

Measuring Your Marketing Effectiveness: How Mature is Your Marketing?

Thursday, September 22, 2022 | 2:00 – 3:00 pm EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

A Little Housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.



Engage with us on social media!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv!**



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Measuring Your Marketing Effectiveness: How Mature Is Your Marketing?



Rachel Clemens

CMO, Mighty Citizen

20+ years of communications

Strength:

Communications

Weakness:

Pumpkin chai lattes



By the end, you'll be able to:

- Understand the value of marketing effectiveness
- Measure your own marketing effectiveness
- Take steps to further your marketing effectiveness

**Effectiveness can
be hard to measure.**

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Do you know how
effective your
marketing is overall?



There's quantitative data

Measurement challenges faced by marketers

53%



Lack of data availability for metrics I want to measure

42%



It takes too long to get data/insights from the publishers/platforms

32%



Data is not trustworthy

31%



Lack of visibility when purchasing from walled gardens

22%



I don't know what to measure to understand effectiveness



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Source: Deloitte's Brand marketing effectiveness study

Does your marketing work?





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Why understanding your marketing effectiveness matters

- Capitalizes on what's working
- Uncovers low-hanging fruit
- Saves time and money
- Shows you how to augment your team
- Helps you understand your return on investment
- Helps you ask for investments where needed



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So...
How do I measure it?

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The Mighty GPS™

A **free** self-assessment to measure
your marketing maturity

10 minutes or less!

themightygps.com



Methodology

- Based on 20+ years of industry knowledge
- User testing with clients + friends
- Revised scoring and questions
- Beta launch and feedback
- Public launch

Open and appreciative of feedback!



Measures 6 categories across 4 stages

Marketing Categories

- Research & Analytics
- Branding & Strategy
- Marketing & SEO
- UX Design & Content
- Technology
- Team Dynamics

Maturity Stages

- Crawling
- Walking
- Running
- Soaring



Take it with your team

- Can be taken across departments
- Shows if you have internal alignment
- Gives a more well-rounded view of your effectiveness
- Can be great for getting new hires onboarded



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6 Marketing Categories



Research & Analytics



- Do you understand your audiences?
- Are you using analytics for further insight?

Branding & Strategy



- Do you have guidelines in place for consistent messaging and branding?
- Do you have *written* plans for how you'll communicate with your audiences?

Marketing & SEO



- Have you established key goals and shared those with leadership?
- Do you use search engine optimization (SEO) to drive traffic to your website?



UX Design & Content



- Do you plan your content to meet audience needs?
- Does your website support your strategic goals?

Technology



- Is your website easy to update and maintain?
- Do your different platforms integrate seamlessly?



Team Dynamics



- Does your internal team represent a variety of skills?
- Does leadership believe in the power of marketing?

**You'll get a
marketing maturity score.**



Scoring

0-39%

Crawling

60-80%

Running

40-59%

Walking

81-100%

Soaring



What stage of marketing maturity do you think you're in?

0-39%

Crawling

40-59%

Walking

60-80%

Running

81-100%

Soaring



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4 Marketing Maturity Stages

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CAUTION

**Generalizations
Ahead!**

Focusing on Fundamentals

Crawling



Common Challenges

- Limited budget
- Limited buy-in
- Lack resources
- No concrete goals
- Reactive vs. proactive

Next Steps

- Surveying your audiences
- Establishing your guidelines
- Creating a plan and a budget
- Setting measurable goals



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Establishing Full Competence

Walking



Common Challenges

- Lack of urgency
- Decisions driven by gut
- Old / clunky technologies
- UX is passable but sub-par
- Reactive vs. proactive

Next Steps

- Optimizing Google Analytics
- Honing your messaging
- Prioritizing your UX
- Implementing new technology



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Optimizing Infrastructure

Running



Common Challenges

- Knowledge has hit its limits
- No real impetus to change
- Research efforts are “light”
- Tech has unused features
- Strategies built 2-3 years old

Next Steps

- Diving deeper into research
- Auditing content and UX
- Testing, testing, more testing
- Assessing data security and privacy practices

Experimenting And Influencing

Soaring



Common Challenges

- Big ideas demand big \$\$\$
- Content governance missing
- Hard to share project nuances with leadership
- Scalability

Next Steps

- Testing, testing, more testing
- Implementing content gov.
- Iterating on new technologies
- Coaching your team
- Seeking new ideas



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So far, our data shows:

- The majority of scores are between 35-79.
- This puts most orgs in the Walking and Running stages.
- Marketing budgets of over \$50K see increased marketing effectiveness.
- Research & Analytics is by far the lowest scoring category with an average in the Crawling stage.
- Team Dynamics ranks highest, followed by Branding & Strategy.



