



# Marketing

## SOCIAL NETWORKS

### INFLUENCERS

Andar is able to track who shares information on various social networks, and if this sharing results in someone visiting your website. Visitors acquired from sharing are attributed to the original sharer of the link and so are any of the resulting gifts. "Social Network Influencers" can be data mined and ranked as well as targeted for special communications.

## DEVELOPMENT

### MESSAGES

Marketing messages can include community announcements, event invitations, call to action, emergency alerts, community impact results, success stories, campaign results, etc. Created messages are automatically delivered through all channels.

### DATABASE MARKETING

Messages can include any data from Andar. For example, campaign totals can be included live on your web site or in all e-mail communications. Data can be specific to the individual or common to all employees of a company.

## TARGETING

### INTERESTS

Andar can automatically gather a constituent's interests based on what they read online, what they click on in e-mails, where they designate their gifts, where they volunteer, and what event they attend. Furthermore, Andar can use these interests to target constituents with specific messages.

### PERSONA SEGMENTATION

Your constituents can be segmented into personas using Andar's powerful data mining tool or Executive Plus. Specific content messages can be targeted to specific personas.

## ENGAGEMENT

### PLANS

Andar Plans can be used to direct the flow of conversations and automate engagement. Conversations can be initiated using e-mails, texting, surveys, or any online activity. Plans bring together all aspects of Andar, including variable substitution, personalized data access, personas, and automated communications.

### CAMPAIGNS

Andar Plans play an important role in your Account-Based Marketing (ABM), Database marketing, and Drip campaign strategy.

## DELIVERY CHANNELS

### WEBSITE

When a link within an email is clicked, Andar knows the identity of the constituent and can immediately begin delivering custom content without the constituent having to log in. Personalized messages can be delivered on a specific page, group of pages, or applications such as e-Pledge, e-Volunteer, i-Attend, etc.

### THANK YOU LETTERS

Select the appropriate Thank You letter for constituents based on data within the Andar database or any other databases. Since Thank You letters are created using the same content management system as the website, Andar can include custom messages and personalized marketing material on the printed letter itself.

### RECEIPTS

As with Thank You letters, Andar can include personalized marketing material on a constituent's tax receipt.

### EMAIL

Send mass email newsletters, invitations, announcements, etc. to any group of constituents. Include personalized messages in emails and track who reads or clicks links within them.

### OUTLOOK E-MAILS

With Andar's MSOutlook Connector module, you can click any e-mail address in Andar to open the standard Outlook e-mail window with a predefined template. This template can include your prepared message and be decorated with your standard branding. It can also include personalized marketing material for the specific recipient of the e-mail.

### AUTOMATIC DELIVERY

Once the marketing team creates the message and decides to whom to target it, Andar takes care of delivering it through all channels. Your communications are fully branded, relevant, and personalized.



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