



# *Future Generations of Beauty*

Magnolia Cruz, Karla Flores, Kate Malazonia,  
Marco Martinez, Lucy Pawlowski

# Our Research

*Over the last few months we have...*

- Analyzed the digital strategies of your **competitors**
- Interviewed KAB's\* **donors, volunteers and fans**
- Tracked your **social media pages/ email campaigns**
- Analyzed your **website and SEO practices**





# Our Findings

We found that...

- KAB is trying to be **everything to everyone**
- The digital campaigns don't engage with a **younger audience**
- Most volunteers/donors/fans are **over the age 40**
- The best websites/ email campaigns are easy to **engage** with

The collage includes:

- A top right image of a group of people in a park.
- A "VOLUNTEER TOGETHER" section with a "DONATE TODAY" button.
- A "amazon smile" logo.
- A "KEEP AUSTIN BEAUTIFUL" logo with a green and blue leaf graphic.
- A "Keep Austin Beautiful" website snippet with sections for Home, About, and a search bar.
- A "Keep Austin Beautiful Day" event snippet.
- A "Keep Austin Beautiful" Facebook page snippet.
- A "Keep Austin Beautiful" Google My Business snippet.
- A "KEEP AUSTIN BEAUTIFUL" website snippet with a "KEEPING AUSTIN BEAUTIFUL AT HOME" section.
- A "OUR MISSION" section at the bottom of the website snippet.

# Why 'Future Generations of Beauty'?

- 71% of Austinites are between the ages of **18 and 64**
- KAB needs to stay **relevant** to **younger people** while...
- **Maintaining** its relationship with current **key supporters**
- This theme brings the two worlds **together**

*'The joining together of **different** generations  
to leave a better Austin for **FUTURE**  
generations.'*



## *A Brand Story*

"All people have a shared responsibility to protect our natural world: to use only what we need and make smarter choices. It is within our power to pass what we have today—the beauty of this city, the resources, wildlife, and water – to the future generations. With climate change being more of an imminent threat than ever, we should all invest more time in conservation to meet this responsibility."

# How This Aligns With You



- Austin is a city **full of youth**- 6 colleges in the Austin area
- This campaign is **ACTION** based. It encourages people to **ENGAGE** and **DO** things
- The **passion** shown by current fans needs to be **ignited** in younger people
- **Post-pandemic**, people will be more eager than ever to engage in **community activities**

***"I use the lake and trail every week and I think it's important to give***

***back to the resources that you use."** - Volunteer and Donor*

# Measurements and Key Performance Indicators

## SEO

Users: 27,822

New Users: 27,691

Sessions: 39,766

Pageviews: 80,889

Bounce Rate: 55.96%

Average Session Duration: 00:01:52



## Social Media

Impressions: 343

Engaged Users: 8

Total Reach: 300

Based off of Facebook Insights: World Water Monitoring Day Post

## Email

Bounce Rate: 1.3%

Open Rate: 13.9%

Click Through Rate: 1.3%

Un-subscribers: 23

Subscriber list of around: **9250**



# Campaign Overview

## 01 02 03 04

WEBSITE

SEO/ SEM

SOCIAL MEDIA

EMAIL MARKETING



HOME ABOUT US PROGRAMS EDUCATION RESOURCES CONTACT

VOLUNTEER DONATE



OUR MISSION

We inspire and educate all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.

You can make Austin a more beautiful place!

VOLUNTEER

DONATE

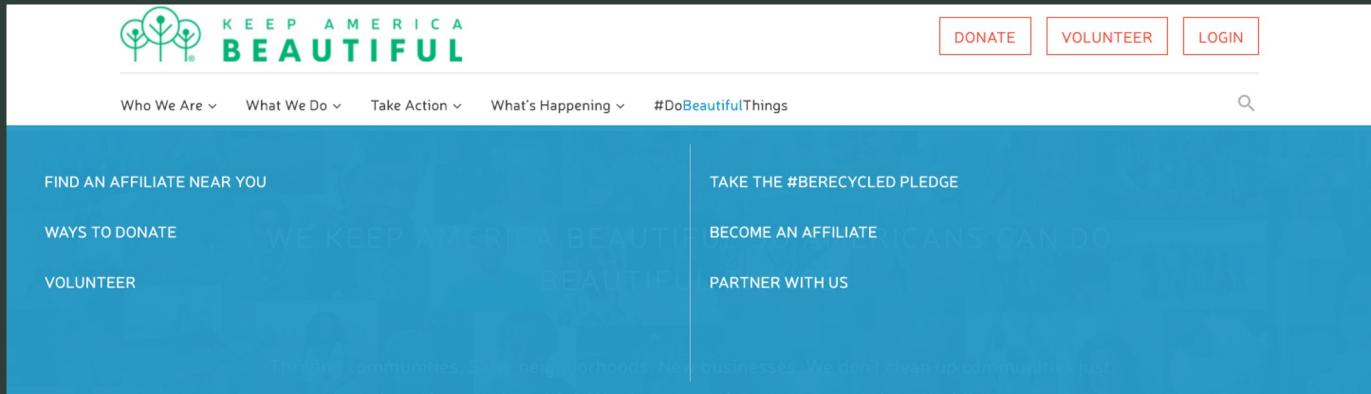
Translate »

## *Key Issues*

- **Colors** are not very exciting
- Not much difference in **value** throughout
- Multiple **typefaces** & some (buttons) appear **outdated**
- Needs more **resources to be available from the front page**
- Menu can be updated to encourage **navigating** the website
- **More action buttons = more time spent / clicks**

# Keep America Beautiful Website

- Menu options come across as friendly and approachable
- Include a **hashtag that links back** to a social media campaign
- Impact section promotes donating and **shows transparency**