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**Across 194 nonprofits from Feb – August*

Average scores so far:

36%

Research &
Analytics

65%

Branding &
Strategy

57%

Marketing &
SEO

59%

UX Design &
Content

60%

Technology

69%

Team



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**Across 194 nonprofits from Feb – August*

The real value: a custom report



Your GPS report

Your Marketing Maturity Score: 55%

YOU'RE IN THE WALKING STAGE .

[**DOWNLOAD THIS REPORT**](#)

The Stages of Marketing Maturity



Crawling



YOU ARE HERE



Walking



Running

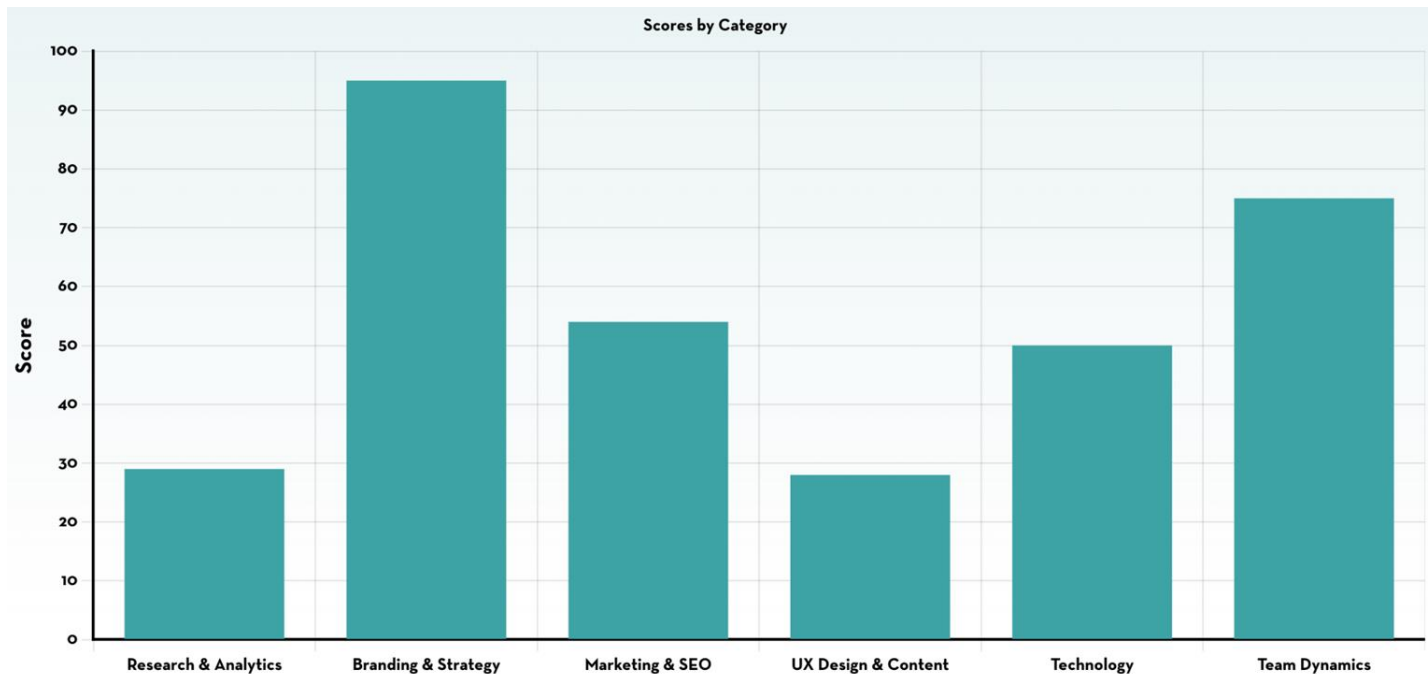


Soaring



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Your score for each category



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Your GPS report

Branding & Strategy: 40%

STAGE: WALKING

Your organization has established your brand basics but you may need to be more consistent in your visuals or messaging.

