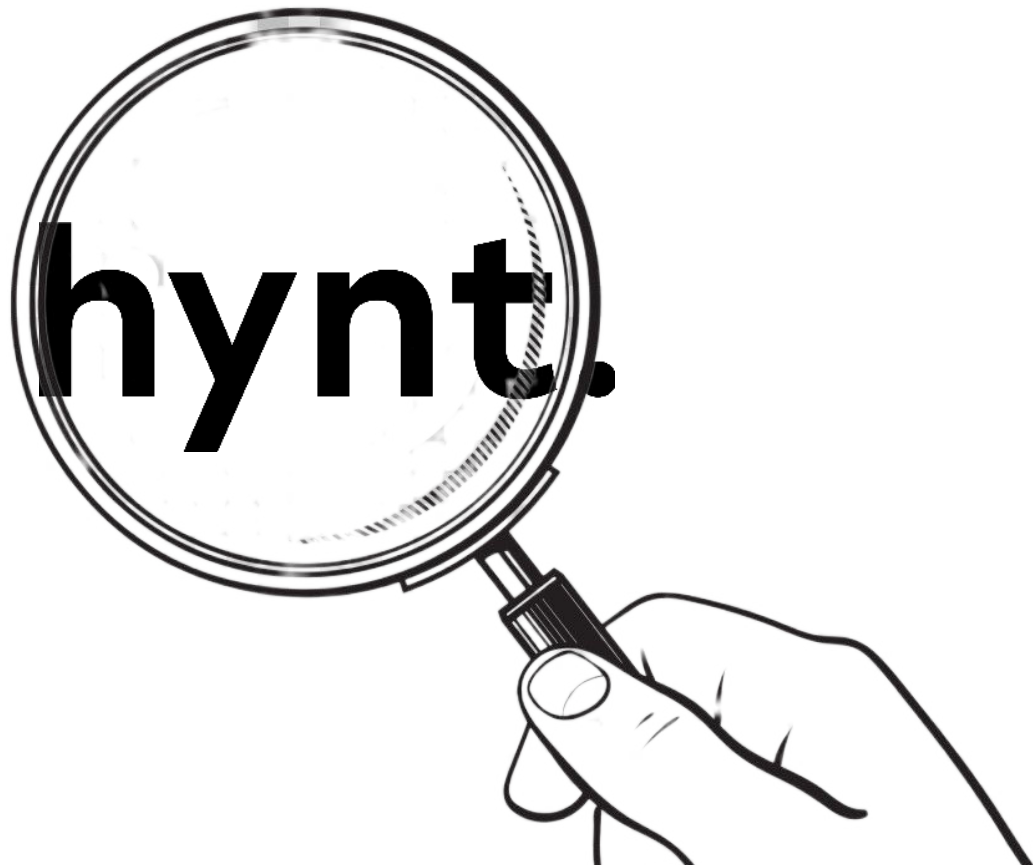


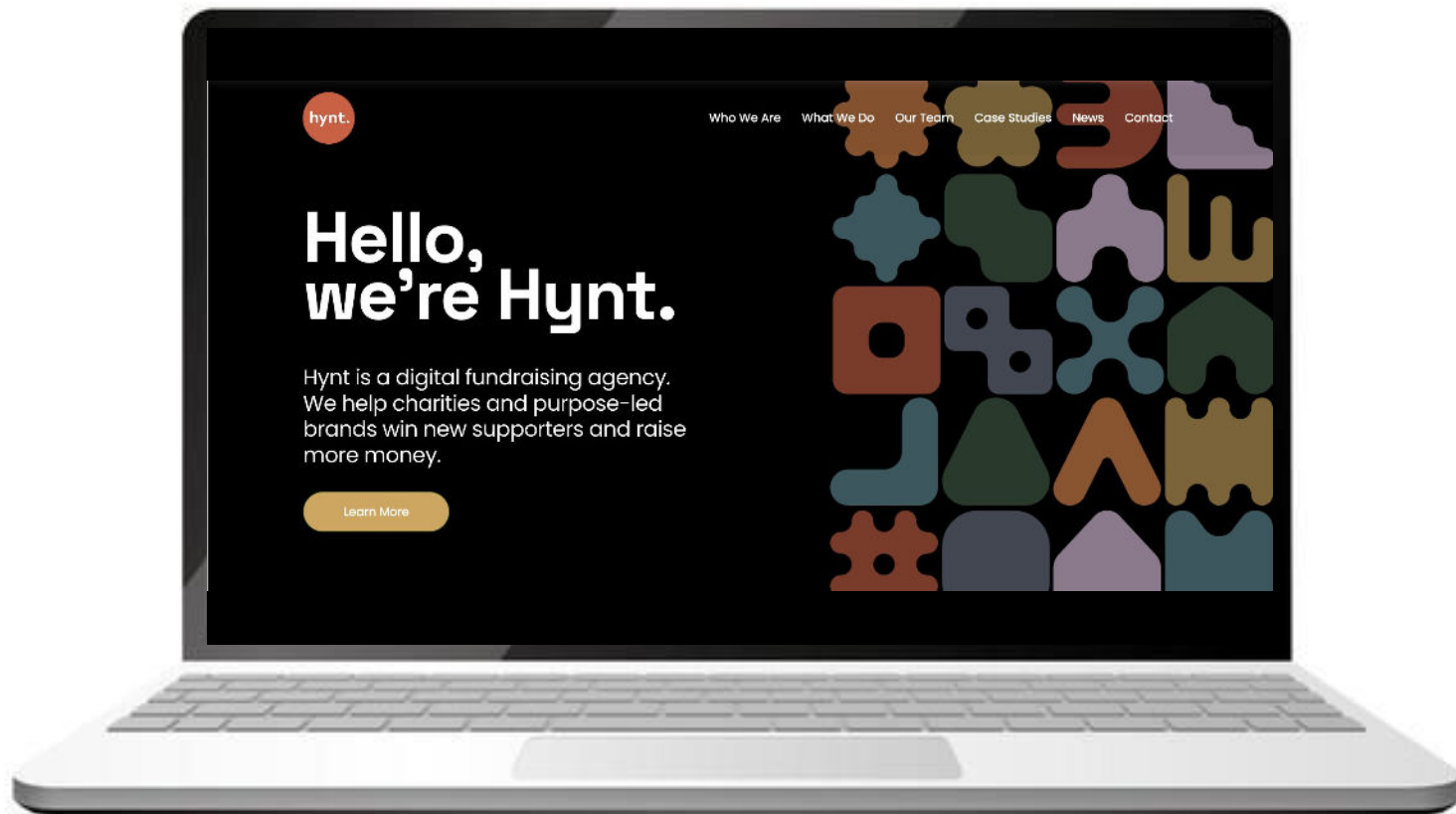
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Getting your Digital Engine Room
in order: Meta, Google and Email





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What we do

Read more

01 Digital Fundraising

We help you create a masterplan for online fundraising success. We'll create a blueprint that's totally tailored to you.

