

# THE DIGITAL LAUNCHPAD

There's never been a better time to go digital



**Parachute Digital**

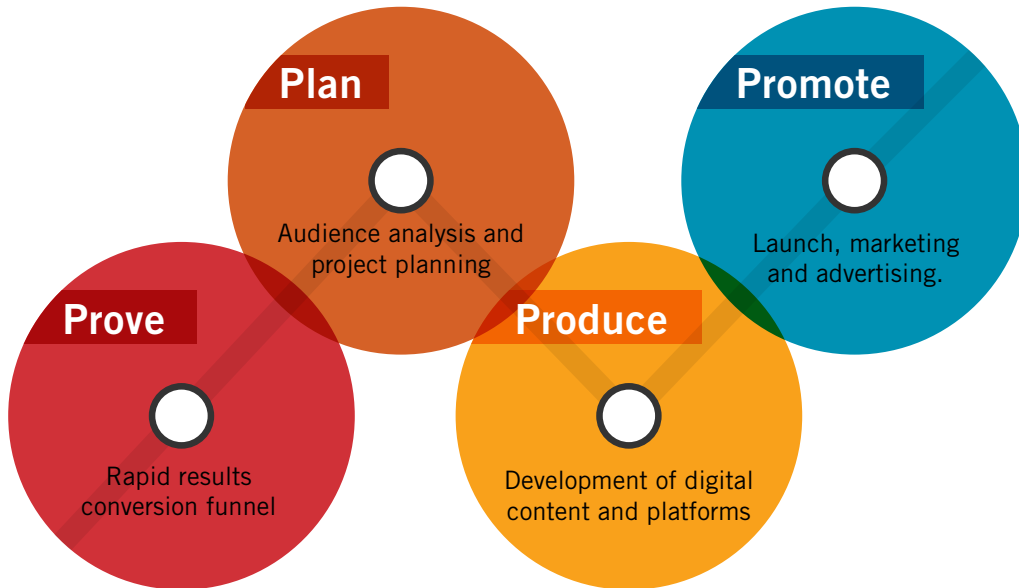
Guiding you through the digital landscape



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# Let's talk digital



## LET'S CUT TO THE CHASE

Do you want a 40% lift in online donations?

Do you want to increase the number of your online supporters?

Would you like to see a 5:1 ROI?

We'll create an online strategy that brings new supporters and makes lots of money.

Don't feel bad you're looking for help.

Listed below are some of the typical digital issues our clients need sorting.

We're guessing one or two may sound familiar?

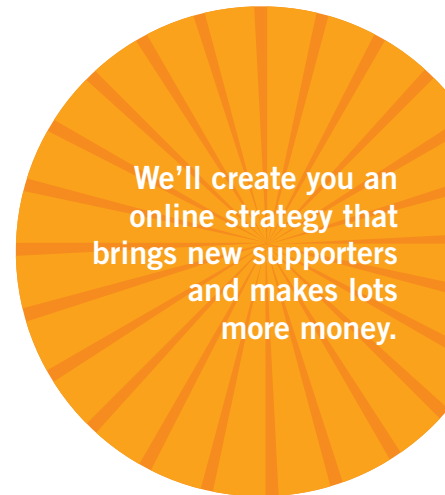
"I need to get our donors to give online."

"I've built a website that cost a bomb but it's not performing as expected."

"Traffic has increased to the website but we're not getting the donor conversions."

"The pressure's on me to do more in the digital space but I don't have the know-how."

"We need someone to implement a digital strategy that will ramp up our online presence and give us a crash course in digital at the same time."



Parachute Digital can do all of the this and so much more with our four-stage Digital Launchpad program.

Use it and we'll turn your limping online strategy into the swift and sleek model it should be – we'll stop your organisation losing money and help you make it.



# Nature Conservation Trust of NSW

## LOOK AT WHAT WE DID FOR THE NATURE CONSERVATION TRUST OF NSW

### THE FEEDBACK

**“I would highly recommend Shanelle and Parachute Digital to any business or organisation looking to improve their digital capabilities and grow their reputation and revenues online.**

**Not only has Parachute Digital driven excellent results and provided us a valuable education in the exciting new world of digital marketing, but they have become a trusted part of the NCT team.”**

Paul Toni, CEO,  
*The Nature Conservation Trust of NSW*

### THE PROBLEM

The NCT protects native species, plant and animal, on private land in NSW. However, they are finding it hard to reach out to landowners and get them involved in this unique scheme.