Probable next steps include:

- Learn more about branding with our Brand Kit [[Toolkit](#)]
- Understand the challenges and benefits of brand consistency [[Article](#)]
- Get started on your brand guidelines document [[Article](#)]
- Ensure your brand reflects your audiences [[Article](#)]
- Ignite your messaging strategy [[Article](#)]
- See how we branded one organization to better meet their mission [[Case Study](#)]



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Use your report to:

- Spark conversations
- Build your case internally
- Prioritize
- Check back
- Get expert advice, including free resources



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Putting your report into action.

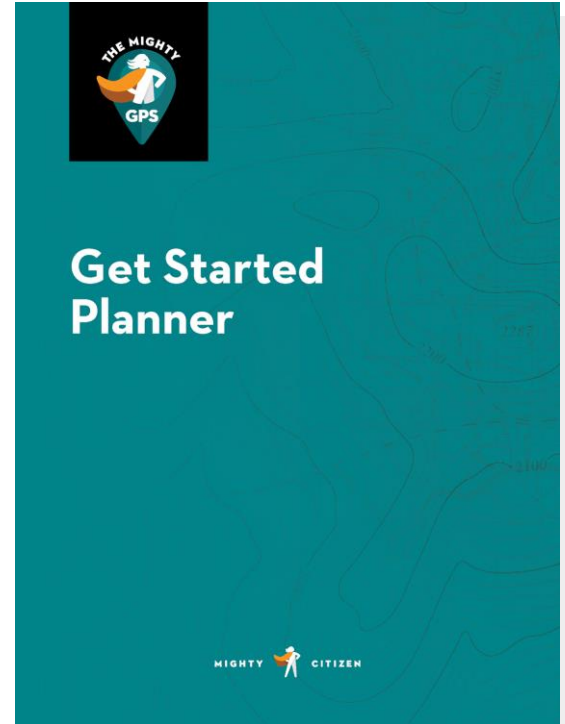
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The Mighty GPS Get Started Planner

Use your Mighty GPS report in tandem with the Get Started Planner to increase your marketing maturity.



Again, you're walking at 55%.



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Crawling in Research & Analytics

Research & Analytics: 29%

STAGE: CRAWLING

Your organization likely needs to install analytics on your website(s) and better understand your audiences. You have plenty of room for improvement, and at this stage, any improvement you make could be remarkably powerful.

Probable next steps include:

- Undergo some audience research [[Article](#)]
- Get started with Google Analytics [[Article](#)]
- Use surveys to improve your communications [[How-To Guide](#)]
- Understand audience personas [[Podcast](#)]
- See how we helped one organization conduct key research [[Case Study](#)]



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Decide what to tackle first

Research & Analytics: 29%

STAGE: CRAWLING

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Access the resources



NOV 28, 2018 | BY MIKE STECKEL | RESEARCH

3 Homegrown User Research Techniques & How To Do Them Right

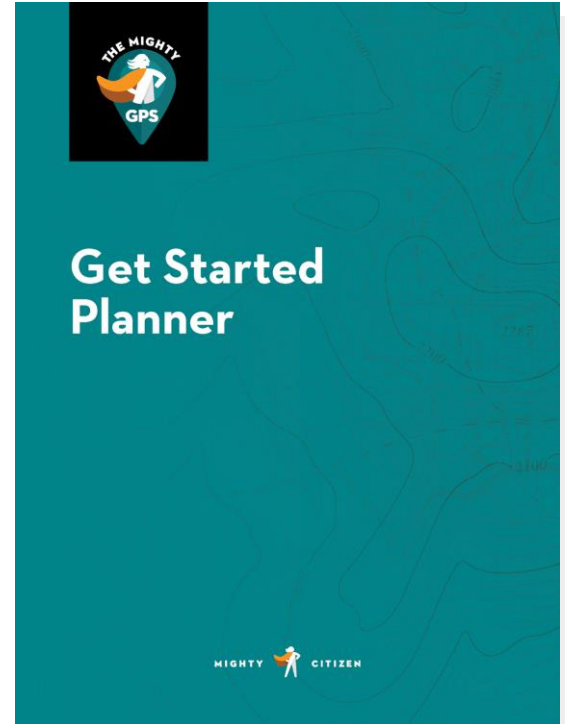
The worst aspect of “user research” is the coldness of its name. The people—the *human beings*—that your organization serves aren’t “users.” They’re just as complex as you are, just as prone to whims and distractions and prejudices and shifting interests. Your constituents aren’t a

MIGHTY INSIGHTS

Thoughts on
strategy delivered
to your inbox

The Mighty GPS Get Started Planner

Use your Mighty GPS report in tandem with the Get Started Planner to increase your marketing maturity.