Turn your team into a digital powerhouse

02 Campaign Delivery

We deliver dynamic strategy, creative and delivery for email, Meta and TikTok campaigns. Need a knockout campaign?

We're here for it

03 Training and Coaching

Our training and consultancy gives teams the skills and tools to confidently navigate the digital landscape and deliver powerful results.

Talk to us

04 Innovation and Diversification

Ready to experiment with new channels, tactics and creative ideas? We'll help you stay ahead of the curve and future proof your fundraising.

Inject some fresh thinking

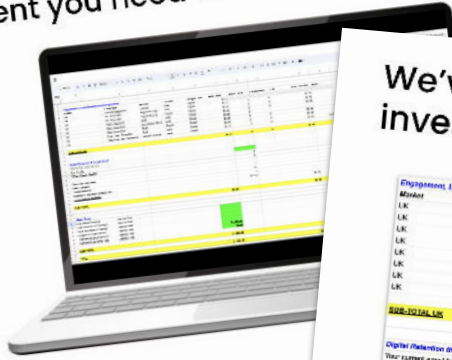
Today



1. What is the 'digital engine room'?
2. How should I be using Meta?
3. Is Google still good?
4. And what about Email?
5. What next?

Keep an eye out for FREEBIES in approx. 25 mins...

We've got the benchmarks to help you get the investment you need to build your engine room:



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We've got the benchmarks to help you get the investment you need to build your engine room:

Channel	Campaign	Product	Channel	Budget Line	Media Price	Email Leads*	Conversions	CPE	Your Income*	ROAS
LK	Anti-Engagement	Content	Meta	Digital	€5.00	0	0			
LK	RD App/E-Inv	Regular Offer	Meta	Digital	€5.00	0	0			
LK	RD App/E-Inv	Regular Offer	Google	Digital	€5.00	0	0			
LK	Cash Acquisition	Cash	Meta	Digital	€5.00	0	0		€2.00	
LK	Cash Acquisition	Instantiated Offer	Meta	Digital	€5.00	0	0		€2.00	
LK	Cash Acquisition	Cash	Google	Digital	€5.00	0	0		€2.00	
LK	Email Lead Generation	Video Exchange	Meta	Digital	€5.00	0	0		€2.00	
LK	Instantiated Offer	Video Exchange	Meta	Digital	€5.00	0	0		€2.00	
RUR-TOTALS										
Digital Retention through Email						€9.00	0			
New Email										
TOTAL EMAIL LEADS*										
Emails sent per week										
Views per user										
Total email sent										
Income per Thousand Emails Sent*										
TOTAL EMAIL INCOME*										
RUR-TOTAL										

Input your budget and campaign timings
a snapshot of lead generation, donor rec
and income through digital retention!!

A photograph of a person sitting at a desk, working on a laptop. The person is wearing a dark jacket and is looking at the screen. The desk has a lamp and some other items on it.

hynt.

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What is the 'digital engine room'?

The trifecta of platforms that we call the “digital engine room”



Meta (Facebook/Instagram)

The social and emotional connection point. Drives awareness and consideration based on interests and behavior.



Google (Search/YouTube)

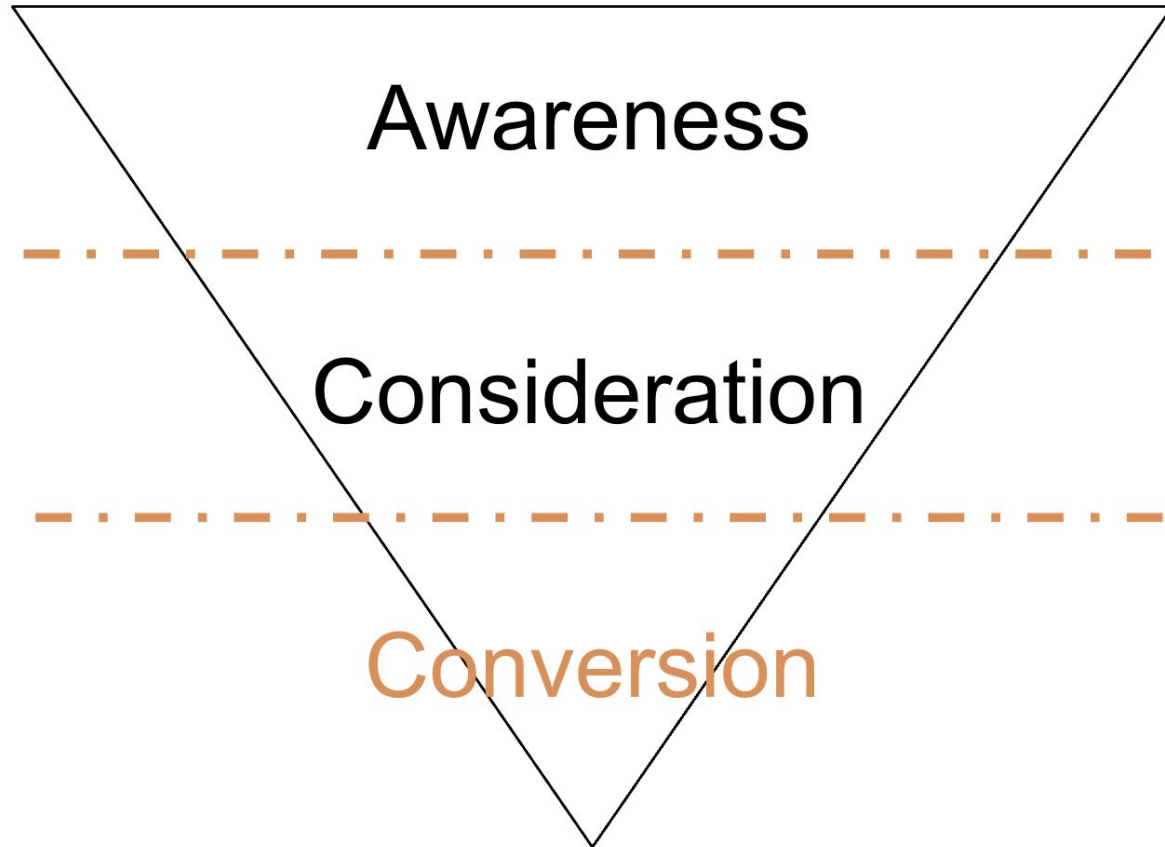
The intent and information gathering point. Capture demand when customers are actively searching for a solution.