### THE BRIEF

When The NCT approached Parachute Digital in 2010, they wanted more of everything including; visitors to their website, subscribers to their newsletter and donations. More importantly, they wanted people to understand their mission: to protect high conservation-value land in NSW.

### WHAT WE DELIVERED

Parachute Digital worked closely with CEO Paul Toni, and Philanthropy Manager James Forbes, to restructure their digital communications and strategy.

We created a sustainable website and overhauled the site's content to interest and engage rural landowners in the preservation of native flora and fauna.

### THE OUTCOME

In the first place, we optimised content, doubling visitor numbers driven from search engines.

In the second phase, we built a donation portal. During the first 12 months, the portal delivered 120% growth in donations.

In the last year, visitors to the site have increased by more than 103%. The website and content improvements have also boosted the credibility of NCT.

# Why Us?

Parachute Digital's happy success is based on a four-point methodology:

## A GOOD USER EXPERIENCE

A 'sticky' site is what we like. After all, we know first impressions count, so looks and navigational ease are essential to keep supporters coming back. We test until we find what floats their boats.

## COMPELLING CONTENT

Strong images and copy as well as research, polls and video are a no brainer when it comes to attracting and converting supporters. They want to identify with your brand and get the "feel good factor".

## BEHAVIORAL DATA ANALYSIS

Is where a digital strategy has the advantage over other, offline marketing channels as we can really get to grips with your supporters. We like to know how they think, what they are doing and how they interact with your brand. It may sound "stalkerish," but it helps us to discover your website's strengths and eliminate any weaknesses.

## INTEGRATION

We might be obsessed with digital marketing but we still know it is most effective when integrated into an organisation's overall marketing or fundraising strategy. A great, easy to use website provides an excellent destination for your offline supporters to visit. Plus, we can assist you in digitally tracking the success of other offline campaigns.

## QUICK SUMMARY

It's all about your supporters. The digital experience has to be created around their needs. We want to attract these people, keep them coming back to your site and ultimately convert them into what you need them to be – donor, customer, advocate and long-term supporter.

## Does it really work?

Of course it does. Look what we achieved for WWF – the results speak for themselves.

- Year 1: the online revenue increased by 40% year on year
- Year 2: while building a new website, charitable donations still generated an additional 118% growth
- Year 3: with the new website live, an additional 48% of revenue came from digital fundraising channels

# BE BRAVE



# Let's get started

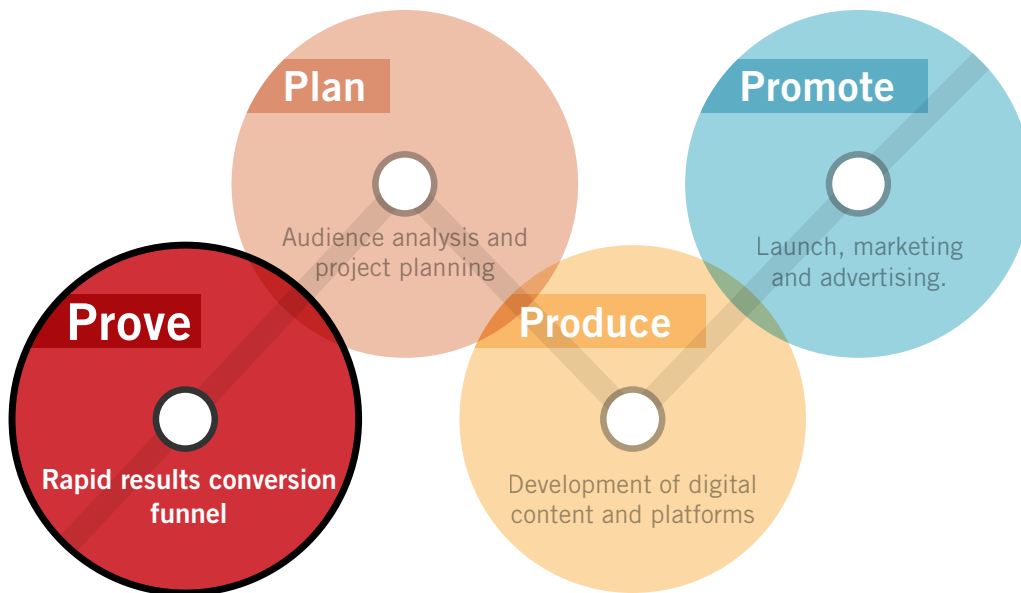
## 1. PROVE – “DIVE INTO DIGITAL” CONVERSION MAXIMISER

Let's not pussyfoot around. You want to see results fast.