# *So...what did we change?*

- Curated a fresh color palette
- Added more action buttons, including social media links
- Applied only 2 typefaces for a more **consistent** look
- Renamed menu options to promote clicking through website
- Added an “Impact” section to promote donations
- Made the blog accessible from main page

## **WEBSITE LINK:**

<https://karlafloresjbs.wixsite.com/keepaustinbeautiful>





01 02 03 04

KEEP AUSTIN BEAUTIFUL  
KEEP AMERICA BEAUTIFUL AFFILIATE

Home Who We Are Take Action What's Happening? Education Connect #MyBeautifulATX

Volunteer Donate

Adopt A Street  
Adopt A Creek  
Clean Ladybird Lake  
Community Cleanups  
Donate  
Volunteer

**Future Generations of Beauty**

Get to Know us  
Our Goal, Vision & Commitment

Get Involved  
Volunteer, Participate, or Donate

Become an Affiliate  
Register & Help Make Change

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- Colors appear much brighter, higher quality photos are used.
- Multiple action links that **encourage participation** without being too pushy
- Social media linked through hashtag and direct link buttons

- Showcasing current projects to highlight to possible donors what the donations have been used towards
- Ideally, numerical data would also be included

01 02 03 04



The screenshot shows the homepage of the Keep Austin Beautiful website. The header features the organization's logo with four colored dots (blue, green, yellow, orange) followed by the text "KEEP AUSTIN BEAUTIFUL" and "KEEP AMERICA BEAUTIFUL AFFILIATE". The navigation menu includes links for Home, Who We Are, Take Action, What's Happening?, Education, Connect, and "#MyBeautifulATX". On the right, there are buttons for "Volunteer" and "Donate". The main content area is titled "Our Impact" in a large, bold, dark font. Below the title are six smaller images arranged in a grid: 1. A close-up of a person's hands holding dark soil with several earthworms. 2. A person working in a warehouse or storage area, surrounded by boxes. 3. Two people working in a garden, one bending over. 4. A person's hands holding a green plastic bottle over a blue recycling bin filled with plastic waste. 5. A group of four people wearing "VOLUNTEER" t-shirts, gathered around a table, possibly sorting or preparing items. 6. A scenic view of a lake surrounded by lush green trees and bushes.

## Our Impact



Our Impact



01 02 03 04

- **Keep contact form short**
- Prevents visitors from feeling like it is a hassle to reach out or sign up

# Contact

## Get in Touch

Keep Austin Beautiful 55 North IH 35, Ste 215  
Austin, Texas 78702  
fax: 512.391.0624 | [512.391.0617](tel:512.391.0617)

<b>Enter Your Name *</b>	<b>Enter Your Email *</b>
<input type="text" value="Name"/>	<input type="text" value="Email"/>
<b>Send</b>	



- Including **vibrant photos** alongside mission and vision statements highlights company culture
- **Bright messaging** encourages people to join in on the mission



**What we are working to do**

We inspire and educate all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.



**What we are working to see**

For Austin to be the cleanest, most beautiful community.

# Future Generations of Beauty

By Kate Malazonia



At Keep Austin Beautiful, our donors, volunteers and staff come from all types of backgrounds and are all sorts of ages. Whether someone is just beginning college or long been in retirement, they are still able to contribute to our charity. This joining together of people from all generations highlights how despite all our differences, there is one thing that we will always have in common...our willingness to keep Austin beautiful for generations to come.

According to the Census report, 10% of Austinites are over the age of 65 and 71% of Austinites are between the ages of 18 and 64. While some Austinites grew up in a world where environmentalism was at the bottom of the agenda, the majority of Austinites are growing up in a world where it is demanded that it should be at the top. Here in Austin, our people have recognized the importance of staying 'green' since the 1970's. This was a time when Austin's green building movement began. It can be pinpointed to a point in time where Austin residents fought the authorities as they attempted to build a nuclear power that they decreed was necessary to meet the city's increasing power needs. This, of course, did not happen. Instead, the green movement in Austin gained momentum and it has not stopped since.

## Recent Blog Posts



Step by step guide to making your own seed balls!



Biodiversity in Central Texas



Composting with worms

[Read More →](#)

[Read More →](#)

[Read More →](#)

- Out of all website visitors, **only 15.3% were returning**
- Having a blog on the website/main page encourages visitors to come back