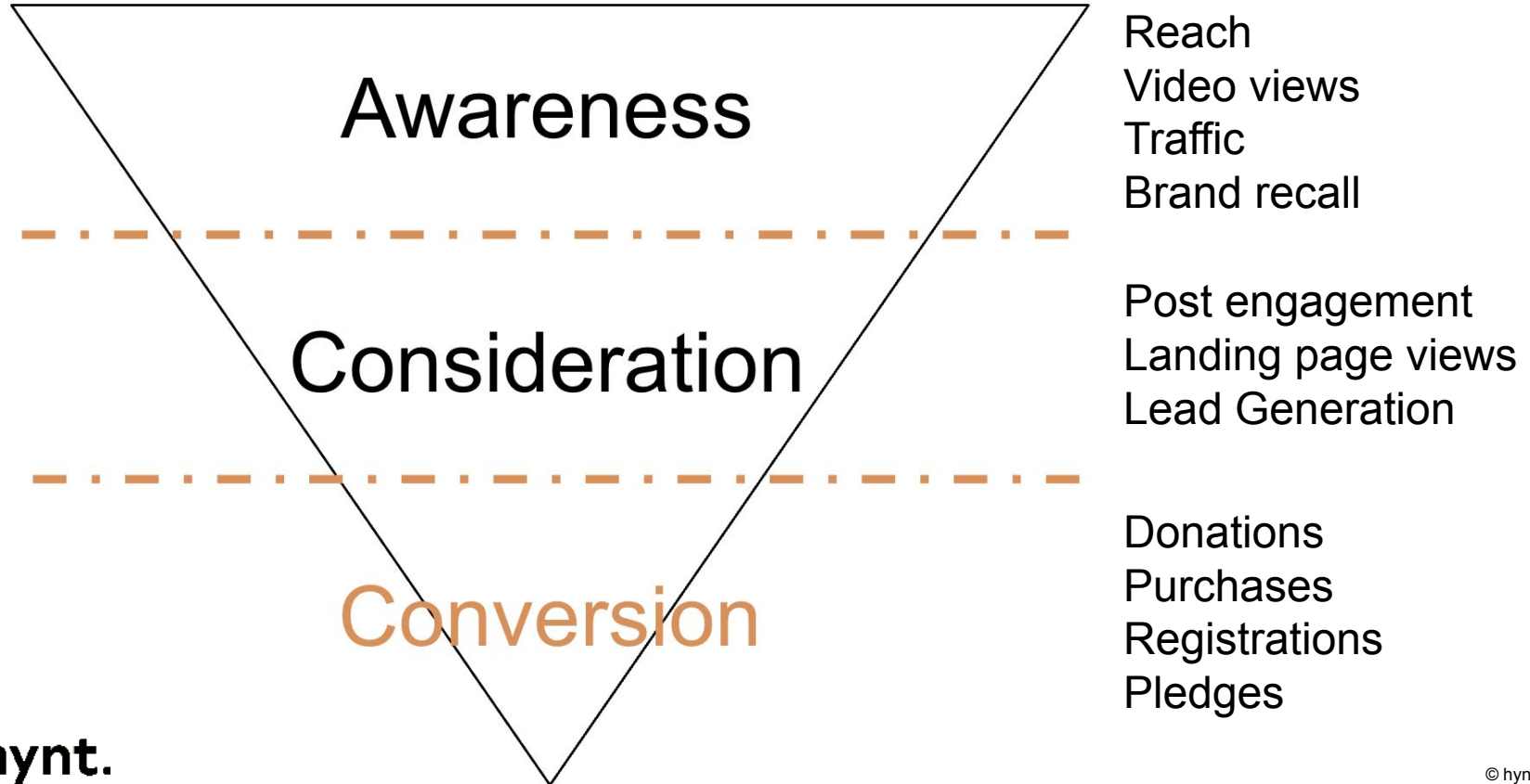
Email

The direct and retention-focused communication point. Build long-term relationships and drive repeat action and loyalty.

You know these three parts of the funnel?



And how we measure each part of the funnel?



What does the engine room mean to you?

Phase 1

GET THE 'ENGINE ROOM' IN ORDER

Focus on building your basic digital infrastructure for digital comms and fundraising.

Put your audience at the centre of what you do.

Build a sustainable foundation for future growth.

Phase 2

SCALE UPWARDS: OPTIMISE WHAT WORKS

Scale what works, by sending even more email, running even more hand-raisers, and scaling the products that work.

Find more vendors or suppliers to serve the same audiences that you know are ready to support your work.

