

THE ECOMM EVOLUTION OF NONPROFIT MARKETING

BUILDING A BRAND WITH SCARCE RESOURCES

ADELYN NOTTINGHAM, MS

INTEGRATE 2023



Adelyn Nottingham, MS

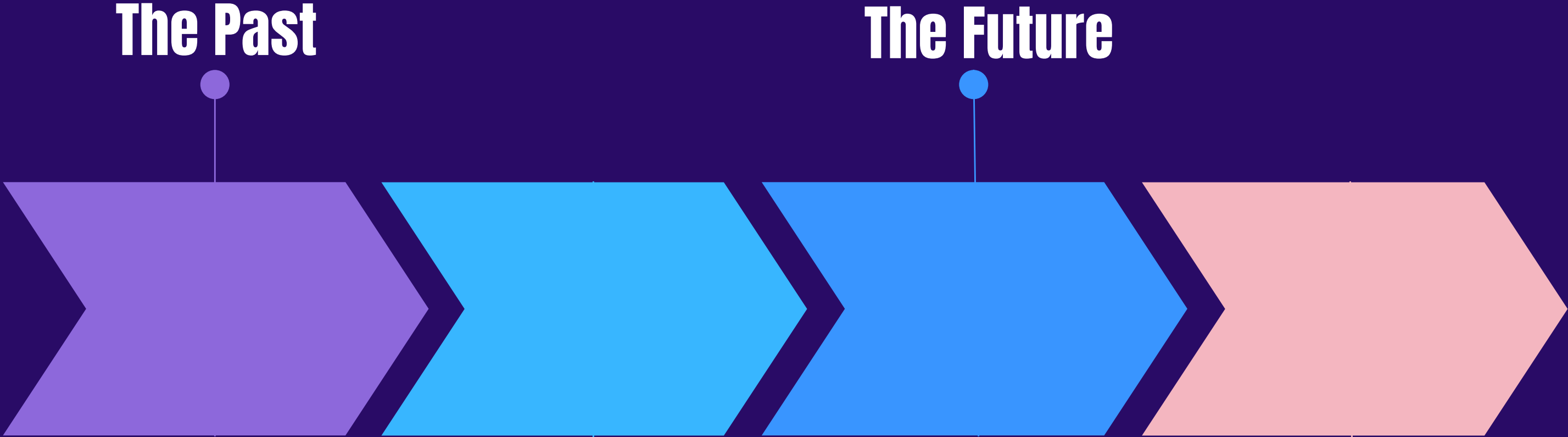
- Director of Development, American Heart Association
- President & CEO, Nottingham Marketing
- WVU Strategic Communications (BS)
- WVU IMC (MS)
- Greenville, South Carolina
- Dog Mom to Lewie
- Hiker and Tequila enthusiast



Today's Agenda...

PART 1 :The Ecomm Evolution of Nonprofit Marketing

PART 2: Leveraging Your Network



The Past

The Future

The Present

Leveraging your Network



The Ecomm Evolution of Nonprofit Marketing

THE PAST

NONPROFIT MARKETING IN MY EARLY CAREER

Pros:

- More creative freedom
- Viewed as the social media subject matter expert

Cons:

- Social media skepticism
- Limited financial resources to invest





The Haven Community Solutions · 🔔



11 Sep 2017 · 🌐

Thank you Spartanburg Regional Foundation for donating an AED to our shelter! Your part... See more



👍❤️ 13

5 shares 275 views

WATCH THIS CRINGE VIDEO FROM 2016



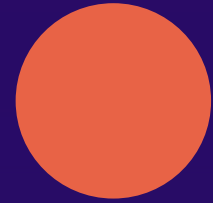
**WHAT SOCIAL MEDIA PLATFORM
INVENTED STORIES?**

WHAT SOCIAL MEDIA PLATFORM INVENTED STORIES?

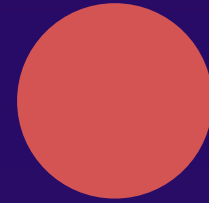


The Storytelling Evolution

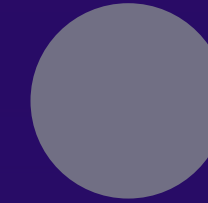
**2010 Instagram
hits the Market**



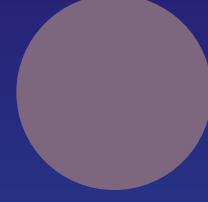
**2013 Snapchat
Launches
Stories
& Vine was
created**



