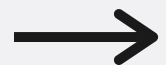


USTA NORTH CAROLINA

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Community Development Workshop 2023

# MARKETING, SOCIAL MEDIA, AND ARTIFICIAL INTELLIGENCE



Key takeaways:




# Things to Discuss:

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- Developing a marketing strategy
- Conducting a marketing audit
- Data-driven marketing
- Artificial Intelligence





# Show of hands: Does your organization have a documented marketing strategy?

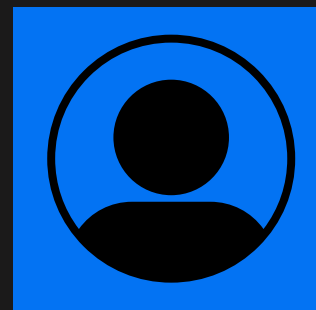
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67% of nonprofits have no social media strategy, policies, or goals documented  
-@HubSpot/@bloomerang





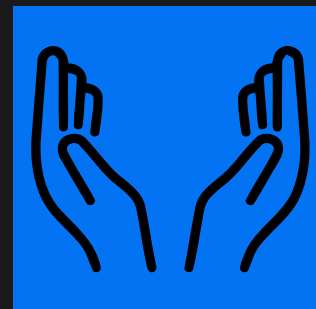
# Developing a Marketing Strategy Step 1: Know your who, what, & why



## WHO is your audience?

Who will be reading your content?

Demographics, but also, values, concerns, interests



## WHAT can you offer your audience?

What resources and tools are available?

What has worked in the past?

What is different this time?



## WHY should they care?

What story are you trying to tell?

What benefits will they receive by engaging?

What will make them come back?





# Developing a Marketing Strategy Step 2: Set SMART Goals

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- SMART Goals:
- Specific: clear and well-defined
- Measurable: use numbers/percentages
- Achievable: realistic and within reach
- Relevant: related to your audience/org
- Time-based: weekly, monthly, quarterly.

**Example: Increase engagement on Facebook by 20% in the next 3 months**





# Develop a Marketing Strategy Step 3: Write it Down

Outline goals, audience, frequency, and types of posts for each social media channel

- Social media goals - SMART
  - e.g., increase website traffic by 10%
- Audience
  - Different for each channel
- Posting frequency
  - Posts
  - Curated content
- Tone or voice
  - Different for each channel
- Types of posts
  - Photo/video posts, branded posts, calls to action, service highlights, staff stories, user-generated content, curated content
  - Rule of Thirds: 1/3 engagement, 1/3 curated content, 1/3 your content
- Inspiration accounts



# Social Media Brand Audit

- Are your profile images, URLs, and descriptions consistent?
- Are you using brand colors and images?
- Are you speaking to your audience?
- Are your topics aligned with your mission?

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TIP: Conduct a brand audit at least once per year



A photograph of a tennis court with a blue text overlay. The text is centered and reads: "Show of hands: Does your organization collect and analyze social media data?". The background shows a tennis court with a net, a person in the foreground, and another person in the background.

**Show of hands: Does your organization collect and analyze social media data?**

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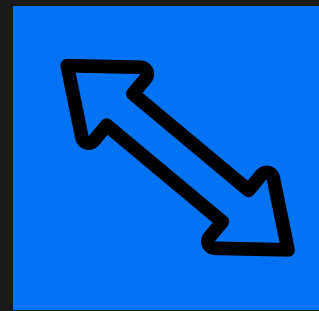
53% of nonprofits are not measuring their social media.  
-@HubSpot







