Content Marketing Best Practices

HIGHER EDUCATION AND NONPROFITS

Building your content strategy
Using content to boost recruiting and fundraising
Who’s winning with various content strategies
INTRODUCTION

Universities and nonprofits share two major challenges: recruiting students or supporters and raising funds to fuel their mission. Falling short in either goal can significantly affect the quality and effectiveness of their programs by tightening already limited budgets.

So how do nonprofits choose the most cost-effective strategies in an ever-changing media landscape? One goal of this ebook is to show how content marketing can elevate awareness, increase recruitment and bolster fundraising efforts.
INTRODUCTION

Not only is content marketing more cost-effective than traditional marketing, but it also works better. If you’re still not sure it’s the right answer for your institution, please consider this statistic:

*Content marketing costs 62 percent less than outbound marketing and generates three times as many leads per dollar spent.* (Source: Demand Metric).

To get perspective, brush up on the fundamental elements of a sound content strategy — and see who in the field is succeeding at theirs.
Recent reports from the National Center for Education Statistics show college enrollment is dropping, down 1.3 million students from 2013 to 2015. In addition to the dip in enrollment numbers, the U.S. Department of Education also reports an increase in the total number of accredited schools — up to nearly 40,000 institutions in 2016 from 36,000 in 2014. Fewer students and more options create a competitive enrollment environment for universities seeking to attract top students.

Nonprofits face a similar problem. New overtime laws, an ever-changing economy, and the rise of crowdfunding have created a challenging fundraising environment.
COMMON CHALLENGES

Increased competition has become fierce. Add in limited resources and small teams, and both universities and nonprofits can struggle to boost recruitment and meet financial goals. In a worst-case scenario, failures can create a downward spiral, as fewer donations can result in fewer staff members, fewer courses and an even lower brand profile.

How can nonprofits and universities help break this spiral, or avoid it altogether? By moving away from traditional advertising and leveraging content marketing.

So let’s start by building a content strategy...
In 2016, only 25 percent of nonprofits reported they had a documented content strategy, according to Content Marketing Institute. Without a documented plan for success, how can you measure if all your efforts are working? You can't.

If you already haven't developed a dynamic content strategy, let's walk you through eight key steps to building one.

BUILDING YOUR CONTENT STRATEGY
For content marketing to be effective, it must be personalized and authentic. Therefore, it is vital to determine exactly who your target audience is by using solid data. The simplest method to identify your target audience is by surveying current students or donors. Use a survey tool like SurveyMonkey to create a short survey to gather the following information: age, geographic location, family size, income, etc. Or hire experts like SimpsonScarborough to do research.

Add additional questions that make sense for your organization. For example, a local university might be interested in what other schools a current student considered. A nonprofit organization supporting schools in impoverished countries might want to know the average level of education of their donors.
Is your organization's tone buttoned-up and professional? Do you want to be perceived as young and progressive? Outlining brand style and voice guidelines makes it possible for multiple people within your organization to produce content that is on-brand.

**Three things that should be included in your style guidelines:** a description of your brand voice, content examples, and editorial guidelines.

For instance, if you're a small nonprofit dedicated to helping women in third world countries build their businesses, you might focus on being honest, driven and helpful. You might link to examples that closely capture your voice or vision. And for editorial guidelines, you might use AP style and develop contextual guidelines for your organization.

[Here's a great post on developing guidelines.](#)
Which of your content initiatives are working and which are not? To create a content strategy, you need to start by looking at what you have already done so you can do more of what is working and less of what isn’t. Here’s how the process should go:

• Pull all your current content links into a spreadsheet. We suggest using Screaming Frog for this step.
• Create columns for title, target keywords, page visits, social shares, backlinks, and any other parameters you consider an indicator of success. Pull this data from tools like Google Analytics and Mozscape.
• Analyze content based on indicators of success: Which posts got the most traffic? Which posts drove the most email signups? Which pieces of content got the most social shares?

Look at step-by-step instructions for performing a content audit.
Do you have content that speaks to popular keywords relevant to your offerings or cause? Or are you missing related content that might drive traffic to your primary focus?

A keyword gap analysis looks for gaps in your content that your target audience might be looking for information about. Any gaps represent an opportunity for you to create high-quality content that will rank well and drive organic search traffic through better SEO.

Try this template from Smart Insights as a good place to start for an in-depth keyword gap analysis.
While your goal should be to stand out, you can still learn a lot from looking at what your top three competitors are doing. Are they using newer formats, like video, that are getting shared a ton? Did they create a snazzy infographic that went viral?