Goal #1: Learn from audience research to inform future program launch

- #1 Activity: Interview internal and external audiences

- Measurable metric for this Activity: *Conduct 10 interviews with key audiences*
- Tactics to complete this Activity. List as many as you need to complete the Activity and feel free to list sub-tactics under each high-level tactic:
 - Tactic #1: *Develop a list of stakeholders to interview.*
 - Timeline: *By May 31*
 - Tactic #2: *Develop a list of questions to ask each audience.*
 - Timeline: *By June 10*
 - Tactic #3: *Conduct the interviews.*
 - Timeline: *By June 30*
 - Tactic #4: *Assess and analyze the results. Glean any insights.*
 - Timeline: *By July 31*
- How you'll put the Activity into action: *Use insights from your audience research to create content and/or personas that can be used in an upcoming program launch.*
- Budget: *\$5/interviewee in the form of a coffee gift card as a thank you.*



What's next?

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Benchmark yourself

- Take The Mighty GPS every six months to a year
- Hang onto your reports
- Show progress in a way you haven't been able to do before

We went from:

43%

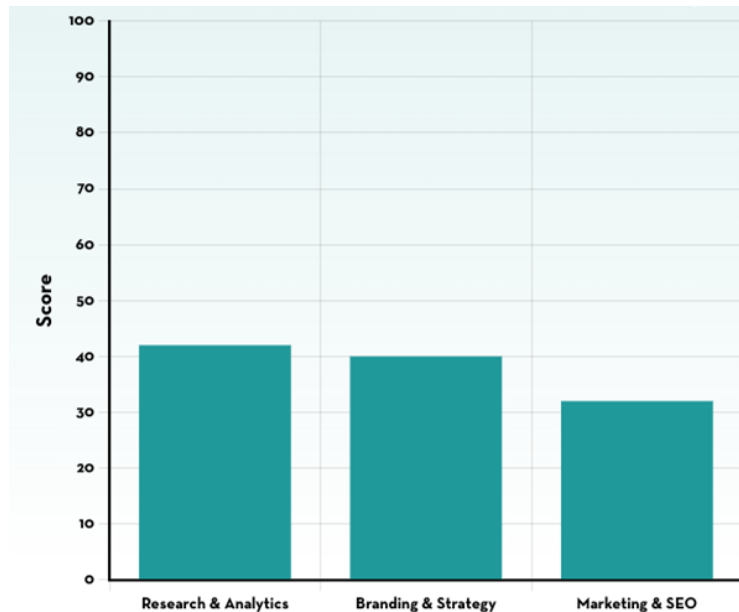


67%

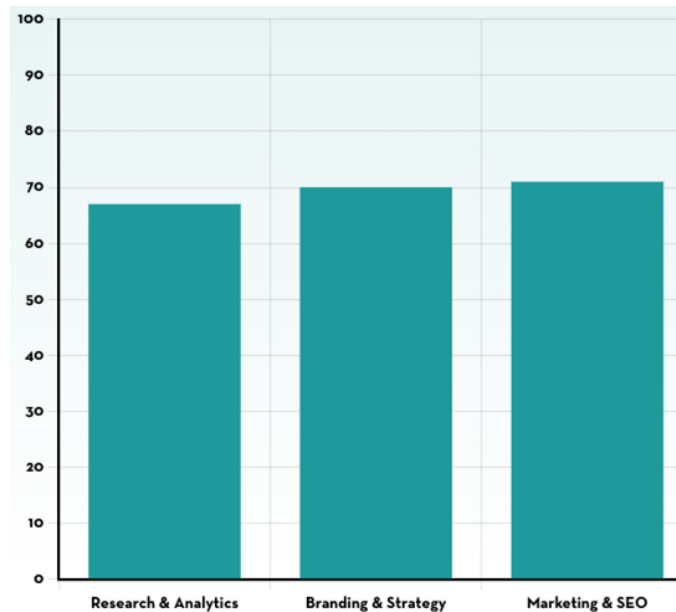
Walking

Running

Benchmark yourself



November 2021

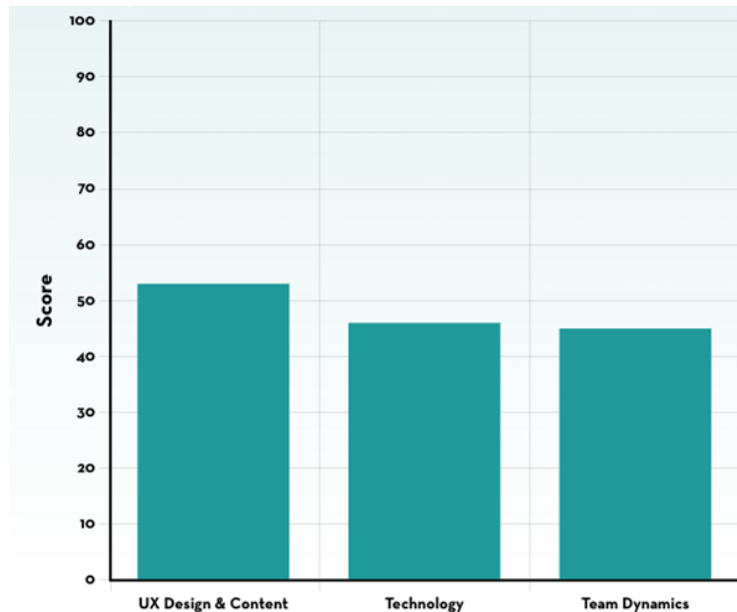


September 2022

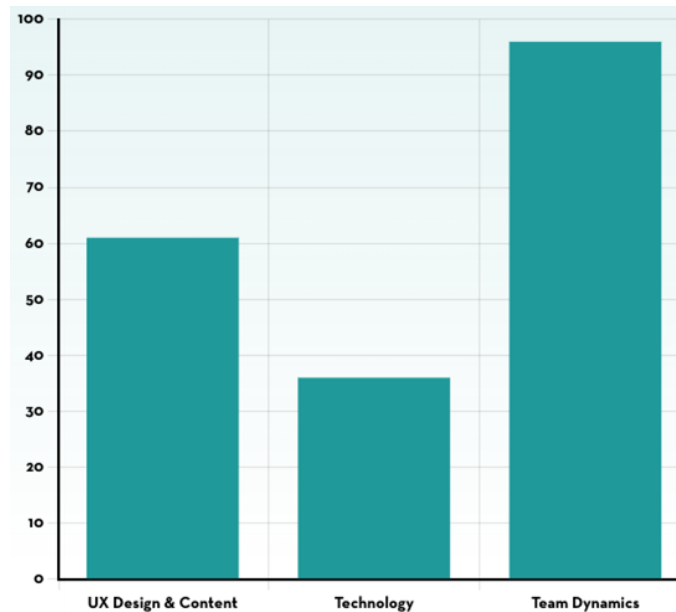


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Benchmark yourself



November 2021



September 2022



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Future plans

- Benchmarking across industries, budgets, and revenue
