



Five Web Trends for Christian School Leaders

fervor



what's in store...

about me 01.

fervor 02.

why it matters 03.

04. five trends

05. the quiz

06. recap + special offer

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Cross International



MAX LUCADO®



we are marketing
for the most good possible.





why...





Online “digital” revenue
made up **about 20%** of all
nonprofit fundraising in 2018.

Source: MRR Benchmarks Report 2019



77%

Online fundraising is growing (has grown since 2014).

\$45/yr

Every 1,000 **emails sent from your database** provide an average of \$45 in annual donations.

1 in 5

One in five U.S. adults— 20% —have made a **charitable contribution online**.

0:03

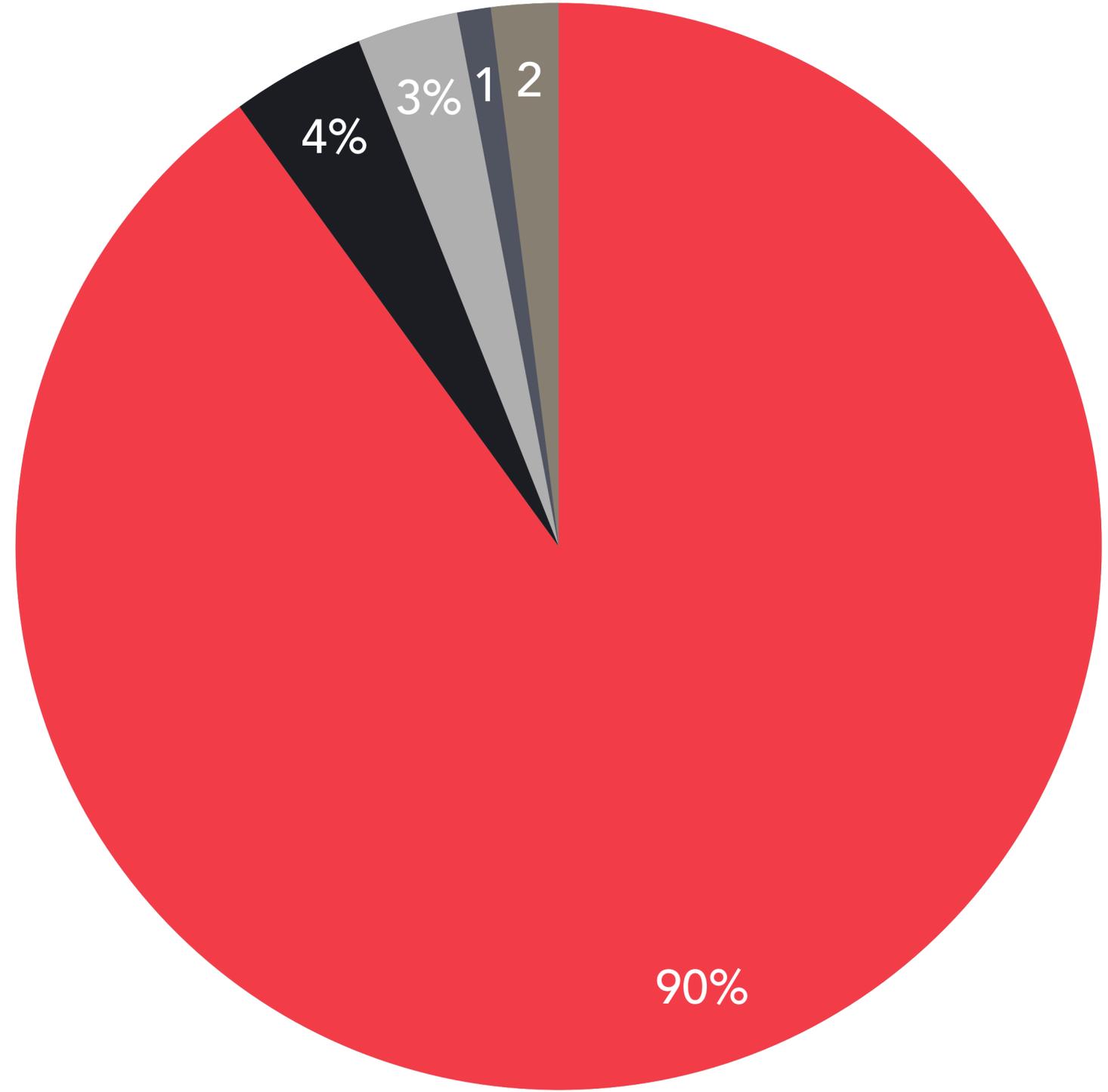
Of those visiting a site, **40% will leave it if takes longer than 3 seconds** to load.

48%

Over 48% of visitors say that if a site isn't **working well on mobile**, it's an **indication the organization doesn't care**.



● Google ● Bing ● Yahoo ● Baidu ● All Other



Search Marketing and Online Engagement is driven by Google **90% of the time**

Source: statistica data 2018





five web trends

1

BE
STRATEGIC

2

BE
CONNECTED

3

BE
ACCESSIBLE

4

BE
CONTENT RICH

5

BE
FOCUSED



BE STRATEGIC



Who's it for?

01 of 57

IMPACT BRAND ASSESSMENT™ + STRATEGY

YOUTH ENTREPRENEURS

March 21, 2017

09 of 57

THE BRAND IMPACT ASSESSMENT™ + 360 STRATEGY

PROCESS

- ANALYZE**
We assign your organization a score standard every seven we can find. Through an initial questionnaire, site visits and investigations, we begin with strategy in mind and a shared goal of increasing impact.
- IDEAL ADVOCATES™**
We identify your organization's most powerful advocates. We profile and target your top clients, digging deep into why they engage with you.
- CRAFT**
We craft compelling messages and a message platform that connects with your ideal advocates creating a full suite of messaging that's authentic to your brand.
- SCORECARD**
We craft real-time, transparent, from social media to web presence, to understand their effectiveness. This also includes an in-depth direction of advanced online analytics.
- IMPACT PLAN**
Once your organization has been assessed, we create a strategic plan that includes a list of action items to help you reach your goals, from the inside out.

