

# **Internet Marketing Strategies: Extending Your Online Reach**



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# Overview

- Blackrock's experience and online philosophy
- Mapping out your online strategy
  - Designing, building, & managing web infrastructure
  - Growing your supporter email database
  - Managing your online fundraising & communications program
- 3 things to take away



# Blackrock's experience

- **Directed online fundraising and new supporter acquisition programs for the Wesley Clark for President campaign in 2003-2004**
  - Raised more than \$7 million in 5 months (40% of total campaign fundraising)
  - Amassed more than 250,000 online supporters
- Currently managing online strategy for **Wesley Clark, Barbara Boxer, Patrick Leahy, Carl Levin, Dick Durbin, Mary Landrieu, Amy Klobuchar (MN-Sen), Jim Webb (VA-Sen), Nick Lampson (TX-22), Los Angeles Mayor Antonio Villaraigosa, Debra Bowen (running for CA Sec. of State), and John Chiang (running for CA Controller)**
- Previously, Blackrock managed online programs for the **Senate campaigns of Barbara Boxer & Blanche Lincoln, Bill White's campaign for Houston Mayor, the "No on I-330" campaign in Washington State (WSTLA), the National Jewish Democratic Council, and SEIU UHW-West**
- **Brent Blackaby**
  - McKinsey & Company management consulting
  - Marketing at E\*TRADE
  - BA in Economics from Harvard University