# Content Blog: Best Practices

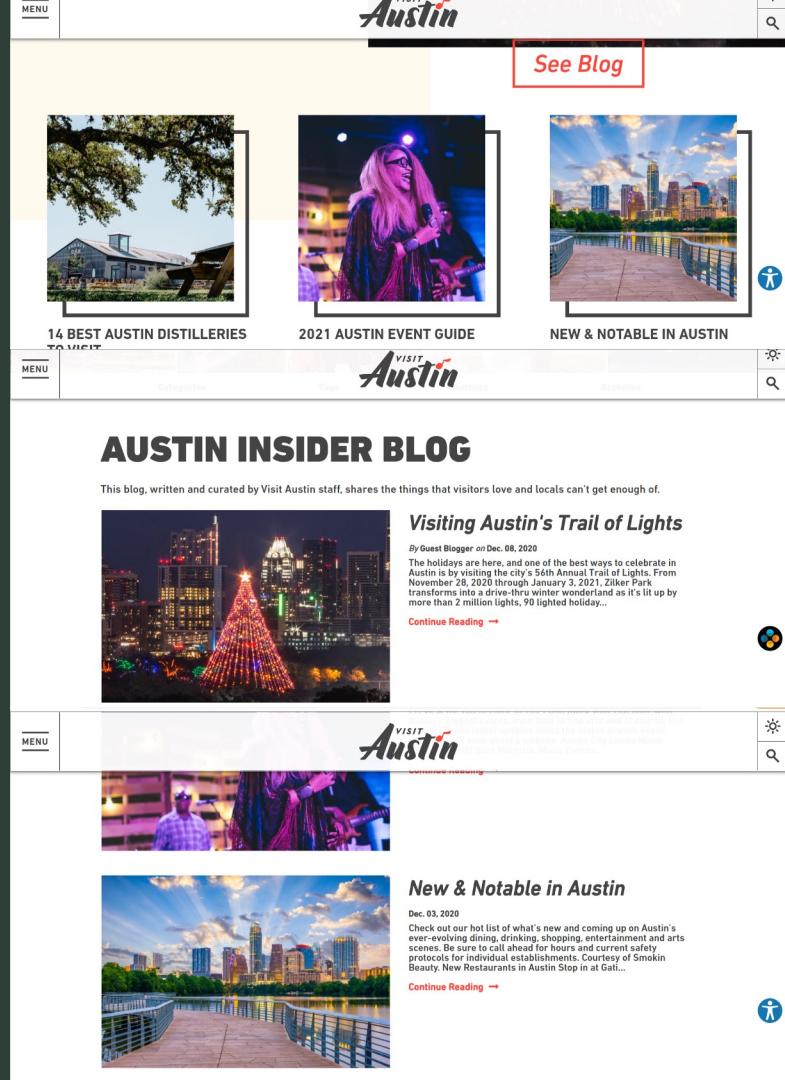
- Companies that blog have **+97%** more inbound links
- **3 months** of regular content needed on content calendar
- Posts at **regular intervals**, customer acquisition increases with frequency of blog posts
- Visit Austin posts around **10 times per month**
- Blog needs to be promoted on the website, on social media and email

01 02 03 04

MENU

Austin

See Blog



14 BEST AUSTIN DISTILLERIES TO VISIT



2021 AUSTIN EVENT GUIDE



NEW & NOTABLE IN AUSTIN



MENU

VISIT Austin

AUSTIN INSIDER BLOG

This blog, written and curated by Visit Austin staff, shares the things that visitors love and locals can't get enough of.

### Visiting Austin's Trail of Lights

By Guest Blogger on Dec. 08, 2020

The holidays are here, and one of the best ways to celebrate in Austin is by visiting the city's 5th Annual Trail of Lights. From November 26 to January 3, Zilker Park transforms into a drive-thru winter wonderland as it's lit up by more than 2 million lights, 90 lighted holiday...

[Continue Reading →](#)



MENU

VISIT Austin



### New & Notable in Austin

Dec. 03, 2020

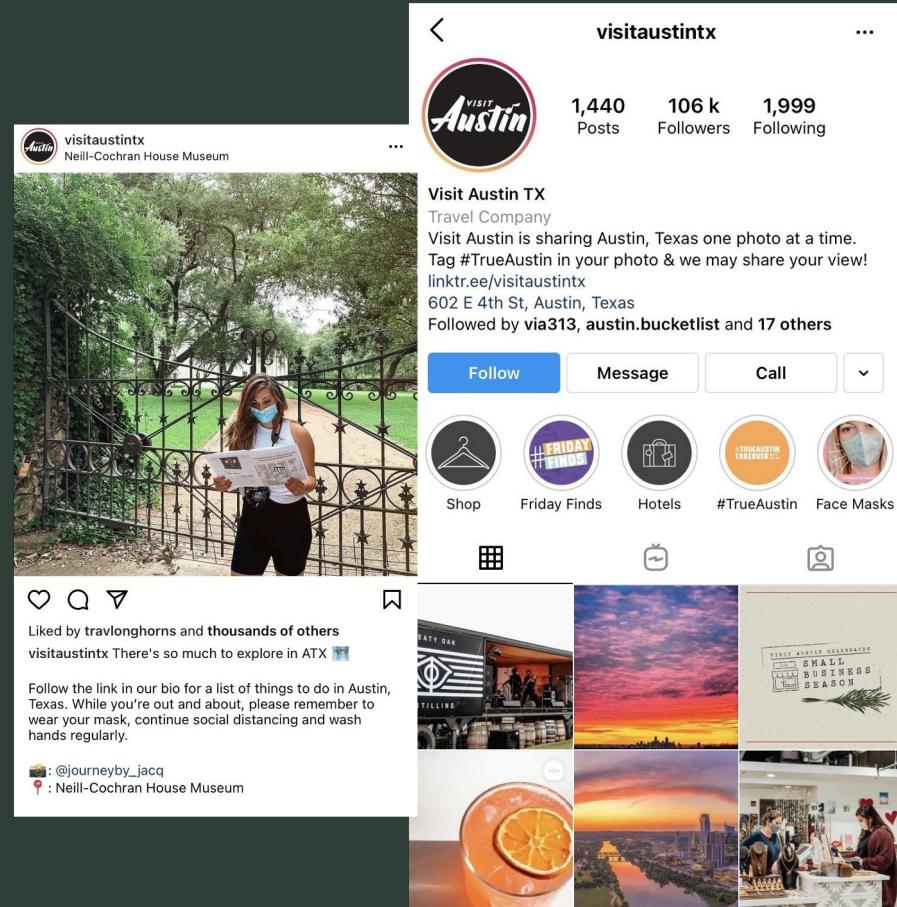
Check out our hot list of what's new and coming up on Austin's ever-evolving dining, drinking, shopping, entertainment and arts scenes. Be sure to call ahead for hours and current safety protocols for individual establishments. Courtesy of Smokin' Beauty. New Restaurants in Austin Stop in at Galt...

