

CASE STUDY



CLIENT

NATIONAL ORGANISATION FOR
SOCIAL EMPOWERMENT



INDUSTRY

NON-PROFIT ORGANIZATION



SERVICES

360- DEGREE MARKETING

ABOUT THE CLIENT

National Organisation For Social Empowerment (National NGO) was established in 2012, the NGO has been continually working for social integration of underprivileged children & people, persons with special ability and women & girls of our community



CHALLENGES

WEBSITE ASSESSMENT



- Title Tag was missing or not written well. It is important to write the Title tag properly for ranking websites in SERPs.
- Meta Description: Meta Description is either missing or not written well. It is important to write meta descriptions as per contents of the web-page properly for ranking websites in SERPs.
- The website lacked a "robots.txt" file. This file is helpful for protecting private content from appearing online, save bandwidth, and lower load time on the server. A missing "robots.txt" file also generates additional errors in the apache log whenever robots request one.
- The webpage didn't have any H1 headings earlier. H1 headings are helpful in indicating the necessary topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still be helpful in defining the topic of your page to search engines.
- Customization option was missing, no records of donations.
- No track of the campaigns.
- SSL Certificate was missing.
- Slugs were missing.



**NATIONAL ORGANISATION
FOR SOCIAL EMPOWERMENT**



OUR SOLUTIONS



- We monitored social media sites to identify negative content that is posted about the NGO and improved the visibility of the NGO online.
- We are doing Content Marketing for the NGO that includes Blog Writing, Video Production/Editing and Social Media Management.
- Our approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
- Designed and developed Mass Campaign and Fundraising Campaigns based on the several projects run by the NGO.

WE IMPLEMENTED

1. DETERMINED THE OBJECTIVE OF THE WEBSITE

The website should have clearly defined expectations and objectives, like increasing donations, building brand awareness, and getting people to volunteer. Every content strategy decision we made is focused on these goals.



2. FUNDRAISING CAMPAIGNS/SET-UP OF DONATION PLATFORM

Online donation processing is among the more challenging aspects of running a non-profit. A quality, customizable payment processing platform that integrates into your existing content management system is a lifesaver for small-to-medium non-profits. We did payment gateway integration on the website.



3. OPTIMIZATION OF THE DONATION PAGE AND FORM

The donation page and experience should be simple and focused only on donations. We kept events, programs, and other non-donation-related content off the donation page.



4. CREATED USER-CENTRIC CONTENT

Created content that the users care about is a never-ending step. To remain relevant in search results and maintain user's interest, we need to publish high-quality content on a regular basis. High-quality content always focuses on a user's need and achieves the following these attributes:



- Answers an argument or question: It provides a clear, definitive answer to a question or argument a user has.
- Prescriptive and tactically actionable: The content should have at least one tactical takeaway that can be executed by the intended audience, such as signing a petition, volunteering, or donating.

5. FOCUSED ON REACHING DONORS AND INCREASING AWARENESS

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ACHIEVEMENTS



- Raised funds of more than 50 lacs for medical expenses of the underprivileged children through social media campaigns.



- Through fundraising, we have supported the NGO in saving the lives of several underprivileged children by getting them treated for their healthcare issues.



- More than a million views on Fundraising videos.



- Featured in leading newspapers and magazines like Times of India, CXO Outlook, The Statesman, The Indian Express and many more.