

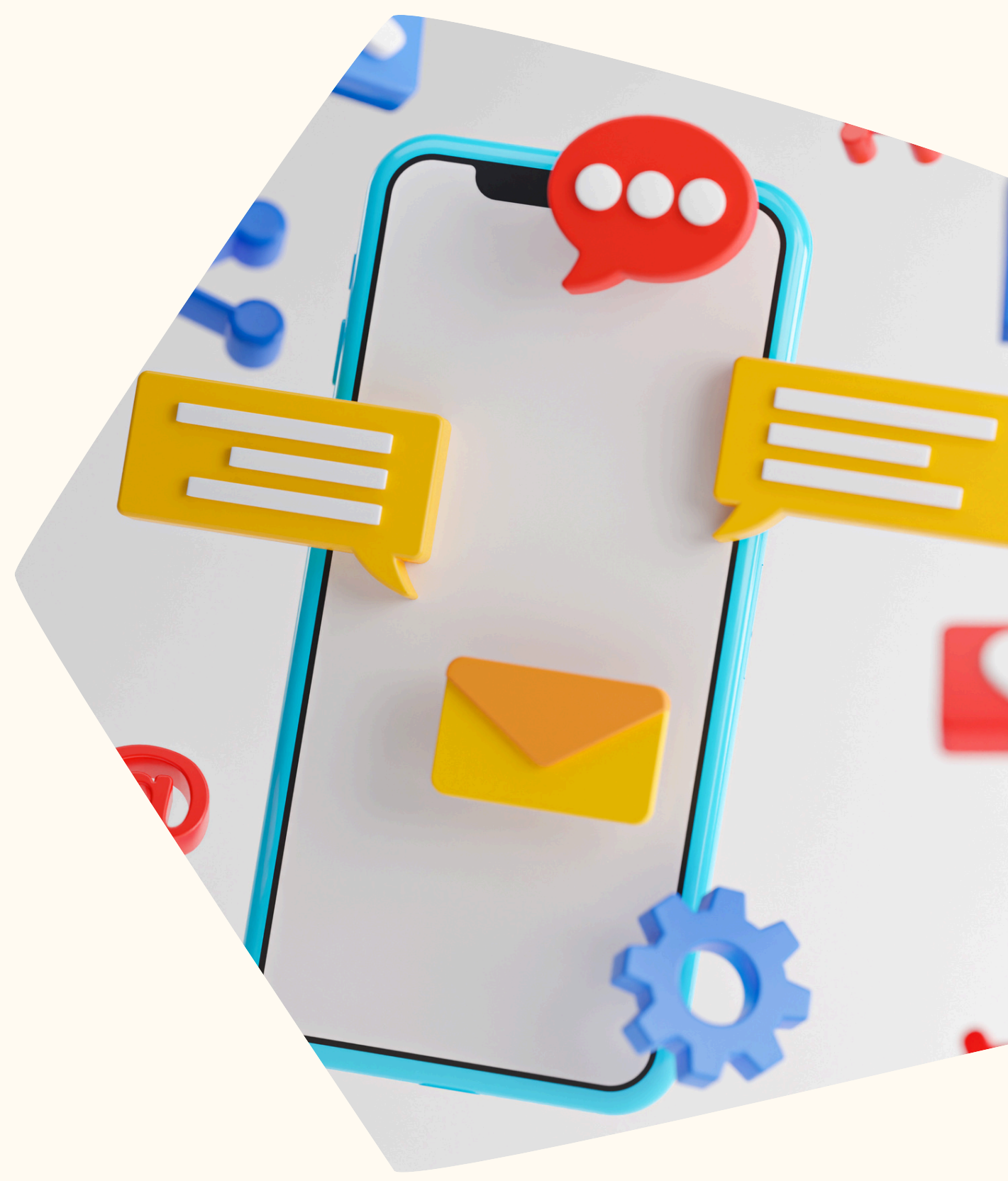
SMALL BUDGETS



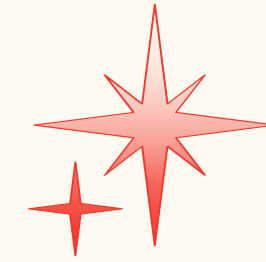
BIG IMPACT

DIGITAL
WITH**

**Driving Engagement Through The
Funnel On A Small Budget**



INTRO- DUCTION



DANI HUGHES



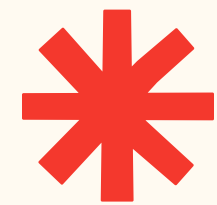
I've been where you are, I was in-house for the British Heart Foundation working with Brand, Individual Giving, Regular Giving, Legacy, Community Fundraising, Mass Participation, Corporates, Behaviour Change and Retail teams. From hands-on in platform to Head of Fundraising Planning and Performance.