For a quick start, just look at the top five search results for your top three target keywords. To do an in-depth analysis, here's a great post from ClearVoice: [How to Do Competitive Analysis to Build a Content Strategy](#)
Looking at your competitors' successes is a starting point to creating content that works. Don't copy what they're doing, however; instead, look at how you can build on their success and create even better content.

**After doing your keyword gap analysis and your competitive analysis, answer these questions:**

- What topics are we not covering?
- Are our competitors covering those topics?
- If so, how can we be better? (Consider making yours higher quality or using a different format.)
- How are we different from competitors X, Y and Z?
- How can we leverage this?
- Are there niches in our field that our brand is uniquely qualified to cover?
Arguably the most important aspect of your content marketing plan is defining what success looks like for your institution.

Here are some of the most common goals:
• Increase website traffic
• Increase brand awareness
• Increase newsletter sign-ups
• Increase social followers and engagement
• Educate on a specific topic

Once you have laid out your broader goals, you need to determine what your success parameters are and how you will measure them.
Outline one to five content initiatives that fill gaps you uncovered in your keyword and competitive analysis. These initiatives should speak directly to your target audience using your brand voice. In your strategy document, outline how these initiatives will help you reach your goals.

Clearly organize and communicate all the elements of your strategy within a cohesive plan that’s readily accessible and relatable to other teams in your organization.
Who’s winning with content marketing? What kinds of strategies and content initiatives are popular in higher education and nonprofit organizations?

In the next section we will:

- Breakdown different types of content: blogging, video, email campaigns, Facebook, Twitter, newsletters, contests, online courses and webinars, influencer programs, and infographics
- Discuss what is currently working
- How it can be implemented in the education and nonprofit sectors
- Provide tools and resources you can use to develop your own content
A blog is the starting point for many organizations in their content marketing journey, and with good reason. You likely already have a blog, or adding one to your website would be quite simple. Content from your blog can be shared on social media and in newsletters and referenced in other content.

While it is an obvious place to start, being successful at blogging requires a defined strategy, one that includes creating content consistently and effectively. Let's look at what successful blogging looks like in the nonprofit sector.
The University of Louisiana at Lafayette worked with Up&Up Agency to drive enrollment and increase brand awareness. Through a carefully defined content marketing strategy, the university was able to increase website traffic, decrease site bounce rate and increase traffic from social media, according to a case study published by the agency. How did they do it?

They realized stuffy academic writing was no way to go when targeting their audience. The University of Louisiana at Lafayette used compelling visual content, such as bold images and funny GIFs and memes, to entertain and educate. These types of content work well for college-age students. Instead of boring how-to articles or dull academic papers, they used listicles, quizzes and Instagram takeovers.
The university's listicle about grad school (pictured), complete with 30 Rock and Obama GIFs, is a fantastic example of content marketing that's effective, enjoyable and shareable.

“While we dug deep into keyword research to help promote multiple grad programs, we knew we needed content beyond just curriculum and courses to keep the audience interested,” said Matt McFadden, the Director of Marketing Strategy at Up&Up Agency.

“The content strategy allowed us to highlight key features of the programs and university, but we were able to do so in a way that was much more entertaining and captured the fun-loving spirit of the university and Louisiana.”
Consider Your Audience

What types of content will your audience be interested in and willing to share? People share posts their friends will find useful, so focus on creating useful content and not just talking about yourself.

Blog Consistently

If you are working with a limited budget, writing consistently might seem overwhelming. Instead of having one person responsible for all the blog posts, reach out to other departments, board members and partners to tell their stories. Here's good advice on getting employees to contribute content.

Optimizing Your Posts

The best content in the world is useless if no one reads it. Make sure each post focuses on a specific keyword — and include it in your title, meta description, and a few times in the post. Yoast makes an easy-to-use plugin for WordPress that checks for blog post optimization.
Driving enrollment from a university or nonprofit blog is all about paying attention to the platforms and content types your target audience is interested in. Here are a few tools and resources you can use to spice up your blog posts:

- **GIPHY** — To find related GIFS

- **How to Create Instagram Stories** — To create engaging Instagram stories

- **QZZR** — To create and embed quizzes on your site

- **Yoast** — To optimize posts for SEO

- **ClearVoice** — To manage content creation workflow and recruit freelancers all in one place
Video is an ideal format for nonprofits and universities working with limited resources to attract limited attention spans. In addition to being highly effective, just one minute of video is worth 1.8 million words, according to Forrester Research. A few other reasons video should be part of a winning strategy:

• All the major social platforms support video.