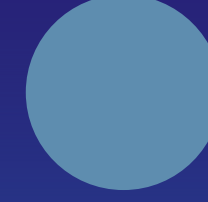
**2020 Instagram
Launches reels**



**2011 Snapchat
Launches**



**2017 TiKTok
Launches & Vine
Dies**



From 2010 - Current



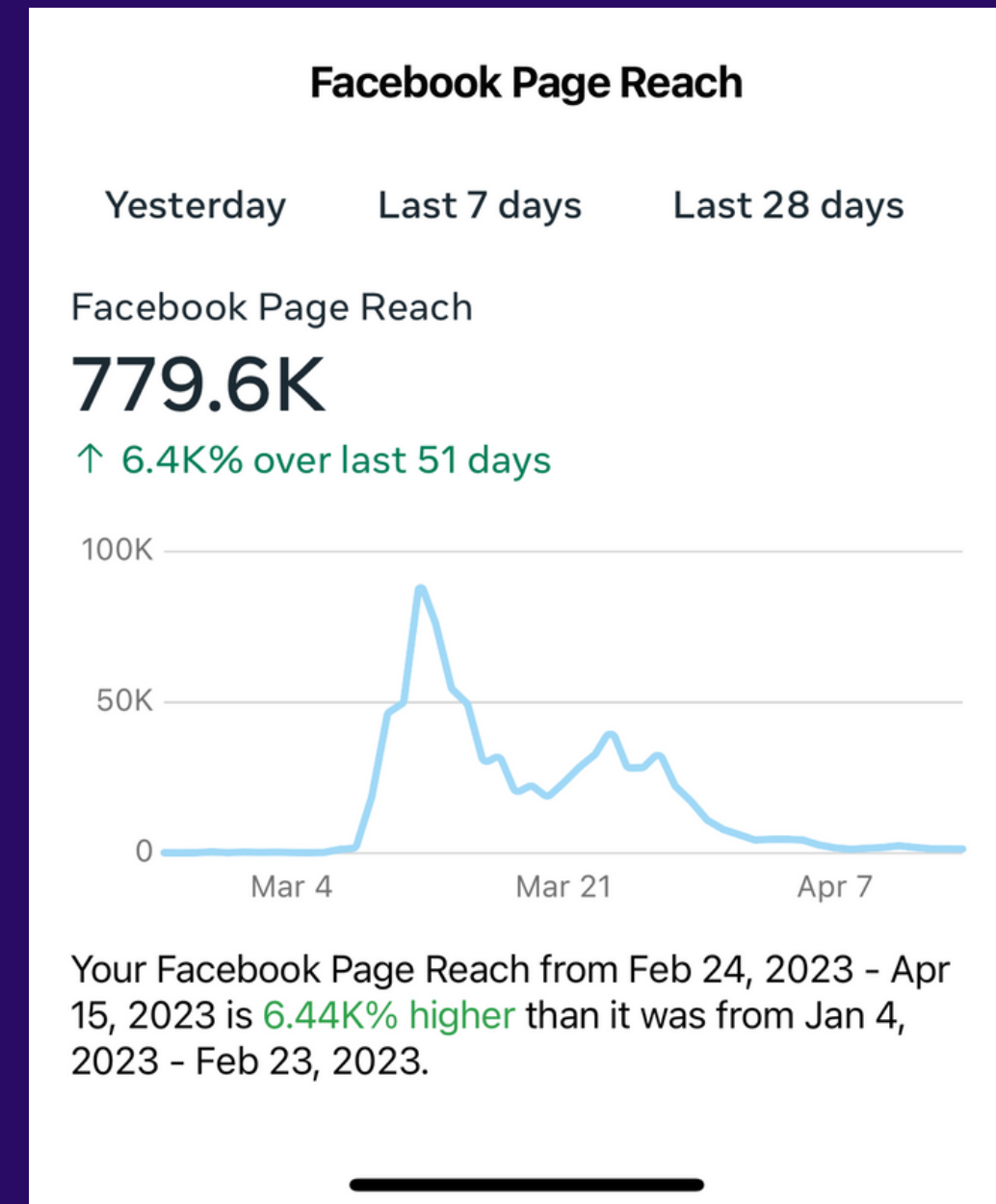


Nonprofit Marketing in 2023

BEST PRACTICES ON A BUDGET

1. Target audience matters more than ever before

