

# digital.

YOUR NEW BEST FRIEND



BREWER DIRECT **WHITE PAPER**



# Stephanie Tippitt

Stephanie Tippitt is the co-owner of DSD Creative Group, Inc., a full service design and digital media company. Since 1995, her agency has been working to create and execute strategies in graphic design, brand identity, website design, and social media. The majority of her clients are nonprofits, including churches, Christian camps, and other charity groups.

Stephanie has partnered with Brewer Direct to provide strategic and tactical leadership on our digital marketing projects.

At Brewer Direct's 2016 Institute in Los Angeles, California, Stephanie presented key digital strategies in Brewer Direct's Digital Marketing Program.

*WHAT FOLLOWS IS BASED ON HER PRESENTATION*

# digital EXTRAORDINAIRE



# You're in the business of changing lives.

You've seen miracles happen. You've seen lives transformed. You have countless stories of hope you want to share because you know that **storytelling is a powerful motivator in prompting people to act...**



THE PURPOSE OF THIS PAPER IS TO PRESENT KEY MARKETING STRATEGIES IN BREWER DIRECT'S DIGITAL MARKETING PROGRAM AND TO DEMONSTRATE THE PROGRAM'S EFFECTIVENESS IN **TELLING THE STORIES YOU WANT TO TELL.**



**AT BREWER DIRECT, WE USE  
DIGITAL MARKETING AS A  
CREATIVE TOOL TO SHARE  
YOUR STORIES OF HOPE.**

Through a variety of digital channels,  
we communicate the images and  
testimonies that speak loudest to who  
you are and what you do, that open  
hearts to support your ministry.



WHAT MATTERS  
MOST IS MAKING  
A DIFFERENCE.



