

Eggs and Baskets

Are New Digital Advertising
Channels a Bad Idea?



Who is this guy?

MD at Platypus. We help charities deliver positive change through digital marketing.

- Google Ads
- Paid social
- SEO
- Data
- Strategy



Poll

What channels does your charity
advertise on the most?



Poll

Overall, which channel is the most effective for your charity?







I need a
digital
advertising
plan!

Google Ads

All Images Videos News Maps More

About 608,000,000 results (0.54 seconds)

thebigcharity.org.uk

Understanding and identifying the 7 most common symptoms of...



Meta

 **Mental Health Foundation**  Sponsored ·  ...

It's nearly time to get green...  Grab your free pack and help support good mental health for all.



Mental Health Awareness Week

Wear It Green Day

MENTALHEALTH.ORG.UK

Support mental health

Wear It Green Day 2023


[Sign Up](#)

 Share




Spotify

Advertisement




Download your free
Living with dementia
guide now



Dementia UK

0:00 -0:30



Dementia UK
Get your 'Living with dementia'
guide

[Download](#)




TikTok



LinkedIn


IONOS 47,571 followers
Promoted






Website not performing as well as it should? It could be time for an upgrade. Get all the tools you need to win new customers, and free 24/7 support.



The advertisement graphic features the IONOS logo in white on a dark blue background. The letter 'O' in the logo is replaced by a circular inset image of a man in a suit and glasses. Below the logo, the text 'Websites · Domains · Cloud' is displayed in white. At the bottom of the graphic is a teal button with the text 'Get your free 24/7 support'.

Upgrade your online presence. [Learn more](#)