But what about smaller charity experience? since becoming freelance I've worked with the likes of Fight for Sight, Kidney Care UK, Working Chance and AKT.

My WHY for speaking? I'm passionate about closing the digital marketing skills gap, offering training, coaching and speaking at events to help increase confidence and knowledge in this area.



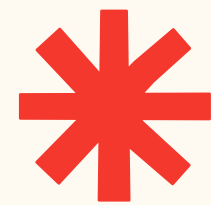
TODAY'S IN SESSION



What we'll cover

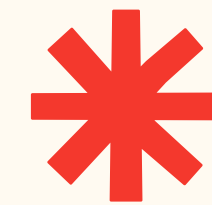
How you might start testing full funnel marketing spend on a small budget and why this is important.

Why can't we just run conversion campaigns I hear you ask.



What we won't

What this is not = a fully fleshed-out marketing and engagement product funnel. But, you can see how you might layer in products and offerings.



Further reading

If you want that, do a quick google for the Greenpeace engagement pyramid.

WHY RUNNING *CONVERSION ONLY LIMITS YOU

Learning Limited

This means there haven't been enough conversions for meta to keep finding people to do more of the action you want them to take.

Your options are:

1. Increase audience size?
2. Add in more creative
3. Take the journey back a stage

Audit your marketing spend

9/10 when I run digital audits, I see that 80-90% of marketing spend is in the lower funnel (conversion based campaigns).

It's not wrong

Know that it's not wrong, if it's the only thing you can do - keep going. But I want to show you how you might be able to amplify your efforts and take it further.



**FIGHT FOR
SIGHT
EXAMPLE**

WHERE WE STARTED

Marketing budget audit:

By plotting out the marketing spend through the funnel we were able to see the weighting of our budget at each stage.



Based on this, revised our approach, moved more into Lead generation (consideration).

WHY IS THIS A PROBLEM? THE AA EXAMPLE

2016

Cut Brand marketing

2016

Focussing on hard work activation

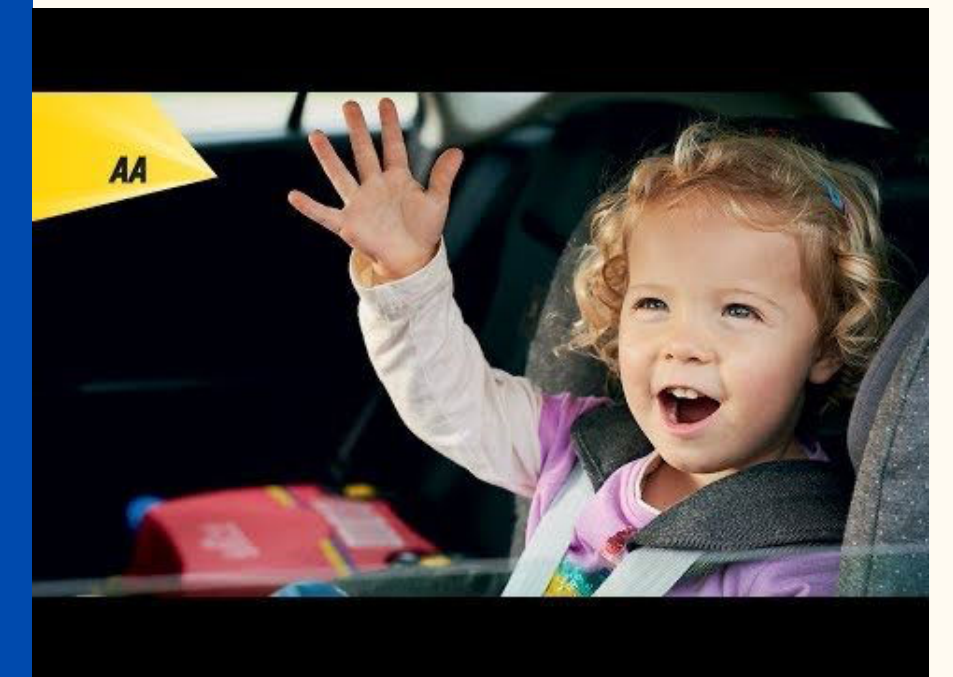
PIVOT

Broad-reach Brand Building

HOW THEY OVERTURNED 5 YEARS OF MARKET DECLINE

"2016, The organisation had cut brand marketing spend close to zero, in order to focus on "hard working" activation. What we call conversion or bottom funnel. This "working" spend had instead sent the AA into an efficiency death spiral – they used highly targeted discounts to win new customers increasing churn and driving motorists to price comparison sites rather than seeking out the AA. Short Term thinking.