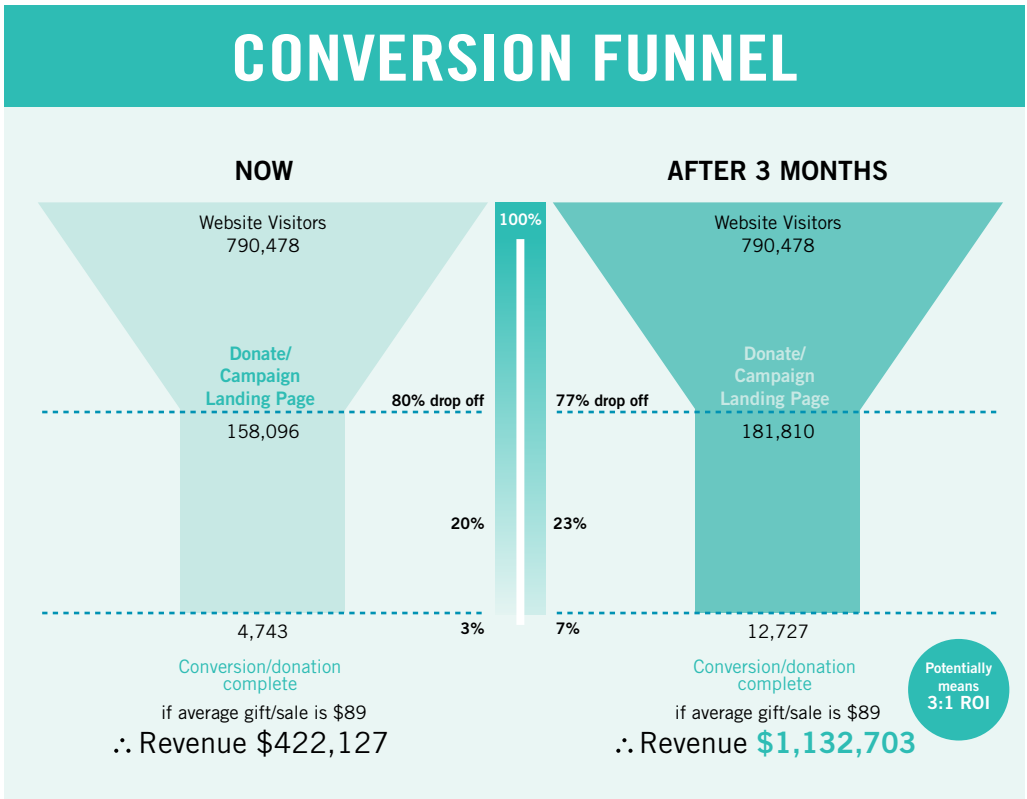
Within 3 months we will:

- Raise your ROI to at least 3:1
- Improve your landing page conversion rate by 3%
- Increase online donations and transactions exponentially.

All that without spending a cent on media or increasing the average gift value, although we'll probably raise that too.



Our **Conversion Funnel** demonstrates how we intend to push more donations through your website.



Landing page dropoff is reduced by 3%, conversion rates improve by 4% and you get an exponential increase in online donations and revenue.

**Imagine what your organisation could do with that kind of money.**

Even a small reduction in drop off rates can deliver a vast improvement in donation numbers.

Can you really afford not to dive into digital?



**WHAT YOU'RE LOOKING AT IS ONE SERIOUS \$ GAIN IN MINIMAL TIME.**

## **WHAT YOU GET IF YOU, "DIVE INTO DIGITAL" FOR 3 MONTHS**

### **MONTH ONE: PLANNING**

- Website benchmark report
- Digital discovery session – strategy, objectives, goals
- Channel & platform audit – CMS, mobile, email system & database review, payment gateway, other digital marketing
- Layout and plan for new donation conversion funnel

### **MONTH TWO: DEVELOPMENT**

- Design, develop and create copy for new donation conversion funnel
- Optimise digital communications
- Conversion tracking set up - configuration of your Google Analytics profile
- Website "Quick Wins" implementation – our special formula to make your website work harder

### **MONTH THREE: LAUNCH & TESTING**

- Launch of donation conversion funnel
- Optimisation of donation conversion funnel
- Reporting & training
- Media/ marketing/ advertising plan.