 31 3 comments

  Like  Comment  Repost  Send

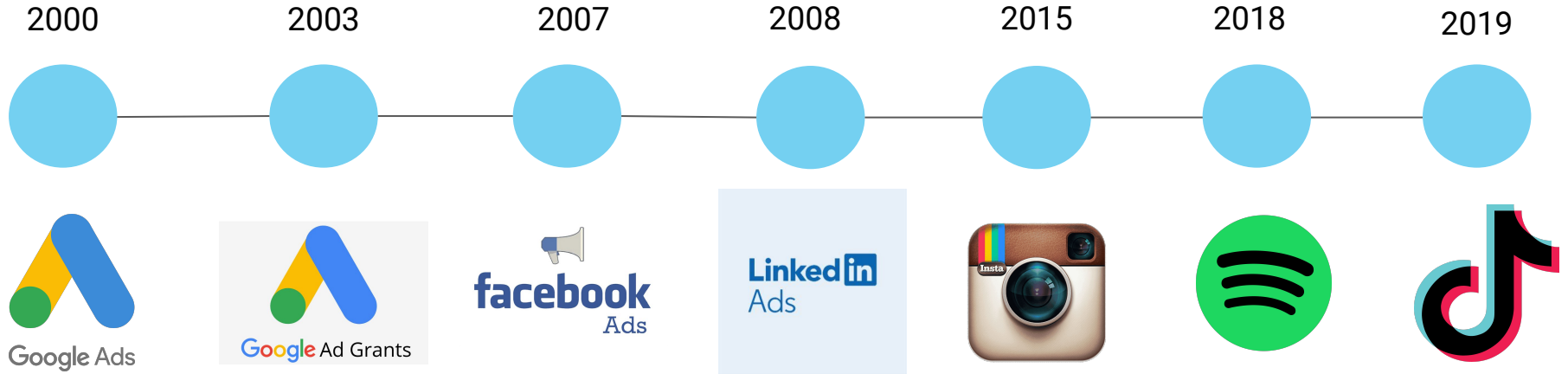




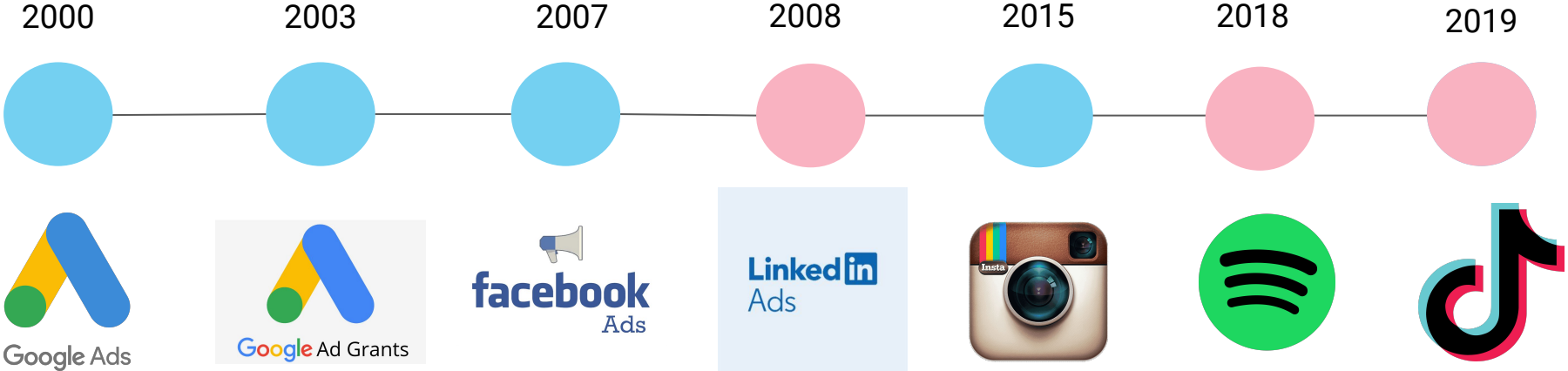
Too many
channels,
not enough
time



Paid ads - a timeline



Paid ads - a timeline



What other charities are doing

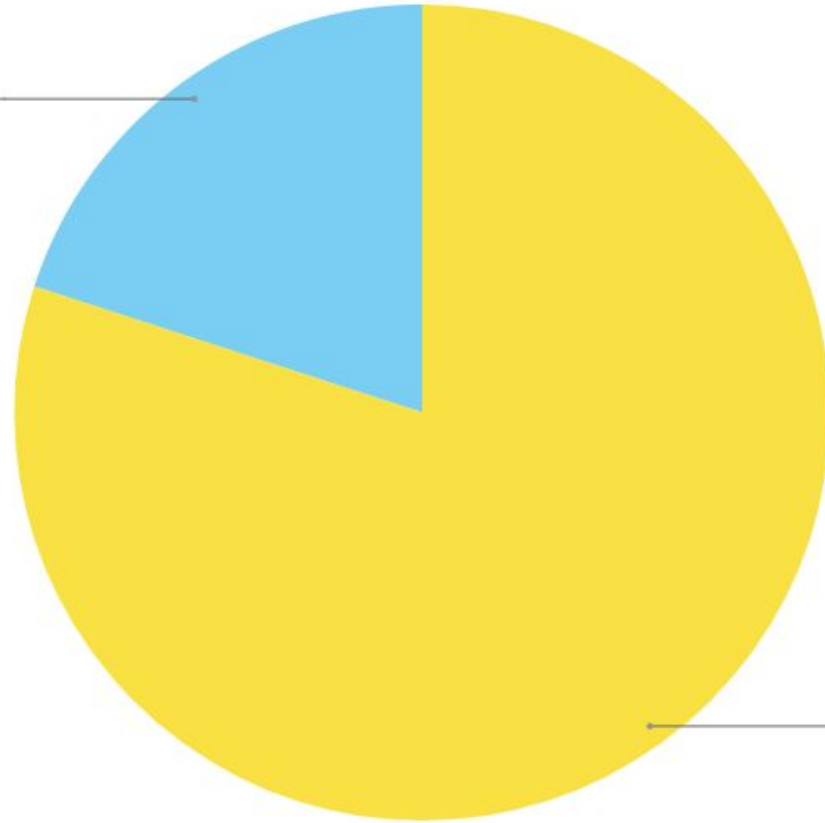
- Increasing spends on effective channels depending on their goals
- Pivoting Meta campaigns to lead gen and brand
- Testing new channels