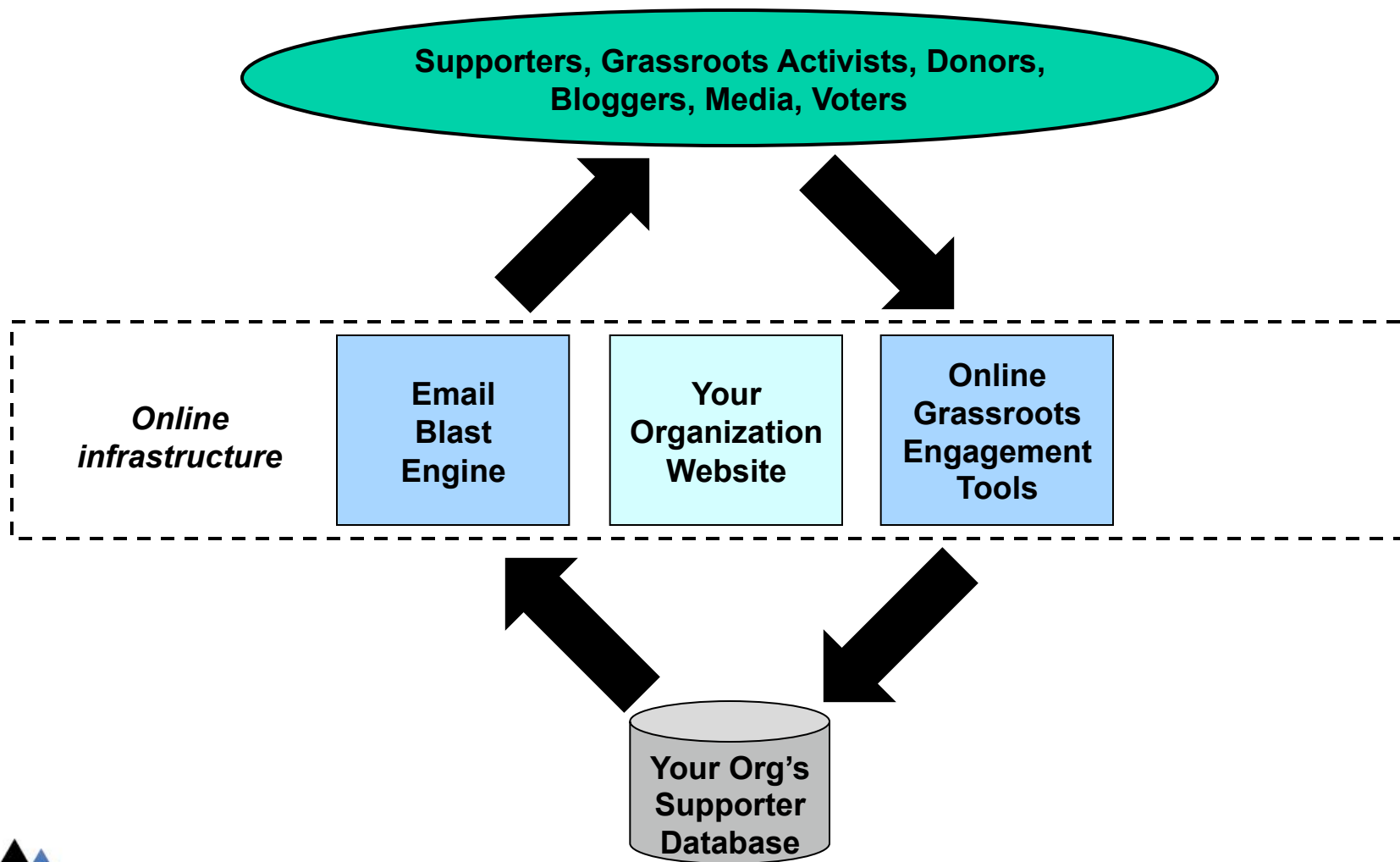


# Our online philosophy

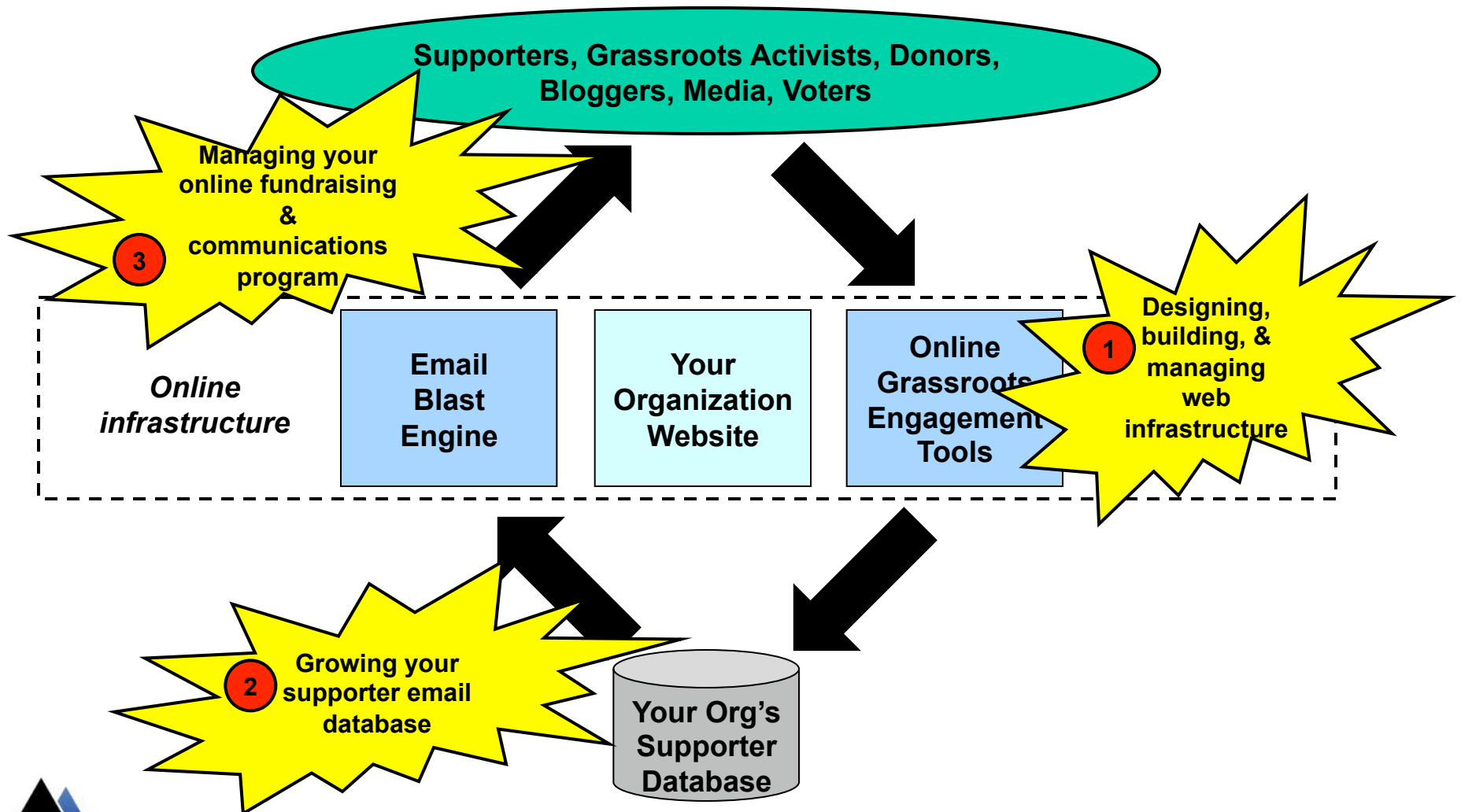
- **An effective online strategy is more than a snazzy website**
  - A website is necessary, but not sufficient
  - Unlike *Field of Dreams*, it's not "If you build it, they will come"
- **You must also develop an effective online communications program**
  - Use outbound emails and blog outreach to drive traffic back to your website
  - Email your supporters and/or post diaries on large blogs when you have something new to say – don't assume folks will come back to your website on their own
- **Your online program must be integrated into core of your org's operations**
  - Online program should not be a one-off channel, isolated from the rest of the org
  - Effective online program is tightly integrated with every function – communications, finance, field, scheduling, political, policy
- **Your supporters are not one-dimensional – don't message them that way**
  - You don't have one group that gives money, another group that volunteers, and another group that circulates online petitions – your supporters are multi-faceted
- **Provide a variety of grassroots tools to engage your supporters**
  - Supporters want to be treated as more than cash registers
  - Ask supporters to circulate petitions on key issues, sign-up their friends, push your message out across the blogs, and plan their own grassroots events
  - By giving your supporters a variety of tangible ways to help, they are likely to become larger donors, more dedicated volunteers, and more active online evangelists