• You no longer need fancy equipment to create good ones.

• According to Cisco, video content will account for 79 percent of the world’s total internet traffic by 2020. (Of course, how much of that will be Netflix wasn’t specified. But still.)
Princeton University has embraced the video format with two channels on YouTube and hundreds of videos. Having two channels enables them to focus one on academic topics and another on lighter cultural events. Many of those videos are also posted on their Facebook page (selections at the right), where they garner thousands of views.

Princeton University has a lot of academic information to share, through visiting speakers and professors at the top of their field. But, they don't let the dry academic content dominate their video strategy. Their videos include a range of topics, from winners of the Annual International Eye Photo Content to a video of snow falling on campus.
**VIDEO**

Winning Strategies

**Cover Multiple Topics**
Don't assume your videos need to be about one specific topic. You can post a well-edited video about your work in African villages and still share your favorite clips from a live symposium about a water shortage. You can also mix up the formats. For example, you could post a documentary-style video to your YouTube channel and host a live Q&A on Facebook.

**Use It Across Platforms**
Once you have a video recorded, you can use it over and over again. Post it to Facebook. Post clips on Instagram. Edit it in with other videos to create a montage. Make sure you share the content on multiple platforms — don't assume your job is done once you post it on YouTube.

**Optimize It**
Optimizing your videos will help more people see them, and it's simple. YouTube provides guidelines to follow when you upload a video, including a place for tags and a description. Make use of this space and be sure to include keywords that make sense. Or, if your video has speaking subjects, use subtitles for silent viewing (which is a highly popular feature on mobile).
Top Tools and Resources

- **WeVideo** — Easy-to-use, cloud-based video editing software
- **RawShorts** — For making explainer videos to illustrate processes and products
- **Magisto** — When you need professional-quality videos at an affordable price
- **RendrFX** — A cheap, simple way to create a lot of beautiful videos with motion graphics and templates
- **Animoto** — Turn photos and clips into videos in a easy, fun platform
- **Video Optimization: Do Not Underestimate the Power of YouTube** — A guide to optimizing your YouTube videos
- **50 Inch, Universal Smartphone Tripod** — Fancy cameras are not required, but a steady hand is
EMAIL CAMPAIGNS
Keep Re-engaging Your Supporters

Email remains one of the most effective marketing strategies. This is likely because, unlike interruptive advertising, people who subscribe to your email list are giving you permission to contact them. They want more information about your brand.

And the metrics... Email affords you some of the clearest metrics on engagement and conversion: open rates, click-through rates, re-engagement rates, time since last engagement, plus an arsenal of tracking metrics based on user groupings or target demographics.
Ballet BC, a contemporary ballet company based in British Columbia, Canada, uses their email subscriber list to share news, stories and information about upcoming performances. In addition to putting on ballet performances, they also host dance educations and youth outreach programs. Their email program is a vital part of educating and engaging their supporters.

What are Ballet BC's keys to success? It is all about sharing real stories. Instead of just sending out updates about upcoming shows, they create a relationship with their audience.
And Ballet BC’s approach is very simple: keep sharing authentic stories to make supporters feel like they are part of a community.

“We sought to reach our supporters who wanted to know what we were doing, keep them engaged between the shows, and make them feel like they were part of our family,” said Alice Ko, former Digital Media Strategist for Ballet BC.

Dazzling Metric: Email results in about one-third of online fundraising revenue. - Salsa Labs
EMAIL CAMPAIGNS
Winning Strategies

Let Subscribers Know What to Expect
When you go to sign up for Ballet BC's newsletter, they immediately tell you what to expect from them: a monthly newsletter with behind-the-scenes info, occasional emails with discounts, and updates on special events. Being upfront and honest can go a long way for conversion and retention.

Tell Your Story
Alice Ko, who managed digital media for Ballet BC, told The Storytelling Nonprofit that they discovered their audience was interested in the real stories behind Ballet BC. They wanted to know who the dancers were, what their daily routines were like, and what other programs they were involved in. The key here is to offer behind-the-scenes views into how your brand works and create a bond with your audience.

