Marketing

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PMAP 3210: Introduction to Nonprofits

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Plan for today

Marketing theories

Marketing tools

Dignity and poverty porn

Stories

Marketing theories

What even is marketing?

Why do organizations engage in marketing?

Purpose of marketing

Research, persuade, and change behavior

Theories of marketing

Marketing is all about changing people's behavior...

...so what do people want?

...and why do people behave they way they do?

...and why do people change?

Psychology!

Theories of marketing

Change theory

Social cognitive theory

Exchange theory

Stakeholder theory

Change theory

People act based on their current level/stage of change

Pre-contemplation (Aware of new behavior but not interested in changing)

Contemplation (Consciously evaluate personal relevance of new behavior)

Preparation (Decided to act and are trying new behavior)

Action (Doing the new behavior)

Confirmation (Committed to new behavior; no intention to regress)

Change theory

How to use the theory

Cultivate relationships with donors

Help people move along these levels

Tailor messages and campaigns
to people at different stages

Social cognitive theory

Our behavior is based on our views of the social context we live in

The social behavior of people around us influences our behavior

Social cognitive theory

How to use the theory

Create marketing strategies that show good behavior

"Most people do X"

"It is important/good/socially acceptable to do X"

Exchange theory

People want to make
mutually beneficial exchanges with others

Getting a good deal

Feeling connected to others

Exchange theory

How to use the theory

Create marketing strategies that show the benefits of the behavior

Emphasize mutual relationships and connections between donor and organization and recipients

Stakeholder theory

Lots of people and groups are key to the success of a nonprofit and have different needs and preferences

Internal

Staff   Board

External

Donors   Regulators

General public

Stakeholder theory

How to use the theory

Create marketing strategies that cater to each group's needs

Marketing tools

General tools

Strategic marketing plan

Marketing mix

SWOT analysis

Personas

Communications and public relations

Strategic marketing plan

General plan for overall marketing strategy

Table of Contents

Business Summary

Business Initiatives

Target Market

Market Strategy

Budget

Marketing Channels

Marketing Technology

Marketing mix

Characteristics of the products/services you offer (5Ps)

Product or service (Thing you want people to consume or do)

Price (Amount people "pay" for thing)

Place (Where the thing will be consumed—in-person, online, etc.)

Promotion (How you'll publicize the benefits of the thing)

Policy (What regulations or institutional changes are needed to allow people to use the thing)

Environmental analysis (SWOT)

Understand how the organization

fits in and interacts with its external environment

Personas

Profiles of fictional (but typical) donors / customers / recipients

Each persona represents a segment of the market

Tailor your messaging to their needs

Persona characteristics

Demographics

Age Gender

Education Income

Location Employment

Marital status etc.

Pscyhographics

Attitudes Motivations

Opinions Values

Personality Lifestyle

etc.

Behaviors

Communication preferences

Relationship to nonprofit

Donation history

etc.

EXAMPLE: MOLLY THE MILLENNIAL

Age: 28
Education Level: Bachelor's Degree
Marital Status: Single
Preferred Media: Instagram, Medium
Preferred Format: Smartphone
Income Level: $45k

BEHAVIORS

- Easily distracted
- Technology Early Adopter
- Juggles Multiple jobs with active social life and an active lifestyle
- Prefers to rent and share (home, movies, music, car) over ownership
- Frequently checks social media

FRUSTRATIONS

- Inauthenticity, sales and classic advertising
- Delayed gratification - waiting for anything
- Difficult-to-comprehend websites or content, needs things to be easy and fast
- Social injustice
- Poor customer service

MOTIVATIONS

- Contribution and meaning, rewarding experiences
- Creative fulfillment
- Being an influencer/looking good in front of peers
- Being unique

Not just for marketing!

- James is a 30-year-old police officer who has been working for 4 years. He's interested in public service in general and is working on his master's degree in public policy (MPP) so that he can improve policing in Atlanta.
- He's familiar with Excel and has taken two MPP classes on statistics with Stata, but wants to be able to use statistical tools in his job after he finishes the MPP program, so he's interested in R. He also really likes data visualization
- James needs help with programming, since all his training so far has been with GUIs like Excel and Stata. He isn't especially familiar with any programming language and is scared of things like the terminal console, but he's willing and excited to learn

Communications & public relations

How the organization communicates with the public

More on this next week!