# Mapping out your online strategy



# Mapping out your online strategy



# Growing your supporter email database

- **Launch online acquisition marketing campaigns to grow your database**
  - Viral marketing campaigns to existing email list (e.g., circulating online petitions and advocacy campaigns on hot button issues for your organization)
  - Outreach to national, regional, and issue-specific blogs (e.g., blog ads, blog posts, blogger interviews)
  - Search engine marketing (free listings and paid keyword search)
  - Targeted email list rentals and online advertising
  - Opt-in email campaigns to supporter lists of allies (political candidates, affiliated organizations)
  - Online co-registrations (e.g., identify potential online supporters through third-party websites' online registration processes)
- **Launch offline efforts to grow your database**
  - Email append to existing in-house supporter database
  - Ensuring collection of email sign-ups at all organization events
  - Ensuring ubiquity of website URL and/or online petitions in all organization activities (e.g., speeches & interviews, press releases, newspaper articles)
  - Tasking grassroots supporters to circulate physical petitions and collect email sign-ups in their neighborhoods



# Case Study #1: National Jewish Democratic Council

- Started October 1, 2004 with 3,000 opt-in email addresses
- Wanted to grow the list quickly leading up to the November election (to get their message out in battleground states & raise money)
- Target universe: Jewish Democratic voters
- Designed multi-faceted online acquisition campaign:
  - 3000 online co-registrations (\$5,400)
  - Rented email lists from Jewish.com and BeliefNet (\$6,000)
  - Site marketing on Ha'aretz and MavenSearch (\$6,000)
  - Email append to in-house donor file (\$1,000)
  - Search engine marketing on Google/Overture (\$600)
  - Blog ads on liberal political blogs (\$1,000)
- Yield: 14,500 new supporters for \$20,000 (\$1.38 CPA) in 5 weeks