Consider Automation
Nonprofits and universities are often held back by limited resources. Automation is a fantastic way to interact with your audience without overextending yourself. You only have to build an automation campaign once, and the emails drip out, triggered by specific behaviors. This HubSpot article is a good primer on email automation.
EMAIL CAMPAIGNS
Top Tools and Resources

• **HubSpot** — Popular email marketing service provider that makes it easy to send, track and analyze email campaigns

• **5 HubSpot Power-User Secrets** — An expert who’s logged thousands of hours using HubSpot shares his best practices for email marketing

• **How to Use a Drip Marketing Campaign to Build Trust & Loyalty** — A good guide to effective email campaigns

• **What You Need to Know About Email Marketing for Nonprofits by Media Cause** — A three-part series on creating engaging email campaigns for nonprofits

• **Boost Email Click-Thru Rates With Cinemagraphs** — Martech expert Ben Beck explains how to use Cinemagraphs in your email marketing
According to Facebook, nearly 1.23 billion people are active on the site every day. No matter who your audience is, they’re on Facebook. And the stats keep growing:

- **UBS Evidence Lab**, in their most recent annual social media survey, found 65% of US teens use Facebook daily — more than any other social media platform.

- Mark Zuckerberg also stated in April 2016, “People around the world spend on average more than 50 minutes a day using Facebook, Instagram and Messenger.”
The Michael J. Fox Foundation for Parkinson's Research works to raise money and awareness of Parkinson's Disease. Their Facebook page has nearly 800K likes and a high amount of engagement. Their key to success lies in sharing information about many topics related to health care, in addition to their own blog posts and information related to Parkinson's. They do this by using social media to share posts about Parkinson's Disease, Team Fox, the Foundation, or Parkinson's Research, and to push all lead information into their existing Salesforce funnel, according to this case study from Astadia.
Share Your Own Content
The Michael J. Fox Foundation for Parkinson's Research often shares posts on their Facebook from their own blog. Sharing on Facebook is one way to increase the reach of your content from other sources or even drive newsletter subscribers (but you have to do more than just share your own content — read on).

Don't Just Talk About Yourself
People visit Facebook to be social and to interact on a personal level. Posts asking for donations over and over again will not work. Instead, share your story and share other information related to the field you are in. Remember that social media is a conversation, not a one-way broadcast.

Schedule Posts to Lighten the Load
Do not try to keep up with social media live, in real time. Instead, use a program like Buffer or Hootsuite to schedule your posts to Facebook (and other social platforms) and analyze what type of content is working.
FACETIME
Top Tools and Resources

- **Buffer** — Popular platform used to schedule posts and track engagement
- **Hootsuite** — Similar to Buffer, platform to schedule posts and track results
- **Edgar** — Allows you to mark posts so you can easily reshare, making it easier to keep your scheduled queue full
- **Facebook Marketing Tips For NonProfit Organizations by AdEspresso** — Post outlining effective strategies for nonprofits on Facebook
- **How to Build Your Facebook Chatbot in About 10 Minutes** — Learn why and how brands are using Facebook chatbots in their marketing
With 313 million monthly active users, Twitter is a powerhouse in the social media field. Despite its popularity, Twitter is hard for most institutions to use effectively. By nature, Twitter is fast-paced and brief.

More key Twitter stats:

• 1 billion unique visits monthly to sites with embedded tweets

• 82% of active users are on mobile

• 79% of accounts are outside the U.S.
DoSomething.org is a "global movement for good" dedicated to helping young people make a difference by supporting a variety of campaigns. Their Twitter profile boasts 808,000 followers, and they're winning by paying attention to their target audience, teens, and posting a variety of content on a near-constant basis.

Twitter has been a growing factor in their success. "(In 10 years)... We went from five to 55 employees, from $2 million in revenue to $12 million. We now have over 4.5 million young people participating in our campaigns," said Aria Finger, CEO of DoSomething.org.

For example, this post has nothing to do with teens, being a nonprofit or even doing good. It is, however, timely and uses a trending hashtag.

This post, an article from Teen Vogue, is interesting to their target audience but is unrelated to any of their campaigns.
TWITTER
Winning Strategies

Share Interesting, Related Content
Twitter moves fast, so stick to news, trending topics and/or highly interesting content you know your audience will be interested in. When you do post about your own campaigns, be sure to use relevant hashtags.

Don’t Overuse #Hashtags
Hashtags help you increase the reach of your tweets, but too many will take up your precious 140 characters — and, it looks unprofessional. Choose one to three hashtags that make the most sense.