Phase 3

SCALE OUTWARDS: NEW PRODUCTS, NEW CHANNELS

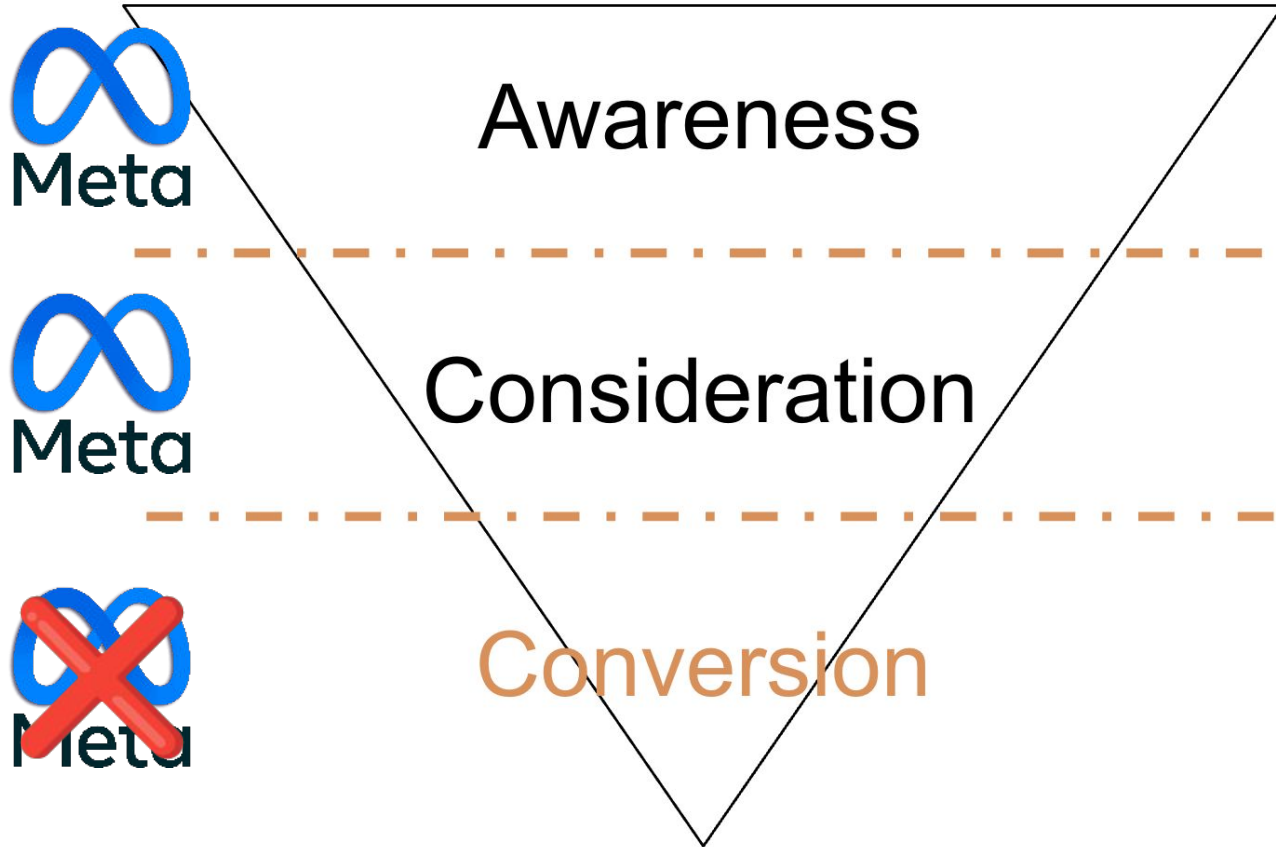
Look for new opportunities with your existing audiences.

Look for new audiences, and develop products to serve them.

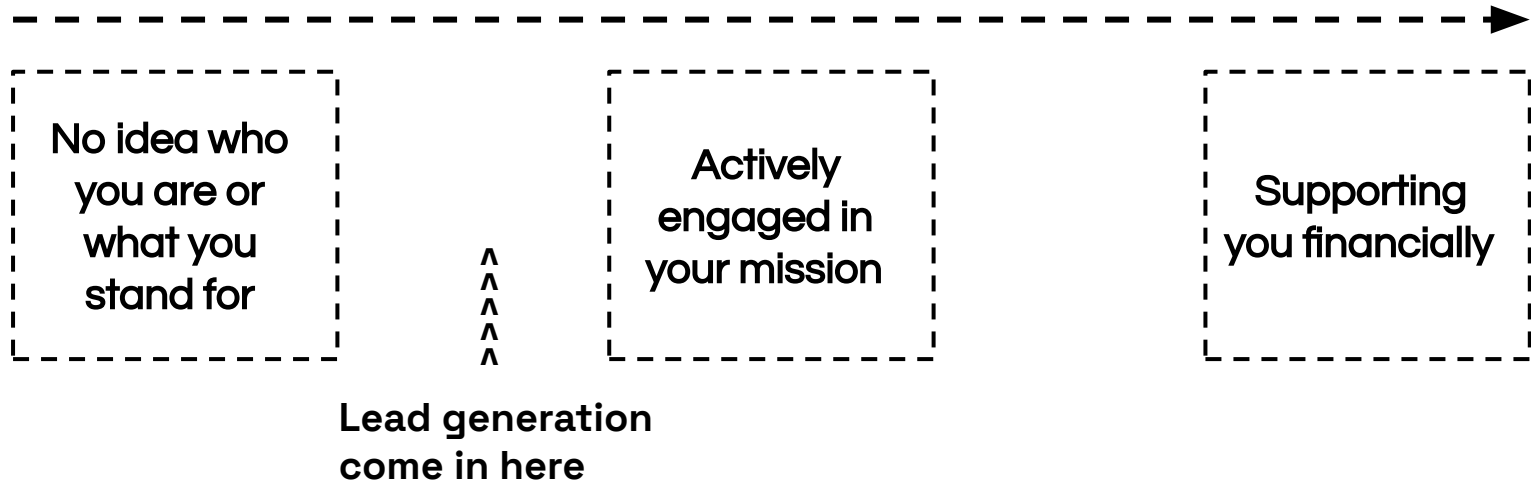
Explore new models for driving action and income.

How should I be using Meta?

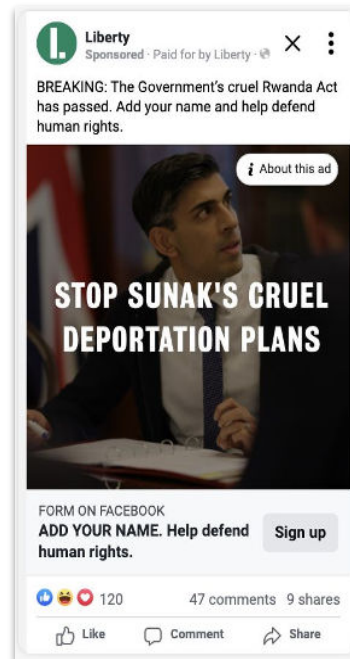
You know these three parts of the funnel?



Consideration: Lead Generation is like a great first date with your new supporter



Moving quickly and efficiently, respond to news as it breaks



Drive low cost leads on topical news, by speaking to the *actual* headlines

UK government in talks with charter airline over Rwanda deportation flights

AirTanker revelation comes amid government confidence that deportations will start soon

Government 'operationalising' Rwanda flights amid reports RAF Voyagers could be used

The government has not denied reports RAF jets could be used as part of the controversial deportation scheme after the Home Office failed to find an airline to charter the flights.