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GENDER: IDEAL ADVOCATE™ SURVEY RESPONDENTS

Respondent	Female	Male
"BILL" OWNER	0%	100%
"JAMES" GRADUATE	45%	55%
"KATIE" EMPLOYEE	60%	40%
"TIFFANY" EDUCATOR	60%	40%

36 of 57

Tiffany

Age: 25-34
Title: Educator
Education: Master's
Entry: Donor/Driver/Other/Booster

Narrative
As an educator, Tiffany feels called to make a difference. Being a teacher is more than just a job; she always wanted to inspire students. In her classroom, Tiffany works hard and wants her classroom to be fruitful. She strongly believes in the value of education and the role of an entrepreneur in the world. She strives to be the best teacher she can be and to help her students reach their full potential. Furthermore, the lessons her class learn through Youth Entrepreneurs are experiential. She feels confident that the students will learn the skills they need to overcome barriers, and lives seeing the transformation that happens through Y&E.

Needs
Tiffany needs to be able to communicate with her students and parents. She needs to be equipped with lesson plans and curriculum that are up-to-date and relevant to her students. She needs to know how to reach her students and how to help them succeed. She needs to be able to communicate with her students and parents.

Frustrations
Tiffany feels that her students are not getting the most out of their education. She feels that her students are not being challenged enough and that they are not learning the skills they need to succeed in the workforce. She feels that her students are not being prepared for the future and that they are not being given the opportunity to learn from real-world experiences.

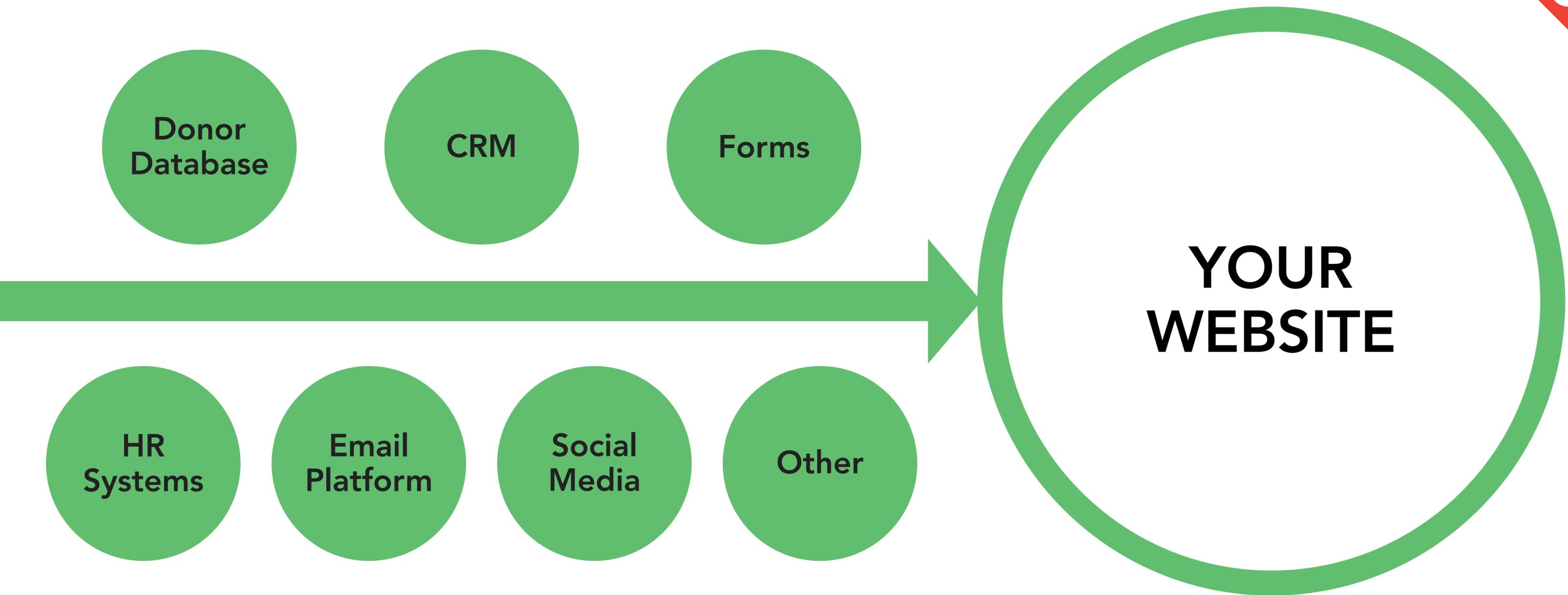
COMMUNICATION
1. Face-to-Face
2. Email
3. Text Message

SOCIAL MEDIA
LinkedIn
Facebook
Twitter
Instagram

KEY INSIGHTS
"Tiffany is the main driver and has helped our kids develop the skills they need to succeed."