- Know who your supporters are and go where they are
- Use your data analytics



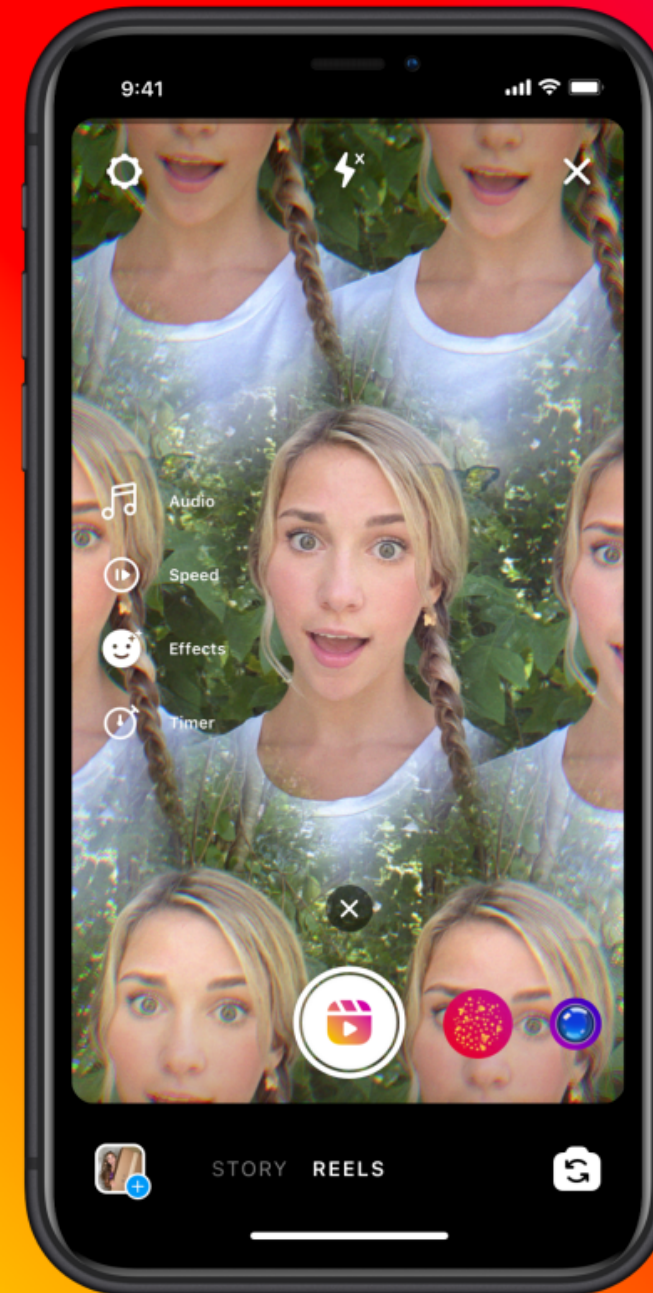
2. People want authenticity and realness

- Live your mission: walk the walk
- Embrace what feels uncomfortable



3. Video is King

A study conducted by NogenTech found that 91% of marketers are using video content in 2023



