



Future Generations of Beauty

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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**

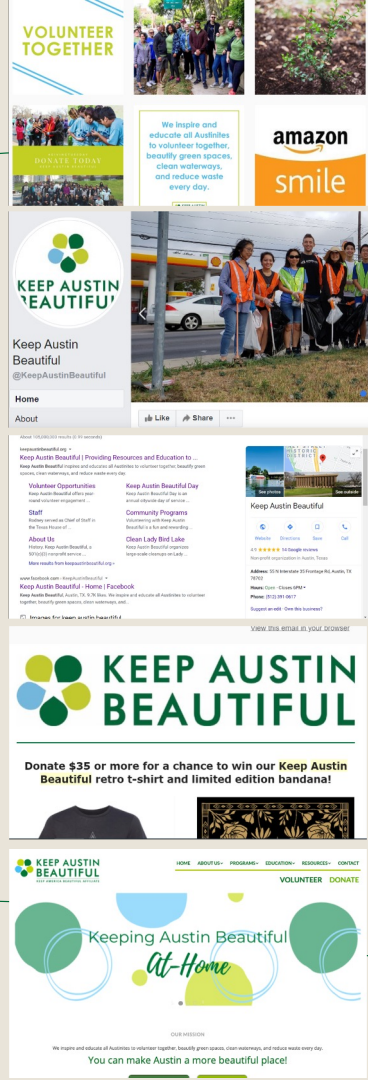


*For the purposes of this presentation, we will abbreviate to KAB

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






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 dark green, hand-drawn speech bubble with a yellow heart and a blue flower.


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

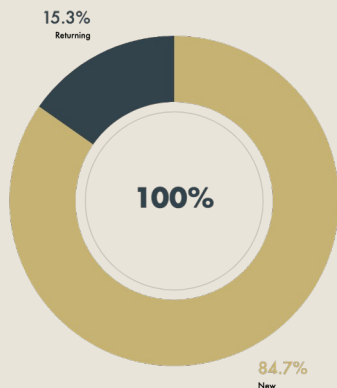
Bounce Rate: 1.3%

Open Rate: 13.9%

Click Through Rate: 1.3%

Un-subscribers: 23

Subscriber list of around: **9250**





Campaign Overview



01

WEBSITE

02

SEO/ SEM

03

SOCIAL MEDIA

04

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](#)

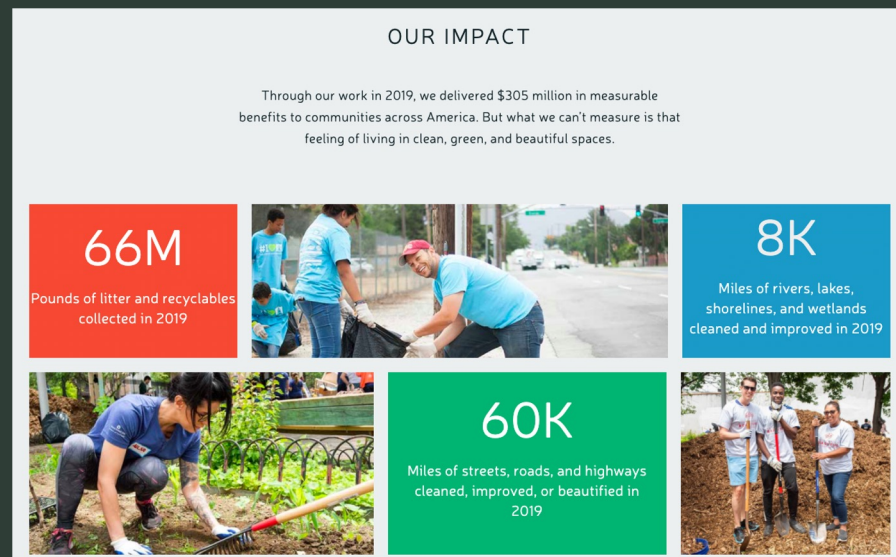
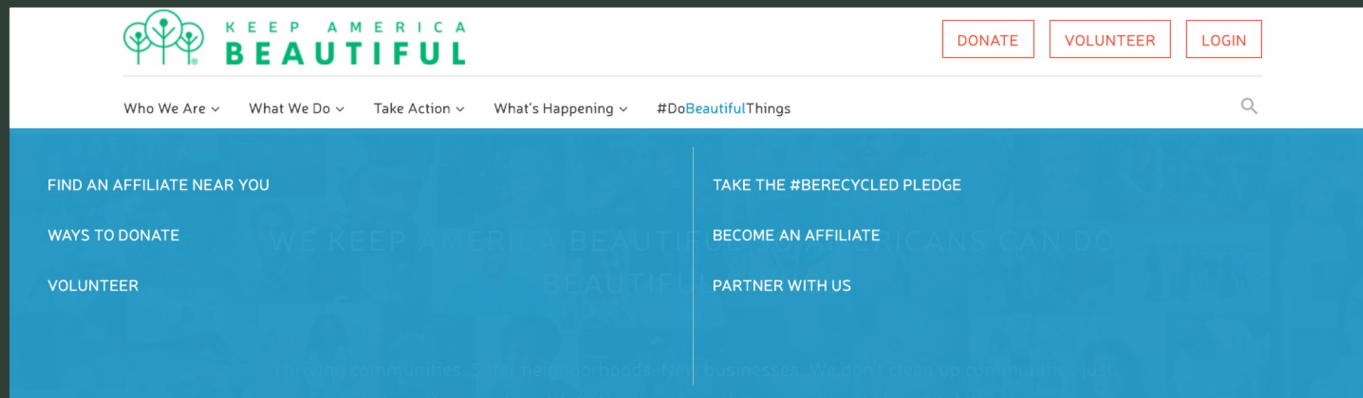
[DONATE](#)