Retweet Daily
Retweeting is an easy way to share even more interesting content with your audience. Plus it increases engagement and makes other users notice you. Hopefully, they will begin to like and retweet your content as well, which will increase your reach.
TWITTER
Top Tools and Resources

• **Crowdfire** — This platform uses an algorithm to help you increase followers and engagement

• **Bit.ly** — A link-shortening tool that allows you to track clicks on links you share

• **10 Twitter Best Practices for Nonprofits** — Guide to getting started and succeeding on Twitter as a nonprofit

• **Tweet Reports** — Find Twitter Chats to grow your following and engagement through participation

• **Hootsuite vs. Buffer** — A martech experts shares his comparison between two popular tools for managing tweets
NEWSLETTERS
Go Deeper in Detail on Your Impact

A newsletter is an opportunity for your institution to share information, updates and resources related to your institution and goals. When used effectively, newsletters can drive engagement and increase donations — with those most engaged and interested in your mission. Keep in mind, a newsletter might be sent through email or in print.

Dazzling Metric: Thirty-three percent (33%) of donors indicate if a charity tells them how their donation was spent and the impact it had, they’d be “a lot more likely” to give again in the future. — Convio
NEWSLETTERS
Who’s Winning With Newsletters?

Splash is an international nonprofit dedicated to helping people in developing countries, particularly children, gain access to clean, affordable drinking water. Their newsletter features updates, activities, goals and events. They share this information using a balanced mix of infographics, images and text.

They often use graphics to visually show the impact of their organization. They also include upcoming events and images of children who have benefited from their programs. The result is an engaging visual format. See a newsletter example.
NEWSLETTERS
Winning Strategies

Use Stunning Images and Graphics
Images and graphics are a simple way to share in-depth information and help your donors feel connected to the people their funds help. Use photos of your institution in action and create graphics to share statistics.

Share Goals and Updates
Your newsletter should not be full of sales pitches or ad copy. Instead, give subscribers an inside look into how your organization is doing. Did you meet your fundraising goals for last year? Were you able to help 1,000 low-income students graduate? Share your successes to keep the momentum going.

Be Consistent
People enjoy routine: It gives them something to look forward to. Plan a newsletter schedule and stick to it. Quarterly, monthly, or even weekly is fine, as long as you have enough interesting information to share.
NEWSLETTERS
Top Tools and Resources

• **Canva** — Create stunning infographics with a user-friendly image-editing platform

• **Litmus** — Make sure your newsletter looks good on over 70 different platforms and devices

• **HubSpot, Mail Chimp, Zapier, Constant Contact** — Email platforms with integrated tracking and email-building capabilities

• **5 HubSpot Power-User Secrets** — An expert who’s logged thousands of hours using HubSpot shares his best practices for email marketing

• **What You Need to Know About Email Marketing for Nonprofits by Media Cause** — A three-part series on creating engaging email campaigns for nonprofits
Contests are great tools to raise awareness and cultivate a following. They can be leveraged in a variety of formats, including giveaways, donation contests, photo contests and naming contests — and they don't need to involve prizes.

**Dazzling Case Study:** Ninety-six percent (96%) of donors to Give to the Max Day giving contest said they were likely to give additional donations to nonprofits after participating in the contest. — The Case Foundation
The most popular contest by a nonprofit in recent memory is the ice bucket challenge, created by The ALS Association, to raise money and awareness for ALS (amyotrophic lateral sclerosis, a progressive neurodegenerative disease).

The premise was simple: Participants recorded themselves dumping a bucket of ice water over their heads, posted it to social media and challenged their friends to do the same. Challengers could choose to dump ice water over their own head or donate $10 to The ALS Association. Many chose to do both.
The real magic of the contest came from its word-of-mouth virility, aided with a cool infographic with instructions (shown on previous page). Over a year's time, nearly 17 million people participated in the ice bucket challenge, raising a total of $115 million dollars, CNN reported.

You also can read more about the impact of the challenge, as captured by the ALS Association's infographic to the right. See full-size infographic.
CONTESTS
Winning Strategies

The Contest Doesn't Have to Relate Directly to Your Organization
The ice bucket challenge drew attention to ALS through its message, but it wasn't all about the disease. In most cases, you will find more success by relating the contest to your institution — but your campaign doesn't have to be all about your cause. For example, a zoo might have a contest to name a new giraffe, or a wildlife nonprofit might host a nature photography contest.

Leverage Word of Mouth and Social Media
The success of your contest will rely on your success at using social media to spread the word. Make sure your contest strategy includes a carefully designed social media strategy that includes live video, hashtags and regular contest updates.