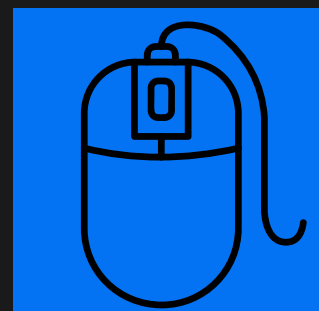
# 3 Important Analytics to Track



Awareness



Engagement



Clicks and Traffic

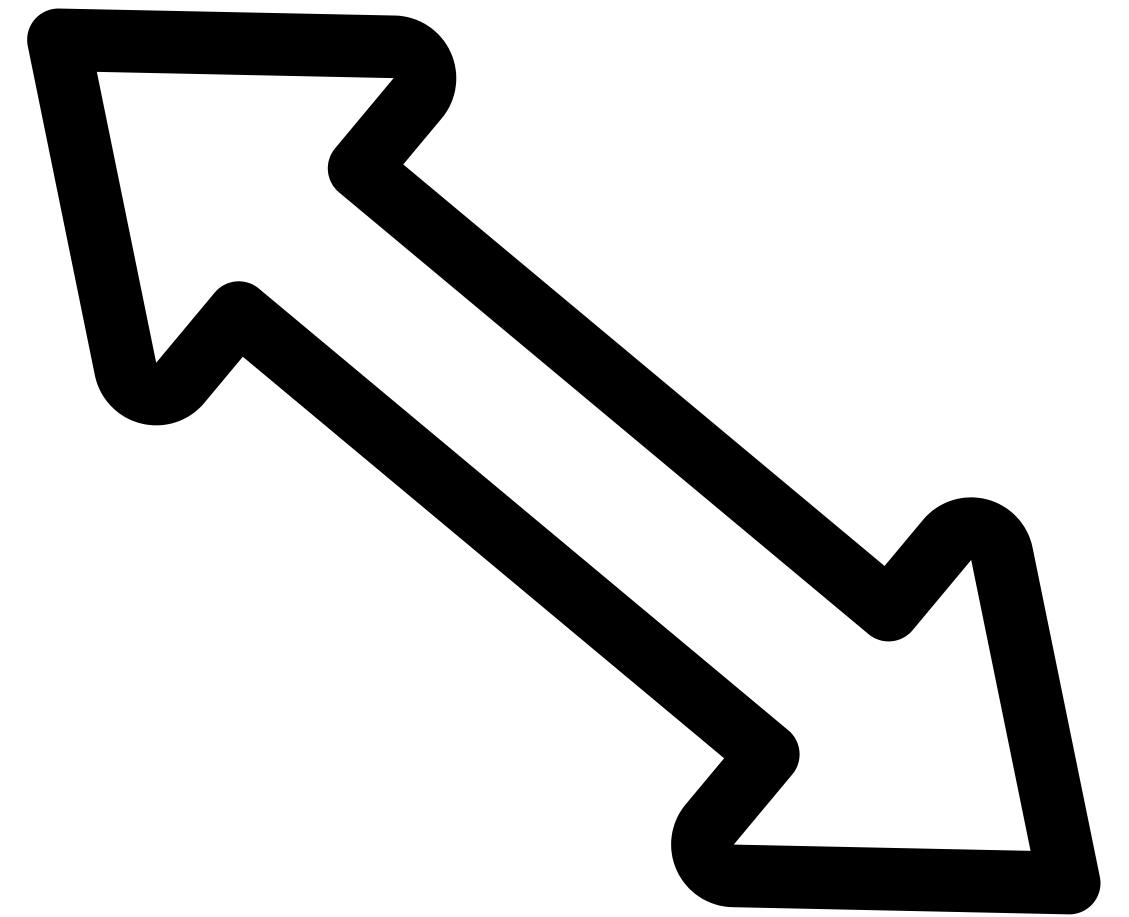


# AWARENESS

How far are you reaching?

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- **Impressions** = how many times a post shows up in timeline
- **Reach** = potential unique viewers for a post
- **Look for a combination of both impressions/engagement**
  - **Post with high impressions but low engagement = not interesting enough to take action**
- **Focus on quality, not quantity of followers**



# ENGAGEMENT

What effect are you having?

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- Likes, comments, retweets, shares
- **Post engagement rate** = number of engagements divided by impressions or reach
- **Mentions**
  - Organic @mentions (brand awareness)
- **Is it leading to conversions?**



Average nonprofit Facebook engagement rates:

- Facebook page: 1.7%
- Facebook per post: 0.26%
- Click through rate: 4.43%

@iconosquare

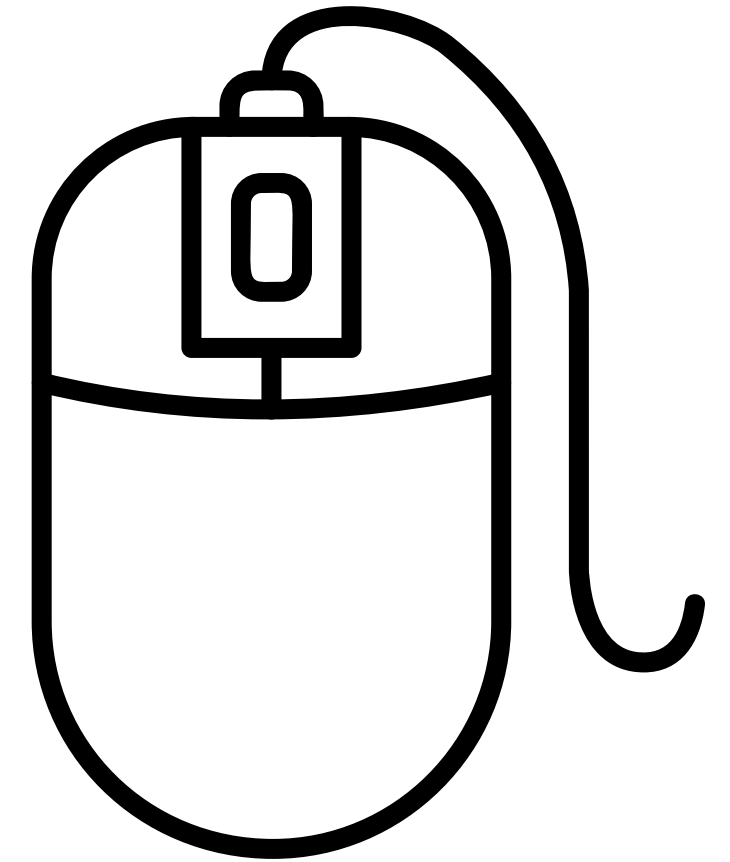


# CLICKS & TRAFFIC

Are people taking action?

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- Clicks to website or landing page
- Clicks to event page
- Email list growth
- Google Analytics > social media referral traffic
  - Where are people coming from?



# Make the Most of Data

- Analyze data against your SMART goals

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Increase website visits by 20%:  
are more people visiting the page via social media?

Increase brand awareness: has engagement increased? Have you gotten more @mentions and shares?

- Inform future campaigns

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See what's working and replicate it  
Eliminate what's not working (this includes channels)  
Adjust posting frequency or days/times  
A/B test new ideas

- Make improvements to your strategy

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Observe posting times, types of posts, and writing tone that are performing well - and those that are not

Make adjustments accordingly.



# Social Media Success

1. Understand your who/what/why
2. Set SMART goals
3. Write down your strategy
4. Create content for your audience
5. Measure results against goals
6. Refine your strategy
7. Be consistent and patient
8. Focus on quality, not quantity



**[Social Media] is not a technology, it's a conversation.**

**-@CharleneLi  
(Analyst & Author)**

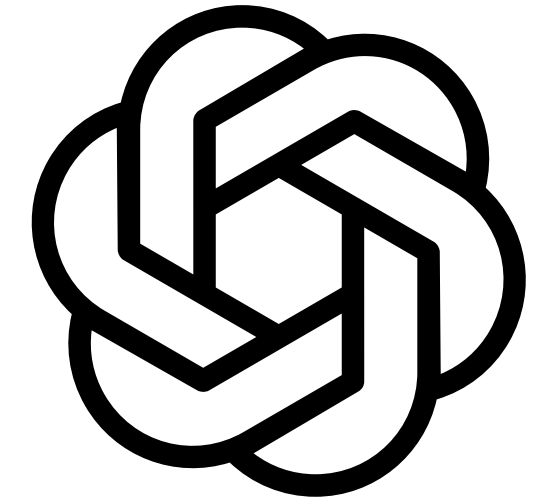
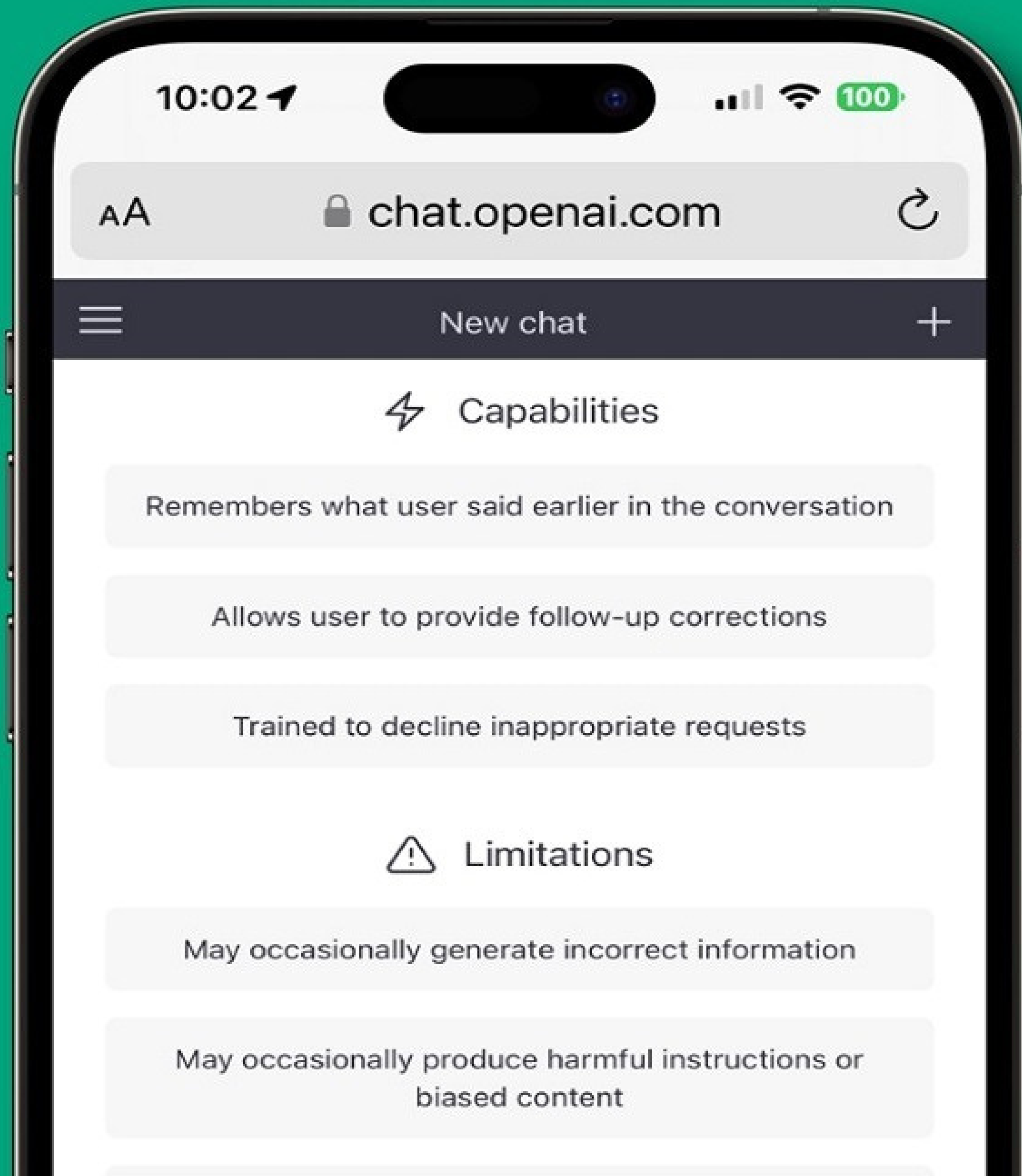
A photograph of two young men on a tennis court. The man on the left is wearing a black sleeveless shirt and a blue headband, holding a tennis racket. The man on the right is wearing a blue t-shirt and a blue baseball cap. They are shaking hands in a friendly gesture. In the background, there is a tennis court with a fence and some trees.