### **TRY BEFORE YOU BUY**

We called the first step of our Digital Launchpad **PROVE** for a reason. We want to prove our product and ourselves. Therefore, we ask only that you pay the cost of the 3 month conversion maximiser program before investing in **PLAN, PRODUCE, PROMOTE.**



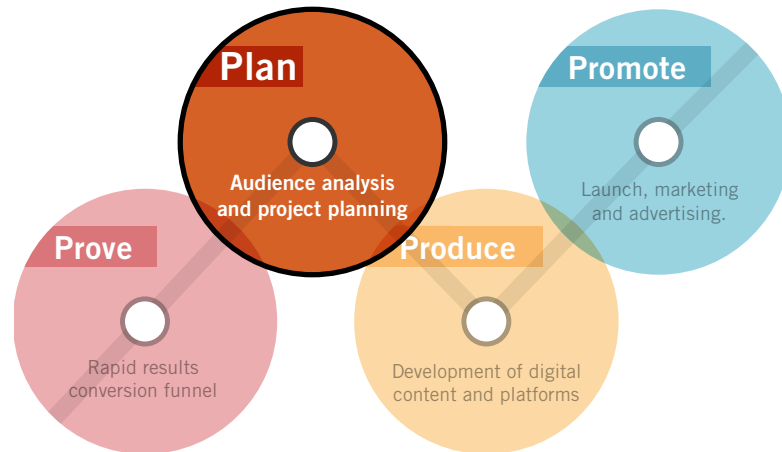
**PROVE** is just an appetizer. You'll soon want a much bigger bite of the Digital Launchpad.

# 2. Plan

## MAPPING OUT THE ROAD AHEAD

**PLAN** takes your vastly improved digital platform and expands it into a digital strategy.

“I’ve already got what I need,” you may say, but our methodology has the potential to boost your online conversions exponentially. In fact, we have produced a 5:1 return on investment for WWF after just one year – more about that later.



In month 4 we will:

- Discover and create your business requirements
- Undertake business analysis and an audience assessment
- Provide data analysis - digital benchmark report and competitive analysis.

## BLAST OFF

The fantastic news is we only need 20% input from your team. Parachute Digital completes the other 80% of work in this phase.

We kick things off with a strategy workshop to establish project requirements, business goals and objectives. We want to get to know your organisation and your people.

We'll then get to grips with your systems and processes before getting very familiar with your target audience.

Then it's time to assess your digital footprint. Why? Well, we need to know about your digital past, including all skeletons in your digital closet, to make the right plans for the future.

This methodology delivered WWF a 530% Return on Investment

## PLAN – MAPPING OUT THE ROAD AHEAD

### MONTH 4 DELIVERABLES:

- Digital Strategy – outline plan
- Channel Plan – integration process
- Project Plan - business case & budget

### ALL YOUR DUCKS IN A ROW

We've gathered all the important stuff so it's time to regroup and make sure we're all on the same page.

We'll cover off the new digital vision and strategy, demonstrate how it's going to sit among your existing marketing channels or fundraising streams and make sure the business plan and budget are in place.

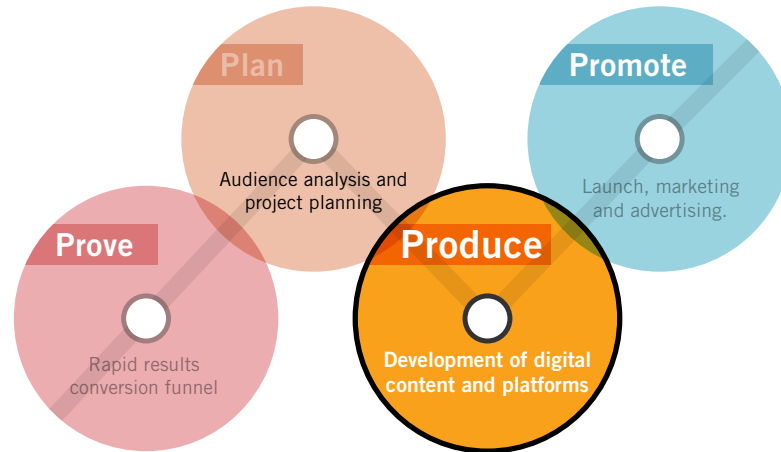
Of course there will be some back and forth at this stage to make sure we meet both the business and the user's needs.