Consider ROI
As mentioned above, contests rely heavily on word of mouth and social media. If you already have a highly engaged audience, a contest will be a great fit. If you have a mediocre social media presence, a contest will help you build your following. But, consider the cost and resources required to manage the contest, make sure to get legal advice, and do not assume your campaign will be a viral success.
CONTESTS
Top Tools and Resources

• **ShortStack** — Tool to help create and manage social media contests and giveaways

• **The Ice Bucket Challenge: A case study in viral marketing gold by DigiDay** — More background with a few examples from the challenge

• **8 Facebook Contests to Build Your Fan Base, Support Nonprofits by Selfish Giving** — A brief summary of the most popular kinds of Facebook contests

• **Not Just a Game: Legal Considerations for Social Media Contests and Sweepstakes** — A good starting point to think more about potential legal concerns
By sharing in-depth information and training, webinars and courses enable your organization or institution to position itself as a leader in your field and a trusted source of information. Courses and webinars can be used to cover a variety of topics, from showing what prospective students can expect when they arrive on campus to full-fledged courses with college credits.

**Dazzling Metric:** Sixty-six percent (66%) of B2B content marketers rank webinars as effective. — CMI
Harvard is the oldest and among the most well-known universities in the country. Outside of degree programs, they continue to offer a high-quality education to the general public with their free and paid online courses. In addition to raising the profile of their school, these courses also help them raise funds through webinars and certificate programs.
While Harvard uses webinars as both a branding tool and a revenue generator, universities also could use webinars to educate prospective students about available programs, share information about applying for financial aid, or offer virtual tours of their campus and amenities.

Nonprofit organizations could use webinars to train volunteers, share in-depth research with donors, or to host a fundraiser.
ONLINE COURSES & WEBINARS
Winning Strategies

Practice, Practice, Practice
Have a dress rehearsal with the presenter, the moderator and at least one other person to ensure everyone knows how to use the platform. This will also give the presenter the chance to practice their presentation.

Develop a Promotional Plan
How are people finding out about your webinar? Create a promotion plan, which should include an email blast, blog post and social media strategy. Share what people can expect to learn and highlight the skills and expertise of your presenter.

Record and Redistribute
The usefulness of your webinar doesn't end when the live event is over. Make sure to record the session (most webinar platforms allow this) and distribute the content on other platforms. Turn a transcript into a blog post, turn quotes into graphics for Instagram and Twitter, upload your slides on SlideShare, or use a short video clip to build interest in your next webinar.
ONLINE COURSES & WEBINARS
Top Tools and Resources

• **Popular Webinar Platforms** — GoToWebinar, Zoom, Cisco WebEx

• **HubSpot** — Platform to create a landing page for your webinar registrations

• **Rev** — An affordable transcription service to turn webinars into long-form article content

• **14 Steps to Hosting a Successful Webinar by Convince and Convert** — A good breakdown of common items to consider when planning your webinar

• **Top Content Marketing Courses for Professionals** — Our guide features a number of noteworthy and accredited online, in-person, for-credit and for-fun courses from reputable institutions and organizations
Influencer marketing leverages well-known people who have sway over a target audience. Think of having Beyoncé post on Instagram about how awesome your university’s music program is.

Dazzling Metric: *Marketing-induced consumer-to-consumer word of mouth generates more than twice the sales of paid advertising and... has a 37 percent higher retention rate.* — McKinsey & Company
According to PR News, UC Berkeley developed their influencer program using a variety of well-connected alumni to raise money and drive recruitment. In addition to using alumni on social media, they also use the Cal Ambassador Network, an app that allows alumni and parents to share, curate and create content related to the school. This network is used to promote fundraising campaigns, including their annual 24-hour fundraiser, Big Give.
The key to their success lies in choosing a variety of authentic voices to appeal to the many reasons why a student might consider the school.

Christina Sponselli, Director of Social Media, University of California, Berkeley, told PR News, "For some people, it is the ground-breaking research, for others it is technical advancements or reading the accomplishments of other alums.”
INFLUENCER PROGRAMS
Winning Strategies

Outline Your Goals
To be successful, you need to define what success will look like. Choose one major goal. For example, you may wish to raise a certain amount of money for a scholarship. Then, choose finer goals — a certain number of video views or number of hashtag uses. Then, make sure you are tracking results to see what type of content and influencers your audience best reacts to.

Look for Authentic Voices
Generation Z and millennials respond best to authentic interactions, which is why an influencer program can be so effective at guiding their decisions. Look for influencers who are able to speak about your institution in a natural way and, most importantly, are already involved with your brand in some way.