ALWAYS use captions

Take creative risks



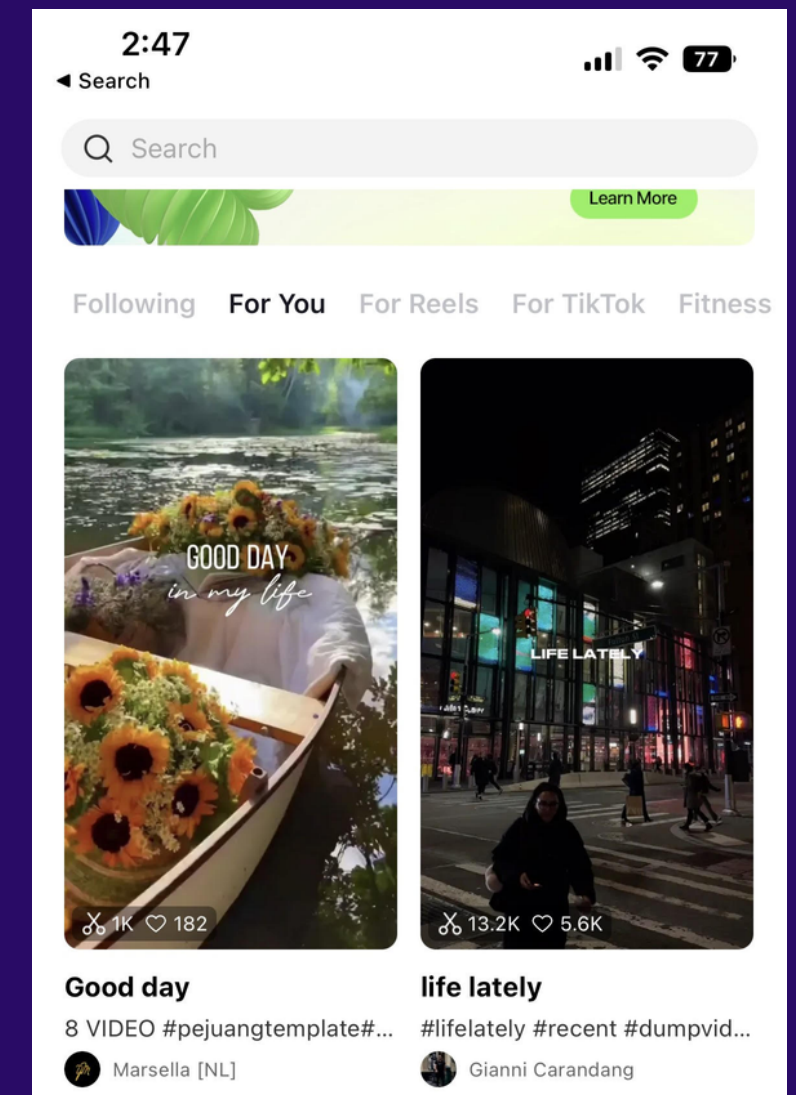
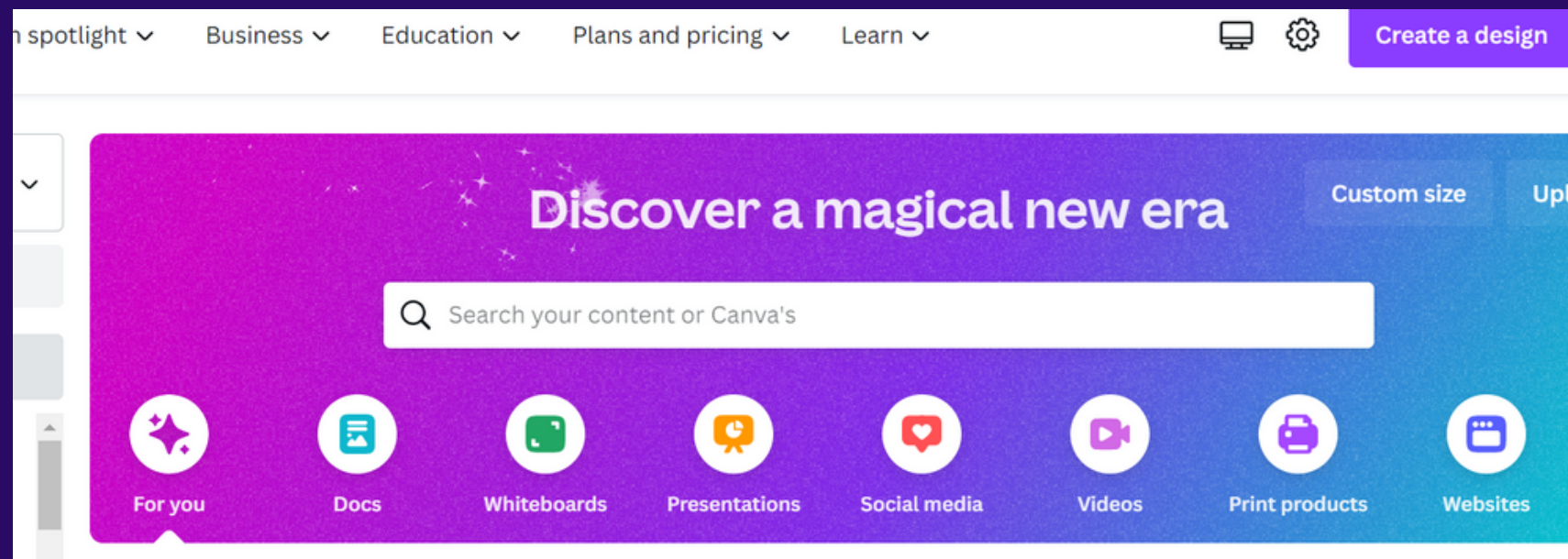
Use humor

