

Developing global digital strategy

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What I'll go through today

Developing global digital strategy...

- What it means in theory
- What it means in practice
- Challenges
- Takeaways
- Comments and questions



Global digital strategy – Theory

- No borders, with the help of the Internet, we can have global impact
- Together, we are stronger than one – we can learn from each other, won't repeat same mistakes
- We can share technology solutions and skills - it's more cost effective
- Who takes care of 'orphan' supporters?
- We will have brand consistency globally

Theory > Practice

Bridging the gap

- Supporter-centric
- Myth-busting with data



Global digital strategy - Practice

- No borders, with the help of the Internet, we can have **global** impact
- Borders of language, access to the internet, market-specifics
- Together, we are stronger than one – we can learn from each other, won't repeat same mistakes
- To get cross-org buy-in and understanding you need to get involved in the specifics of the individual organisation
- We can share technology solutions and skills - it's more cost effective
- The level of flexibility that ONE system needs to have to support activities of local orgs on different levels of digital activity requires a lot of resource – financial and people

Global digital strategy - Practice

- Who takes care of 'orphan' supporters?
- What % of your supporters are from countries where you haven't got marketing presence?
- We will have brand consistency globally
- It's only the International office that looks at all different website versions in one journey – majority of supporters just go to their local website. English-speaking countries are a challenge because of social media.