Communication methods

Media

(commercials, op-eds, letters to editor)

Direct mailers

Social media

Sponsorships and event marketing

Websites

Branding

The organization's total image

Logo Fonts Colors

Style Taglines

Reputation

Dignity and poverty porn

Marketing and emotions

The goal of marketing is to persuade behavior

Strong emotions → faster, more forceful, more lasting behavioral change

Evocative images and photographs create strong emotions

That's not necessarily bad!

Earthrise (1968)

The Blue Marble (1972)

The allure of suffering

Nonprofits often deal with human suffering

Suffering naturally creates curiosity

"If it bleeds, it leads"

"Poverty porn" can raise more money

(a)

(b) WHOEVER SHUTS THEIR EARS TO THE CRY OF THE POOR WILL ALSO CRY OUT AND NOT BE ANSWERED. Proverbs 21:13 — Cross International

(c) BUT SEEK FIRST THE KINGDOM OF GOD AND HIS RIGHTEOUSNESS (Matthew 6:33) — FOOD FOR THE POOR

(d) Save the Children.

(e) Famine, starvation and death. Over 1 million children in South Sudan are suffering from malnutrition.
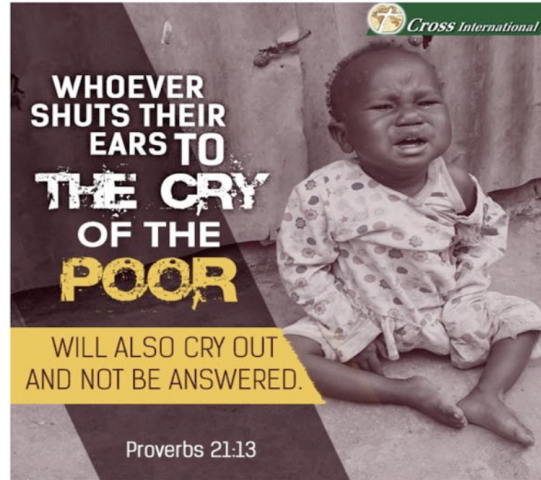
(f)

Beware of the allure of suffering

Nonprofits often fail to emphasize the dignity of the people they serve when they fundraise

Children are especially taken advantage of

Every person depicted in a fundraising campaign is a real person

Don't sacrifice dignity for impact

KEY FINDINGS

The majority of respondents thought that the images in the adverts offer an accurate representation of the situation in Africa.

Most respondents demonstrated a high level of media literacy and understood that fundraising campaigns are strategic and developed to raise funds.

When asked to select imagery for a charity advert, 38% of respondents said they would show the problem, 18% the outcome, 27% the root cause and 18% a combination of all three.

The vast majority of respondents said they would choose negative imagery for a fundraising advert in order to inspire donations.

The images and adverts mostly made respondents feel sad.

The respondents felt that the images generally portrayed Africa as inferior and a continent in need.

Respondents emphasized that dignity and respect must be underlying elements in the portrayal of people in INGO imagery.

Most respondents said they were OK with the use of children in adverts, recognising that this is a deliberate tactic by INGOs to attract potential donations.

However, they highlighted the need for more diversity by for example using images of people of all ages and different races, and generally showing that people have something to offer.

Respondents felt that explicit images involving nudity or bloodshed should never be used.

The vast majority of respondents said it is fundamental to use images in the adverts.

Do not treat those you serve as helpless, incapable, opinion-less objects

Treat people with dignity

QUESTIONS TO CONSIDER
WHEN USING IMAGES OF PEOPLE

1. DIVERSITY

DO THE PEOPLE IN THE ADVERT SHOW THE DIVERSITY OF THE POPULATION? ARE A VARIETY OF AGES, GENERATIONS AND BACKGROUNDS REPRESENTED?