# Artificial Intelligence

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How does this emerging technology play into your marketing strategy?





# What is Artificial Intelligence?

AI, or Artificial Intelligence, is a technology that enables computers to analyze data, recognize patterns, and make decisions, much like humans do.

In marketing, AI can automate tasks, personalizing audience experiences, and provide valuable insights, ultimately enhancing efficiency and effectiveness in reaching and engaging your target audience.



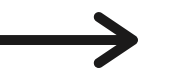




# Show of hands: Have you tried ChatGPT or other AI platform?

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*“Fewer than 30% of nonprofits have started using or exploring A.I.”*  
-Nathan Chappell, senior vice president of DonorSearch



AI for Nonprofits



# Things to Discuss:

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Why AI?

Specific AI Tools You Can Incorporate into Your Marketing Strategy

Ethical Considerations





# Why AI?

Beneficial for time-savings and effectiveness through task automation and generative content creation.

AI does the mundane work so you can focus on building relationships.

“61.4% of marketers have already adopted AI or plan to use it, with 41.4% specifically using it for content marketing.”

-2023 AI Marketing Benchmarking Report



# Specific AI Tools (A Few of MANY)

## ChatGPT

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[chat.openai.com](https://chat.openai.com)

Over 100 MILLION users

Basic level is free

Can help draft written content (e.g., social media captions)

## Later.com

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[later.com](https://later.com)

Social media management platform

Automate tasks

Offers a 50% discount for nonprofits

## Adobe

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[Adobe Creative Cloud](https://adobe.com/creativecloud)

Adobe products have cornered the market for decades, and has included new generative AI tools for visual effects

## Canva!!

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[Canva.com](https://canva.com)

New “magic” tools harness AI to create and edit pictures and words

Free and premium versions; has discount for nonprofits



# Ethical Considerations

With AI being relatively new and lacking clear guidelines and regulations, it's currently the "wild west" of technology.

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- Any software product that uses AI is likely going to be biased
- AI may not always be accurate - can end up being misleading
- There can be a lack of transparency when organizations use AI to generate content  
(will regulations arise as the world adapts to AI?)