BE CONNECTED



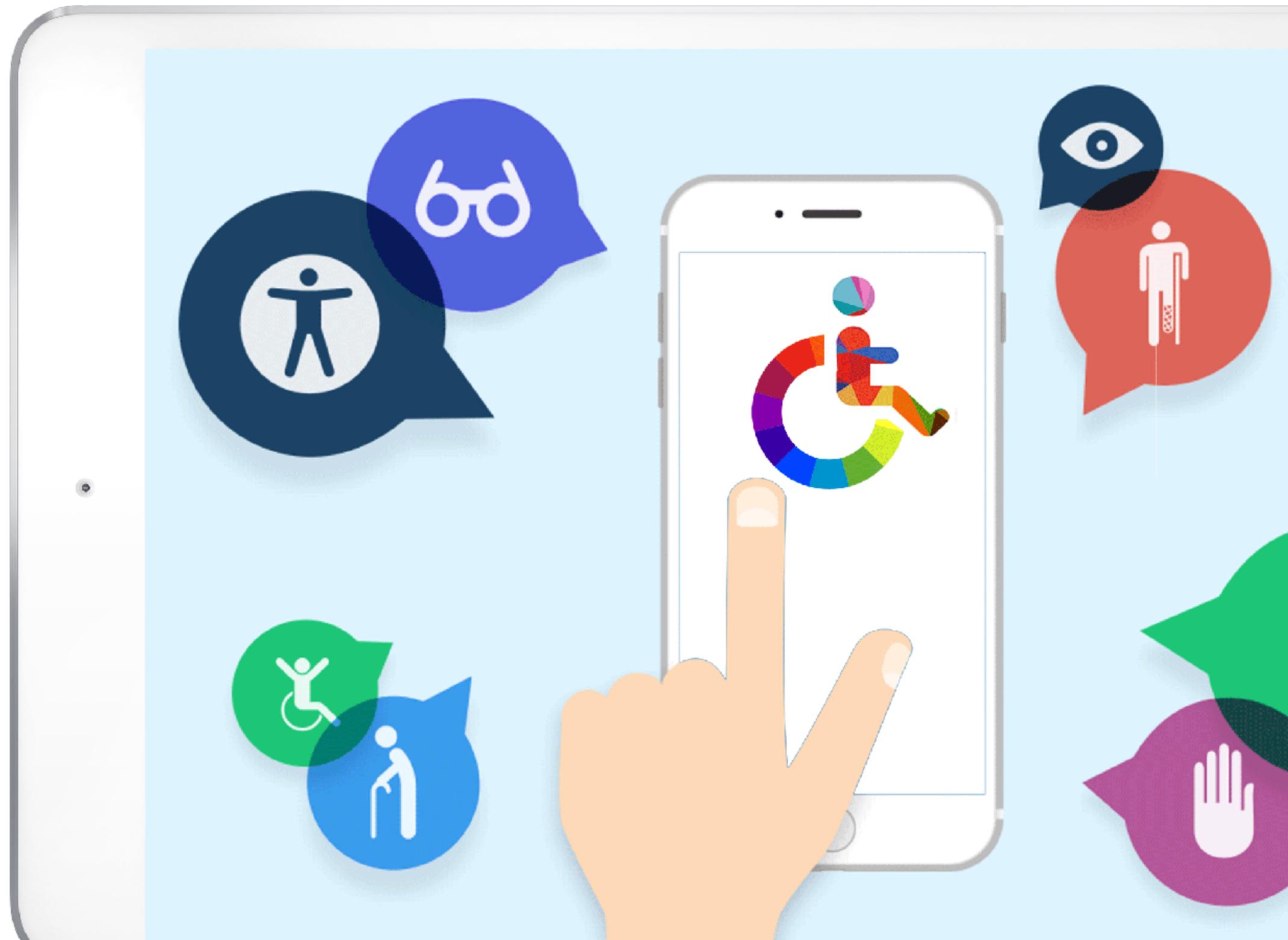
2. *Be Connected*



**BE
ACCESSIBLE**

web accessibility

- + WCAG (WEB CONTENT ACCESSIBILITY GUIDELINES)
- + ADA COMPLIANCE



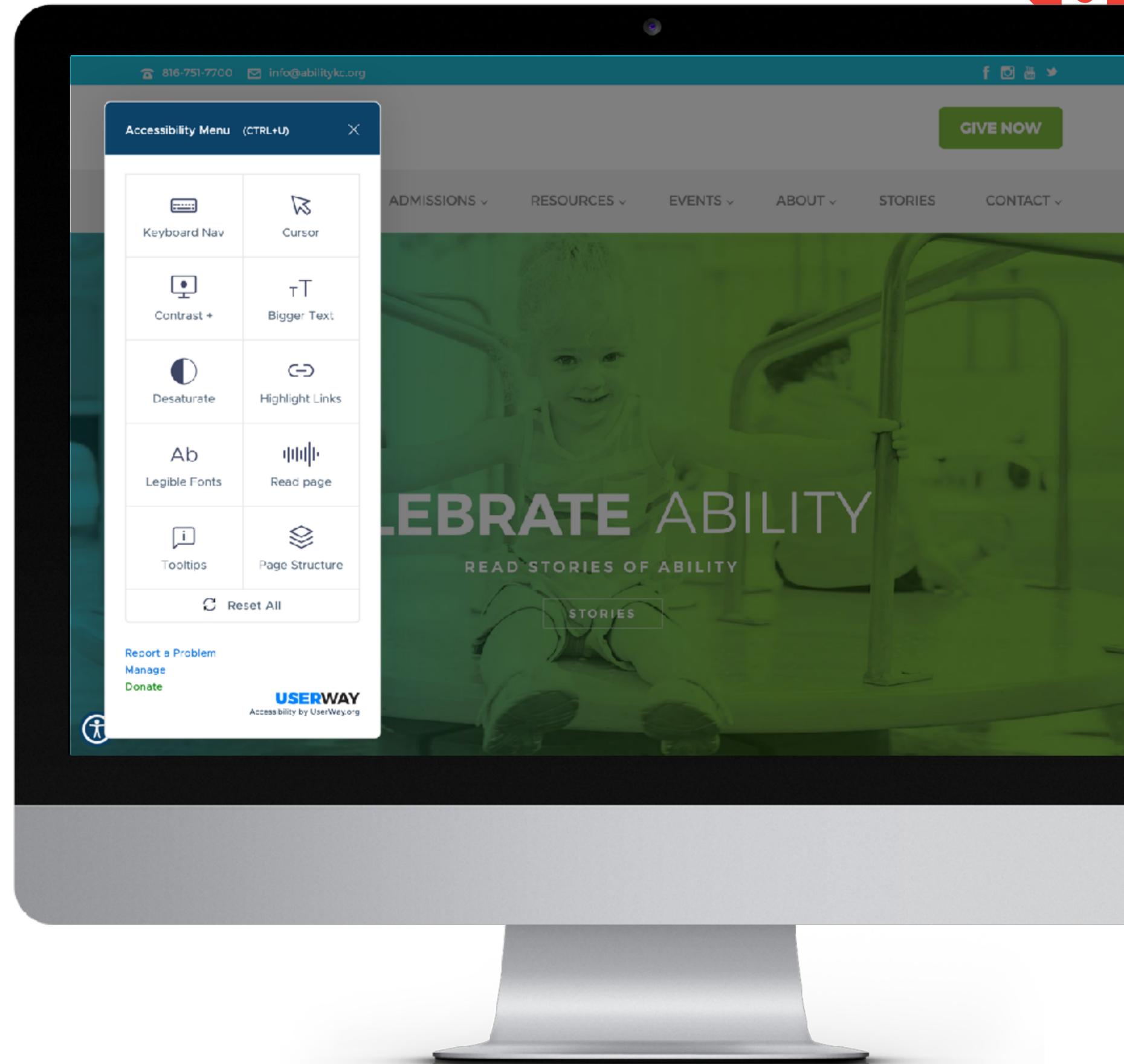
web accessibility

+ EXAMPLE



web accessibility

+ EXAMPLE





Scorecard by Fervor Marketing

74% (74/100)