- Reporting on what we see across each industry
- Coming 2023

Action items

- Measure your marketing effectiveness by taking The Mighty GPS.
- Review your custom report including your overall score and your scores per category.
- Based on your scores and strategic goals, decide what areas you want to focus on first.
- Use the resources provided in your report and The Mighty GPS Planner to start creating a plan of action.
- Track your progress by taking the assessment again.



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FAQs

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What if I don't have a large
budget to implement changes?

Okay, so what if I don't have
any time?

How do I convince my boss to
invest in needed changes?

I don't have any control over
our technology platforms.

Measure and Improve Your Marketing Effectiveness in 2023

Thursday, Sep. 15, 2022 | 2-3 p.m. ET

Reimagine Your Marketing: 5 Digital Strategies to Get You There

Thursday, Oct. 6, 2022 | 2-3 p.m. ET

How to Build Your 2023 Communications Plan

Thursday, Oct. 27, 2022 | 2-3:30 p.m. ET

Mightier Marketing in



A THREE-PART SERIES
TO PREPARE FOR 2023

mightycitizen.com/webinars123



Questions?

Please type your questions in the [question box](#) and we'll get to your question shortly!

For marketing maturity resources and your marketing maturity score, stage, and next steps, visit themightygps.com.



Thanks for joining!

FOR INFORMATION ON QGIV

contactus@qgiv.com | 888-855-9595

www.qgiv.com

FOR MIGHTY CITIZEN INFORMATION

mightycitizen.com/maturity

- Slides
- The Mighty GPS White paper
- The Mighty GPS Planner
- The self-assessment



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