

Oracle Marketing Cloud for Nonprofit

"There is no way we could have done this without marketing automation. We simply did not have the staff or resources."

*Alison Chandler
Marketing Manager
American Association for the
Advancement of Science*

Oracle Marketing Cloud for Nonprofit helps organizations systematically match member interests with offers, cultivate and renew memberships, and convert one-time givers into sustaining donors.

KEY CHALLENGES FOR NONPROFIT ORGANIZATIONS

Nonprofit marketing organizations today face four main challenges:

- Increase revenues
- Build a loyal member base
- Use social media channels
- Measure individual campaigns and report their impact

Although often short-staffed and underfunded, nonprofits are tasked with satisfying member acquisition, engagement, and fundraising goals through a wide range of social campaigns, direct mail, e-mail communications, and events. Each of these campaigns presents costly and logistical challenges, and measuring their impact can be difficult.

However, building personal one-on-one relationships with donors and members requires a steady stream of personalized communications that nurture donors while cultivating long-term loyalty and generosity.

Oracle Marketing Cloud for Nonprofit offers organizations a systematic way to build their base, cultivate interest, and transition one-time givers to becoming sustaining members—their primary objective. The solution accomplishes this directly through:

- **Member segmentation.** Aligning member interests with a nonprofit's objectives, using tools for tracking online and offline behaviors.
- **Donor campaigns and nurturing.** Attracting and converting donors with personalized and dynamic e-mail landing pages and microsites while leveraging best practice templates to automate donor-specific communications that enhance engagement. The best practice template gallery includes Welcome New Program Viewer, Event Registration Campaign, Welcome New Donor, Education – About Our Mission, and Annual Renewal Campaign.
- **Event automation.** Scale event registration processes with simple yet effective automation that maximizes registration and attendance.
- **Social advocacy.** Enable grassroots campaigning by your organization's top advocates in their social network through likes, links, and posts; track results back to campaigns.
- **Fundraiser insight.** Track how campaigns drive donor interest, engagement, and ultimately donations.

ONE MEMBER, MANY INTERESTS

For many nonprofits, members represent a wide diversity of backgrounds and interests. Those differences are clearly reflected in what information they consume and how they respond to communications. Oracle Marketing Cloud for Nonprofit enables organizations to understand members' interests by tracking their online and offline activities. They can then tailor their messaging to those donor groups or segments that are likely to respond.

CULTIVATE LOYALTY THROUGH PERSONALIZED AND TIMELY NURTURING

Oracle Marketing Cloud for Nonprofit helps nonprofits attract donors and establish lifelong relationships with them by communicating the right message at the appropriate time. Nonprofits can assign rankings, based on donors' profiles and behaviors. By incorporating this data into long-term nurturing campaigns that use personalized e-mails, landing pages, and microsites, nonprofits engage new contributors, motivate new and past members, and transition occasional givers to becoming sustaining members.

Managing marketing activities can be complex, expensive, and time-consuming, and doing fund-raising in particular is a proven way for nonprofits to solicit new donors and interact with long-term supporters. Oracle Marketing Cloud for Nonprofit simplifies the process with intuitive templates and workflows that automate key stages in the lifecycle of a donor, from initial segmentation through stewardship to execution of events. Now you can run small- and large-scale event registrations, using a multi-touch approach across e-mail, websites, direct mail, and telemarketing channels.

LET SOCIAL ADVOCATES SPREAD YOUR MESSAGE FOR YOU

Research reveals that larger nonprofits aren't maximizing the use of social networking sites such as Facebook, Twitter, and LinkedIn to the same extent as they use traditional marketing channels. Oracle Marketing Cloud for Nonprofit social applications feature a set of social apps integrated seamlessly into the marketing automation platform. With social marketing, organizations can broaden their reach through shareable social content and easily see which social networks drive the most engagement and content.

VISIBILITY AND MEASUREMENT OF MARKETING EFFORTS

Aligning marketing efforts with results can be difficult. The comprehensive marketing reporting and analysis features of Oracle Marketing Cloud for Nonprofit makes it easy. Oracle puts powerful reporting and website analytics at a marketer's fingertips, providing invaluable information and easy-to-understand dashboards that quickly assess the impact of marketing efforts.

HIGHLIGHTS FOR THE NONPROFIT INDUSTRY

- **Multichannel marketing.** Execute campaigns across a variety of channels, such as personalized Websites, direct mail, e-mail, telemarketing messages, and short message service (SMS).
- **Unlimited e-mail, landing pages, forms, and templates.** Develop an unlimited number of integrated campaigns.
- **Campaign analytics.** Understand the ROI of campaigns.
- **CRM integration.** Experience out-of-the-box integration with leading CRM systems such as Oracle Sales Cloud, salesforce.com, Microsoft Dynamics CRM, and Oracle's Siebel CRM On Demand.
- **Branding and deliverability services.** Take advantage of consulting services related to deliverability, delivery tracking, whitelisting, feedback loop management, mail filtering.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Oracle Marketing Cloud SmartStart Implementation Service.** Benefit from vertical-specific teams that are knowledgeable both about the nonprofit space and about implementing Oracle Marketing Cloud for Nonprofit.
- **Oracle account team.** Develop an unlimited number of integrated campaigns.
- **Professional services and certified partners.** Oracle and its partners offer a range of professional services to support your implementation and day-to-day management of Oracle Marketing Cloud for Nonprofit.
- **Ongoing certification.** Oracle offers classes

designed to expand your understanding of marketing best practices as well as product-specific and application knowledge.

- **Topliners community.** Join the growing community of thousands of forward-thinking Modern Marketers using Oracle Marketing Cloud. Connect and share information through a vibrant online community and local events.

KEY FEATURES

- Multichannel marketing
- Unlimited e-mail, landing pages, forms, and templates
- Campaign and closed-loop reporting
- CRM integration
- Branding and deliverability services

KEY BENEFITS

- Connect cross-channel, content, and social marketing with data management and activation.
- Execute campaigns across a variety of channels, such as personalized websites, direct mail, e-mail, telemarketing messages, and SMS.
- Develop an unlimited number of integrated campaigns.
- Understand the effectiveness of each individual offer, and compare campaigns against revenue goals.
- Take advantage of out-of-the-box integration with leading CRM systems such as Oracle Sales Cloud, salesforce.com, Microsoft Dynamics CRM, and Oracle's Siebel CRM On Demand.
- Use consulting services related to deliverability, delivery tracking, whitelisting, feedback loop management, and mail filtering.

Learn more about Oracle Marketing Cloud at: oracle.com/marketingcloud

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction. Visit oracle.com/marketingcloud.