**Randy Brewer**

PRESIDENT/CEO OF  
**BREWER DIRECT**

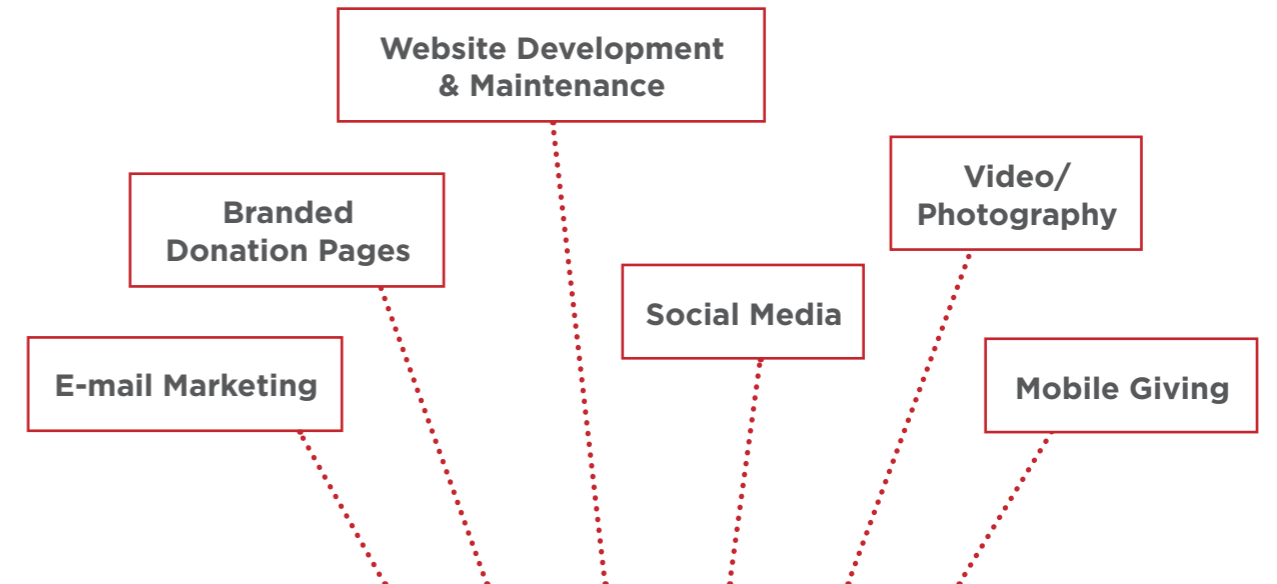




# BUILDING NEW CHANNELS

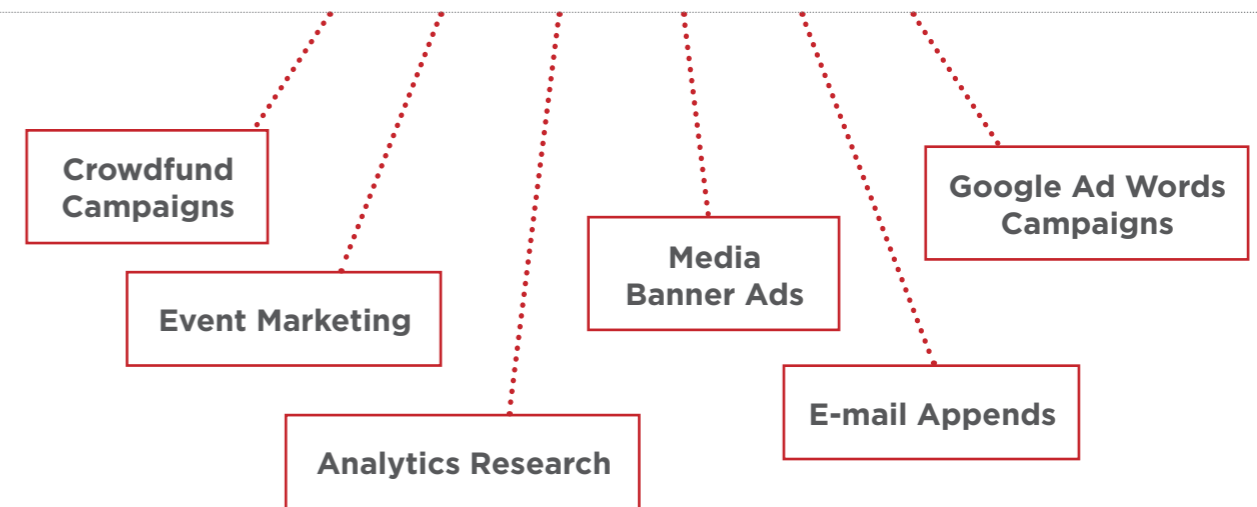
## EVERY CHANNEL BUILDS ON ITSELF

OUR APPROACH TO DIGITAL FUNDRAISING IS HIGHLY INTEGRATED AND COORDINATED. WE FOLLOW A TRADITIONAL MARKETING STRATEGY IN WHICH EVERY FUNDRAISING CHANNEL BUILDS UPON ITSELF.



# DIGITAL MARKETING SUPPORT

We go to great lengths to support our digital clients' marketing efforts, providing whatever you need from website construction and maintenance to media banner ads. We support each and every marketing channel with video and photography and are committed to taking both to a new level of quality and quantity.



**MONTHLY MAIN FUNDRAISING MESSAGE**



**COMMUNICATE IN WAVES**



**DIRECT MAIL, E-APPEAL WEBSITE, FACEBOOK PAGE MEDIA BANNER, GOOGLE AD**

## STRATEGIC TIMING AND DESIGN

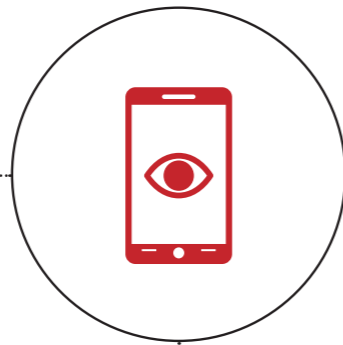
Each month, we create a poignant message for our digital clients and we communicate it to your current and prospective donors in waves, strategically spaced and designed.

Each monthly message is first communicated through direct mail. Then it infiltrates one marketing channel after another, with graphics appropriate for each...until the message is received loud and clear.

**15%** WEBSITE TRAFFIC  
↑ 2015 OVER 2014



**37%** MOBILE TRAFFIC  
↑ 2015 OVER 2014



IN 2015, OUR DIGITAL CLIENTS EXPERIENCED A **SIGNIFICANT INCREASE** IN THEIR WEBSITE AND MOBILE TRAFFIC.

**34%** OF ALL WEB TRAFFIC IS FROM A MOBILE DEVICE  
↑ FROM 31% IN 2014

## Online Giving on the Rise

IN 2015, OUR CLIENTS EXPERIENCED A 15% INCREASE IN ONLINE GIVING OVER 2014, compared to a 9.2% average increase for all non-profits. Facebook was the top website referral for nearly all of our digital clients.

**↑ 15%** IN ONLINE GIVING OVER 2014

**9.2%** 2015 AVERAGE FOR NON-PROFIT

**\$9.57** 2015 REVENUE PER UNIQUE VISIT

 **TOP REFERRAL FOR MOST CLIENTS**



**3.9%**

OVERALL GIVING  
IN 2015



**8.8%**

OVERALL ONLINE  
GIVING IN 2015

PEOPLE ARE BECOMING MORE AND MORE COMFORTABLE WITH THEIR MOBILE DEVICES. AS A RESULT: **INDUSTRY-WIDE, MOBILE TRAFFIC EXCEEDED DESKTOP TRAFFIC FOR THE FIRST TIME IN 2015.**

NEARLY **14%**  
OF ALL ONLINE  
DONATIONS  
IN 2015 WERE  
MADE FROM A  
MOBILE DEVICE

**43%**

OF MOBILE TRANSACTIONS  
ARE MADE ON AN IPAD®

**42%**

USING AN IPHONE®

**14%**

ON ANDROID® DEVICES

**< 1%**

OTHER DEVICES



Marketing experts are saying digital is not just something we do...

## ...We Are Digital.

For Brewer Direct, that means consistently seeking and implementing the newest and most effective strategies for our digital clients in the days ahead.



**IN 2016, BREWER DIRECT IS BRINGING CUTTING-EDGE COMPONENTS TO OUR DIGITAL CLIENTS' WEBSITE DESIGNS**, allowing you to most effectively communicate who you are and encourage viewers to act, to donate, to volunteer, and to advocate for your cause.

- MOBILE RESPONSIVENESS
- WIDE SCREEN DISPLAY
- LARGE HERO IMAGES & VIDEO
- SHORT STORYTELLING VIDEOS
- SHORT KEY MESSAGING STATEMENTS
- ENGAGING STORYTELLING
- FAST LOAD TIMES
- SIMPLE & FLAT ORGANIZATION STYLE
- CONCISE COPY





A photograph of two people shaking hands in a professional setting. The person on the left is wearing a dark brown blazer over a red and white checkered shirt. The person on the right is wearing a light blue button-down shirt under a tan corduroy jacket. The person on the right is also holding a white smartphone. The background is a plain, light-colored wall with a small green plant visible at the bottom center.

**Thank you for considering  
partnering with Brewer Direct.**

We are so excited for the opportunity to grow your fundraising efforts with digital marketing.

For more information or to explore integrating our digital marketing strategies into your fundraising plan, please contact Brewer Direct and ask for the Client Services Team.

[BrewerDirect.com](http://BrewerDirect.com) • (626) 359-1015

**BrewerDirect**

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WHAT MATTERS MOST