# Using AI Ethically

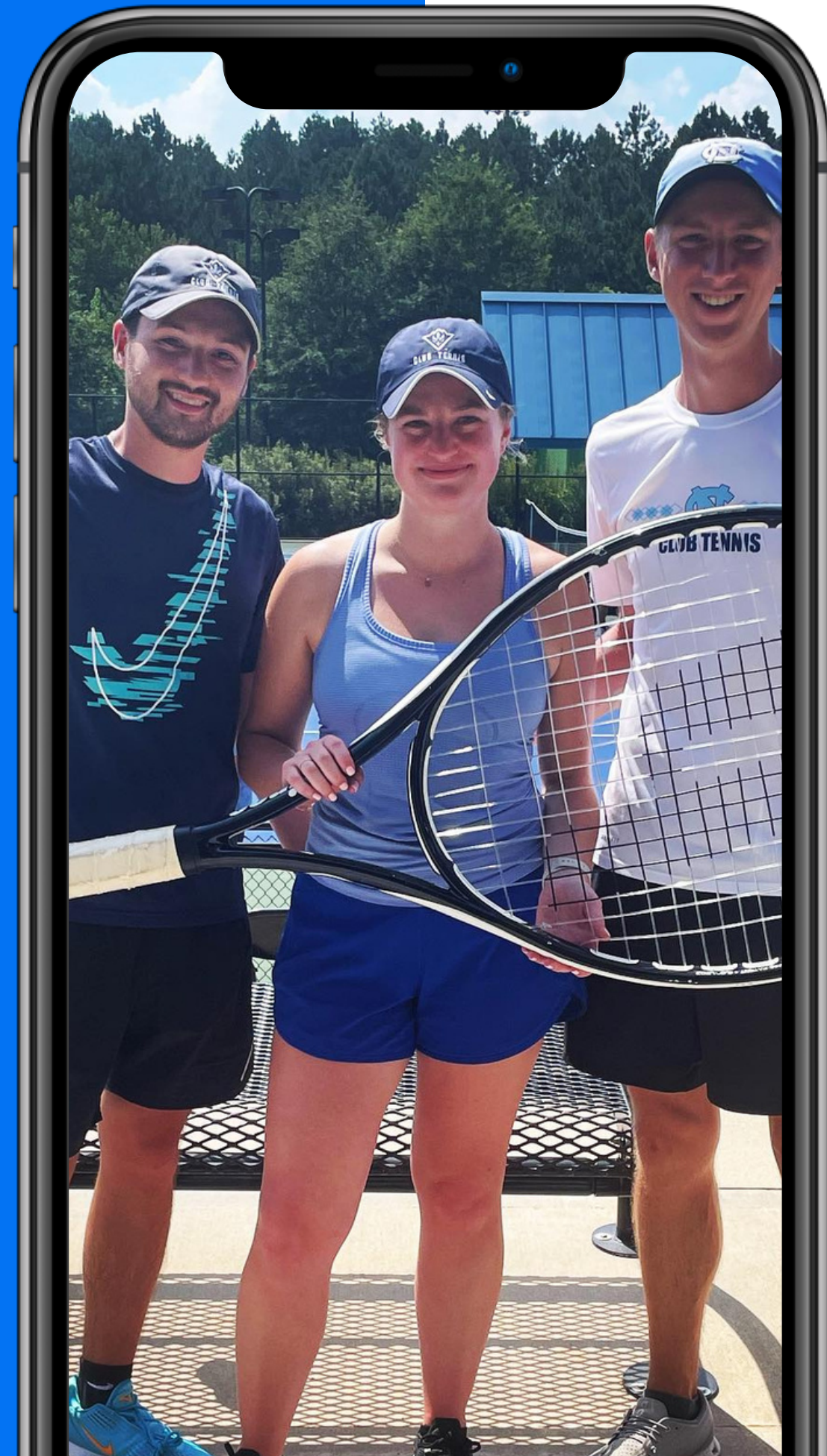
- Assess the benefits of AI for your organization and determine how to use it with the lowest possible risk.
- Make sure you are fact-checking and constantly monitoring for biases and accuracy.
- As an organization, decide how the use of AI will be disclosed and what transparency looks like.
- Recognize that AI is not a one-size-fits-all solution and may not be appropriate for all marketing activities.

# BOTTOM LINE:

AI is meant to **ENHANCE** your marketing experience, not replace it.

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Nothing will replace human insight, so use AI as a way to streamline your efforts rather than as a substitute for the unique creativity and intuition that only humans can provide.



We appreciate all you  
do for tennis in NC!



# Thank you!

## Morgan Brannon

USTA NC Marketing & Communications Manager

### Social Media Handles

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