Now we're ready to **PRODUCE** your new look digital contact strategy!



# 3. Produce

## BRINGING YOUR VISION TO LIFE



In the 5th month we will:

- Provide a scope of work
- Enter into pre-production

## AND ACTION

You've already approved the project plan, the implementation usually includes:

- Any digital infrastructure we may need to set up
- Reviewing, cleansing, segmenting and possibly integrating databases
- Laying out how your platforms are going to look and behave (wireframes)
- Designing the look and feel of your digital presence, across all or just one channel
- Creating a detailed content plan

It may sound a tad overwhelming but once the foundations of your digital strategy are in place we move into the really exciting bit - Production and Development.

Yes, it's time to start building your fabulous, new online experience.

## PRODUCE - BRINGING YOUR VISION TO LIFE

### MONTHS 6-7 DELIVERABLES:

- Development of digital platform(s) – back and front end
- Content creation
- Data integration
- Migration - data, content, systems and processes
- User acceptance testing

### SEE IT COME TO LIFE

While we build your digital empire, your team will be prepping the “icing on the cake,” also known as outstanding site content.

Once the infrastructure and development is complete, we position ourselves for the great migration – data sets, content, systems and processes.

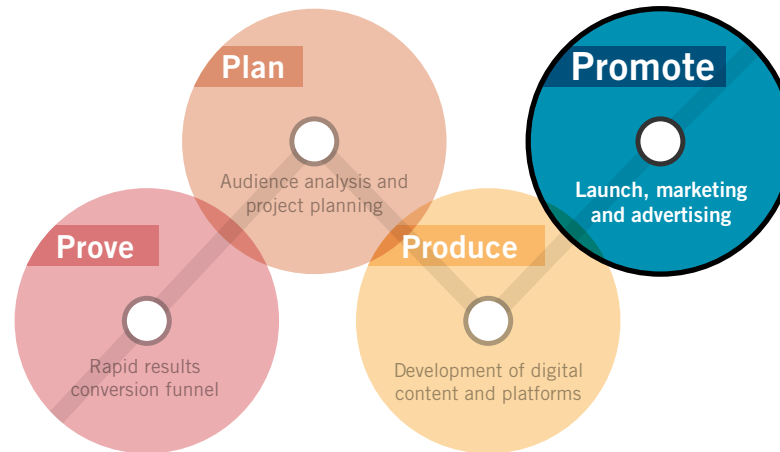
We're almost ready to start testing and show the result to the wider organisation.

While the final bits of production have been happening, we've quietly been working on the next phase, **PROMOTION**.



# 4. Promote

## NOW THE FUN BEGINS



## IN MONTHS 6-9 (AND BEYOND) WE WILL:

- Undertake audience user testing – site reviewing
- Launch strategy planning – go live, soft launch and hard launch to market
- Marketing and media plan – digital marketing and advertising strategy by channel.

## PREPPING FOR LAUNCH

Wow, we have a product we can see, touch and interact with! However, we need to iron out any kinks before letting your supporters loose on it.

It is slightly nerve-wracking waiting on your colleagues' and supporters' feedback, but at least we'll know if we've missed something and this allows us time to further improve the online experience, for the best results.

## GO LIVE

Get ready to flick that switch 'cause we're going live.

We'll have a team of people ensuring that cutover from old to new is seamless. By doing an initial soft launch we can sit back and observe how people react to the new experience.

Once the site's pumping, it's time to let everyone know what you've achieved. We'll be celebrating with a marketing and advertising campaign that will make your competitors green with envy.

Remember, 'NEW', is one of the most powerful words in marketing, and you're going to own the conversation when this shiny, new baby goes live.

## PROMOTE – NOW THE FUN BEGINS

### MONTHS 6-9 DELIVERABLES:

- Go live
- Launch to market
- Testing
- Reporting
- Optimisation & refinement (three months post live).

### LOVING LIVE

Woo hoo, you've done it. You're officially live. The champagne corks are flying and it's a job well done, but the party has only just started.

The next three months is about optimisation, refinement and reporting.

It may sound boring but daily data reviewing and on-the-fly testing will help us make small, incremental improvements that will set your numbers on fire.

Your digital fundraising strategy is thriving. Site visitors, transactions and revenue have increased and ROI is strong.