£0.68 / €0.81
CPL

Liberty
Sponsored · Paid for by Liberty · X

BREAKING: The Government's cruel Rwanda Act has passed. Add your name and help defend human rights.

About this ad

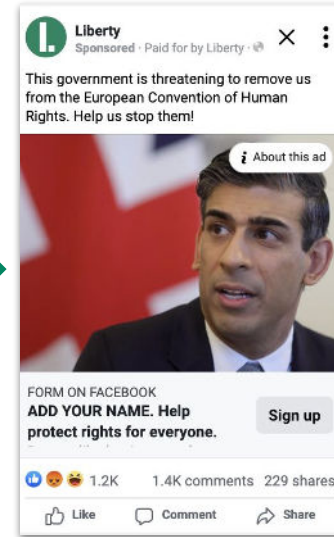
STOP SUNAK'S CRUEL DEPORTATION PLANS

FORM ON FACEBOOK
ADD YOUR NAME. Help defend human rights. [Sign up](#)

627 308 comments 61 shares

Like Comment Share

You can take timely action, AND drive income



Meta is all about what motivates your audience

Our approach to good creative

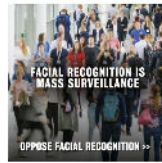
We follow a simple recipe to make sure our creative is as effective as possible on Meta, and online:

- **We develop creative that responds to the real world and to how audiences behave.**
 - That means trusting what the data tells us, not personal opinions.
- **Our approach to ad creative is driven by Meta's new machine-learning system, Andromeda.**
 - This system excels at matching the right creative with the right person, for a more personalised experience.
 - It moves beyond audience targeting, to focus on the ad itself as the primary vehicle for success.

✔ Creative diversification



News headlines



Text only



Graphics

✔ Vary the concept

- We need you to create a diverse range of ad creative
- **Creative diversification means producing ads that are meaningfully different from one another, not just minor variations**
- This creative presents 5 different routes in - all very different creative executions, but with the same message



Text Only



Notes app



Chat



Reminder



Split screen

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Is Google still good?

Social Connection vs Active Search



Meta (Facebook/Instagram)

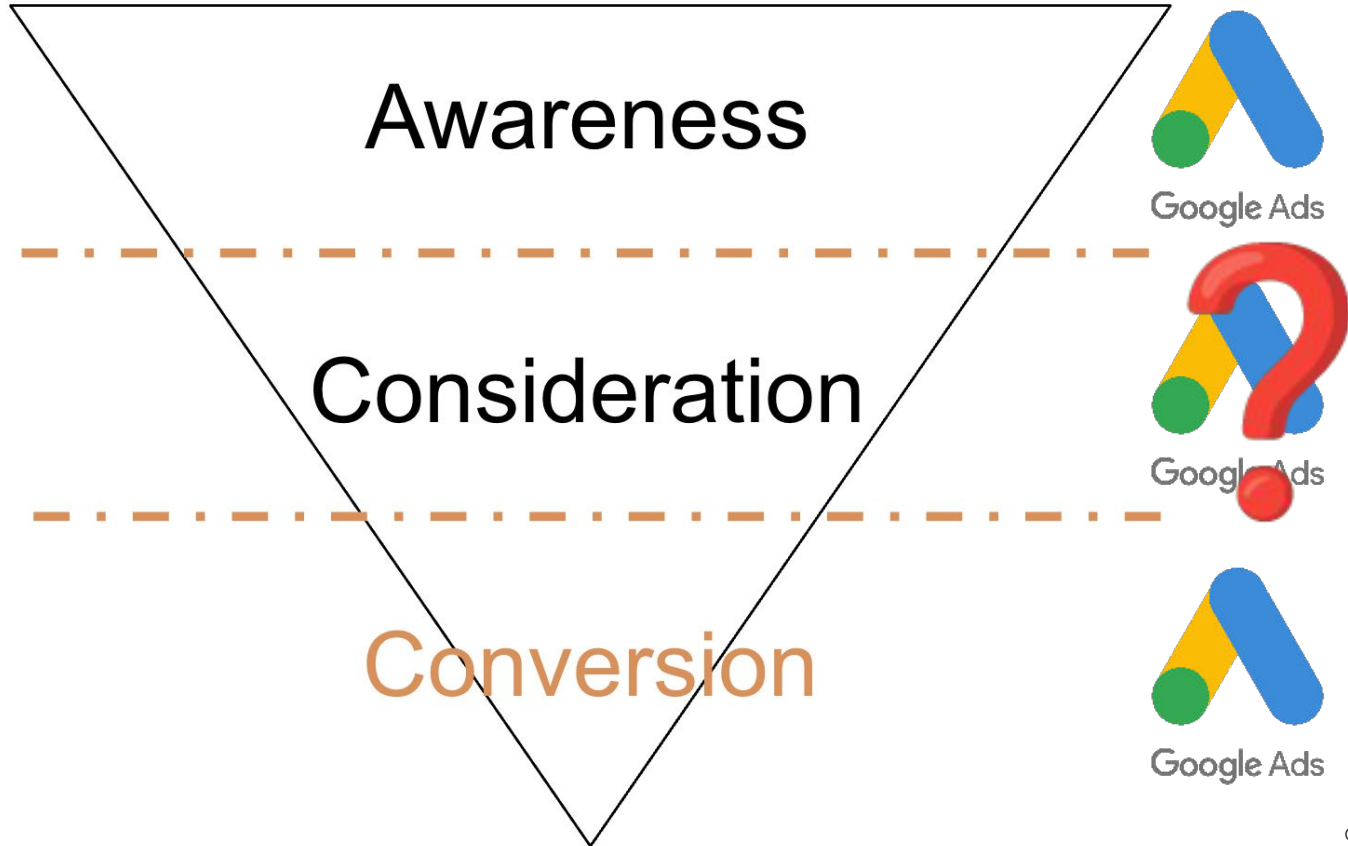
- This is **interruptive** marketing
- We reach users based on **who they are** (demographics, hobbies, interests)
- Users aren't actively looking for us, so the **message must be visually engaging and emotionally resonant** to stop the scroll



Google

- This is **reactive** marketing
- We meet users based on **what they are doing** (searching specific keywords or questions)
- Users have high intent, so the **message must be fast, relevant, and get to the point**

You know these three parts of the funnel?



Have you heard of Performance Max?



