

Digital Innovation

*How One International Nonprofit
Uses HubSpot to Drive Global Impact*

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Agenda

01. Who is IFAW
02. MarTech at IFAW
03. Why HubSpot?
04. Implementation
05. Results & Learnings
06. Future Opportunities
07. Questions

Who is IFAW?

01



ifaw



- Established in 1969
- Global nonprofit organization
- Work in over 40 countries
- Rescue, rehabilitate, and release animals
- Restore and protect natural habitats
- Partner with local communities, governments, non-governmental organizations, and businesses to pioneer new and innovative ways to help all species flourish

Time for
Change



MarTech at IFAW

02

Where did we start?

Digital technology
at IFAW

Salesforce Marketing Cloud

1. Email campaigns
2. Basic welcome journeys
3. Ad audiences
4. SMS

Pros

1. Robust system
2. Lots of opportunity
3. Flexible

Cons

1. Requires a certain level of developer expertise to complete the simplest of tasks
2. Built as a collection of acquired tools that don't always work well together
3. Journeys are convoluted and require Salesforce-specific SQL knowledge



- Implemented 7 years ago
- Recommended by an external consultant with limited buy in from digital experts
- Little to no regular investment in innovation
- Entirely different digital team structure
- Entirely different digital landscape



HubSpot is not built for non-profits, so it can't do what we need.

Tech transitions take too much time and resources.

We spent so much money on SFMC, leadership probably won't go for this massive change.



Goals

Grow, grow, grow
Raise, raise, raise

- Sophisticated donor journeys
- Personalized strategies
- Individualized content by market, by supporter type
- More revenue
- More donors
- More advocates
- Complex reporting
- Personalize, personalize, personalize
- More, more, more

Why HubSpot?

03

Why HubSpot?

Productivity: Operate in “minutes and hours” instead of “days and weeks”. Simple, flexible, and user-friendly interface.

Best of its class marketing automation features: easy and quick testing, personalization, marketing workflows and donor journeys; integrating ads engagement with personalized follow-ups; quick and powerful, built-in reporting.

Innovative: Constant product launches & major investment in A.I.

Expected ROI

Time savings and productivity, allowing the team to spend more time on strategic, revenue-driven initiatives rather than time-consuming set-up and production

Supporter satisfaction: Optimized and connected donor experience, improved supporter engagement and journeys => increased revenue

Scalability: easy to onboard new tools, channels and platforms, like CMS, social

Implementation

04

The Transition



May

Discovery

Research and planning alongside CauseMic.



June

Implementation

Building templates, syncing data, migrating workflows, etc.



July

Testing

Reviewing all templates. Building regional variations, and confirming accuracy with all relevant team members.



Aug

Launch

Launched our very first email campaign out of HubSpot.

What are we using?



Email Marketing w/ Smart Content



SMS



Lead Generation Forms



Calls to Action (CTA's)



