

TEA & BISCUITS FISH & CHIPS ANT & DEC GIN & TONIC SOCIAL MEDIA & FUNDRAISING

Some things are just better together

What you can achieve with social media in the time it takes to make the office tea round is pretty impressive.

Creating engaging social media content for your audience is all well and good, but ultimately there's a time you need it to convert to donations.

That's where a good call to action and landing page can make all the difference.



Few organisations contribute to social media for the sheer joy of it. When done well it can be hard work, but the gains make it more than worthwhile.

03

Social media marketing is using social channels to increase brand awareness, identify audiences and build relationships.

Social selling is using social media to interact directly with potential prospects (donors or advocates) to generate revenue.

EVERYTHING YOU DO

should be leading towards the ultimate aim of converting a lead. Now that doesn't mean your philosophy should be donate! donate! donate! Instead, you should consider your funnel and how you can move people through the funnel towards a conversion.



CREATING AND SHARING RELEVANT, INFORMATIVE AND QUALITY CONTENT

A common problem charities can face is the visibility of their cause and the inactivity of the audience. The answer can lie in content – effective content can be the key differentiator; it can allow you to stand out, create advocates to your cause and generate new fundraising avenues and generate leads.

Create content for each stage of the funnel. For example, you're a charity working in the mental health arena:

Top of Funnel Content

(your awareness stage, when someone is doing initial searches)

How do you define the difference between sadness and depression?

Do you know how many of your friends or family are struggling with mental health issues in silence?

Mid Funnel Content

(your consideration phase)

Five questions to ask, to get someone talking.

What our charity is doing to help with mental health

How to help someone struggling with mental health

Bottom Funnel Content

(your purchase or conversion stage)

How you can help support us in our work with mental health

We're here if you or someone you know is struggling with mental health

INGREDIENTS FOR CONVERTING FOLLOWERS INTO FINANCIAL GAIN



Think back to your funnel, it takes just 4 well-made ingredients to convert followers into advocates and supporters. First, you need quality content to grab their attention (awareness). Then, add a clear call-to-action to encourage them to your website (consideration). You'll need an optimised landing page to help convert leads (engagement & action). Your social media activity needs to be maintained so your presence doesn't fall, this will help to keep you front of mind (advocacy).

SPEND A LITTLE TIME ON CALLS TO ACTIONS

You've posted some great content but **what do you want your audience to do next?** What does a conversion look like to you?

Is it to show your support and share?

Is it to download a guide?

Is it to volunteer or donate?

One of the most effective ways of converting someone from engaged to actively participating is through strategic call to actions (CTAs). Gently pushing and encouraging them to take the next step.

Let's take our mental health example, CTAs at each stage will differ slightly to ensure a user is continually moving to the next step...

Top of Funnel CTAs

Approximately 1 in 4 people are struggling with mental health problems in the UK.

Click here to learn more

Get in touch if you or someone you know is struggling with their mental health

Mid Funnel CTAs

Download our guide on 'How you can help someone struggling with their mental health'

Contact us for help and advice

Bottom Funnel CTAs

Click to sign our mental health in the UK petition

Support our work with a donation today!

A GOOD LANDING PAGE CAN BE THE KEY TO CONVERSION

The majority of your social posts will encourage someone to click a link to your website. To encourage that person to convert, or take the action you want, that page needs to be as enticing as possible, making it easy and straightforward for that action to happen.

What is a landing page?

A landing page is a page on your website that is designed to either inform or encourage action (a donation, or volunteering etc.)

Having a specific landing page eliminates distractions by removing navigations, competing links or alternative options, meaning you'll have the visitor's undivided attention.

Why do I need a landing page?

TOP TIPS FOR OPTIMISING YOUR LANDING PAGES

1

ALIGN YOUR LANDING PAGE AND SOCIAL POST

If your social post refers to showing your support for a cause, your landing page should expand on that by displaying the ways you can show your support whether that's a form to donate, information on how you could volunteer or directing you to signing a petition etc.

2

SIMPLIFY YOUR FORMS

The simple rule of thumb is this; never ask for more information than you need. A simple, quick to complete form will receive a far higher conversion rate than one that will take a considerable amount of time for a user to complete – you can always ask for more information at a later date.

3

USE CASE STUDIES AND PROOF

People like to know what they're supporting or signing up for is real and trustworthy. Referencing cases where your charity has helped and backing that up with quotes and statistics can help reassure your audience.

4

MAKE IT QUICK AND MOBILE-FRIENDLY

Most of us scroll through social media feeds on our phones. Make sure your landing page is mobile-friendly.



Attention grabbing headline

You can make life easier for those struggling with mental health in the UK

SIGN NOW

Description that informs the visitor and entices them to complete the form

Sign our petition to lobby the UK government

1 in 4 people in the UK suffer every year with mental health problems, the 22% of that figure that seek help currently wait 8 weeks before being seen. Our petition seeks to improve those figures.

Your name

Your email address

Your contact number

SIGN NOW

Clear Call to action (CTA)

Simple form




Relevant testimonial

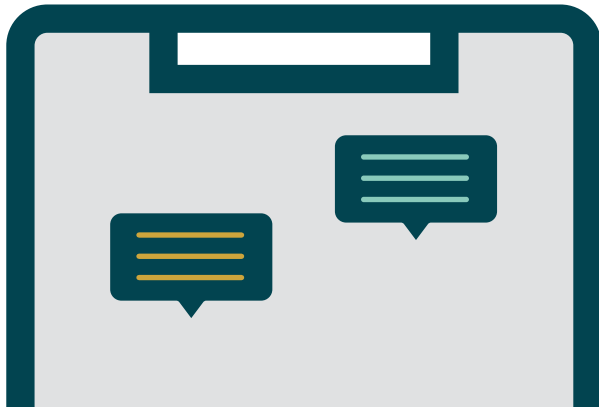
"If signing a petition saved even one suicide, it'd be the best thing you ever do with one minute of your life."

Cathy Newman



MAINTAINING YOUR PRESENCE BUILDING OUTREACH INTO EVERYDAY HABITS

-  **Keep an eye on trending content**
What's happening in your news feed? Keep an eye on trending content within the charity sector each day in order to spot any opportunities.
-  **Check your notifications**
Once or twice per day, check your notifications to see if anybody has commented or shared what you posted. If they have, do something in return – start that conversation.
-  **Listen**
Follow relevant hashtags, listen to what people in your feed are posting and discussing – it'll give you great ideas for your next piece of content.



BENEFACT GROUP

SOCIALGUIDE

04
TOOLKIT

For more information and insight into gaining an advantage through social media, check out our fourth and final toolkit.

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