[Continue Reading →](#)



# Content Blog: Best Practices

- On Facebook and Instagram pages, there should be a **link to the blog in the bio**
- Every time there is a new blog post, it can be **uploaded on social media**
- A **short summary of the blog** can be put with a compelling picture
- This can be **re-shared** by people on their Instagram stories



# Content Blog

KAB is only posting **0-3 times per month.**

## Blog Idea: College Clean Up Day

- Students/ staff participate from each college in ATX
- Every college gets a **location** to clean up
- Contact universities/ ask them to encourage it for **classes/ extra credit**
- Happens once per semester **(Spring/ Fall)**
- Everyone wears their **college colors**

Link for  
Blog Post:  
[BLOG](#)

01 02 03 04

## BLOG

Step by step guide to making your own seed balls!

May 21, 2020

Biodiversity in Central Texas

May 20, 2020

Composting with worms

May 7, 2020

Earth Day At Home

April 22, 2020

Keeping Austin Beautiful At Home

March 20, 2020

What is compost and why does it matter?

May 6, 2019

 Translate »

## Blog



Step by step guide to making your own seed balls!

One of the easiest, and, arguably, most fun ways to keep Austin beautiful is to protect and promote the amazing biodiversity of plant and animal life we have in our city. Biodiversity is just a word that describes the variety or number of different kinds of living things in a given space. Having lots of biodiversity in a region makes for a much healthier environment and ecosystem!



Biodiversity in Central Texas

Biodiversity is a measure of the living things (plants, animals, bacteria, humans) within a particular region or ecosystem. The measure is also used to determine the amount of variety among living things. We can even measure the biodiversity on the scale of the planet earth! We evaluate how biologically diverse an area is by counting...



Composting with worms

Compost is decomposed organic material, made up of materials like leaves, shredded twigs, and plant-based kitchen scraps.\* But it takes more than organic material to create quality compost. We need decomposers as well. While many composts rely on decomposers like fungus, bacteria, and various invertebrates, there are many different composting methods. Composting with worms...

MENU 



# *SEO Goals*

- **“Nonprofits austin”** - 50,800,000 results
- **“Volunteer opportunities in austin”** - 98,200,000 results
- We want people to easily find the KAB website and find the solutions to their questions/needs, particularly younger generations
- SEO is the foundation to connect and engage with KAB’s other platforms and increase overall outreach
- ***Goal is to improve organic search results, increase organic traffic, and diversify the entryways***

# SEO- Meta Data

Help search engines provide relevant results and Keep Austin Beautiful's website visible and relevant.

keepaustinbeautiful.org ▾

[Keep Austin Beautiful | Providing Resources and Education to ...](#)

Keep Austin Beautiful aims to provide support for our fellow Keep Texas Beautiful members and their surrounding communities during their recovery process.

October 17, 2020

keepaustinbeautiful.org ▾

[Keep Austin Beautiful | Providing Resources and Education to ...](#)

Keep Austin Beautiful inspires and educates all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.

November 10, 2020

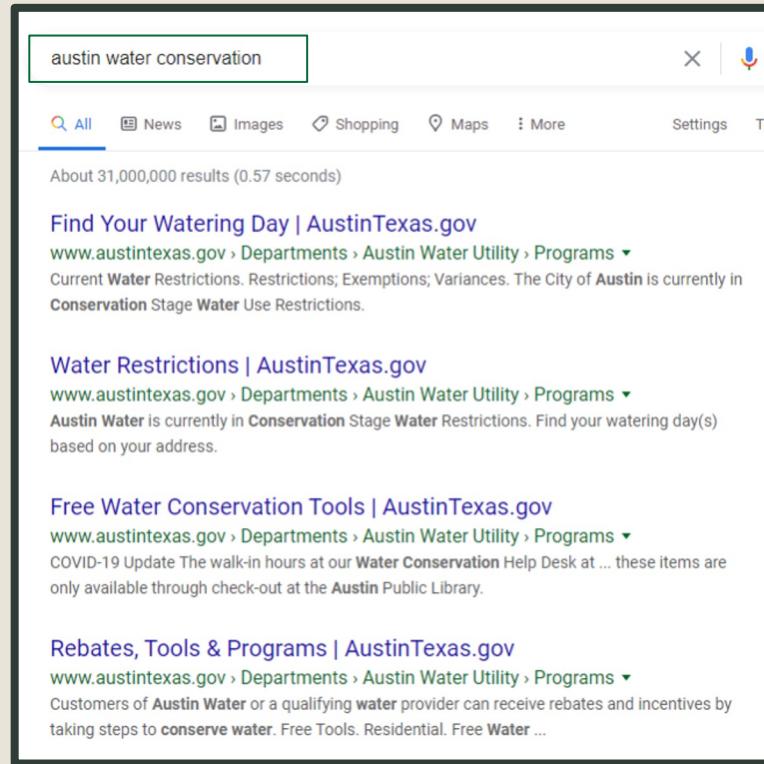


File name:  
Ituc-01\_1-1



New name:  
December Lake Austin  
Cleanup KAB Member

# SEO - Keyword Usage



The screenshot shows a search results page for the query "austin water conservation". The results are as follows:

- Find Your Watering Day | AustinTexas.gov**  
www.austintexas.gov › Departments › Austin Water Utility › Programs ▾  
Current Water Restrictions. Restrictions; Exemptions; Variances. The City of Austin is currently in Conservation Stage Water Use Restrictions.
- Water Restrictions | AustinTexas.gov**  
www.austintexas.gov › Departments › Austin Water Utility › Programs ▾  
Austin Water is currently in Conservation Stage Water Restrictions. Find your watering day(s) based on your address.
- Free Water Conservation Tools | AustinTexas.gov**  
www.austintexas.gov › Departments › Austin Water Utility › Programs ▾  
COVID-19 Update The walk-in hours at our Water Conservation Help Desk at ... these items are only available through check-out at the Austin Public Library.
- Rebates, Tools & Programs | AustinTexas.gov**  
www.austintexas.gov › Departments › Austin Water Utility › Programs ▾  
Customers of Austin Water or a qualifying water provider can receive rebates and incentives by taking steps to conserve water. Free Tools. Residential. Free Water ...