Landing Pages



Digital Advertising



Automated Workflows

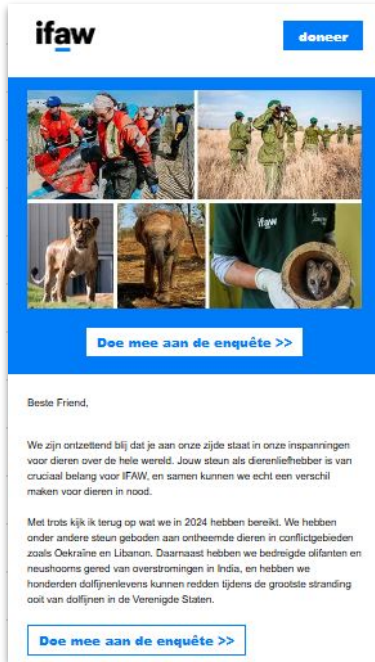


A/B Testing

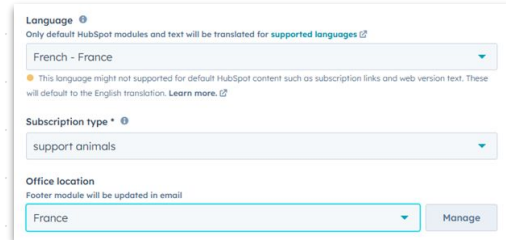


Reporting

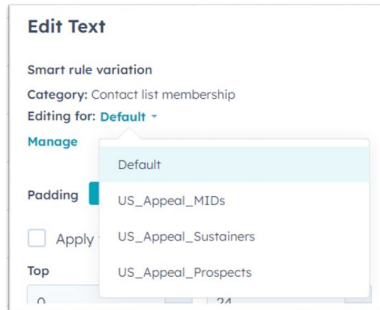
Smart Content & Translations



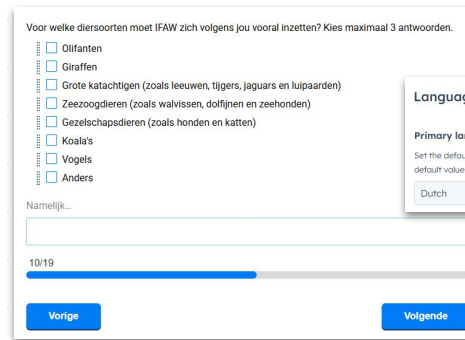
The screenshot shows the IFAW website header with the logo and a 'doneer' button. Below the header is a grid of six images: a person in a red jacket, a person in a green jacket, a dog, a horse, a person holding a dog, and a person holding a cat. A blue banner below the images says 'Doe mee aan de enquête >>'. Below the banner is the text 'Beste Friend,' followed by a paragraph about the organization's work in conflict zones. At the bottom, there is another blue banner with 'Doe mee aan de enquête >>'.



This panel shows settings for the website. The 'Language' section is set to 'French - France' and includes a note that only default HubSpot modules and text will be translated for supported languages. The 'Subscription type' is set to 'support animals'. The 'Office location' is set to 'France' with a 'Manage' button.



The 'Edit Text' panel shows a 'Smart rule variation' for the category 'Contact list membership'. The editing mode is set to 'Default'. A dropdown menu is open, showing options: 'Default', 'US_Appeal_MIDs', 'US_Appeal_Sustainers', and 'US_Appeal_Prospects'. There are checkboxes for 'Apply' and 'Top'.



The survey question is 'Voor welke diersoorten moet IFAW zich volgens jou vooral inzetten? Kies maximaal 3 antwoorden.' The options are: Olifanten, Giraffen, Grote katachtigen (zoals leeuwen, tijgers, jaguars en luipaarden), Zeezoogdieren (zoals walvissen, dolfijnen en zeehonden), Gezelschapsdieren (zoals honden en katten), Kaalals, Vogels, and Anders. There is a 'Namelijk...' field and a progress bar showing 10/19. Buttons for 'Vorige' and 'Volgende' are at the bottom.



The page is in French and features the headline 'Le monde est de plus en plus dangereux pour les animaux et leurs habitats. Faites un don !'. It includes a photo of elephants and a donation form with options for 'Ponctuel' or 'Mensuel' and amounts from 10€ to 100€. A 'Je donne' button is at the bottom. A note states that 66% of the donation is deductible from the donor's income.



The 'Language & Region' panel shows the 'Primary language' set to 'Dutch'. A note explains that the default language is set for your form and that error messages, field labels, and frequently used properties will be translated automatically.

Results & Learnings

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*Efficiency = Increased
Productivity = Opportunity*

3x

More content and segmentation

+181%

Increase in revenue from SMS

+48%

Increase in productivity

\$110k

Annual cost savings by switching to HubSpot

Future Opportunities

06

Future Exploration



HubSpot CMS



Social media integration



Holistic campaign reporting



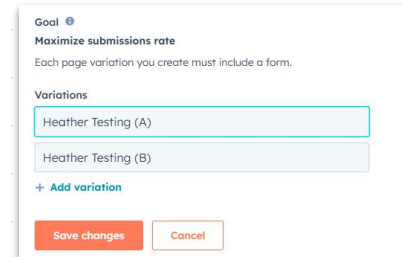
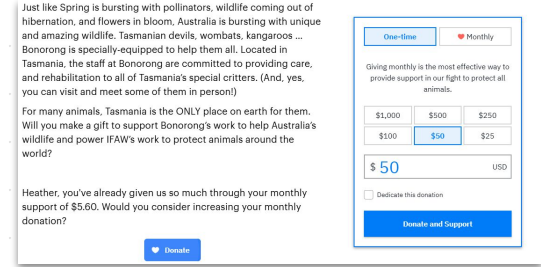
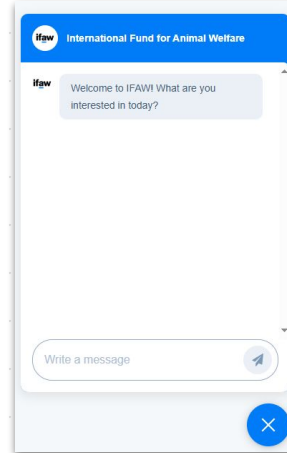
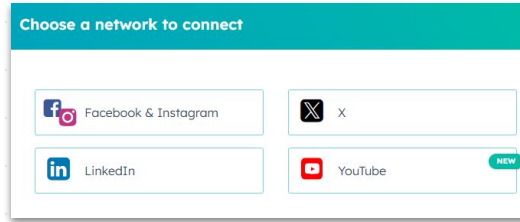
Personalized website & blog content



A/B testing website pages



Chatbots



Questions?

07

Thank you!



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