

Background

- Three different groups within major nonprofit needed to understand members' social media engagement
- Had set up basic fan pages and created profiles but with very limited success
- Wanted to see how many members were on social media, and how active they were, before dedicating time, personnel and money to manage social media efforts

“*Rapleaf helped us hone in on specific social media channels to market. We are now targeting a channel that we previously did not think would have been of benefit given our specific demographics, but the results have been incredible.*”

—Community Marketing Manager

Actionable Insight

Knowing member demographics and social network activity levels, nonprofit then:

- Provided justification to devote resources to social media campaigns
- Helped launch targeted advertising
- Created a communication strategy for the younger audience to increase activity on fan pages
- Had benchmark data for future social media marketing campaigns

Problem

- Did not know if social media was popular with members
- Had sparse demographic data based on opt-in surveys, questioned its reliability; wanted validation to benchmark future campaigns
- Needed firm data to persuade internal stakeholders to launch social media campaigns

Findings

- Rapleaf data confirmed a generally older audience (36+), but internal data skewed even older (suspected that younger users did not fill out surveys)
- Members tended to have only one or two active profiles and averaged around 50 friends
- Despite this, over 27% of members had an active Facebook profile, others also had MySpace pages and some were frequent Twitter users

Results

- Online fans increased by 1000% within two weeks, from a few hundred to a few thousand
- Targeted advertising led to significant increase in contributions
- Increased efficiency in marketing resources spent

For More Information

For more info on our data or how we can help you connect with your customers online, please contact info@rapleaf.com