2. LOCAL MEASURES

HOW CAN YOU BETTER SHOW THAT THE LOCAL COMMUNITY HAVE THE CAPACITY TO HELP IMPROVE THEIR SITUATION? WHERE ARE THE LOCAL DOCTORS, TEACHERS OR AID DEVELOPMENT WORKERS?

3. IMAGE AND TEXT

IN WHAT WAY DOES THE TEXT RELATE TO OR COMPLEMENT THE IMAGE?

4. EMOTION

WHICH EMOTIONS DO YOU WANT TO TRIGGER WITH YOUR COMMUNICATION – BOTH FROM DONORS AND FROM THOSE DEPICTED – AND TO WHAT PURPOSE? ARE FEELINGS OF SADNESS AND ANGER THE MOST CONSTRUCTIVE, OR IS IT POSSIBLE TO BE MORE HOPEFUL?

5. CONNECTION TO REALITY

TO WHAT EXTENT DO THE PHOTOS DESCRIBE THE REALITY OF THE SITUATION?

6. VISUAL COMMUNICATION

WHAT IS THE CONTEXT, AND IS IT CLEARLY COMMUNICATED? WHO ARE THE PEOPLE IN THE PHOTOS, AND HOW DO THEY RELATE TO THE SITUATION?

7. RELATION

HOW DO THE PEOPLE PORTRAYED IN THE ADVERTS RELATE TO THE PHOTOS? WHAT IS THEIR CONNECTION TO THE ADVERT?

8. BEHIND THE IMAGE

DO THE IMAGES SHARE A STORY, AND DO THEY PRESENT PEOPLE AS HUMAN BEINGS WITH UNIQUE EXPERIENCES AND FEELINGS?

9. PROBLEM OR SOLUTION?

DOES YOUR IMAGE SHOW ONLY THE PROBLEM OR THE SOLUTION TO THE PROBLEM?

10. DIGNITY

ARE THE PEOPLE IN THE IMAGES PORTRAYED WITH DIGNITY?

Dignified Storytelling

dignifiedstorytelling.com

It's not my story.

Amplifies contributors' voices and experiences, honouring their wishes on what story is told and how it is told.

→ READ MORE

I do no harm.

Applies a "do no harm" ethic to all actions.

→ READ MORE

We are all multi-dimensional.

Treats each individual as a whole and every community as dynamic and multi-dimensional.

→ READ MORE

Consent is more than paperwork.

Obtains informed, full, and freely given consent from contributors.

→ READ MORE

I am biased (repeat).

Acknowledges and mitigates biases, stereotypes, social stigmas, and power differences.

→ READ MORE

I do my homework.

Values local social, moral, and cultural norms.

→ READ MORE

I am empathetic.

Considers the impact of stories on individuals, communities, and the natural environment.

→ READ MORE

I protect others' data like it's my own.

Processes and manages content responsibly in line with existing data protection guidance and laws.

→ READ MORE

Truth over headlines.

Depicts realities and change prospects with accuracy and authenticity.

→ READ MORE

A story can change the world.

Empowers and inspires both contributors and audiences to work towards positive change.

→ READ MORE

Stories

What are your favorite stories?

Why are they so great?

Why do people like stories?

CAN SCIENCE EXPLAIN WHY WE TELL STORIES?

By Adam Gopnik
May 18, 2012

… And yet something interesting, even encouraging, is revealed in this ritual, all its humiliations aside. Stories, more even than stars or spectacle, are still the currency of life, or commercial entertainment, and look likely to last longer than the euro. There's no escaping stories, or the pressures to tell them. And so the pathetic story-pitcher turns to pop science—to Jonathan Gottschall's new book, "The Storytelling Animal," for instance—for some scientific, or at least speculative, ideas about what makes stories work and why we like them. Gottschall's encouraging thesis is that human beings are natural storytellers—that they can't help telling stories, and that they turn things that aren't really stories into stories because they like narratives so much. Everything—faith, science, love—needs a story for people to find it plausible. No story, no sale.

Stories are how we translate core, essential **content** to different **forms** for specific **audiences**.