Reviewed URL

Review Date
July 17, 2019

Reviewed By
Mike Farag + John Regan

Web Scorecard

General Documents

Performance Report

SEO Report

SEO Brief

9/10

Defined Purpose

Your organization's purpose is obvious, precise and unique. Why do you exist? What are you doing to make an impact? Visitors to your site need to know right away.

[Details](#)

8/10

Clear Definition of Whom the Site is For

It's obvious who this site is designed for, and all aspects were built with the ideal audience in mind. Your ideal audience should feel at home on your site.

[Details](#)

9/10

Call To Action

Visitors know what you want them to do. They came to your site, now what? A simple, specific call to action engages your people.

[Details](#)

7/10

New and Engaging Content

New content, published on a regular basis, targeted at the folks your organization serves.

[Details](#)

3. Be Accessible

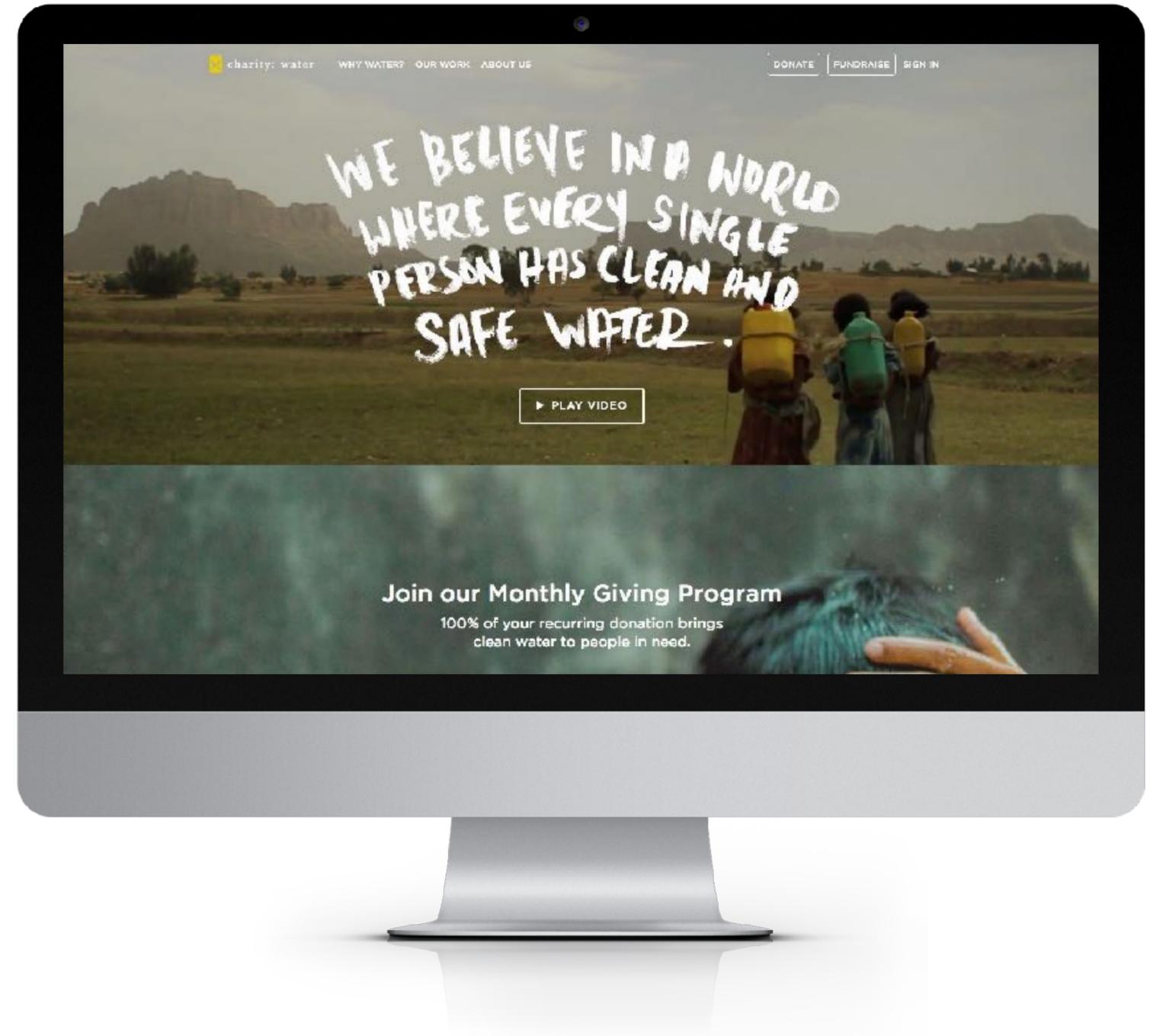


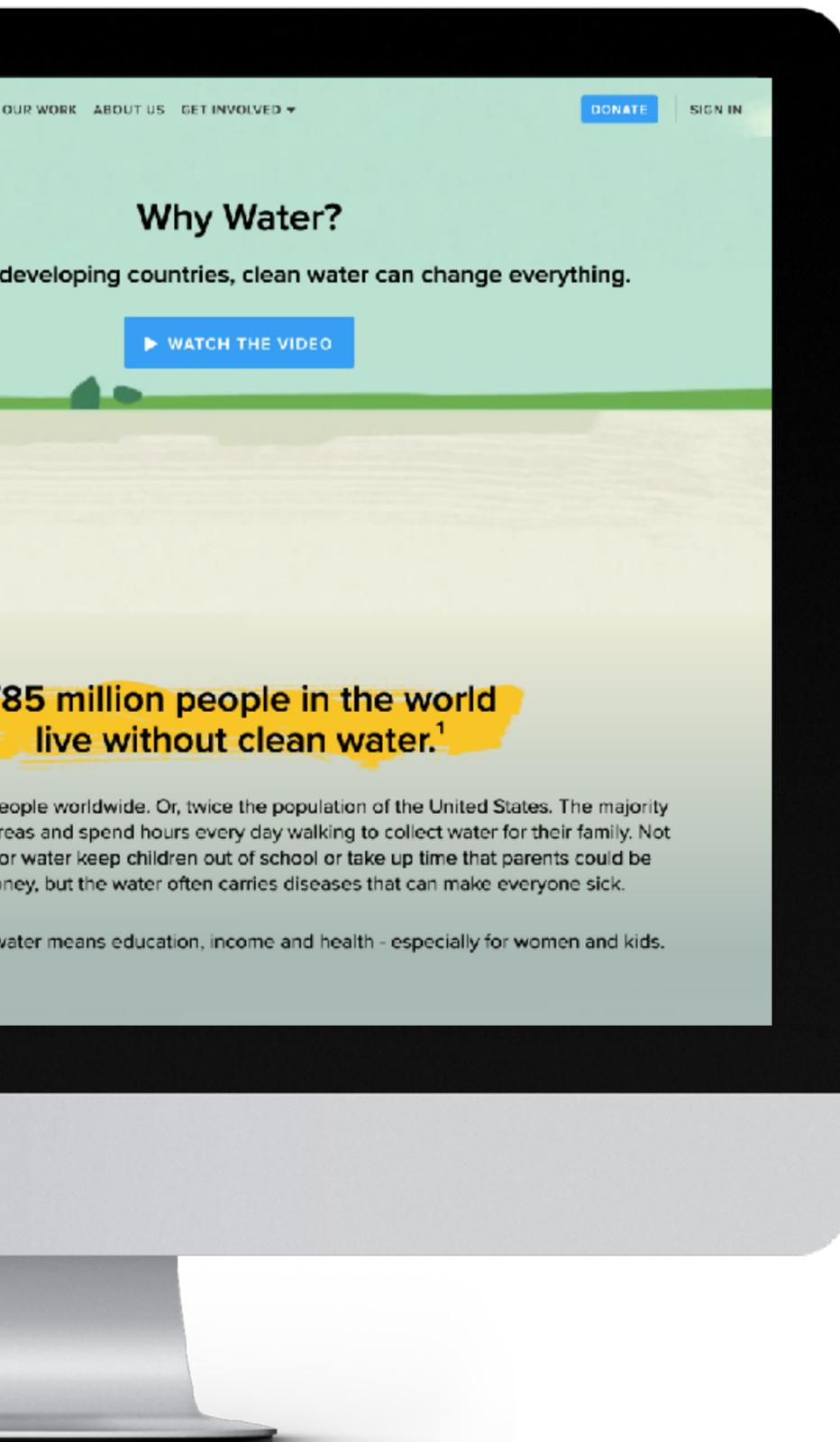
BE CONTENT RICH

Fervor

MARKETING
MADE FOR
IMPACT

Regular
content updates
bring in
4x the traffic.





80%

By 2021, global consumer Internet video traffic will account for **80% of all consumer Internet traffic.**

