

Maximizing Your...
Return on Investment (ROI)
Direct Intelligence's Services

In today's world of rapid change, multiple media platforms, and countless organizations trying to capture public's attention, it can be quite a challenge to produce an effective, integrated, and data driven marketing and fundraising strategy. At Direct Intelligence, we combine our many years of non-profit experience with top tier analytics to get you the best return on investment possible. We are experts at integrating traditional marketing efforts with emerging avenues, such as email, social media, and mobile, to capture your target audience and communicate with them in a way they want you to. Your supporters are using new media already and we can help you connect to them. Utilizing direct and online marketing, fundraising, and analytic excellence, we will identify an effective strategy to meet your goals.

Direct Intelligence will develop your assets and help you turn any marketing disadvantages into achievements, kick-starting your campaigns to increase both short and long term revenue. We start by assessing your current marketing and fundraising efforts. If you are not optimally tracking activity and response, we will help to ensure that you gather accurate data from digital and traditional marketing activities – via your current database or helping you to choose the correct database for your objectives. With accurate numbers to analyze efforts, we will strategize to increase your return on investment through more effective client response for members, supporters, and fundraising. Then, ongoing, we'll monitor performance and adjust tactics and strategy accordingly to ensure continued maximized return.

More on Direct Intelligence's ROI:

Direct Intelligence's marketing strategy will be unique for your organization and wholly data driven to maximize your return on investment. Since no two organizations are the same, we do not offer a one-size fits all strategy. Some of the services we offer are listed below and outlined on the following pages.

Our Services for Non-Profits:

Maximizing Your...
Return on Connections (ROC)
Social Media Management

Maximizing Your...
Return on Search (ROS)
Google Grant Management

Maximizing Your...
Return on Donors (ROD)
Donor Management Systems

Maximizing Your...
Return on Analytics (ROA)
Advanced Analytics Implementation

Maximizing Your...
Return on Web (ROW)
Web 2.0 Launch / Relaunch

Maximizing Your...
Return on Mobile (ROM)
Mobile Communication Management

Contact Direct Intelligence today to review your current efforts and help you grow your organization by marketing more successfully. We can be reached at 888.505.8836 or at info@direct-intelligence.net.

Maximizing Your... Return on Connections (ROC) Social Media Management

By harnessing popular and emerging social media there is potential to drive huge amounts of traffic and increase fundraising efforts and loyalty for your organization. Direct Intelligence uses advanced tracking and analytics to identify how your organization specifically can best use these communities and connections to increase recognition, convert prospects to supporters and donors, and increase loyalty of current members and supporters.

Using feedback from advanced web data analysis, we can see in real-time what is working and what isn't and adjust your campaigns and communication accordingly.

Direct Intelligence will identify the best ways to communicate with your supporters on sites such as Twitter, Facebook (including Causes), Flickr, YouTube, Foursquare, and other social networking and news sites. **We will work closely with your staff and partners to create and execute a dynamic, solid online web strategy to maximize your return on connections (ROC).**

More on Direct Intelligence's ROC:

Analytics

- Set-up the ability to gather, track and analyze relevant and accurate data from all online marketing efforts
- Track application adoption, downloads, and use

facebook

Twitter and Facebook

- Manage and maintain consistent and engaging content
- Identify and grow supporters and encourage them to share and take action
- Foster connections and monitor site to respond to comments and questions

YouTube

- Manage video content
- Get the discussion going, and drive people to share and take action
- Foster connections between your organization and individuals

digg

Digg / Reddit / Social News Sites

- Submit your organization's breaking news and online content regularly
- Write accurate, meaningful, and search relevant titles and descriptions
- Drive web traffic, engage audience, and get information out virally

LinkedIn, FriendFeed, Other Social Media Sites

- Identify which sites are appropriate for you
- Identify your audience and grow your followers
- Send updates regularly with fresh, engaging content
- Urge supporters to spread message and take action
- Foster connections and monitor sites to respond to comments and questions

flickr

*Direct Intelligence knows no two organizations are the same. We are dedicated to making marketing decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy. **To contact Direct Intelligence, please call 888.505.8836 or email info@direct-intelligence.net.**

Maximizing Your... Return on Search (ROS) Google Grant Management

Google's popular grants program that gives many non-profit 501(c)3s a large monthly gift to use on AdWords campaigns is greatly underutilized. This \$120,000 annual grant is many organizations' largest asset. However, due to time commitments and lack of training, a significant number of these groups fail to reap the full benefits and value of this gift.

Direct Intelligence will work with your organization to apply for the grant or analyze past use and identify a strategy to increase the value of this resource in the future. We will maximize your return on search (ROS) by using advanced tracking and analytics to identify how your organization specifically can best use this resource to increase recognition, and convert prospects to supporters and donors. We will also work to increase the grant amount to the \$480,000 annual maximum.

Direct Intelligence will consistently use your entire grant to drive relevant individuals to your website. Once there, our goal will be to convert them all the way through email sign-ups, donations, and membership. **What makes us stand apart is that Direct Intelligence will consistently test new content to identify the best messages: to not only get a click-through, but take it one step further to identify the ways to get a prospect to convert to a donor or supporter.**

By maximizing your return on search (ROS) there is the potential to drive huge amounts of traffic, and increase fundraising efforts, and loyalty for the organization.

More on Direct Intelligence's ROS:



*Direct Intelligence is dedicated to making marketing decisions based on real data and closely calculated return on investment. For these services, Direct Intelligence charges a one-time set-up fee of \$5,000 and a management fee of \$1,000 per month. **To contact Direct Intelligence, please call 888.505.8836 or email info@direct-intelligence.net.**

Maximizing Your... Return on Donors (ROD) Donor Management Systems

Your donors are the lifeblood of your organization. Loyal donors will help your organization grow and will stick by you during difficult times. Given the importance of maximizing the lifetime value of your donors, you can't afford to have a donor management system in place that will compromise these relationships.