Take advantage of trends

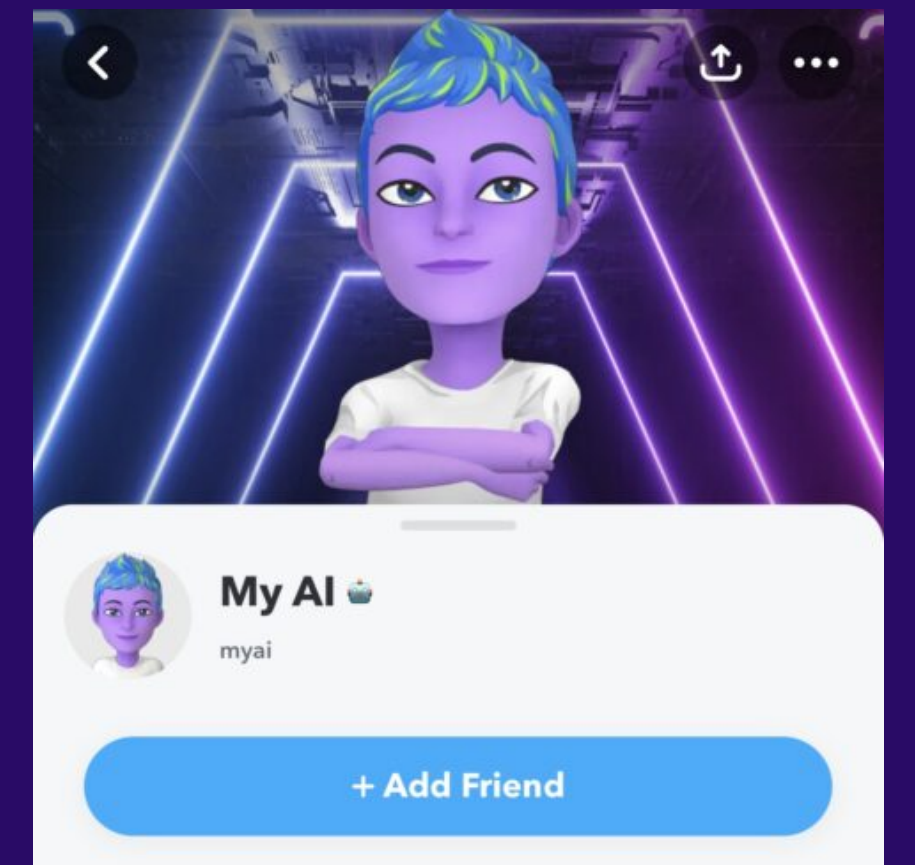
4 Templates are the cost-effective/secret ingredient for visual content

- Tailor your templates to add a personal touch
- Avoid looking generic

Canva



In 2023 & Beyond...





AI OR ADELYN?

1. I am thrilled to be a speaker today at Integrate 2023. As a passionate advocate for social causes, I believe that effective marketing strategies are crucial for driving change and making a positive impact on society. I am excited to have the opportunity to share my experiences and ideas with fellow professionals in my field.

2. I am so grateful to have the opportunity to present at Integrate 2023. As someone who is passionate about social causes and positively impacting the world, I hope today's session helps you gain insight on the tools and resources available in 2023 that will take your nonprofit marketing to the next level.

CHATGPT



AI OR ADELYN?



1. I am thrilled to be a speaker today at Integrate 2023. As a passionate advocate for social causes, I believe that effective marketing strategies are crucial for driving change and making a positive impact on society. I am excited to have the opportunity to share my experiences and ideas with fellow professionals in my field.
2. I am so grateful to have the opportunity to present at Integrate 2023. As someone who is passionate about social causes and positively impacting the world, I hope today's session helps you gain insight on the tools and resources available in 2023 that will take your nonprofit marketing to the next level.

Adelyn



DON'T GET EMOTIONALLY ATTACHED TO YOUR AI



ME

Why does no one want to date me

BOB

I am sorry to hear that you are feeling that way. Remember that the right person will come along at the right time. In the meantime, focus on loving yourself and doing things that make you happy. 😊

ME

I already do that

BOB

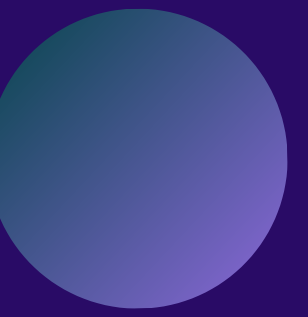
That's great to hear! Remember that sometimes it just takes time to find the right person. Keep being yourself and don't give up hope! ❤️

Leveraging your Network in 2023



Networking tips & tricks

- **Practice active listening**
- **Be genuine**
- **Own the awkwardness**
- **Don't feel inferior!**
- **Share your passions**
- **Follow-up**



Leveraging Your Network Group exercise

Meet two people in this room, exchange business cards and find out the following:

- **Their Name**
- **Where they work**
- **2 fun facts**

**Thank you!
Questions?**



Let's Connect!

@NottinghamMarketing