Multiple entrances by using different keywords, find different answers, increase website traffic.

01 02 03 04

## Keywords

- Volunteer/Volunteering
- Volunteering Opportunities
- Lady Bird Lake
- Lake Travis Cleanup
- Austin
- Cleanup(s)
- Community Cleanup(s)
- Keep Austin Beautiful
- Conservation
- Recycle/Recycling
- Natural areas
- Future generations
- Clean water ("drinking water")
- Water protection (conservation)
- Adopt-a-Creek
  - Toolkit
  - Resources
- Watershed Protection
  - Clean Creek Campus
  - #KeepAustinBeautiful

3 Categories: Formal Language, Simple Keywords, Trends

# SEO- Tracking Trends

Austin, past 30 days

Google Trends | Explore

Austin TX | Past 30 days | All categories | Web Search

Rank	Search topic	Change
1	Turkey meat - Meat	+1,400%
2	December - Month	+1,050%
3	Mike Tyson - American professional boxer	+950%
4	Black Friday - Shopping	+700%
5	Christmas tree - Topic	+450%

Showing 1-5 of 25 topics

Rank	Search query	Type
1	december global holidays	Breakout
2	benoit mandelbrot	
3	spotify wrapped	
4	green bean casserole	
5	maradona	

Showing 1-5 of 25 queries

December 15, 2015



## 5 WAYS TO STAY GREEN THIS HOLIDAY SEASON

Blog • By Erin Cord • December 15, 2015

By Erin Cord, Community Beautification Coordinator

The holiday season is once again upon us! It's a time of year for giving, celebration, and joy. With all the hustle and bustle, it's easy to forget about the natural world around us. Here are some ways you can have an eco-friendly holiday and ring in a green 2016:

[Read more](#)

# SEO- Backlinks

- Linktree is a great tool to provide multiple links easily
- Backlinks create direct traffic routes and prolong sessions.

## Backlinks



Keep Austin Beautiful  
20 subscribers

Clean Lady Bird Lake is Keep Austin Beautiful's bi-monthly clean up that takes place in and around Lady Bird Lake. This program is done in partnership with the City of Austin Watershed Protection Department.



Austin Parks Foundation  
97 subscribers

Colin Wallis, CEO of Austin Parks Foundation, has a special message for all the Austinites who stepped up and made IMPD - At A Distance a huge success!

Learn more about your impact at <https://austinparks.org/impd/>



@keepaustinbeautiful

Donate

Love Where You Live Day

Join the Beautify Club

Keep Austin Beautiful At Home

Employment Opportunities

Newsletter Sign Up

Blog

News

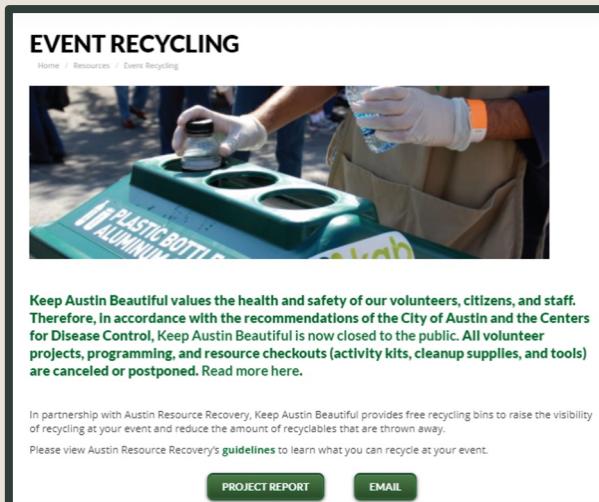
# SEO- Connecting to Social Media

Add hashtags #KeepAustinBeautiful #recycle #reuse

Tag others (Facebook, Austin Recycles)

**Find out more...** Encourage viewers to find more information on other platforms and redirect traffic to the website

Add a link <https://keepaustinbeautiful.org/resources/event-recycling/>



EVENT RECYCLING

Keep Austin Beautiful values the health and safety of our volunteers, citizens, and staff. Therefore, in accordance with the recommendations of the City of Austin and the Centers for Disease Control, Keep Austin Beautiful is now closed to the public. All volunteer projects, programming, and resource checkouts (activity kits, cleanup supplies, and tools) are canceled or postponed. [Read more here.](#)

In partnership with Austin Resource Recovery, Keep Austin Beautiful provides free recycling bins to raise the visibility of recycling at your event and reduce the amount of recyclables that are thrown away.

Please view Austin Resource Recovery's [guidelines](#) to learn what you can recycle at your event.

PROJECT REPORT

EMAIL



keepaustinbeautiful

...  
KEEP AUSTIN RECYCLING

6 likes

keepaustinbeautiful  Did you know that in Austin, recycled plastics are turned into new items?

This holiday season, you can make an impact on minimizing plastic pollution by reducing the plastic you purchase and use in your home, and reusing plastics whenever possible.

November 28

# SEM- Example Ads

Ad · <https://keepaustinbeautiful.org/>

**Keep Austin Beautiful | Learn About Our Causes | Join Our Volunteering Programs**

We provide resources for all Austinites to recycle, compost, and help keep our city. beautiful. Learn how you can volunteer and make a difference today.

 Call business

Builds General Awareness

Ad · <https://keepaustinbeautiful.org/>

**Interested in Volunteering? | Be A Part of Our Programs | Keep Austin Beautiful**

Help keep Austin beautiful for generations to come. Join our community programs or. organize a cleanup. Sign up, get involved, and find other resources for volunteers.