Framework



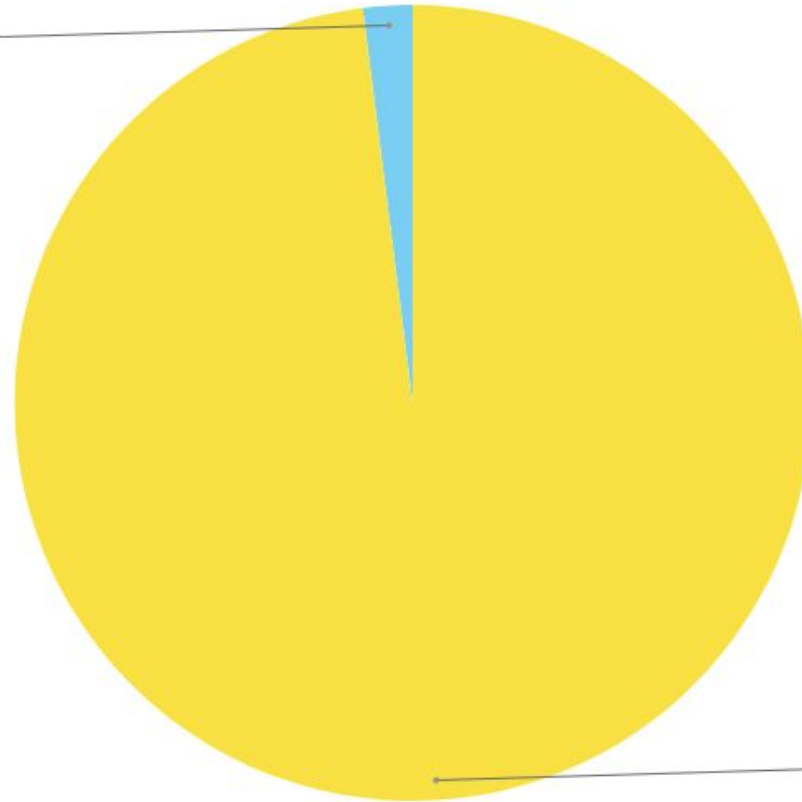
New channels
20.0%



Existing channels
80.0%

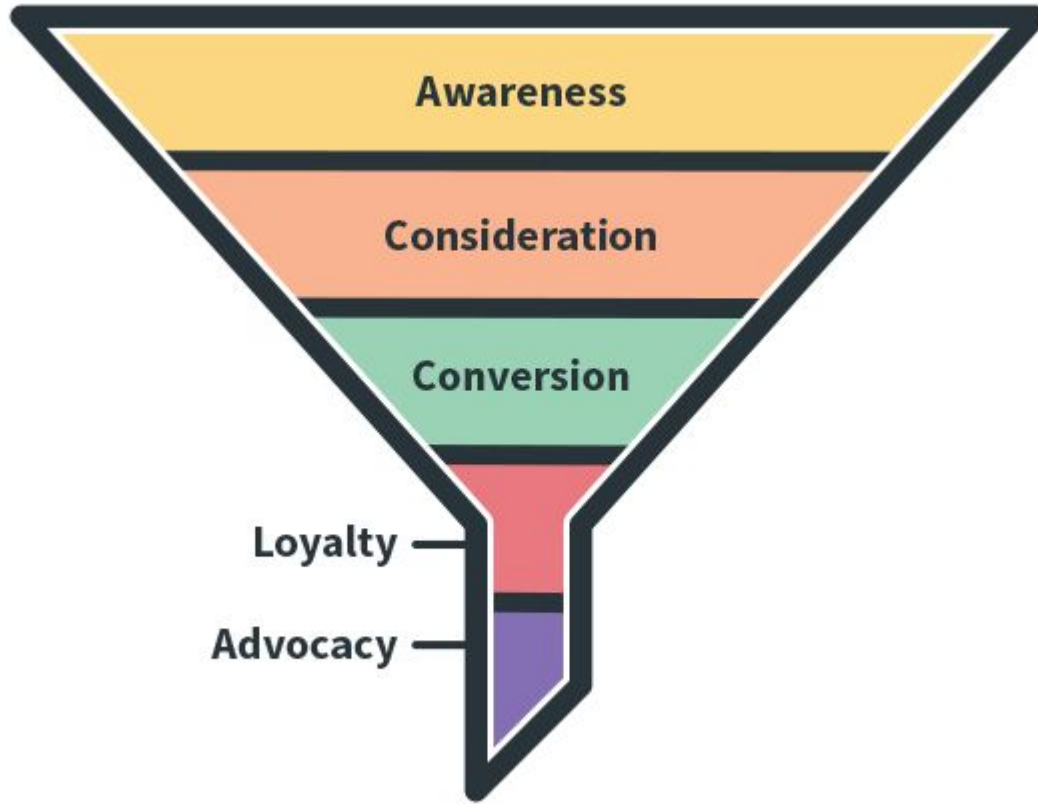


New channels
2.0%



Existing channels
98.0%









New doesn't matter.

Old doesn't matter.

What works is what
matters.



Thank you!