# Case Study #2: Senator Barbara Boxer's PAC for a Change

- Launched online petition campaign during confirmation hearings for Condoleezza Rice
- Wanted to promote the petition campaign broadly to maximize participation
- Target universe: Online Democratic activists
- Designed rapid, inexpensive online marketing campaign
  - Search engine marketing on Google and Overture -- for keywords like "Condi Rice", "Barbara Boxer", "Secretary of State", and "confirmation hearings" (\$1,500)
  - Blog ads on DailyKos, Atrios/Eschaton, and others (\$1,000)
  - Set up interview with Senator Boxer and DailyKos bloggers
- Yield: 7,500 new supporters for \$2,500 (\$0.33 CPA)
- Overall yield (w/ viral marketing): 97,500 petition sigs in 3 weeks



# Determining List Building Success

- Before you start, set a target “cost per acquisition” (CPA) for each new supporter you add to the list
  - One helpful metric is the average donation per online supporter per year
  - If, on average, your organization generates \$4-5 in contributions from each supporter in your database, you should be willing to spend that much on each new supporter (even more, if your time horizon is greater than 1 year)
- As your list building effort is underway, keep an eye on each tactic to make sure sign-ups are being generated at or below your target CPA
- Also, measure the performance of the sign-ups you get from each channel as you message them subsequently (e.g., open rates, click-through rates, contribution rates) to gauge their relative value
- As desired, increase your spending on the channels that are working best (where the value-to-CPA ratio is greatest), and dial down spending elsewhere



# Additional List Building Thoughts

- **Think about your list growth program as a multi-step process**
  - Set a low initial hurdle to encourage sign-ups with your organization
    - Ideally, bring people in with advocacy campaigns or petitions which are more compelling than just “sign up for organization X”
  - Don’t ask for money right away – you’ll significantly depress response rates
    - Instead, focus just on getting someone in your email list first, and making that process as easy as possible
    - Then, once you’ve begun building a relationship through subsequent messaging campaigns, you can work up to a fundraising solicitation
- **Testing is critical!**
  - Don’t be afraid to take some chances
    - Sometimes the best results come where you least expect them
  - Not everything you try is going to work – and that’s ok
    - Keep measuring results on an ongoing basis to dial up things that are going well, and dial down things that aren’t



# Managing your online fundraising & communications program

- **Develop your online communications strategy**
  - Determine the right frequency for your organization (monthly? semi-monthly? weekly?)
  - Balance email calendar among fundraising, issue advocacy, persuasion/education, and grassroots mobilization messages (i.e., volunteering, attending events, making phone calls, walking precincts, registering voters, etc.)
- **Execute your online fundraising and communications program**
  - Write effective copy that will compel supporters to give money, volunteer, sign-up their friends, or take other actions
    - Maximize your open rate – From line and Subject line
    - Maximize your click-through rate – Email copy, attention-grabbing links
    - Maximize your conversion rate – Streamline the landing page, minimize opportunities to “stray”
  - Segment your supporter database (e.g., previous donation history, geography, sign-up date) and send targeted messages to each segment
  - Develop visible online fundraising goals, featured in emails and on the website
  - Launch grassroots fundraising and recruitment programs, where supporters can set up their own personal pages with individual goals, with corresponding rewards program
  - Test, evaluate results, and incorporate what you’ve learned back into your program on an ongoing basis



## **3 Things to Take Away:**

- 1. Online strategy is more than just your website**
- 2. Use email to tell supporters what they need to know**
- 3. Always be thinking, “How can I grow my email list?”**



# Thank you!

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