### HANG ON A SEC

Before you put your feet up and bask in the glory we have a little reminder for you:

Like any ongoing success story your digital fundraising requires consistent, tender loving care plus there's now an expectation of what other digital innovations you have in the pipeline.

Fortunately, in this constantly changing digital world, your strategy has unlimited potential to evolve and work even harder for you and your organisation. Parachute Digital will be here to guide you every step of the way.



# Do we want to work together?

## WHO WE WORK WITH

Not for profit organisations and charities with revenue between \$10 and \$20 million annually.

We feel most passionate about working with organisations in these areas:

- homelessness and poverty
- environment and conservation
- human rights and social justice
- health and arts

If your mission falls outside of these areas, feel free to give us a call and we can have a chat about your cause.

We also work with non-government organisations, like universities and service providers who are trying to make the world an easier, better, happier place for the people who live in it.

## CRITERIA FOR WORKING WITH PARACHUTE DIGITAL

- Organisations who believe in the very real opportunity that digital marketing and fundraising offers
- Groups who want to put their supporters at the centre of their fundraising strategy and are prepared to invest the time, money and resources into building digital infrastructures and marketing that provides them with satisfying engagement
- Organisations who are trying to make the world a better place.

We care about giving the end user a great online experience. We are excellent at what we do and want to contribute to society, using our skills for good. That is why we choose to work in these areas.

If you love what we do and we love what you do, let's work together and see what magic happens.

Visit:

[www.ParachuteDigital.com.au/Launchpad](http://www.ParachuteDigital.com.au/Launchpad)  
or call us on 0406 691 030



# Lucky you, you get to work with us

## THE PARACHUTE DIGITAL TEAM

Shanelle Newton Clapham leads a team of digital marketing consultants and development partners. Together we will deliver your supporters and donors an outstanding digital experience that they deserve.

Shanelle will be your account manager, partner, best friend and confidante throughout the project.

Depending on the scope of your specific digital adventure, she will pull in specialists from Parachute Digital's network of partners and suppliers.

## MORE ABOUT SHANELLE

Shanelle likes to call herself a "Digital Adventurer".

She prides herself on her knowledge of the latest digital developments, technology, research and competitors.

The **bold, fun** and **innovative** approach Shanelle takes to all digital projects has been likened to an exciting journey into a far off, foreign land.

She is upfront with clients that she may well challenge the way they view the online landscape, but will achieve all their goals and more.

Shanelle is the Founder and Chief Digital Strategist at Parachute Digital.

She has worked to transform digital experiences for many of the largest brands in Australia and the world including; Toyota, Telstra BigPond, The World Wildlife Fund (WWF) and News Limited.

Shanelle has over 10 years' experience in digital marketing and fundraising and 15 years' experience in marketing and communications.

"The digital world changes and evolves so fast that it is difficult for businesses to stay on top of it. I work with organisations to ensure that their digital service matches their donors' constantly changing online behaviours, needs and expectations."

Shanelle is an online user, a donor, a blogger, speaker and mentor. Shanelle shares her love of the digital world so that you too can give your online donors the best possible user experience.



Shanelle is one of the best digital/online marketers I've worked with. Her passion, expertise, efficiency & drive is best evidenced by her work & results. Not only would I recommend Shanelle to anyone, but as soon as the right role comes up, I will do what I could to get her to join my team.

**Andrew Balint**  
Marketing Director,  
Amayism



# WWF's experience working with Shanelle

## THE BRIEF

A stronger presence online, including a new website and diversified fundraising across multiple channels. Basically, to implement an effective digital fundraising channel.

## WHAT SHANELLE DELIVERED

Starting with a detailed benchmarking project, she implemented what she calls “quick wins” on the website. During the first twelve months she segmented WWF's email database and changed how they communicated online and as a result grew online revenue by 40% in the first year, without spending a single online advertising dollar.

While building the new website Shanelle still managed to achieve excellent growth despite WWF's antiquated platforms.

## THE OUTCOME

The new website was launched in August 2011. Within 12 months, the donations generated through the website had delivered a 5:1 ROI to WWF on their investment.

## THE FEEDBACK

**“The methodology Shanelle and Parachute Digital promote, delivers results.**

**Digital channels now represent 10% of our annual revenue. In 2009, online was less than 3% of our total donation income.**

**If you haven't “gone digital” yet, I highly recommend you jump in quick.”**

Lawrence Hennessy,  
Former Director of Marketing &  
Communications, *WWF Australia*.

