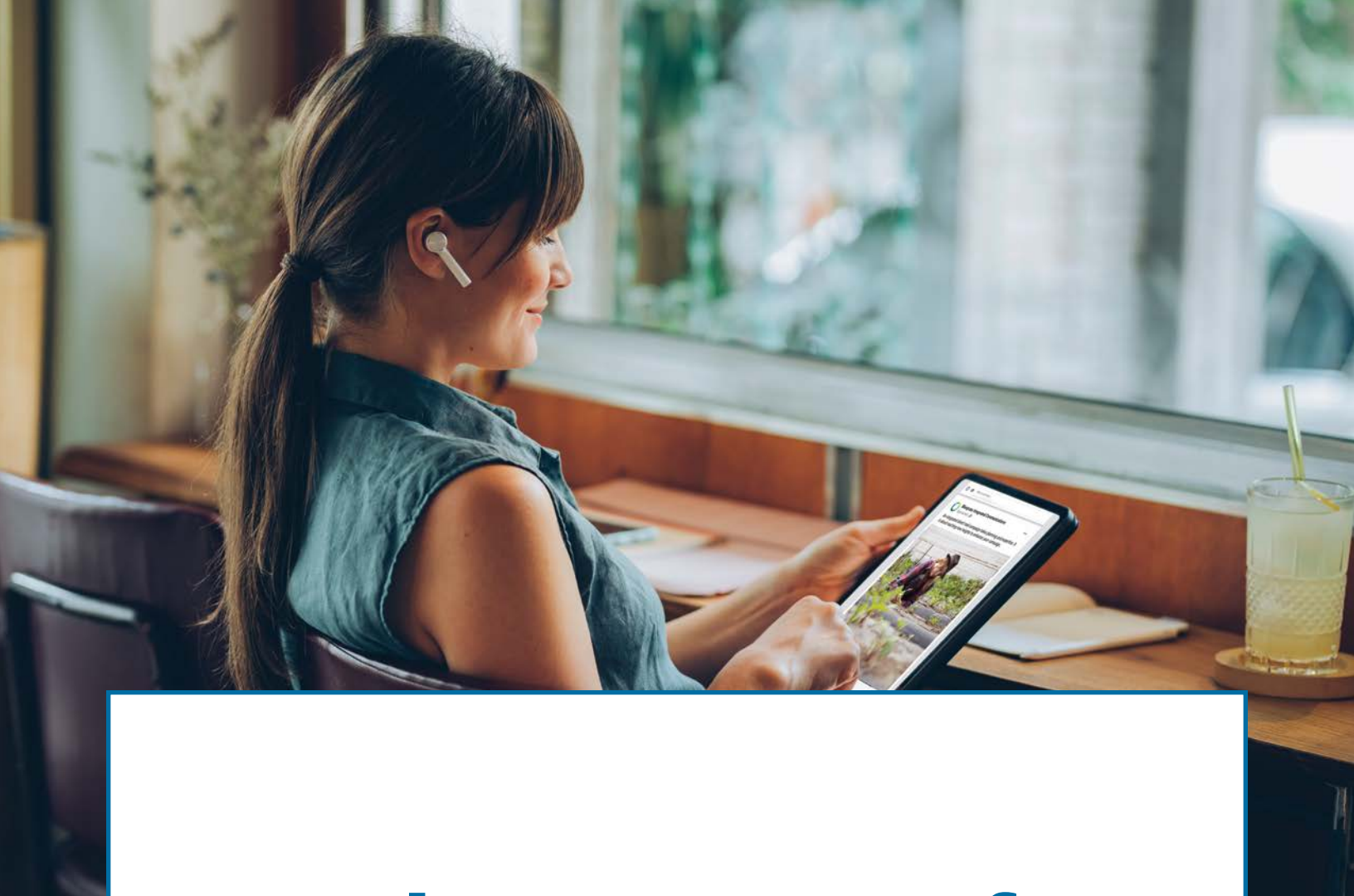
- **Website Landing Page:** Through webpage analytics, you can see how many page visitors your campaign received, and through a form, you have the ability to collect leads.
- **Call Tracking:** Setting up a unique phone number for your campaign allows you the knowledge that any calls to this number came directly from your direct mail campaign.

