

Digital Marketing Scorecard

Digital marketing is a powerful tool to spread your message to new audiences, engage current and future alumni, and re-acquire donors who have lapsed. Use this scorecard to explore different digital marketing best practices and rate your current efforts to the scale below. Then, use the prompts in step two to fill in areas of opportunity for your institution.



Step 1 Scoring

On a scale of 0-5, our institution...

- 0-1** Struggles to effectively execute or does not have this as an area of focus
- 2-3** Has a solid foundation, but would not consider this to be a key strength
- 4-5** Consistently uses best practices and tests innovative solutions



Step 2 Opportunities

Reflect on areas of opportunities, strength, and optimization.

- What ways are we strong in this?
- Could we be doing this more efficiently?
- How could we implement this in our current strategy?

		SCORE	AREAS OF OPPORTUNITY
1	We deploy a multi-channel digital strategy . We launch paid ads with varying content for audience segments on multiple platforms.		
2	We prioritize lead generation when it comes to our digital ad strategy. We focus on engaging new donors and potential donors before asking.		
3	Our digital ads use both retargeting and remarketing strategies for higher conversion rates.		
4	We are consistently posting organic content on various social media channels to keep our audience engaged and warm.		
5	We create content that showcases our institution's impact and the impact donors will make when they donate.		
6	Our website is optimized for SEO with relevant keywords. It is easy to navigate, mobile friendly, and contains accessible ways to give .		
7	We run personalized email campaigns towards segmented audience lists , using past donor behavior data and trends to personalize.		

TOTAL DIGITAL
MARKETING SCORE:

35

Use your final score to reflect on your overall digital marketing practices. Are there areas for improvement and optimization?

Advancement Marketing Services

Speak with an EAB Advancement expert to discuss the results of your scorecard and how you can optimize your digital marketing strategy.

Learn more at eab.com/products/advancement-marketing-services.