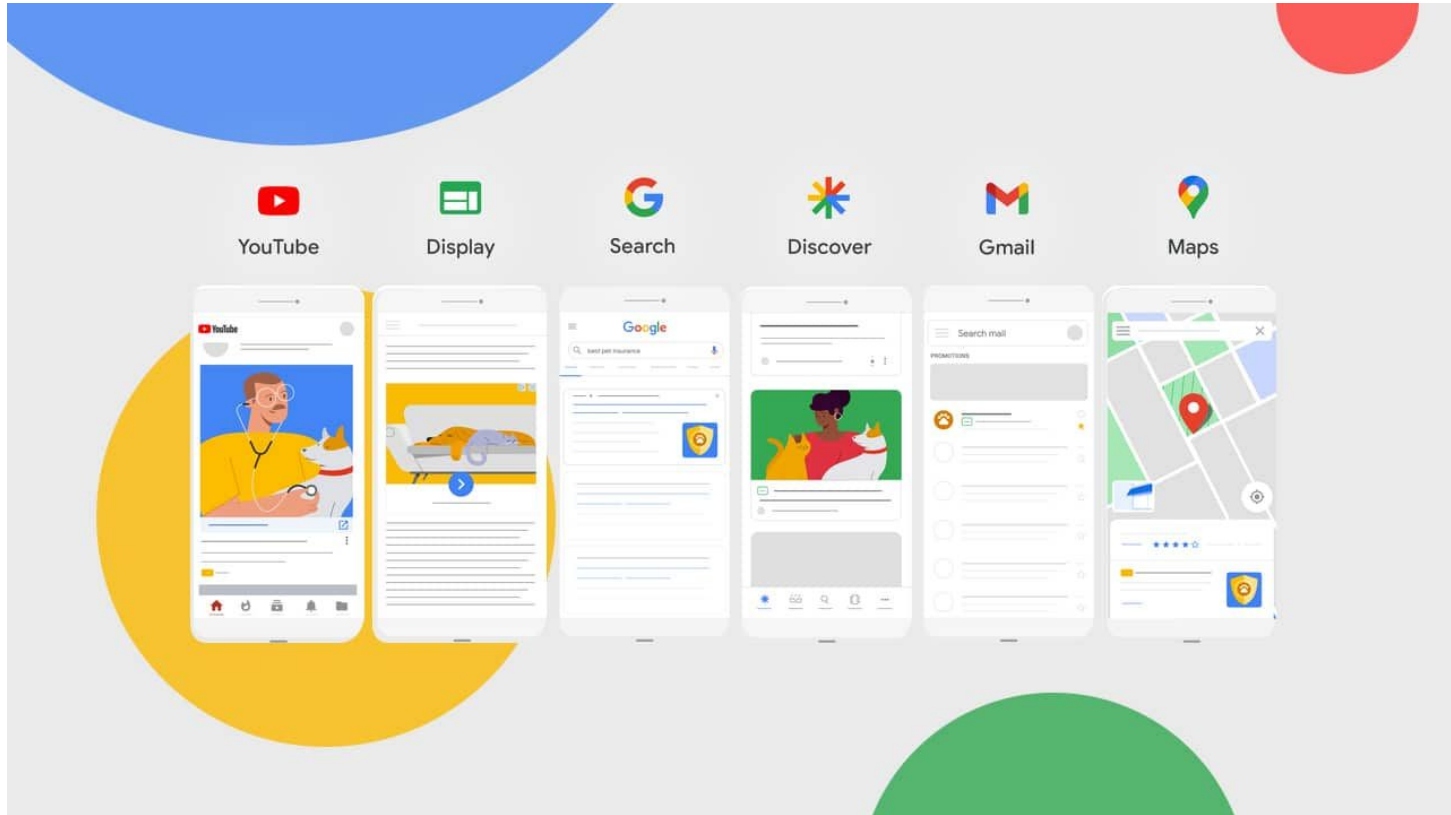
+ WTF is PMAX????!?