Direct Mail Is Here To Stay

This reliable, tactile medium is a tried and true marketing component that continues to innovate and improve.

When paired with digital to run an omnichannel marketing campaign, you get the best of both worlds.





The Power of Omnichannel Marketing

Simply put, omnichannel marketing is the cumulative and cohesive effort of multiple channels working together as one. Remember the phrase “two heads are better than one”? The same is true for marketing channels! However, with a truly omnichannel campaign, you’ll typically see outreach from more than two channels.

The Power of Omnichannel Marketing

If two channels are better than one, then the more, the merrier, right? Not always! You're not looking for a "quantity over quality" approach. Instead, with the help of a thoughtfully integrated campaign, you're giving yourself both quantity and quality. Let's dive into what makes an omnichannel campaign so impactful.

It Offers Multiple Marketing Mediums.

One medium is not enough when it comes to communicating with your audience. The more channels you direct toward your clientele, the bigger the proverbial net becomes. There is a metric we use in our industry known as "ad recall." This measures the ability of a consumer to remember your ad or campaign. Unfortunately, not all of your audience is ready to commit at the first contact you make with them. Making your ad memorable and able to be recalled improves the chance that someone will make a purchase or commitment. To improve this further, you will want to connect with your audience more than once.

An omnichannel direct marketing campaign can catch your audience in several ways, which can overlap to increase recall that much more. From

direct mail to email to follow-up digital advertising, all of these mediums work together to not only make your message more cohesive but to ensure that it is memorable.

It Raises Your Marketing by Leaps and Bounds.

It might surprise consumers, but those of us in the marketing industry are no strangers to the staying power of direct mail. On average, a consumer will hold onto a piece of direct mail for 17 days. When you take advantage of the longevity of direct mail and continue your message via a custom landing page, then you're suddenly introducing your audience to a multi-channel campaign. Adding a digital component gives your already powerful direct mail even sturdier legs to stand on. Even better? You can use cookies on that landing page to then serve that potential customer a follow-up digital and social ads, which have strength in numbers. Omnichannel marketing campaigns leap out to your audience. Interactive direct marketing campaigns are pervasive, and, if they are innovative, will get your customers talking.

It Offers Strength in Numbers.

Of course, it's possible to do all of this

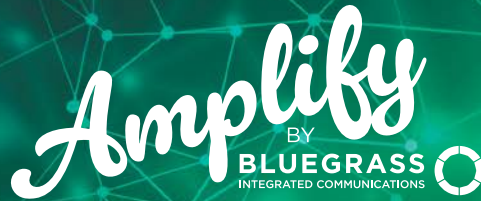
The Power of Omnichannel Marketing (cont.)



with a piecemeal campaign. Maybe you advertise here and there, sometimes via direct mail, sometimes through one or more digital channels. However, the key to this kind of campaign is its name; it needs integration. That is to say; your campaign needs to be cohesive and consistent no matter how many channels through which you communicate. An innovative campaign is like a clever piece of music, it flows and leads you somewhere you didn't know you needed to go. A successful omnichannel marketing campaign offers you strength in numbers; each piece bolsters the other.

Omnichannel Marketing Isn't A Race to the Finish.

An omnichannel direct mail campaign takes planning and expertise. It is about reaching new heights to enhance your campaign. Here at Bluegrass, we have Amplify, a feature-rich technology focused on print marketing designed to improve your direct mail campaign with digital components. Through Amplify, we can provide you with the ability to run an integrated, omnichannel campaign.



Introducing Our Omnichannel Marketing Solution

Imagine a direct mail marketing campaign that joins with digital marketing to make contact with your prospective clients through multiple touchpoints. To top it off, what if you could see readily available data on each touchpoint, all in one easily accessible dashboard? It sounds like pure magic to be able to observe the customer journey from physical mailer to the digital channel.