80%

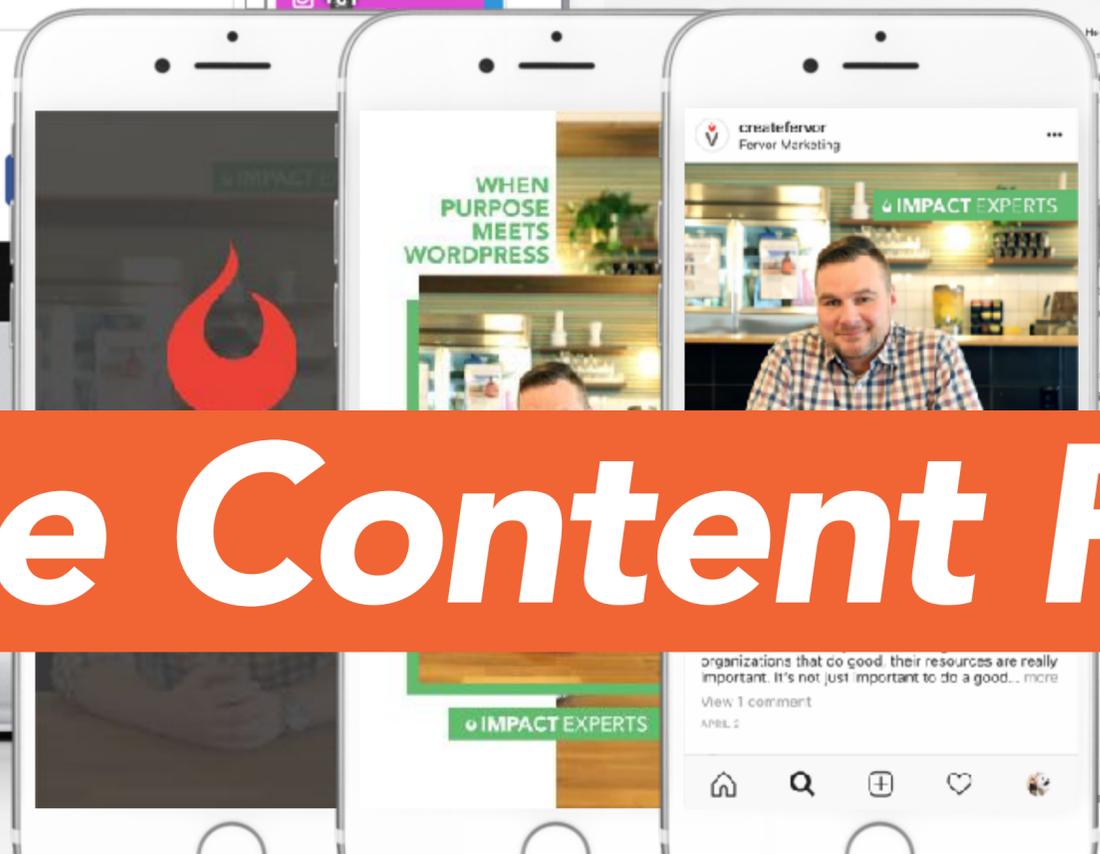
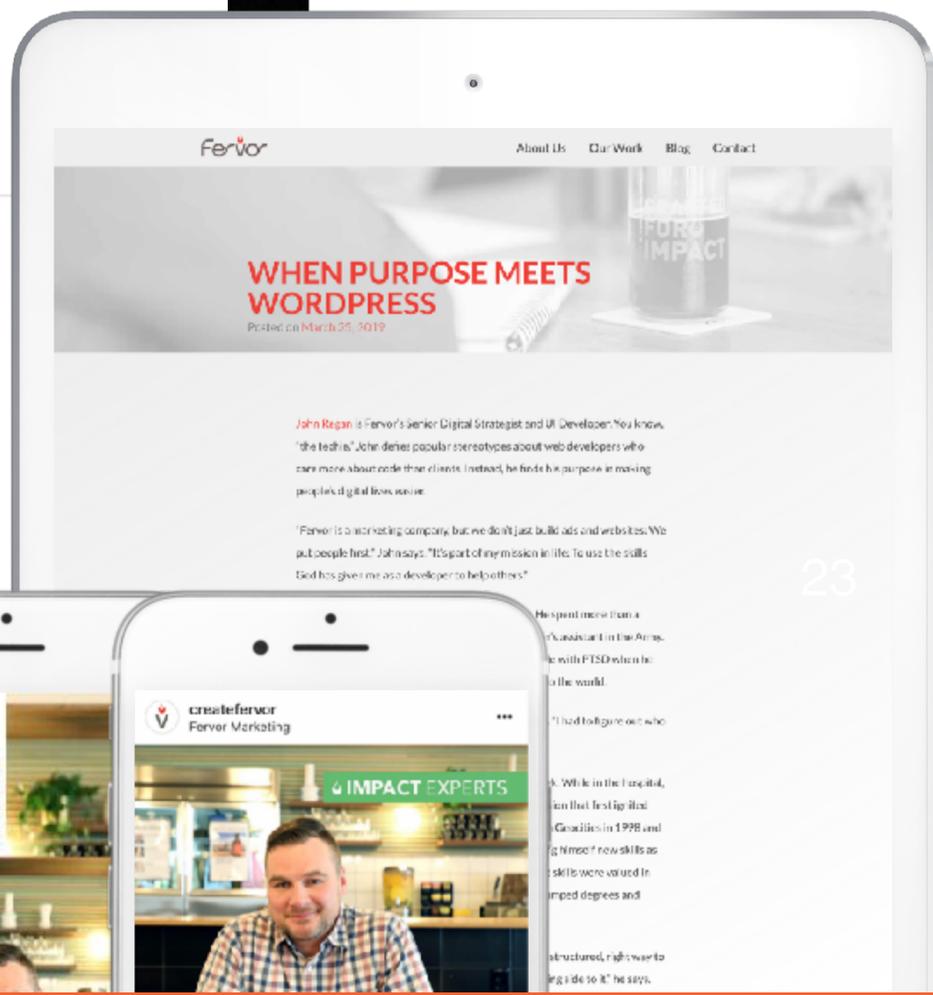