Vet Influencers
Before you begin an influencer campaign, be sure to check out their social profiles and verify their information. Look for red flags that they might not be the best person to represent your brand.
INFLUENCER PROGRAMS
Top Tools and Resources

• **Hashtagify** — Use this tool to find related hashtags and influencers in your field

• **FollowerWonk** — Find people who are already engaging with you to leverage as influencers

• **Where and How Do You Find Influencers? Marketing Technology to the Rescue** — Ben Beck, a martech expert, lays out seven ways to leverage marketing technology to identify and reach out to influencers

• **Influencer Marketing on Social Media: Everything You Need to Know** — A good read for background on developing your own influencer program
INFOGRAPHICS
Show, Don’t Tell, With Visual Storytelling

Infographics are visual representations of facts and stats (info) in the form of charts or diagrams (graphics). Nonprofits or universities can use infographics to present in-depth or otherwise dull information in an exciting, shareable format. A few good examples would be enrollment statistics for a university or a diagram of how money is spent for a nonprofit.

Dazzling Metric: 41.5 percent of marketers say infographics have more engagement than any other type of visual content. — Venngage
INFOGRAPHICS
Who’s Doing Them Well?

Vanderbilt University, located in Nashville, Tennessee, is a private research-focused university with a total student body of around 12,000 students. It is not a large university, but it has found great success through sharing multiple infographics about incoming and outgoing graduating classes, including the one about the incoming class of 2019 (first on right).

The image includes stats about where students are from geographically, how many different high schools are represented and what degree programs they are pursuing.
INFOGRAPHICS
Winning Strategies

Choose Your Topic Wisely
The topic you choose for your infographic needs to be related to your institution but interesting to a wide range of people. The topic should not be too broad, however, or something that has been covered multiple times. Think about what unique information your institution has gathered, including research and internal statistics. Search Google Trends or Twitter hashtags to find a timely, popular topic related to your field.

Use a Professional Designer If Possible
There are many free tools to create infographics. However, if you have the budget, hiring a professional infographic designer can be worth the cost. Their experience will be invaluable not only in the design aspect, but they can also help you choose the best statistics to represent.

Build a Strong Social Media Strategy
Infographics are highly sharable, making social media your top tool for expanding the reach of your infographic. Create a social media sharing schedule over several weeks to ensure the highest possible strategy. Don't forget to include Pinterest in your strategy, as visual images do well on the platform.
INFOGRAPHICS
Top Tools and Resources

- **Visme.co** — Makes it easy to create a variety of interactive and engaging visual content, including infographics
- **Visage** — Image creation platform that makes infographic creations simple
- **Piktochart** — An easy tool for making infographics

- **The Complete Guide to Creating Infographics for Non-Designers by Viraltag** — A good read for developing infographics, from what to include to how to create them
- **Piktochart vs. Canva vs. Visme** — Martech expert Ben Beck compares three popular infographics tools
Content marketing should be a high priority for nonprofits and universities that need to make the most of limited resources. In addition to being highly effective for the target audiences of most, content marketing is less costly than other types of marketing. However, to be effective at it, institutions must identify their true audience, hone their brand voice, and above all, create a highly detailed content strategy.

Here at ClearVoice, we believe a clear voice can be the most powerful voice, no matter its volume or medium. We wish you success in expressing yours.
RESOURCES & LINKS (1 of 5)

• 10 Twitter Best Practices for Nonprofits — http://www.nptechforgood.com/2015/02/08/10-twitter-best-practices-for-nonprofits/
• 10 Visual Content Marketing Strategies for 2017 — https://venngage.com/blog/visual-content-marketing-statistics/
• 10 Ways to Make the Most of a Charity Contest — https://www.thebalance.com/successful-nonprofit-charity-contests-2502410
• 13 Email Workflows You Should Be Using in Your Marketing Automation — https://blog.hubspot.com/blog/tabid/6307/bid/33635/12-automated-email-workflows-you-ll-kick-yourself-for-not-using.aspx#sm.00000638y8k8s7fftu8w7ii4b3j5h
• 14 Steps to Hosting a Successful Webinar — http://www.convinceandconvert.com/content-marketing/14-steps-to-hosting-a-successful-webinar/
• 53% of Emails Opened on Mobile; Outlook Opens Decrease 33% — https://litmus.com/blog/53-of-emails-opened-on-mobile-outlook-opens-decrease-33
• 8 Facebook Contests to Build Your Fan Base, Support Nonprofits — https://www.selfishgiving.com/blog/category/8-facebook-contests-to-build-fan-base-support-nonprofits
• ALS Association — http://www.alsa.org/
• BalletBC — http://balletbc.com/company/vision/
• Bitly — https://bitly.com/
• Brand Consistency — Why It’s So Important and How to Achieve It — https://www.clearvoice.com/brand-consistency-why-its-so-important-how-to-achieve-it/
RESOURCES & LINKS (2 of 5)