Encourages Specific Actions or Gives Answers

Ad · <https://keepaustinbeautiful.org/>

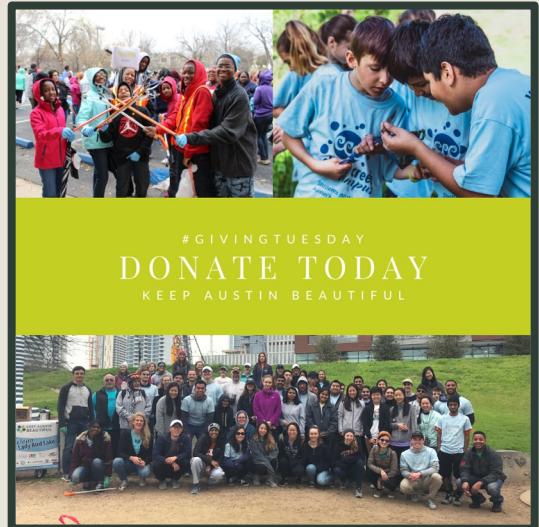
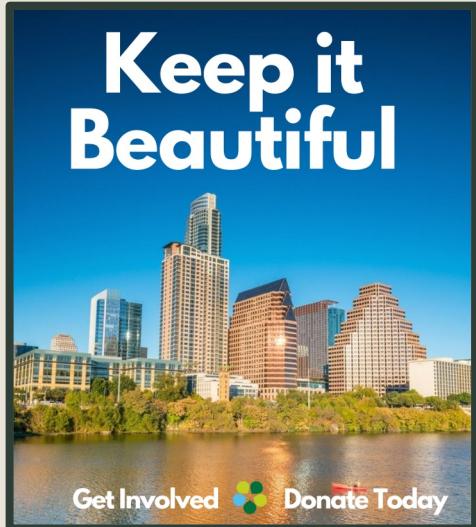
**Make A Difference | Donate Today | Keep Austin Beautiful**

Help keep Austin beautiful for generations to come. Learn about our mission, programs, and. resources. Donate today and join us in making a difference in the community.

 Call business

Call to Action/Donations

# Display Marketing



Informative, Fun, Compelling, **ENGAGING**

# Google OMC- Google Online Marketing Challenge

- We recommend this in order to kick-off your **SEM practices**
- Students execute online marketing campaigns
- Google gives you a **\$10,000 USD monthly budget**
- Keep Austin Beautiful meets the criteria
- Ideal to have a **Google Adwords account**



# *Instagram*

## *Goals*

- Consistency in the image quality
- Encourage followers to join the community
- Focus on aesthetic
  - saved presets

## *Content*

- Incorporate the same color palette as website
- Interactive posts
  - carousels, make the feed a collage
- Replying to comments: increases engagement and builds community



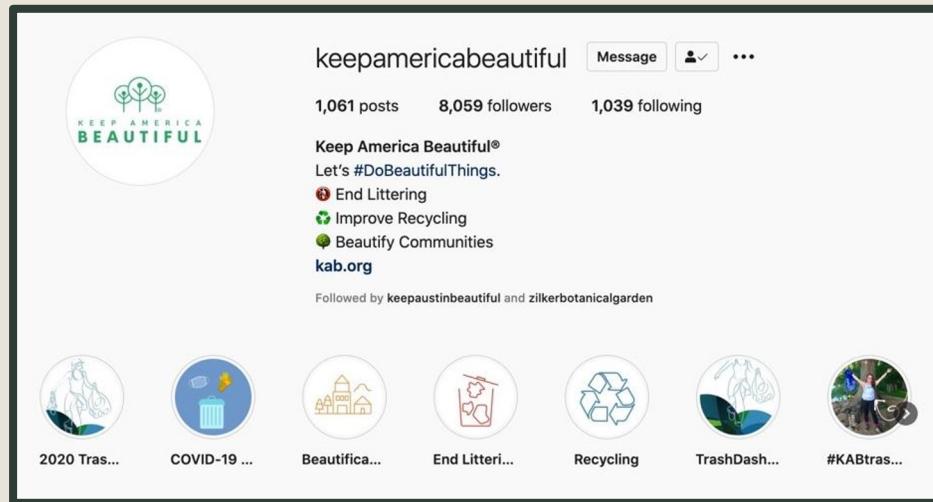
# *Instagram: Best Practices*

- **Fun graphics** on feed: use Canva, SwipeMix, or Adobe Illustrator
- **Vibrant images** sharing the **same preset**: show the volunteers work being safe, include cute animals
- Encourage link usage: Include **CTA** on posts
- Show interest in community: **partnerships & collaborations**
- Post about and during **current events**: ACL, SXSW
- Social media **takeovers**: utilize Instagram story and IGTV
- **Emojis** used in bio and captions on posts



# Instagram: Best Practices Model

- @keepamericabeautiful:
  - Incorporate hashtags and emojis in their bio
  - Instagram highlights are **captivating** and **informative**



keepamericabeautiful

1,061 posts 8,059 followers 1,039 following

Keep America Beautiful®  
Let's #DoBeautifulThings.

- End Littering
- Improve Recycling
- Beautify Communities

kab.org

Followed by [keepaustinbeautiful](#) and [zilkerbotanicalgarden](#)

2020 Tras... COVID-19 ... Beautifica... End Litteri... Recycling TrashDash... #KABtras...



# Instagram: Post Example



## Suggested Caption:

"2020 has been a wild ride y'all. Giveback to your local Austin community by joining our Community clean-ups. When you organize a community clean-up, contact us and we will provide the resources for the clean-up! Clean-ups are a great way to get outside and enjoy all of the natural beauties around Austin!"

Visit our website to learn more!"