The remedy, was a strong, broad-reach, brand-building and brand monitoring campaign, the "Singing Baby" ad from Adam&EveDDB. A great, loveable emotional ad, it electrified the brand, reversing 5 years of market share decline in a single year and showing a big uptick in brand searches for the AA. Balance is vital, but when you look after your brand, the activations often look after themselves."



**BOTTOM
FUNNEL**

SMALL BUDGETS: START HERE

Warm

Make sure you are maximising your warm supporters first, many wonderful speakers who can give you practical tips and advice on how to get the best out of your email/crm and website.

What to do if you only have £100pm

Your organic posts only reach around 2-3% of your followers. Use some budget to boost your most impactful stories, asks and key messages.

Google Grant

If you don't have one already, apply for the Google Grant account scheme so you can leverage \$10k of free media spend from Google. There are limitations, read up on these in their Blog section.

SMALL BUDGETS: WHAT DOES CONSIDERATION LOOK LIKE?

UPA Case Study

The Brief

No Digital Fundraising had happened to date, they needed advice and a strategy to help bring in new supporters at a cost effective CPA.

How:

Worked with the Fundraising and Marketing/ Comms team to devise a Winter programme of channel and audience tests to hit new supporter acquisition KPIs.

What did this look like?

- Set them up with a Google Grant account.
- Developed a lead generation campaign, which fed emails into a new welcome journey.
- Launched emergency appeals in response to live events.

7,000 new leads
CPL of \$0.31

Emergency Appeals delivering ROAS 1.8.



United Palestinian Appeal - UPA
Sponsored · 🌐

UPA empowers refugees and marginalized communities to improve their lives. How? With equitable and sustainable programs that bolster health, education, and community and economic development.

Although we've been at it since 1978, our work is far from over. Every year, there are new and more severe challenges facing the communities the serve. UPA is committed to growing our services to meet growing needs. That's why we need your help to continue making an impact.

Sign up to be the first to hear updates about UPA's work and how you can get involved.

FORM ON FACEBOOK
Help make our mission a reality [Sign up](#)

MID
FUNNEL

CONVERSION CAMPAIGNS USING FULL FUNNEL

PCUK: Big Golf Race 2024

Campaign: The Big Golf Race

To drive sign ups to take part in the event.



Approach: full funnel meta campaign in awareness, traffic and conversions.

Also part of a multi-channel strategy.

Findings from running full funnel

1. There was a **week on week increase** in direct sign ups once the **Awareness ads went live**, compared to the previous week when no paid was running.
2. We saw sign ups from the traffic campaign, an interesting finding was that when we put the best performing traffic audiences into the conversion campaign, they didn't convert – we had to pause and reactivate in the traffic campaign.
3. In the Conversion campaign, Advantage+ did scale but with an over target CPL. Whereas the awareness/traffic audiences we added to the conversion campaign CPL was £30 cheaper.



Prostate Cancer UK  Sponsored ·  

Create your own Major championship this season, take on 72 holes of golf and raise money to help save men's lives.

Take on 72 holes of golf in a day. 

prostatecanceruk.org
The Big Golf Race
Help save men's lives [Sign up](#)

Recommend: if you have the budget to run in meta or TikTok then test interests against Advantage+

WHAT DID THIS LOOK LIKE FOR FIGHT FOR SIGHT

Integrated Brand & Fundraising Campaigns

Engagement Journey

- Channel
- Messaging
- Optimised Towards
- KPI



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We do not accept sight loss as an inevitable part of aging.

Join the fight by signing up to our monthly newsletter and get the latest on FREE webinars, events, and the breakthroughs we're funding straight to your inbox.

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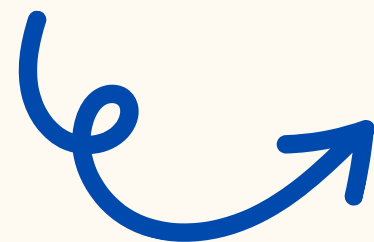
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Donate now

KEEP TESTING

Audience Testing: we are quite deliberate with the audiences we test.

Fight for Sight had audience research conducted with Paragon DCX to determine high propensity audiences. I then built those out into the meta ads manager to test against Advantage+ and they often perform better with cheaper Cost per donations and higher ROAS.



* SUMMARY

Start Here

- Email / CRM optimise, make the best of it and once you've really nurtured warm. Move up the funnel.
- Try boosting and Google Grant Account first. Small, incremental and as much free budget as possible.

Test mid then upper

Great signal someone wants to hear more from you is if they sign up to your newsletter or specific email communications.

Lead generation is a great place to start. Like the UPA example doesn't always have to have a value exchange.

Might want to build in telemarketing to follow up.

Upper

Building content for the different phases of the funnel. Storytelling and your Why for upper.

Testing the likes of meta, with some budget for Profile Visits. Keeping some money back for boosting to all your new followers.



DIGITAL WITH

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Freebie: Digital KPIs
benchmarks