We're excited to say that Amplify by Bluegrass joins direct mail with digital marketing to create an omnichannel campaign. Amplify is the future of integrative, multi-channel marketing with data transparency.

Direct Mail Has Never Been More Popular (or More Innovative)

A study by Epsilon showed that 77% of consumers sort through their mail as soon as they receive it. Now join digital with direct mail – the USPS reports:

40% conversion rates when digital and direct mail are combined.

68% of marketing respondents said combining digital and direct mail increased website visits.

60% of marketing respondents said combining digital and direct mail increased ROI.

What if your direct mail could be integrated seamlessly with your digital channels like never before?

At Bluegrass, yours can through our new family of technologies we call Amplify.



Seven Digital Technologies
bundled together in 1 package.

Here are the seven digital technologies Amplify can put to work to enhance your direct mail campaign:



**SOCIAL
MATCH**



**INFORMED
DELIVERY®**



**ONLINE
FOLLOW UP**



**MAIL
TRACKING**



**CALL & TEXT
TRACKING**



**SOCIAL MEDIA
FOLLOW UP**



**LEAD
MATCH**

Amplify Your Direct Mail

With Amplify, There Are No Marketing Blind Spots

Amplify provides you with a custom-tailored, omnichannel campaign across multiple channels (direct mail, social media, digital and email) that provides a transparent view into your campaign statistics with daily updates.

Today, marketing your business is not as easy as one-size-fits-all. It requires multiple, consistent messages across several platforms. The customer journey is complex, with many dead ends – it's always been that way. However, with Amplify it's never been easier to track an omnichannel campaign's reach and efficiency across your campaign.

Amplify Is Bringing More Power To Direct Mail

We've never seen such an innovative change to direct mail. While it's typically been a robust and useful marketing tool, it always stood alone from digital media. You can indeed integrate direct mail into a multi-channel campaign, but it always functioned as a standalone product of your campaign. It's exciting to see direct mail become a full-fledged member of the resource-rich digital landscape. Finally, we can see exactly who is engaging with mail campaigns and lead them past the printed page into an innovative digital campaign. Amplify is an

exciting and robust new tool that we are excited to introduce to you.

Communicate & Track Like Never Before

Amplify is a feature-rich technology that just so happens to benefit from a direct mail marketing component. It combines the digital enhancements of an online campaign with the extreme readability of Direct Mail. Amplify combines print with digital to deliver the following to our clients' multi-channel campaigns:

Mail Tracking:

Know exactly when your Direct Mail campaign will arrive in mailboxes with mail tracking. This is useful, whether you need to increase your sales staff or just want to ensure your Direct Mail is getting into customers' hands.

Informed Delivery:

Send clickable, full-color ads in your recipients' Informed Delivery® direct mail email previews. Better yet – see who clicks and where they are located.

Call Tracking:

Know exactly who is calling your business and what campaign led them there. This service will also record those customer phone calls for quality assurance without your business needing to invest in any of its own call tracking services.

Amplify Your Direct Mail (cont.)

Online Follow-Up:

Deliver Google Display ads to website visitors, redirecting them to your on-site offer by tracking when a customer browses your website but does not take action.

Social Media Follow-Up:

Display social media ads to your website visitors, directing them back to your business and offer.

SocialMatch:

Display Facebook and Instagram ads to direct mail recipients before your mail pieces have even been delivered.

LEADMatch:

See which direct mail recipients visited your website, plus, send mail to unique website visitors who weren't on your mailing list.