Building global digital strategy

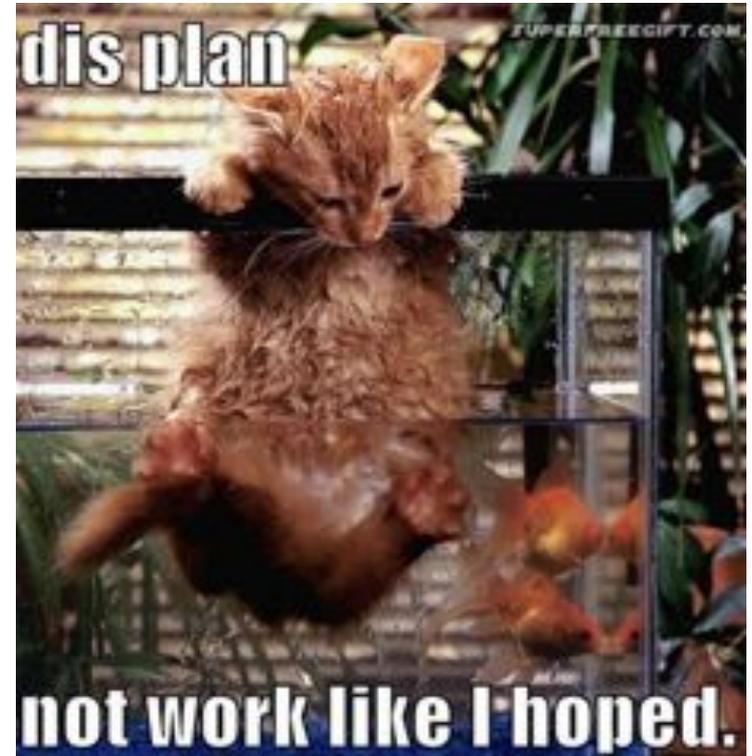
- Not strategy > framework

Living document that brings order to chaos over a number of years

- Not strategy > approach

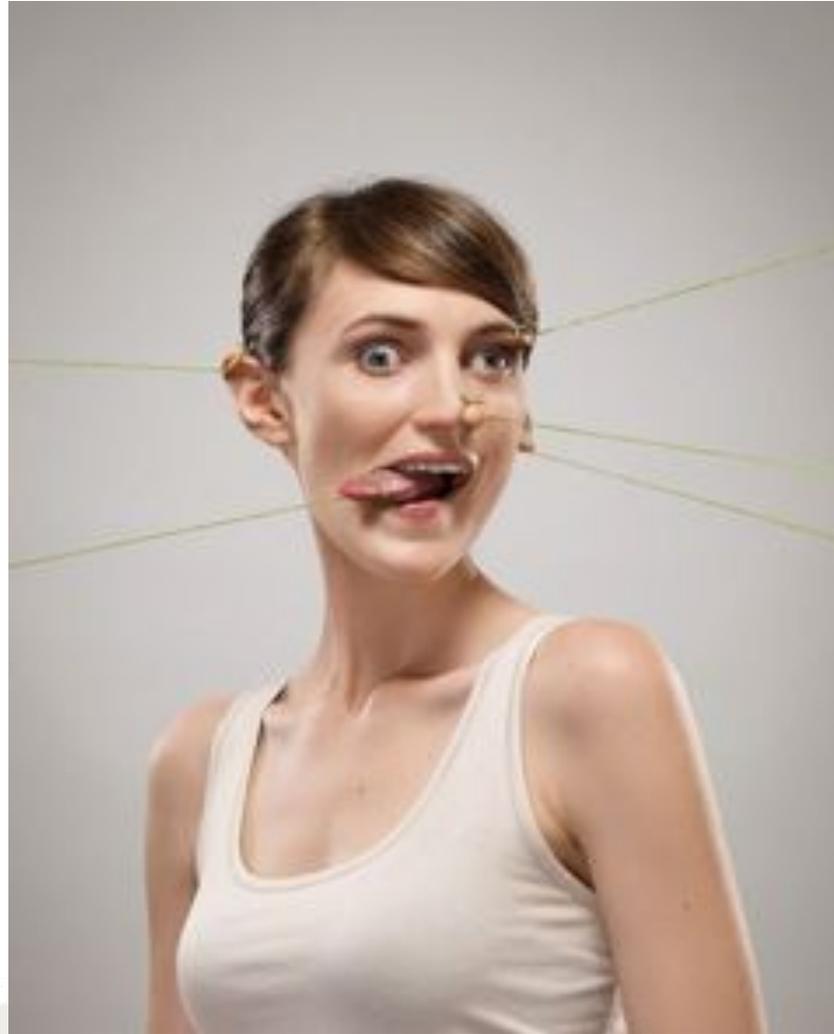
Not just a document > leadership

- Not done to an organisation but done with it



Chaos

Challenge of managing digital



What do you need to maximise on the potential of digital?



Digital framework

- Organisational vision
 - Brand
- Digital vision – how can digital support the organisational vision?
 - Internal & external analysis
- What do you need to maximise on this potential of digital?
 - Processes - Planning & Evaluation
 - Systems - Data, Content
 - Staffing – Structure, Skills & Training
 - Timeline & Budget

The Strategy - WSPA

VISION

To work together as an international organisation to maximise on opportunities for digital engagement that help us bring about the change for animals

GUIDING STRATEGIC PRINCIPLES

ONE WSPA

We will work together to build our presence as one global brand

LOCAL ACTION – GLOBAL IMPACT

We are committed to developing and supporting local digital capacity so as to maximise on our digital potential

WSPA INTERNATIONAL DIGITAL ACTIVITY

- Engagement focused **on professional stakeholder** audience
- Strategic & best practice support for country & regional Offices
- Strategic support for global campaigns
- Global measurement & evaluation

WSPA COUNTRY OFFICE DIGITAL ACTIVITY

- Engagement focused on **local consumer** audience
- Country office Digital Strategy, Systems, Content, & Marketing/Fundraising
- Delivery of global campaigns in local market

SYSTEMS - Non-Centralised
Systems Strategy

PLANNING & EVALUATION
Integrated Planning &

STAFFING - Skilled local digital
capacity for key functions

Digital planning framework

Owned Media

Websites Email Content

Bought Media

Paid search Online display Affiliates Paid partners

Earned Media

Followers Influencers

Team A

Digital Plan based on requirements from each category to support Team A objectives

Team B

Digital Plan based on requirements from each category to support Team B objectives

Team C

Digital Plan based on requirements from each category to support Team C objectives

Team D

Digital Plan based on requirements from each category to support Team D objectives