With an average of 20+ years of experience working with non-profits, Direct Intelligence staff has seen donor management systems make or break a fundraising program. We will work closely with your organization and strategize to implement a well rounded donor management set-up unique to your needs.

Direct Intelligence will identify the best system for your organization, and will work to integrate this with or replace your current donor management tools. We know how important the right donor management system set-up is for any non-profit fundraising program and we will train staff and help organize the process for continuous successful use.

Direct Intelligence will also write custom reports and build data analysis, so you get the most out of your system and maximize your return on donors (ROD) and their lifetime value.

More on Direct Intelligence's ROD:



*Direct Intelligence knows no two organizations are the same. We are dedicated to making marketing decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy for donor management systems. **To contact Direct Intelligence, please call 888.505.8836 or email info@direct-intelligence.net.**

Maximizing Your... Return on Analytics (ROA) Advanced Analytics Implementation

With our many combined years of non-profit *and* analytics experience, Direct Intelligence firmly believes that your organization's marketing efforts are only as good as the analytics that drive it. However, time and time again we see that they are not the driving force, are misused, or are not integrated throughout your organization. Our cutting edge analytics steer all of our services and our Return on Analytics (ROA) service takes this to another level.

Via a wide array of advanced analysis techniques—such as regression, segmentation, quadrant mapping, and cluster analysis—Direct Intelligence will help you integrate and optimize your organization's marketing work, so that you see the highest return on your investment. *And, as with all of our work, we account for the many emerging opportunities afforded by social networking media.* We will review your current analytics, strategize next steps, and implement a comprehensive marketing plan with you. This includes custom reporting, ongoing tracking, and revising your efforts as needed.

With Return on Analytics (ROA) we'll help you make strategic decisions based on real data from all your channels—from traditional to digital—to get the most out of your investments.

More on Direct Intelligence's ROA:



*Direct Intelligence knows no two organizations are the same. We are dedicated to helping you make marketing and fundraising decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy for your advanced analytics needs. **To contact Direct Intelligence, please call 888.505.8836 or email info@direct-intelligence.net.**

Maximizing Your...
Return on Web (ROW)
Web 2.0 Launch / Relaunch

With our years of web expertise, Direct Intelligence will work to update your site for the next generation of internet users. One-way information sharing is essentially over, yet we continue to see static sites without search or sharing options. The internet has become more interactive and user-oriented. As this change continues, many organizations are finding they need to update their websites to reflect new web behavior. Web 2.0 sites allow users to do more than just view information; for example, interact with other users, add content, and share information. These sites encourage users to add value and be a part of the cause or community.

Direct Intelligence will provide your organization with the web design and support to build a website or give your current site a 2.0 facelift. The result will be an interactive, dynamic, and engaging website that is easy to find, update, and use. Just as important, we build all sites with search engine optimization in mind to increase relevance and remove barriers to search engine indexing. We will also create custom web templates with RSS, Twitter, Facebook, and video feeds as appropriate for your organization's site.

As experts in making websites more engaging and easy to use, we will work to create a web strategy unique to your organization's needs, and oversee all development and design to get the result you want. We are on the cutting edge of content management systems and technology, and will use tracking and analytics to maximize your efforts to funnel visitors to take action, visit fundraising or product pages, and sign-up for updates about the cause.

By maximizing your return on web (ROW) you will engage users on their terms and build stronger two-way relationships, which continually drive visitors back to your site and enhance their engagement with your organization.

More on Direct Intelligence's ROW:



*Direct Intelligence knows no two websites or organizations are the same. We are dedicated to making marketing decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy. **To contact Direct Intelligence regarding your Web 2.0 needs, please call 888.505.8836 or email info@direct-intelligence.net.**

Maximizing Your...
Return on Mobile (ROM)
Mobile Communication Management

There are now more than 4.1 billion mobile phones active in the world today. Mobile is one of the most popular communication platforms in the world, and with its use steadily increasing, it is the natural next medium through which non-profits and their members will communicate with each other.

In the non-profit world, we've known for a long time that relationships matter. And studies show that nearly 100% of a charity's donors are now carrying a mobile device, ready and willing to connect via this medium; yet, the majority of organizations have ignored mobile communication altogether. Direct Intelligence will work with your organization to enter and thrive in this arena, create more effective informational campaigns, increase donations and loyalty, and maximize the lifetime value of your donors and supporters.

Direct Intelligence brings the latest mobile services and communications to the non-profit community at an affordable price. We will work with you to send personalized and relevant applications and messages to your supporters, strengthening these relationships and giving end-users one-click mobile access to your cause. As with all of our services, we will also track and monitor use to ensure effective communications, collect data, and generate reports (on opt-ins, user activity, adoption, page/content popularity, viral metrics, and opt-outs).

Direct Intelligence will identify and implement the optimal mobile strategy for your organization, helping you to engage your supporters on a new level.

More on Direct Intelligence's ROM:

Mobile

- Create a unique mobile application that can be used on virtually any mobile device and can be consistently updated
- Feature tell-a-friend and ability to take action via cell phone
- Utilize texts, pictures, and video to engage audience
- Create, monitor, manage, and maximize mobile use for advertising, fundraising, education or advocacy purposes
- Do robust tracking, auditing, analytics and reporting

*Direct Intelligence knows no two organizations are the same. We are dedicated to making marketing decisions based on real data and closely calculated return on investment. We do not offer a one-size fits all strategy for an organization's mobile needs, but we promise to be as cost-effective as possible to maximize your returns. **To contact Direct Intelligence, call 888.505.8836 or email info@direct-intelligence.net.**