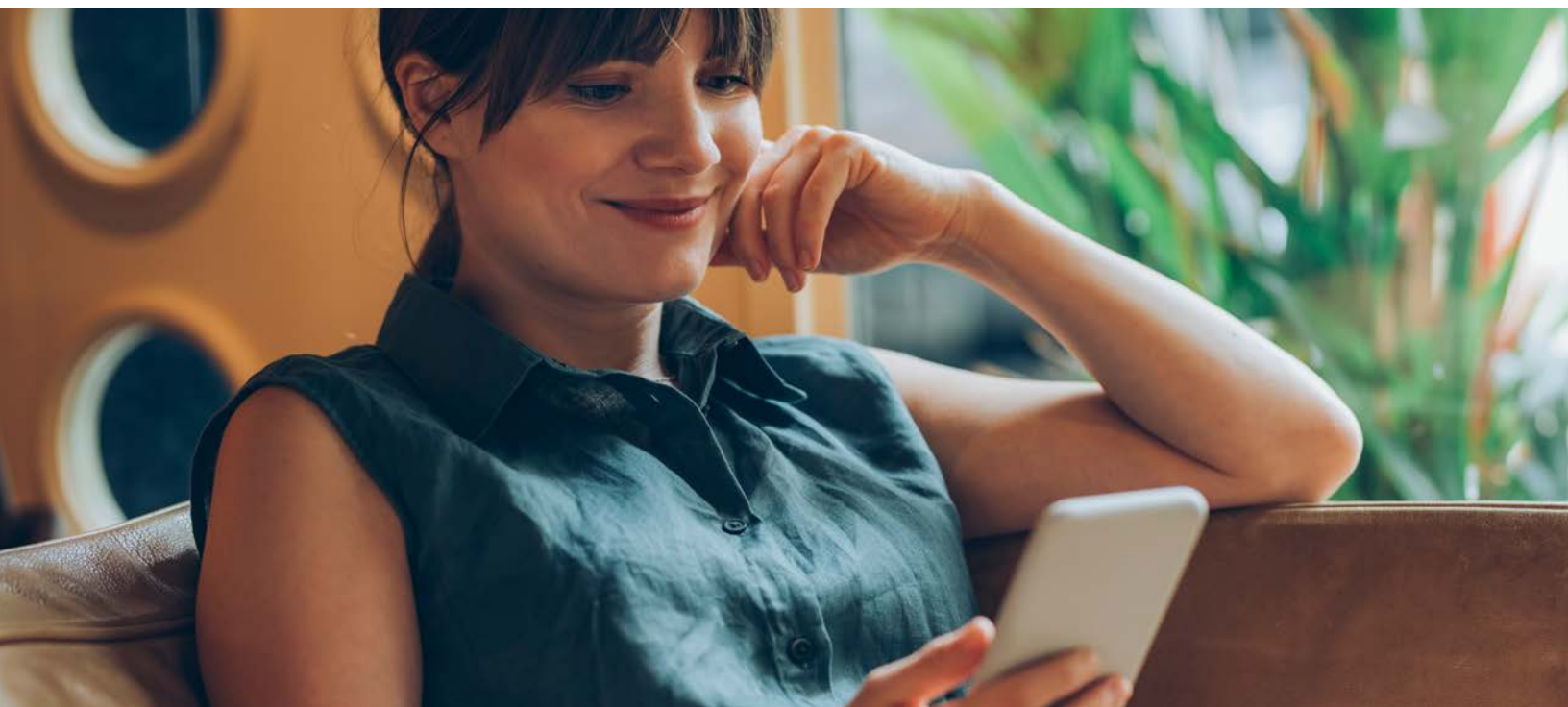
Did You Know?

90% of interested people will visit a website before calling

In addition, **over 96%** of website visitors will leave a website without taking action

80% of Sales are made between the 8th and 12th contact according to the Direct Marketing Association.

Amplify by Bluegrass is a true multi channel campaign that gives you the best chance of converting those touches into sales by utilizing a multi touch Campaign with Direct Mail + Digital.





About

Bluegrass partners with nonprofits to deliver custom, results-oriented direct mail fundraising and communications campaigns to reach and exceed their unique goals. As an omnichannel marketing agency, Bluegrass provides both the tangible and technological pieces required to get your campaign off the ground.

With almost 50 years in business, Bluegrass has the experience and expertise to boot.

Our Commitment

As the needs of businesses have evolved, Bluegrass has adopted new technologies and solutions. We continue to meet our client's growing needs by adding crucial services, from the physical processing of mail to highly interactive campaigns.

Let's Work Together.

TO LEARN MORE, VISIT:

WEAREBLUEGRASS.COM

OR CALL:

800.928.6245

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