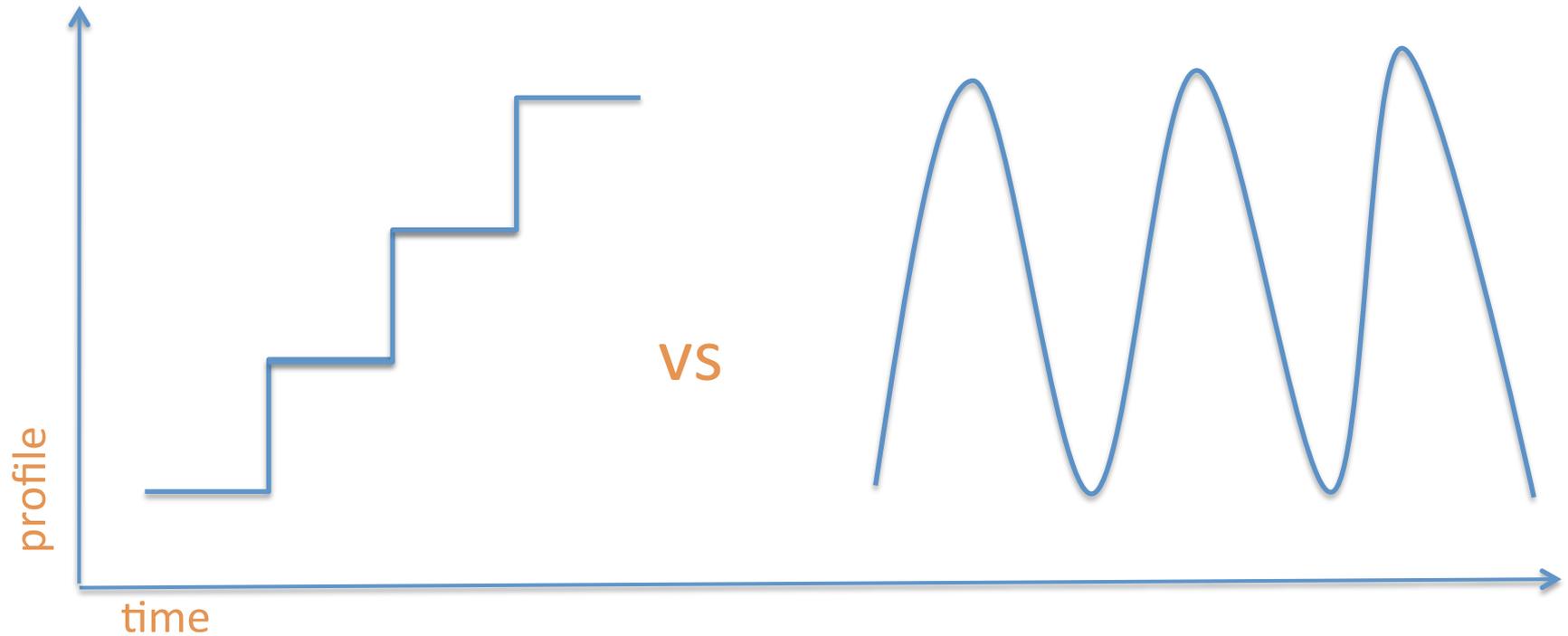
Overall owned media plan
(and KPIs)

Overall bought media plan
(and KPIs)

Overall earned media plan
(and KPIs)

Overall common shared digital resource requirements
(specialist staff, CMS, email system, web metrics tools etc.)

Building digital presence



Measurement and evaluation

- Part of the organisational monitoring (if it exists)
- Identify the ideal set of digital KPIs
- Baseline & set-up of tracking



Structure - questions

- Who are your experts?
- Your structure?
- What's the decision-making process?
- Roles and responsibilities?
- Organisational history and culture

