

# STRATCOM

## Online Lead Generation with Phone Conversion

A KEY TOOL IN THE ACQUISITION TOOLKIT

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In recent years, fundraisers have faced declining results from ‘traditional’ acquisition channels. This shift has left fundraisers searching for new tools to grow their donor base and revenue. But finding acquisition techniques that deliver on volume, at an acceptable cost, is a challenge.

A new, proven alternative has emerged to fill this gap: Online Lead Generation and Conversion. This cost-effective and targeted approach works by combining several channels and taking a multi-step approach to attracting, engaging, and then securing new donors.

### A 3 step approach to growing your donor base

#### Step 1: Generating Leads

Engage and find new potential donors through online advertising using Google Ad(s), Meta Ad(s), Twitter and other social media platforms and websites. Make use of the sophisticated online targeting tools to approach specific and tailored audiences. Petition-hosting websites work well with online ads to generate a healthy stream of new leads.

**An added value?** The online advertising component of this tool can get your organization tens of thousands, even hundreds of thousands of impressions.

#### Step 2: Engagement

The next step is usually a welcome series by email, perhaps including a soft fundraising ask. To maximize the conversion rates, it is important to first engage these new prospects about your cause with care to build empathy and a rapport with them.

#### Step 3: Conversion to Donor

The welcome series is then quickly followed up with a phone call. On this call, the supporter is thanked, welcomed, updated about your work, and asked for a monthly donation. We’ve found that the highest response rates correlate with calling the donor quickly—within 1 or 2 weeks, after taking the initial online action.

Expected conversion rates will depend on sector and campaign, but it’s not uncommon to see 5–8% of the list sign up as a monthly donor. There is a fallback ask on the call for one-time gifts that will add even more donations and revenue. Many phone programs will break even in 12–18 months, while the average phone-acquired monthly donor will keep giving for 5 to 7 years (and in many cases longer). The long-term value and ROI are enormous.

#### Benefits of Digital Lead Generation:

- ✓ A scalable avenue to obtain large numbers of new donors
- ✓ Allows for a high level of targeting and supporter engagement
- ✓ Prioritizes email and mobile phone capture and consent, allowing for cost-effective and engaging stewardship journeys post-recruitment
- ✓ Improves donor profiling with data and insight collection
- ✓ Allows easy testing of messages, creatives, and propositions
- ✓ Delivers significant and positive brand reach online

## MULTIPLE CHANNELS = BETTER SUCCESS RATES

Stratcom provides an end-to-end lead generation and conversion service, working with clients to deliver targeting and ad placement, creative, email journeys and the delivery of the phone conversion call.

## STRATCOM BY THE NUMBERS



More than 20,000 new monthly donors recruited by phone in Canada from digital leads



300,000 + monthly donors recruited worldwide via text



Millions of interactive text messages sent in North America

## STRATCOM SERVICES INCLUDE END-TO-END MANAGEMENT

### 🚩 Audience Targeting

- Audience insight
- Identifying target audiences and audience profiling

### 🚩 Creative Media Development

- Creative and message development to engage and drive response
- Propositions that evolve from initial action through to a case for giving and conversion
- Copy writing and design across ads, emails, and conversation guides
- Media spend and allocation
- Testing of many variants (images, video, messaging, key words, response buttons, form design...) to quickly learn and optimize across the program

### 🚩 Engagement and Fundraising

- Data flow management through channels, platforms, and service providers
- Email send and management, including behavior triggered content and journeys
- One-to-one phone conversations and convert to regular giving
- Integration of other regular giving platforms such as those supporting regular gifts through a mobile phone, and of channels such as SMS or mail

### 🚩 Executive Reporting

- Campaign review
- Post conversion donor journey mapping and nurture programmes

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## CONTACT US:

For more information or to obtain a quote.

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