# Get your skates on

Don't delay investing into digital any longer.

At the moment, you're losing ground to new and innovative competitors, wasting time on dated manual processes and missing out financially due to a poor online experience that frustrates even your most loyal advocates.

**The Parachute Digital Launchpad delivers an end result that achieves your organisation's goals as well as meeting supporters' needs fully.**

Our focus on planning and understanding the audience is the key to success.

It takes time to do things right but we will keep you focused on the end goal and guide you through each stage of the journey, every step of the way.

So, let's get started on this adventure together. It's going to be fun.





Some case studies for your perusal

# UNSW Australia – Faculty of Engineering

## THE PROBLEM

The Faculty had been through three website migration projects in three years. Previously the emphasis was always on migration, not upgrade. So, while small improvements were made to the look, feel and unification of the 10 Faculty websites, the final product was still not delivering the desired results.

## THE BRIEF

A website that attracted, engaged and recruited high achieving students and potential research collaborators to Engineering at UNSW.

## WHAT WE DELIVERED

Parachute Digital became intimate with the core engineering audience's and created website persona's to capture their needs and expectations. We restructured the website navigation and content to reflect the Faculty's reputation as an establishment for outstanding technological education and research. We also developed unique SEO strategies for each website belonging to the Faculty and its nine schools, plus trained staff on how to create great online experiences with content.

## THE FEEDBACK

**“We have been extremely impressed with Parachute Digital’s approach and results.**

**We needed a website and digital strategy that would drive new student enrollment, allow us to better service our current engineering students, and facilitate valued research partnerships. And we needed a strong digital partner to support us through the journey, to make sure we got it right, for our students and collaborators as well as for our organisational needs.**

**We were excited to launch our new website and start giving our audiences the online support that they deserve. It was important to me that we have a website we can be proud of, as you don’t get a second chance to make a good first impression.”**

Caroline Hamilton, Marketing Manager,  
Faculty of Engineering, UNSW

# Hearing Care Industry Association (HCIA)



## THE BRIEF

HCIA, an advocacy group for hearing health care and hearing aid providers in Australia, asked Parachute Digital to assess the industry's consumer engagement across social media and develop an improved online strategy for the organisation.

## WHAT WE DELIVERED

Basically HCIA invested in the PLAN part of our Digital Launchpad. We conducted a competitive analysis and in-depth research into social media and consumer advocacy for hearing health care, followed by a Social Media strategy and a digital content engagement plan.

## THE OUTCOME

HCIA are engaging with consumers via social channels and raising awareness of hearing health care.

Parachute Digital's Founder, Shanelle, presented on Social Media to industry leaders at the HCIA Hearing Health Advocacy Forum in March 2013.

## THE FEEDBACK

**“HCIA have a long road ahead of us in developing digital content to engage and activate hearing care advocates, but we are grateful to Parachute Digital for getting us on our way.”**

Donna Staunton, CEO,  
*Hearing Care Industry Association.*

# Crunch time

We've talked about the possible issues your organisation's is facing. We get that you're nervous about investing into a channel that is virtually unknown to your business. We understand that you must deliver on your budget targets and are more comfortable with tried and true strategies.

Parachute Digital has the expertise and experience to provide you with a solution that will surpass your expectations. And you will get an ongoing success plan.

Our four stage Digital Launchpad - **PROVE, PLAN PRODUCE, PROMOTE** - will achieve the maximum digital results for your organisation.

What we mean is:

- more site visitors
- more supporters
- more donations
- more money and more people talking about your cause.

**Plus, one fantastically efficient and attractive website.**

Many of the groups we like to work with are not-for-profits and charities making a difference in the world. We acknowledge that these organisations need to know that the money they spend on digital marketing is going to reap strong long-term rewards.

Parachute Digital's contribution is to go above and beyond in delivering digital strategies that get results.

Our aim is to assist your organisation in achieving bigger and better things for the world we live in.

## **BITE THE BULLET**

Do your organisation a favour and invest in the four step Digital Launchpad program now, so you don't miss out on any more money or supporters.



IT'S GOING TO BE A GREAT ADVENTURE



We make your website  
work **better.**

We give your supporters an  
**excellent online experience** and in  
return they will give **more money**  
more often.

**Parachute Digital**

Guiding you through the digital landscape



[www.ParachuteDigital.com.au/Launchpad](http://www.ParachuteDigital.com.au/Launchpad)

Ph: 0406 691 030