× AI Mode

Google Search

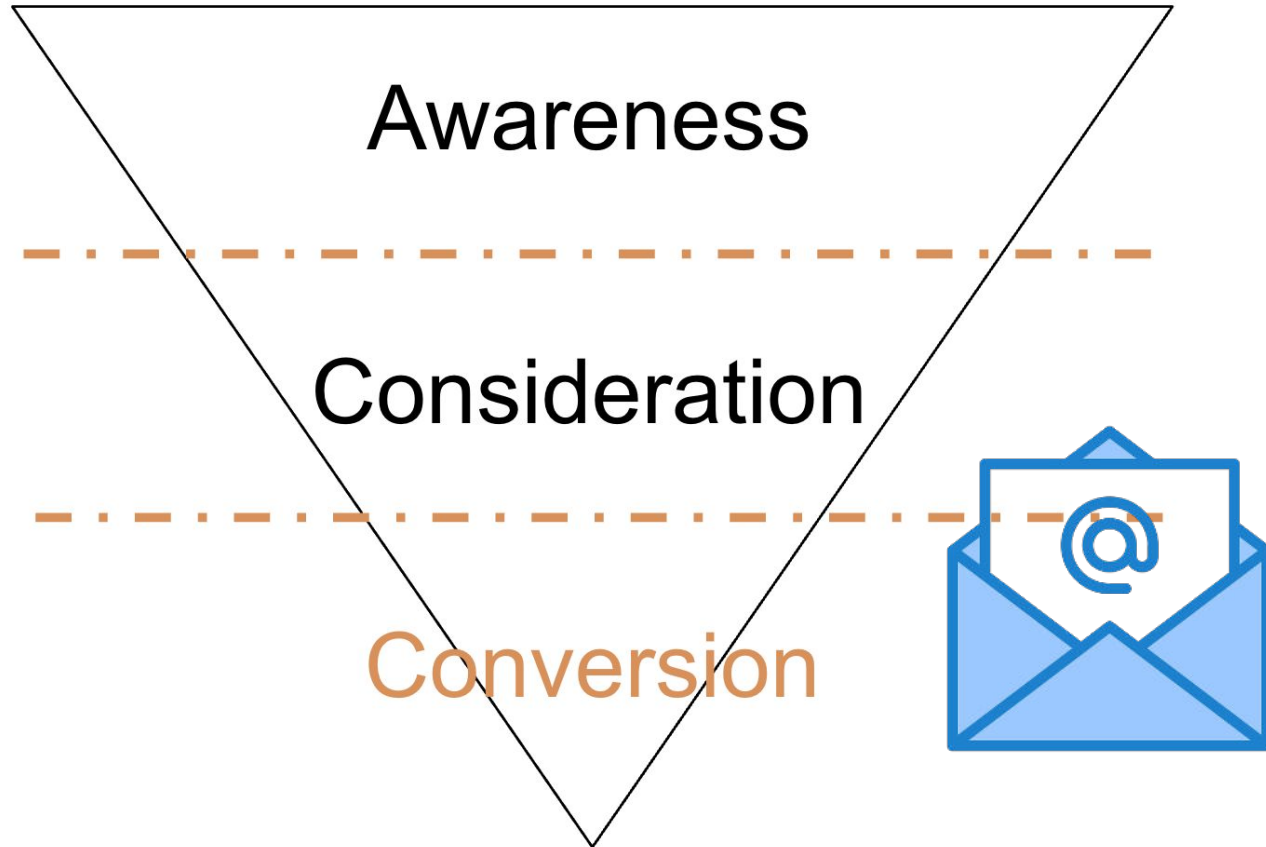
I'm Feeling Lucky

Have you heard of Performance Max?



And what about Email?

You know these three parts of the funnel?



Bringing it all together with Email



Email

- You **own this channel!**
- It's our own direct channel to supporters
- It provides the **highest Return on Investment** (ROI) because it targets warm leads and existing audiences
- We're able to **nurture relationships**, provide exclusive content, and **drive repeat actions**

We need to fill our email programmes with a mix of low- and high-barrier asks

Low barrier

High barrier

Top 5 facts/tips

Take an action

Survey

Cash gift

Regular gift

Share on social

Quiz

Create a facebook fundraiser

Watch a video

Feedback/impact

Don't



Will you send a gift of £5 and help turn fear into fun for 30,000 seriously ill children this Christmas?

Dear Sarah,

My five-year-old son Thomas (pictured above) has a rare, undiagnosed blood condition and spends every third Wednesday undergoing a day-long transfusion. Thomas is usually such a bundle of energy - until he arrives at the hospital, when he becomes overwhelmed with anxiety.

[But thanks to wonderful Starlight supporters like you, Thomas has a way of dealing with his fear and getting through his transfusion.](#)

Thomas grips a Starlight stress star when he's feeling scared. It gives him something to focus on, and helps to release the tension. Then toys and games from a Starlight Distraction box help to keep him entertained during his treatment.

You probably didn't know that there are around 30,000 children like Thomas who will need this kind of specialist help this Christmas. Will you send a gift of £5 to help them play through the pain, the loneliness, and the fear of serious illness?

It was Thomas's Health Play Specialist, Hazel, who helped me understand the benefits for a child like Thomas. She was seriously ill as a child herself, but remembers the fun she had in the hospital playroom, rather than the fear of the serious operation she was facing. It's the reason Hazel became a Health Play Specialist.



Hazel is determined to help children like Thomas have a positive experience in hospital, so they aren't left with any lasting psychological problems. But it's going to be tough this Christmas, because they have no idea what the situation will be like. Will you help them be prepared?

Starlight is aiming to send out 250 Boost Boxes and 100 Distraction Boxes to children's wards - and you could help fill one of them up with a gift of £5.

I know that Starlight wishes are still being granted too (as long as they don't involve travelling abroad) and Starlight have told us parents that they're moving all their Christmas parties and events online, so that no child misses out on the fun.

[After the terrible year we've had, we're determined to make this the best ever Christmas for Thomas. Starlight will play a huge part in our efforts and, with a gift of £5 from you, they'll hopefully be able to reach every single one of the 30,000 seriously ill children who will need them this Christmas.](#)

With my thanks and best wishes for Christmas,

Jade Smith
Thomas's Mum

P.S. My family knows how important play is to a seriously ill child. It can be life changing. Will you send a Christmas gift of £5 and help 30,000 seriously ill children hear the magic words - it's time to play? **#TimeToPlay**

Donate

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Do



Sarah – do you want to feel empowered by inspirational, creative and insightful women? **Join us for Refuge Fest from 5-6 March.**


Over one inspiring weekend of live virtual talks and events, **we're bringing amazing supporters like you together with star names and industry leaders** to share their skills, time and wisdom.


To mark International Women's Day, **we'll be celebrating women's achievements, power and potential**, while raising vital funds to help survivors of domestic abuse.

You can get Earlybird Standard Access now for just £15 – but be quick, we're expecting tickets to sell out fast!

[Book my ticket >>](#)

Nest your ask behind a lower-barrier, more engaging and more human ask


 **Katie - Dogs Trust**
Test: Sign Shane's housewarming card!
To: Josh Leigh



Hi Joshua, I have a **strange ask** for you today – it's about a housewarming card, for a dog. Are you still with me?

Let me start at the beginning: **Shane's journey hasn't been easy**. He came to us as a stray from the pound, unsure of the world and unsure of people.


But over time, he blossomed into a loving, energetic dog, one who stole hearts with his signature zoomies. (I think we've all known a dog at some point who was partial to the zoomies?)




Shane has found his forever home! Will you sign his housewarming card?

While Shane had so much fun with us at Dogs Trust, zooming around, learning new things, and charming everyone he met, we're over the moon that a family has finally chosen him.

Now that Shane has a new home, will you sign his housewarming card? Your message will




Shane found his forever home. Sign his housewarming card, and send a message to mark the occasion:

Type your answer here... 