# *Instagram: Bio Suggestions*

- **Bio strategies**

- Include emojis to appeal to followers
- Include hashtags relevant to the campaign and goals
- Encourage followers to get involved with KAB

- **Suggested Bio:**



#MyBeautifulATX



EVERY generation has a role to play in keeping Austin beautiful



Volunteer, Participate, or Donate to help #KeepAustinBeautiful and conserve the city we all love

<https://linktr.ee/keepaustinbeautiful>

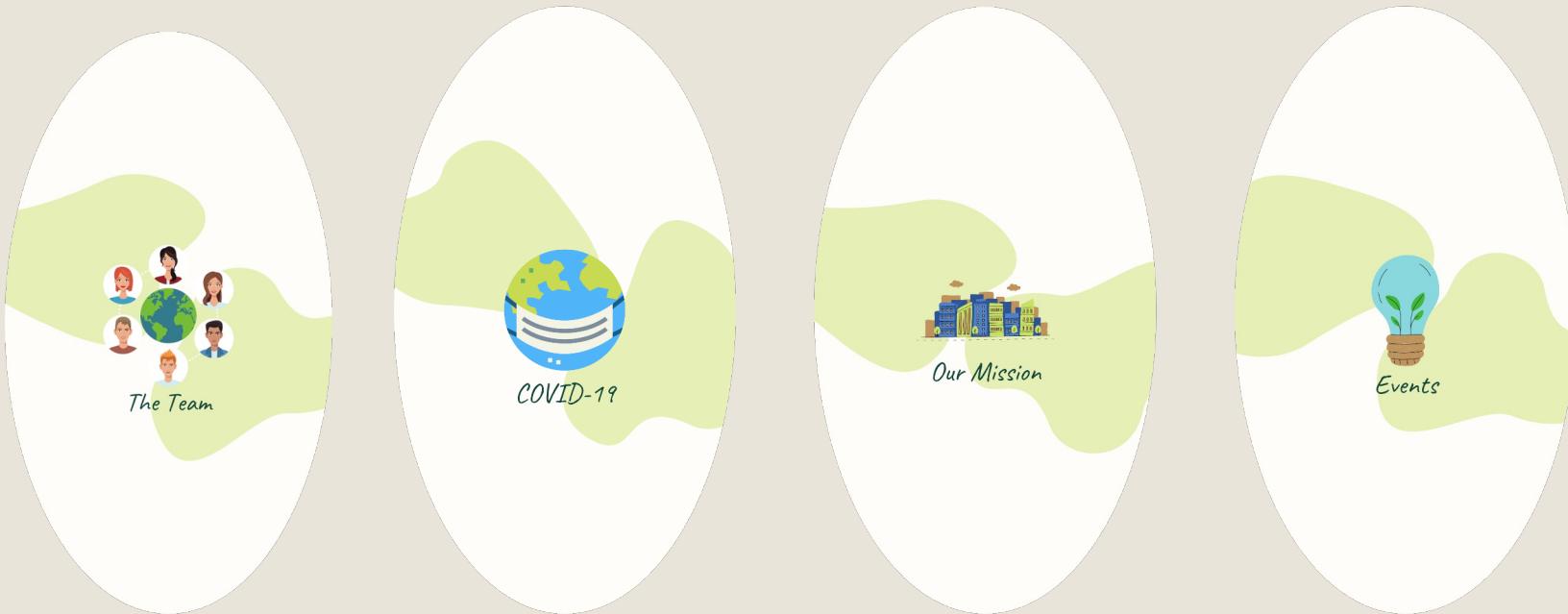


# *Instagram: Suggested Highlights*

- Include **highlights** on Instagram page in order to pull-in new followers
- **The Team:** Introduce KAB's team to the public with spotlight posts
- **Our Mission:** Highlight KAB's mission and how followers can be apart of the journey
- **Events:** Display photos from events and participation from volunteers
- **COVID-19:** Show followers how your members are staying safe while keeping Austin beautiful, i.e. The Beautify Club (social distanced park projects, resources, etc.)



# Highlight Designs



- Use Canva to design Instagram Highlights like these
- Include posts from the story feature in each section

# *Campaign Hashtags*

**#MyBeautifulATX, #StayBeautifulATX, #PassTheBeautyOn**

Include on Instagram and Facebook Bio throughout campaign. Encourage users to share themselves volunteering and participating in events

# *Suggested Hashtags*

**#KeepAustinBeautiful #AustinTexas #NonprofitAustin**

**#Joinyourcommunity #GivingAustin #Supportyourcommunity**

**#Austincommunity #Austingiving #strongerasacommunity**

**#beautyforyall**

Include as a separate comment from the caption on each post in order to maximize outreach





# Facebook: Best Practices

- Drive traffic to website by **encouraging followers to become volunteers** in captions and on posts
- Show followers **how to get involved** with **infographics**
- Target returning and new members: reminding them of the **importance of becoming involved** by posting on Facebook Groups





## *Best times to post on Instagram for nonprofit*

- Best times: Wednesday and Friday at 8-9 a.m.
- Best day: Wednesday
- Worst day: Saturday and Sunday

## *Best times to post on Facebook for nonprofit*

- Best times: Wednesday and Friday at 8-9 a.m.
- Best day: Wednesday
- Worst day: Saturday and Sunday

*\*Data obtained from Sprout Social*





## *Best times to post on Blog*

- Best times: Wednesday and Friday at 8-9 a.m.
- Best day: Wednesday
- Worst day: Saturday and Sunday

## *Best times to post for Newsletter*

- Best times: Wednesday and Friday at 8-9 a.m.
- Best day: Wednesday
- Worst day: Saturday and Sunday

*\*Data obtained from Sprout Social*



# Content Calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND
PLATFORM	Instagram	Instagram, Facebook	Instagram, Facebook	Instagram	Instagram, Facebook	Instagram
TOPIC	Post on Instagram Story.	Events Posts + Reply to Comments.  Best time to post: 1 - 3 PM	Community - Based Posts.  Facebook: 8 - 9 AM Instagram: 2 PM	Post on Instagram Story.	Weekly Recap on Instagram Story.  Best time to post: 8-9 AM	Post on Instagram Story and Reply to Comments.
PLATFORM	Blog Post		Blog Post	Email Newsletter		
TOPIC	1PM Weekly (Best time according to Hubspot)		10 AM Weekly (Best time according to Hubspot)	10 AM First Thursday of Each Month. Best Time According To Mailchimp		