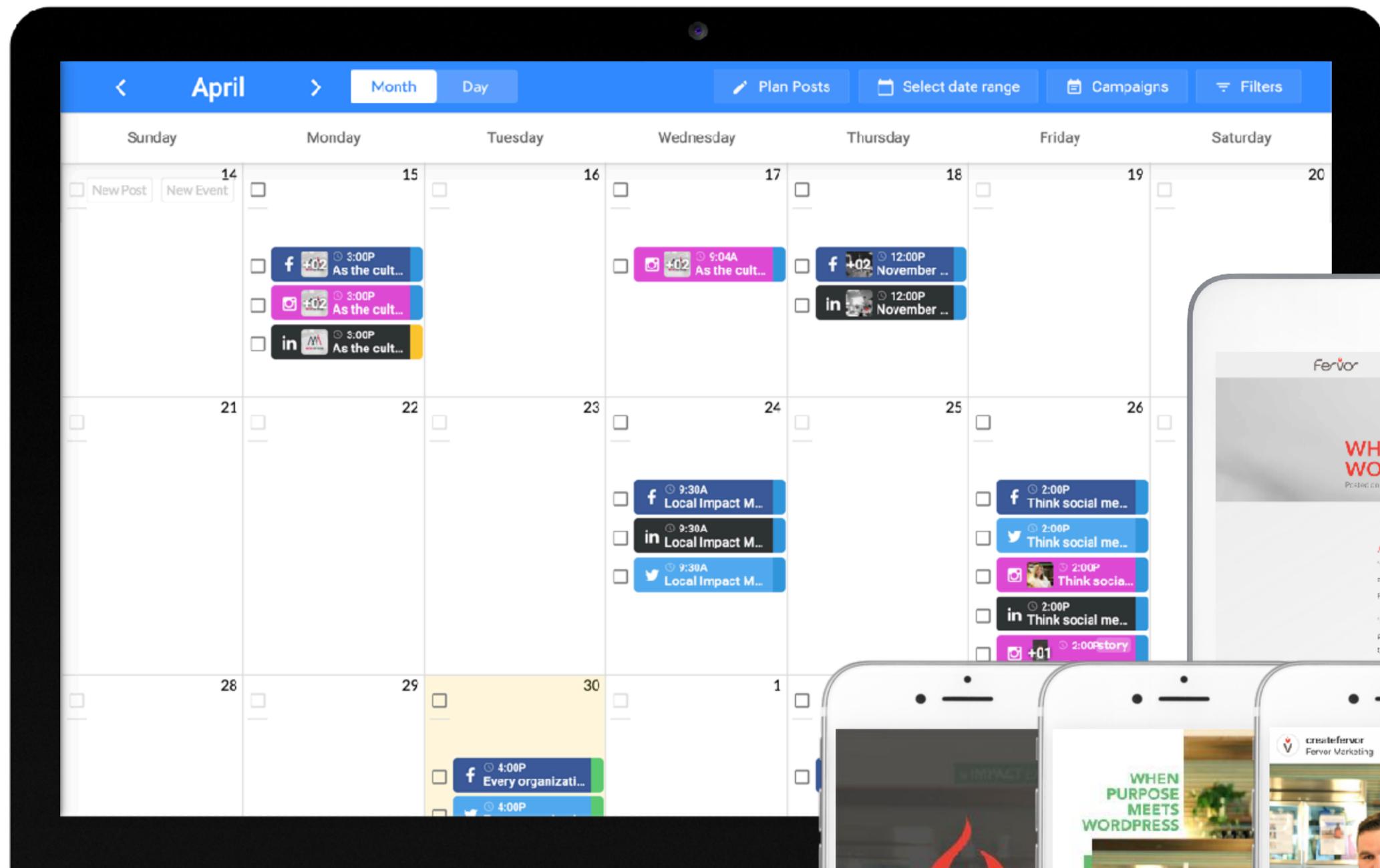
Including a video on a landing page can **increase conversion rates by 80%.**