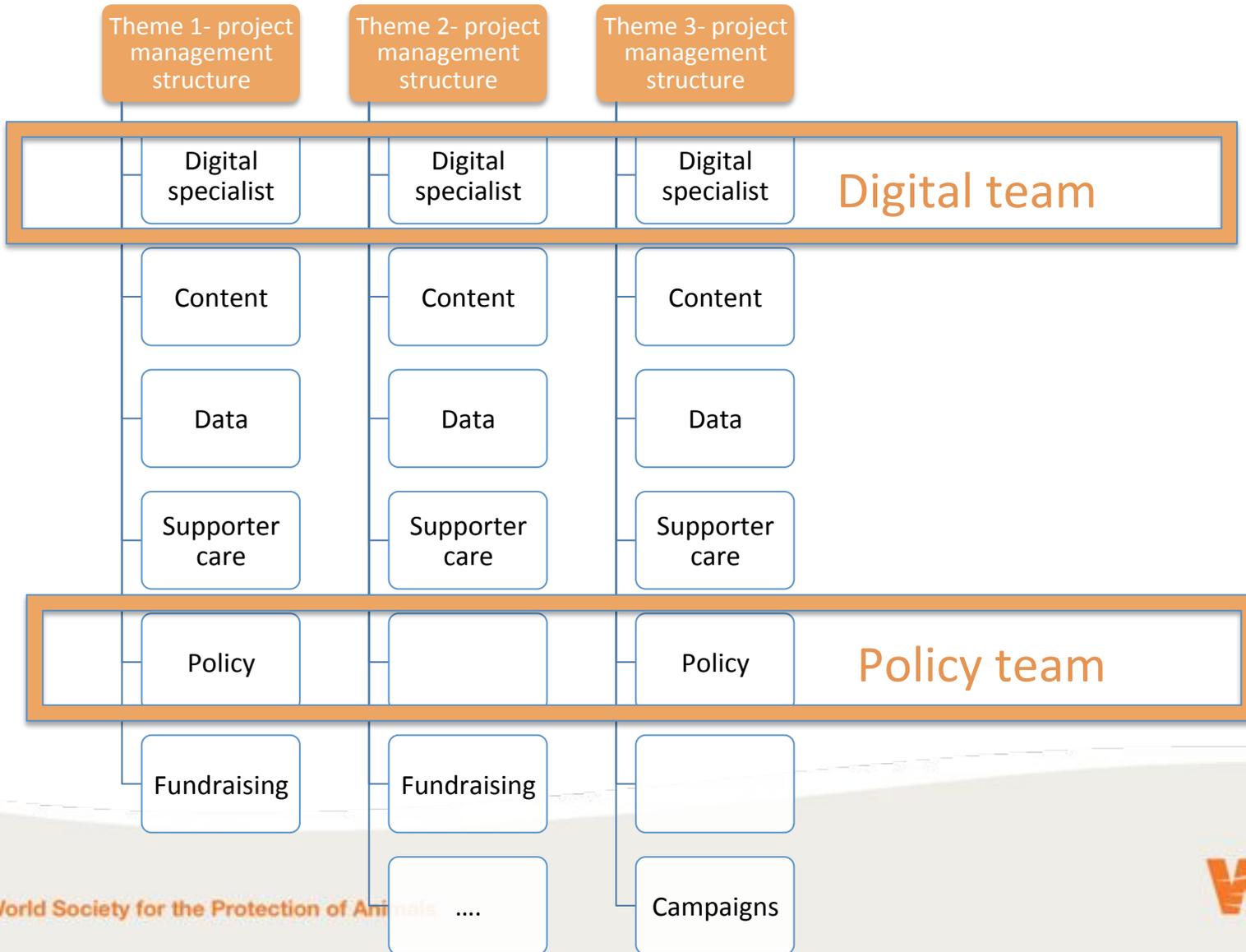
Structure - Centralised



Structure - Hub & Spoke



Structure -Thematic



Systems



Data

- Collect data
- Design journeys that your data can deliver
- Analyse & learn from your journeys
- Data ownership > structures



User experience

- Research suggest that 50% of would-be donors give up before donating because of bad user experience*
- Majority of e-commerce and fundraising is via branded websites** >> optimising your donation pages is a priority



* Source: Nomensa, “Creating the perfect donor experience”

** Source: Network for Good 2012 year in review



SAVE A CHILD'S LIFE

I want to give:

- every month** ([how regular giving saves children's lives](#))
- once only**

£3
can buy a mosquito net, protecting a child from deadly malaria



£5
can feed 10 children in Somaliland with a nutritious meal



£10
can treat 50 babies with life-threatening diarrhoea



£40
can house, feed and educate a street child in Columbia for a year



Or type in your own amount → £

GIVE NOW →



To donate by phone: 020 7012 6400

OTHER WAYS TO DONATE

There are many ways to support our work and make a real difference for children around the world.

Donate to an emergency:

- Donate to our [Southern Sudan Appeal](#)
- Donate to our [Myanmar Cyclone Appeal](#)
- Support our [Children's Emergency Fund](#)

Shop online:

- Send a [Wish List](#) gift to a child
- Browse our [online store](#)
- Find one of our [high street shops](#)

Donate to a community

Tour these communities online, and find out how you can help.

Other ways to give:

- Get a [Save the Children credit card](#)
- Support us [through your payroll](#)

WHERE YOUR MONEY GOES

From every £1 you give us we spend 86p to benefit children and use the remaining 14p to raise the next £1



WHO IS HELPING US RIGHT NOW?

- 👤 Sophie gave £40 to our [India floods appeal](#)
- 👤 Saira gave £5 to our [Pakistan floods appeal](#)

MAKE A MONTHLY DONATION



£3 pays for life-saving treatment for eight children with diarrhoea

- £3
- £5
- £10
- or £

DONATE →

MAKE A SINGLE DONATION



£25 buys 'safe birth kits' for five women giving birth at home

- £25
- £50
- £100
- or £

DONATE →

DONATE TO AN EMERGENCY



£50 buys two hygiene kits with soap, towels and toothbrushes

- East Africa Appeal
- Ivory Coast Appeal
- Children's Emergency Fund

£ **DONATE →**

01 This 3 box version saw an increase of 10% in total gift amount compared to the original donate page.



Timeline & budget

- Developed with teams – so each plan is appropriate to their circumstances
- Takes time – challenge for managing finance



Takeaways

- Be supporter-centric
- Do the strategy with the organisation not to the organisation
- Strategic digital lead to drive the strategy forward
- Use the framework (Planning, Processes & Evaluation, Skills & Training, Systems) to identify gaps and how to fill them



Don't be afraid

Change has never in history happened as fast as it is today; and it will never happen this slowly again



Questions
and
comments
please!



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