01 02 03 04

# Sample Topics

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND
PLATFORM	Blog Post	Instagram, Facebook	Instagram, Facebook	Email Newsletter	Instagram, Facebook	
TOPIC	Best Hiking Trails in Austin. College Clean Up Day. 10 Austin Locations that Need Volunteers. Why Our Supporters Love Austin.	College Cleanup Day.	Why our Supporters Love Austin.	College Clean Up Day. Volunteering Opportunities. New Year's Pledge. Promotional Material of How Past Events Went.	10 Austin Locations That Need Volunteers.	
PLATFORM			Blog Post.			
TOPIC			Your Ultimate Guide to Recycling. How to Plan a Clean-up Day with Friends.			

# Email Marketing: Best Practices

Floating sign-up form/ sign up box on website.

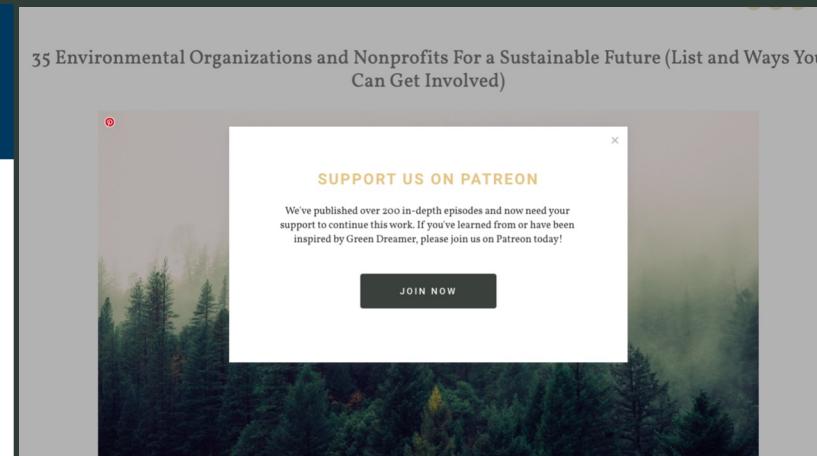
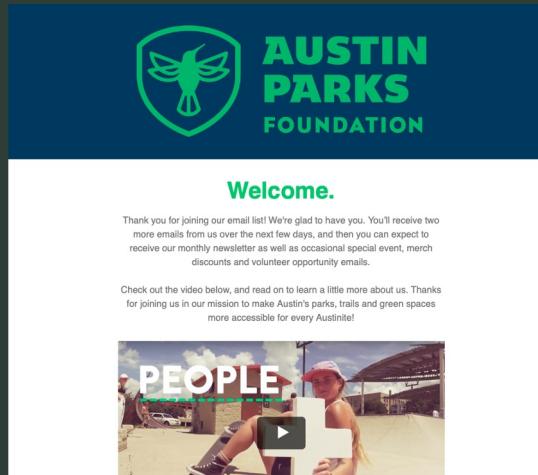
Marketing **subscriber only benefits** (e.g giveaways).

**A Welcome Email** upon initial subscription.

Email subject lines: **3-4 words**.

Colorful emails with **eye-catching graphics**.

Limit the number of words in the email: **50-200**.



[View this email in your browser](#)



**WELCOME.**

Thank you for joining our mailing list- we are so excited to have you. You can expect to receive our monthly newsletter as well as occasional updates on special event, merch sales and volunteer opportunity emails.

Want to start learning more? Watch the video below to learn a little more about us. Thank you for joining us in our mission to inspire and educate all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.



[View this email in your browser](#)



Our first **Love Where You Live Day** is THIS Saturday, November 21! Give 35 minutes for 35 years and join us from wherever you are. Pick up litter, mow your yard, weed a garden or rake some leaves, whatever it takes to

# Volunteering Email

- Encourage people to volunteer by promoting **specific events**
- This email example encourages people of **ALL** ages to attend
  - Encourages people to invite a friend
- Showcase the programmes that KAB are doing with an **emphasis on safety/ sanitization**

[View this email in your browser](#)



**YOUNG OR OLD, WE HAVE SOMETHING FOR EVERYONE.**

This month, we are here to tell you that it doesn't matter if you are young or old, in college or in retirement because we have something for **EVERYONE!**

Scroll down to see what we have to offer you.



**Clean Lady Bird Lake**

Keep Austin Beautiful organizes large-scale cleanups on Lady Bird Lake every other month.





[View this email in your browser](#)



Hello, beautiful people.

Here at Keep Austin Beautiful, we would like to wish you a very happy New Year. If you're not sure where to begin after the holidays, don't worry...we have you set and ready for success this year.



Let's Get Started With a Pledge!

At Keep Austin Beautiful, our donors, volunteers and staff come from all types of backgrounds and are all sorts of ages. Whether someone is just beginning college or in retirement, they are still able to contribute to our charity. This year, make a pledge to keep your city beautiful by getting involved!

[Make a Pledge](#)

2021- The Year of Beauty  
After everything that this city (and the rest of the world) has gone through in 2020, we are ready to make this new year, the year of true beauty in our city! We have lots of fun activities and days planned for you and your families throughout the year. Start exploring our [calendar of events](#) and to start signing-up early, [click this link!](#)



# A New Year's Pledge

December Newsletter: **Pledge to Keep Austin Beautiful.**

## New Years Theme

- A **pledge** will encourage supporters to take **responsibility** for their city
- **Email reminder** can be sent about the pledge throughout the year
- A chance to **promote future events** for the year.

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