- Buffer — https://buffer.com/
- Canva — https://www.canva.com/
- Crowdfire — https://www.crowdfireapp.com/
- DoSomething.org Twitter — https://twitter.com/dosomething
- Facebook Marketing Tips for Nonprofit Organizations — https://adespresso.com/academy/blog/facebook-marketing-tips-non-profit-organizations/
- Followerwonk — https://moz.com/followerwonk/
- GIPHY — https://giphy.com/search/gify
- GoToWebinar — https://www.gotomeeting.com/webinar
- Hashtagify — http://hashtagify.me/
- Hootsuite — http://signup.hootsuite.com/
- How to Create Instagram Stories — http://www.socialmediaexaminer.com/how-to-create-instagram-stories/
RESOURCES & LINKS
(3 of 5)

- How to Perform a Content Audit in 5 Steps — https://www.clearvoice.com/perform-content-audit-5-steps/
- HubSpot — https://www.hubspot.com/
- Litmus — https://litmus.com/email-testing
- Maryland Zoo Giraffe Calf Naming Contest — http://www.marylandzoo.org/2017/02/giraffe-calf-naming-contest/
- MeetEdgar — https://meetedgar.com/
- One Year Later, Your ALS Ice Bucket Money Goes To... — http://www.cnn.com/2015/07/15/health/one-summer-after-the-als-ice-bucket-challenge/
- Princeton University YouTube Channels — https://www.youtube.com/user/princetonuniversity/channels
- QZZR — https://www.qzzr.com/
- Screaming Frog — https://www.screamingfrog.co.uk/seo-spider/
RESOURCES & LINKS (4 of 5)

- SlideShare — https://www.slideshare.net/
- Splash.org Email Campaign Archive — http://us7.campaign-archive1.com/home/?u=d765822a600029c63559060b8&id=287dd74edf
- SumoMe — https://sumo.com/app/smart-bar
- SurveyMonkey — https://www.surveymonkey.com/
- The 11 (Real) Best Things About Grad School — https://gradschool.louisiana.edu/11-real-best-things-about-grad-school
- The 5 Types of Content Marketing Metrics You Need to Know — https://www.clearvoice.com/5-content-marketing-metrics-need-measure/
- The Brief History of Content Marketing — http://contentmarketinginstitute.com/wp-content/uploads/2012/02/CMI_CM_History_Large2.jpg
- The Complete Guide to Creating Infographics for Non-Designers — http://blog.viraltag.com/2016/02/02/the-complete-guide-to-creating-infographics-for-non-designers/#sthash.9GeG8vry.fx22uKJ0.dpbs
- The Michael J. Fox Foundation Facebook — https://www.facebook.com/michaeljfoxfoundation
- The University of Louisiana at Lafayette: The Power of Great Content — https://www.upandup.agency/the-work/university-louisiana-lafayette
RESOURCES & LINKS
(5 of 5)

- Think You're Cut Out for a Ph.D.? Take Our Simple Test — https://gradschool.louisiana.edu/think-youre-cut-out-phd-take-our-simple-test-now
- Twitter Chat Schedule — http://tweetreports.com/twitter-chat-schedule/
- University of Louisiana at Lafayette Instagram — https://www.instagram.com/ullafayette/?hl=en
- Users Average 50 Minutes Per Day on Facebook, Messenger and Instagram — https://techcrunch.com/2016/04/27/facediction/
- Vanderbilt University - Class of 2019: By the Numbers [Infographic] — https://news.vanderbilt.edu/2015/10/19/class-of-2019-by-the-numbers/
- Visage — https://visage.co/
- Visme — https://www.visme.co/
- WeVideo — https://www.wevideo.com/
- What You Need to Know About Email Marketing for Nonprofits — http://mediacause.org/email-marketing-for-nonprofits/
- Yoast — https://yoast.com/
TAKE CONTROL OF YOUR CONTENT


Learn More at ClearVoice.com