

# Digital Marketing Strategies for Engaging Alumni and Donors

With increasing pressure to make up for revenue deficits and decreasing alumni engagement, advancement teams across the country are searching for innovative ways to reach and activate their audiences. Expanding your digital marketing strategy can maximize your university's fundraising potential through cost-effective, flexible, and targeted tactics.

Explore this infographic and learn how your university can use digital marketing to cultivate stronger relationships with your existing donors and reach alumni you're currently missing.

## Digital Marketing Can Expand Your Reach to Alumni and Donors Who:



Are not engaging with your emails



Are not currently in your database



Have outdated or incorrect contact information

### Benefits of Digital Marketing

1

#### TARGETED OUTREACH

Segment your audience based on criteria and behaviors for more personalized messaging and improved engagement.

2

#### FREQUENT TOUCHPOINTS

Reach out to your audience throughout the year on multiple channels for frequent touchpoints that keep your organization top of mind.

3

#### GREATER FLEXIBILITY

Execute campaigns quickly and scale up or down as needed, providing flexibility in budget and resource allocation.

4

#### REAL-TIME ANALYTICS

Monitor campaign performance in real-time and optimize accordingly to drive greater engagement.

5

#### COST-EFFECTIVE

Spend less money to reach a broader audience and have a stronger return on investment.

### Insights From Measured Practices

85%

of alumni can be reached via digital strategy versus 50% with valid email contacts

30%

of donors were acquired or reacquired from digital channels in FY23

26%

growth in digital giving in recent years

8

touchpoints on average are necessary before first-time donors make their first gift

## Strengthen Your Digital Marketing Strategy Using:

### RETARGETING TACTICS

Increase conversion rates and improve donor engagement and loyalty

Target individuals who have previously interacted with your website, social media content, or other digital marketing tactics, and present them with personalized messaging encouraging them to take action.

### CREATIVE CONTENT

Grab the attention of your donors and alumni and stand out in a crowded digital space

Differentiate your university using unique and create content to enhance donor and alumni engagement and foster deeper emotional connections.

### CROSS-CHANNEL ANALYTICS

Gain insights into the most effective channels and messaging for engaging your audiences

Analyze data across channels to understand how donors and alumni are engaging with your content. Identify trends and patterns to optimize your digital marketing strategy and boost campaign performance.