Shift + Enter to make a new line

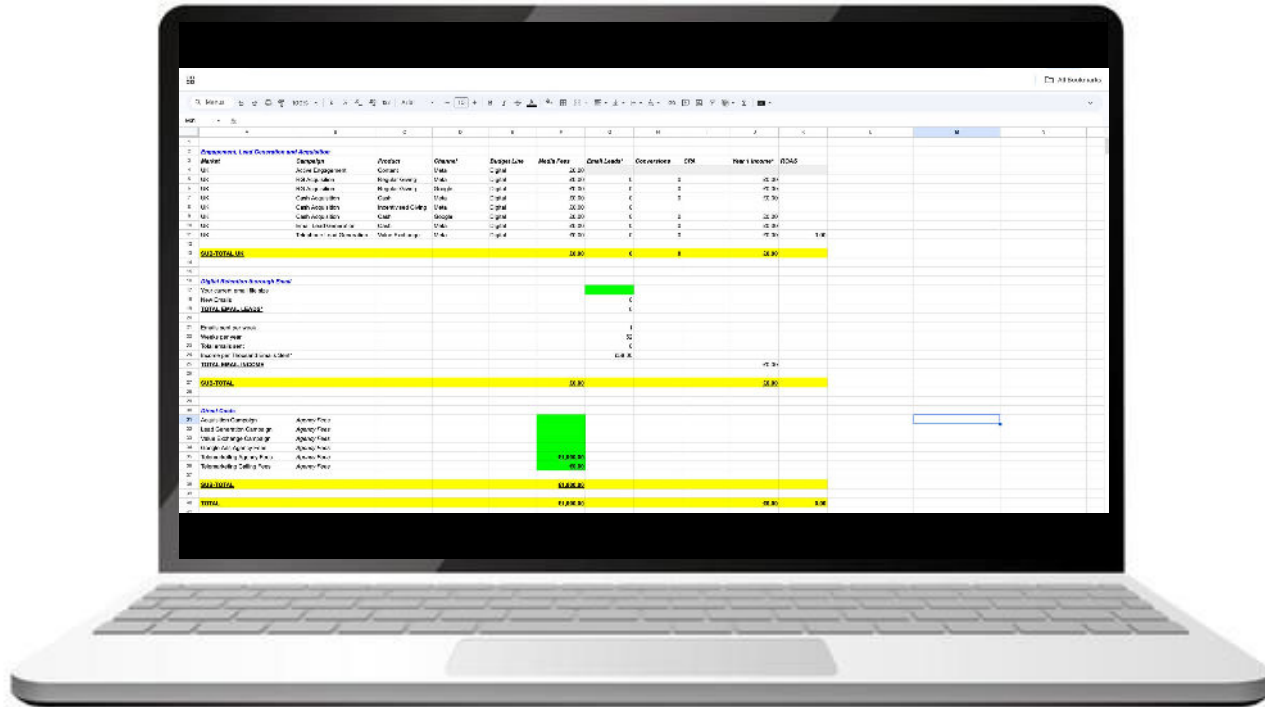
Submit press Cmd + Enter



What next?

FREE BUDGET PROJECTIONS SHEET!

We've got the benchmarks to help you get the investment you need to build your engine room:



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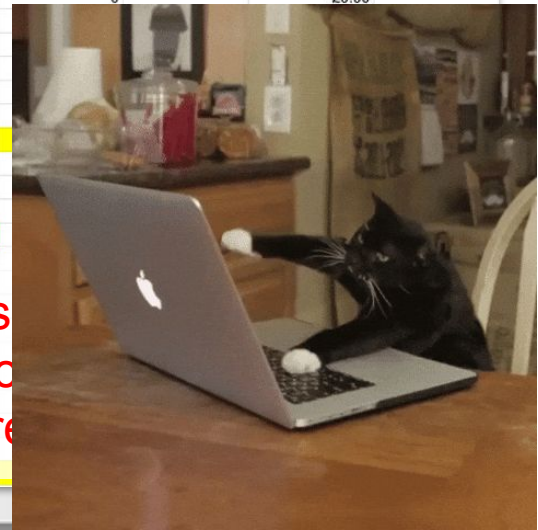
<i>Engagement, Lead Generation and Acquisition</i>										
Market	Campaign	Product	Channel	Budget Line	Media Fees	Email Leads*	Conversions	CPA	Year 1 Income*	ROAS
UK	Active Engagement	Content	Meta	Digital	£0.00					
UK	RG Acquisition	Regular Giving	Meta	Digital	£0.00	0	0		£0.00	
UK	RG Acquisition	Regular Giving	Google	Digital	£0.00	0	0		£0.00	
UK	Cash Acquisition	Cash	Meta	Digital	£0.00	0	0		£0.00	
UK	Cash Acquisition	Incentivised Giving	Meta	Digital	£0.00	0				
UK	Cash Acquisition	Cash	Google	Digital	£0.00	0	0		£0.00	
UK	Email Lead Generation	Cash	Meta	Digital	£0.00	0	0		£0.00	
UK	Telephone Lead Generation	Value Exchange	Meta	Digital	£0.00	0	0		£0.00	0.00
SUB-TOTAL UK					£0.00	0	0		£0.00	
<i>Digital Retention through Email</i>										
Your current email file size						<div style="width: 100px; height: 15px; background-color: #00ff00;"></div>				
New Emails						0				
TOTAL EMAIL LEADS*						0				
Emails sent per week										
Weeks per year										
Total emails sent										
Income per Thousand Emails Sent*						£58.00				
TOTAL EMAIL INCOME										
SUB-TOTAL					£0.00				£0.00	

Input your budget and campaign timings, and get a rough projection of lead generation, donor recruitment and income through digital retention!!

We've got the benchmarks to help you get the investment you need to build your engine room:

Engagement, Lead Generation and Acquisition										
Market	Campaign	Product	Channel	Budget Line	Media Fees	Email Leads*	Conversions	CPA	Year 1 Income*	ROAS
UK	Active Engagement	Content	Meta	Digital	£0.00					
UK	RG Acquisition	Regular Giving	Meta	Digital	£0.00	0	0		£0.00	
UK	RG Acquisition	Regular Giving	Google	Digital	£0.00	0	0		£0.00	
UK	Cash Acquisition	Cash	Meta	Digital	£0.00	0	0		£0.00	
UK	Cash Acquisition	Incentivised Giving	Meta	Digital	£0.00	0				
UK	Cash Acquisition	Cash	Google	Digital	£0.00	0				
UK	Email Lead Generation	Cash	Meta	Digital	£0.00	0				
UK	Telephone Lead Generation	Value Exchange	Meta	Digital	£0.00	0				
SUB-TOTAL UK					£0.00	0				
Digital Retention thorough Email										
Your current email file size										
New Emails						0				
TOTAL EMAIL LEADS*						0				
Emails sent per week										
Weeks per year										
Total emails sent										
Income per Thousand Emails Sent*									£58.00	
TOTAL EMAIL INCOME										
SUB-TOTAL					£0.00					

Input your budget and campaign timings
 a rough projection of lead generation, do
 recruitment and income through digital re



Build your digital fundraising skills, products and more with some free resources...



Or get in touch:
hello@hynt.studio

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