41%

Companies that use videos enjoy **41% more web traffic from search than companies who don't.**

Sources: SmallBizTrends, Unbounce





4. Be Content Rich



BE FOCUSED

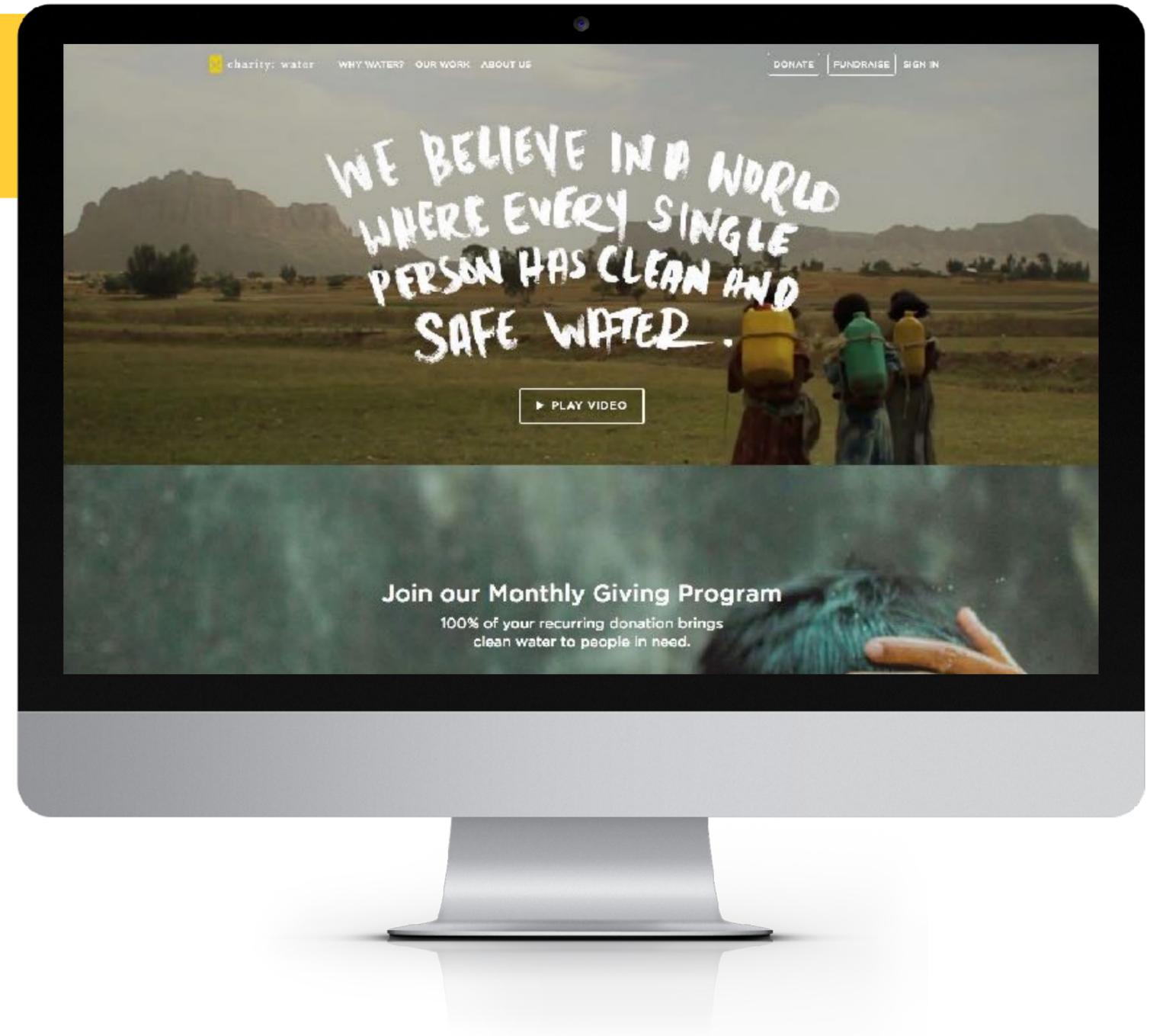




FOR

5. *Be Focused*

Clear **ownership**
of your website
will help you
succeed





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WEB TRENDS EVALUATION

An engaging website is a critical tool for your organization. When your website is healthy and working well, your advocates are energized, better able to share about your organization, and able to be more generous in their support. That's definitely a good thing. When your website isn't working...well, let's just say it can be a real pain.

It can be tricky to get your website to a healthy place. When so many people are involved, things can get complicated. This quick quiz will help you assess if your website is where it needs to be...or if you need some help.