Purpose of stories

We understand the world through causal stories

Stories are how we construct our sense of self

Stories are crucial for making ideas memorable

Stories imbue our experience with meaning

Script-following

Stories motivate our actions

> When we act we are often to a great extent *enacting*, we are acting out the story as the script demands, acting in ways that are meaningful in the context of some story and that are true to our character's identity.
>
> Frederick Mayer, *Narrative and Collective Action: The Power of Public Stories*, p. 7
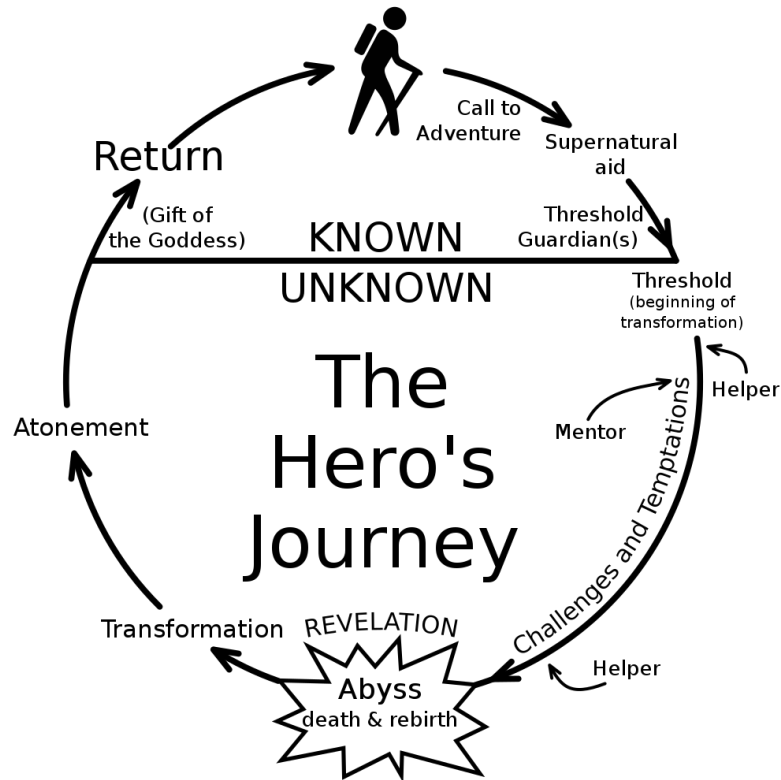
Stories lead an audience on a journey

Story shapes

Every story is the same

Heroes and structure

The Hero's Journey

- Call to Adventure
- Supernatural aid
- Threshold Guardian(s)
- Threshold (beginning of transformation)
- Helper
- Mentor
- Challenges and Temptations
- Helper
- Abyss — death & rebirth
- REVELATION
- Transformation
- Atonement
- Return (Gift of the Goddess)
- KNOWN / UNKNOWN

1. YOU
2. NEED
3. GO
4. SEARCH
5. FIND
6. TAKE
7. RETURN
8. CHANGE

When marketing something, who is the hero?

You are not the hero

- About us
  - Company history
  - Market cap
  - # employees and # locations
- About our product and service
  - What it is
  - How it works
  - Why it's better than the alternative
- Call to action (ideally)

XYZ Co. Equity Partners, LLC

- Founded in 1988 in Anchorage, Alaska
- Invest in companies who:
  - Provide professional IT services
  - Offer exceptional technical and project management expertise
  - Deliver complex data and information management solutions as systems and/or applications integrators
- Average annual revenue: $51.5M

XYZ Co. Software

- Established in 1984
- Headquarters: San Francisco, CA
- Integrated P&C Insurance software and services
- Focused on Alternative Risk & Self-Insured markets
- Recognized leader in risk management solutions
- Over 100 customers in U.S. and Canada

From Cole Nussbaumer Knaflic, *Storytelling with Data: A Data Visualization Guide for Business Professionals*

The audience is the hero

This is why we care about personas so much!

Do not treat those you serve as helpless, incapable, opinion-less objects

If the audience is the hero, those you serve are characters.
Don't mistreat them

Treat people (and their stories) with dignity