1. **Does your website have a clear primary and secondary audience? If you do, you know it and they can feel it. There's no confusion about who the site is built for.**
 - a. Yup; we're good to go.
Our #1 audience is _____, and our #2 audience is _____.
 - b. Um; not sure. Depends on who you ask.
 - c. Nope; we've got too many audiences in mind.
2. **Is your website connected to all your systems? Do you know what visitors are doing on your site? If so, you can almost predict users' actions, and you share that information appropriately with all your teams.**
 - a. You bet. We've connected our website with our donor database, CRM, forms, HR systems, email system, social media and more.
 - b. Kinda. We've connected a few systems.
 - c. No. Maybe we'll look into that.
3. **Is your website accessible to all? Can it be seen and heard by everyone? You want everyone to be—and feel—welcome.**
 - a. Yes, indeed. We've kept up on ADA and WCAG compliance.
 - b. I think we did something at one point.
 - c. What's WCAG accessibility?
4. **Is your website content rich? Do you have a beautiful content strategy, coordinated calendars, and are you regularly feeding it with new written and video content?**
 - a. You said it. We're killing the content game.
 - b. Sometimes we write things, sometimes we don't.
 - c. We really should be telling our story.
5. **Does your website have a clear owner? If it does, it's not a place where lots of different people are posting lots of different things.**
 - a. Yup; their name is _____.
 - b. We did, but I think that changed.
 - c. Our site is more like a big committee meeting threw up online...all their notes.

Your Score:

Total the amount of A's, B's and C's you scored, then multiply by the amount of points.

A's _____ x 5 pts = _____

B's _____ x 3 pts = _____

C's _____ x 1 pt = _____

TOTAL PTS = _____

Score Key:

19+ pts:

Sounds like your organization has got it together. You're staying on top of website trends and keeping a solid footing online. Go get 'em, tiger.

13-18 pts:

Looks like you're on a good path, but you could pay a little more attention to your website and how it's operating. Consider talking to an expert about ideas to move forward.

5-12 pts:

Ouch. You may want to get some help... stat. We know some folks that may be a good fit to help you out, if you need some recommendations.

Test Yourself



we are marketing
made for impact.

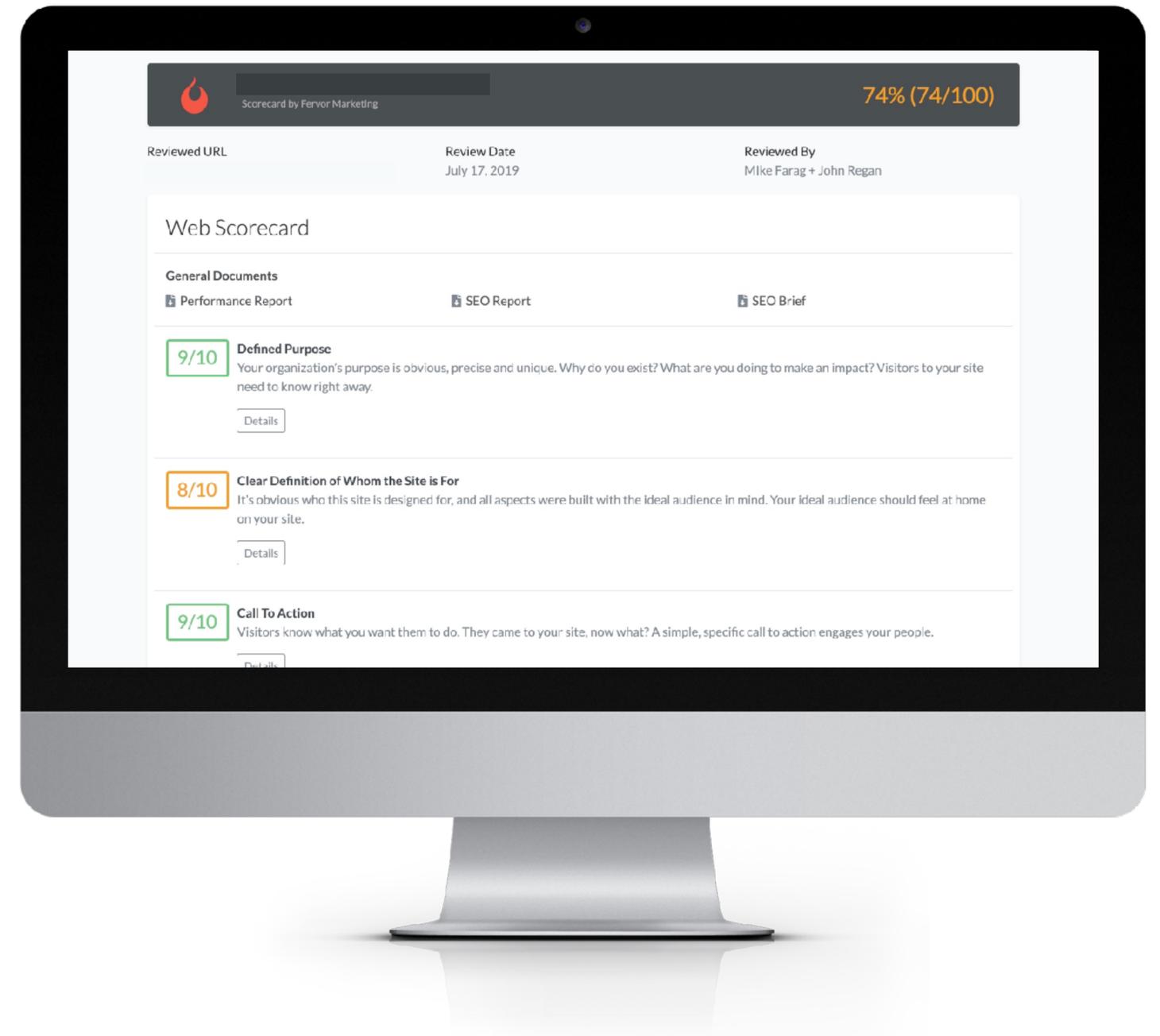


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Special Offer!

1/2 Price
Web Scorecard
for
Herzog
Attendees





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