[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**

- 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>



FOREST
#2E3D36



MOSS
#4D6157



SAND
#E9E4D9



CLEAN
#62B5E5



WHITE
#FFFFFF



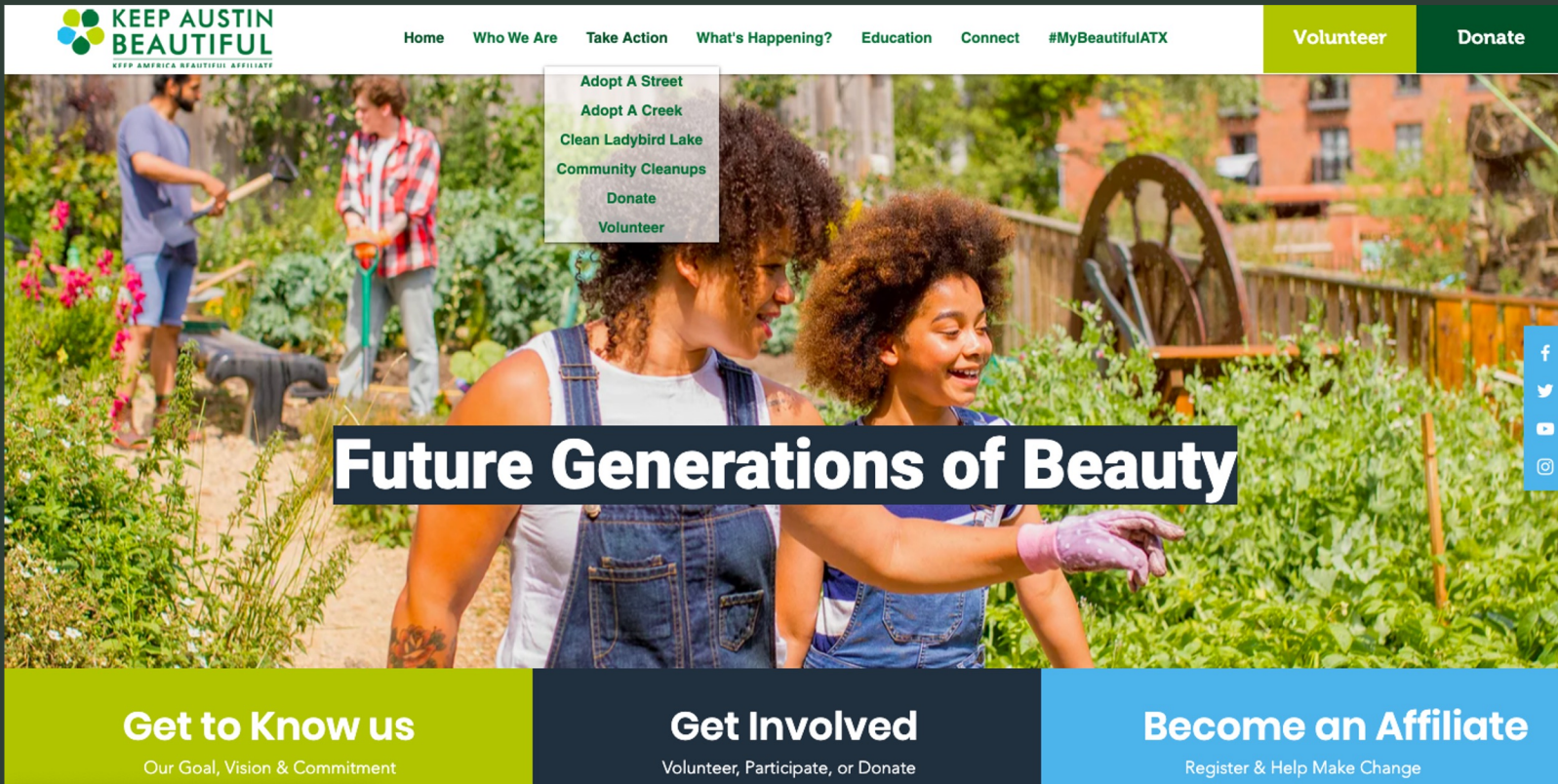
EDUCATE
#B5BD00



BEAUTY
#046A38



TIDE
#23303D



- 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



[Home](#) [Who We Are](#) [Take Action](#) [What's Happening?](#) [Education](#) [Connect](#) [#MyBeautifulATX](#)


[Volunteer](#)

[Donate](#)

Our Impact



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



[Home](#) [Who We Are](#) [Take Action](#) [What's Happening?](#) [Education](#) [Connect](#) [#MyBeautifulATX](#) [Volunteer](#) [Donate](#)

Contact

Get in Touch

Keep Austin Beautiful 55 North IH 35, Ste 215
Austin, Texas 78702
fax: 512.391.0624 | 512.391.0617


Enter Your Name *

Name

Enter Your Email *

Email

Send



- 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.

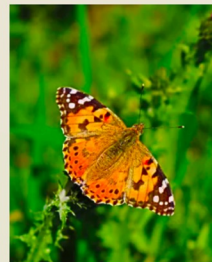
According to the Census report, 10% of Austinites are over the age of 65 and 71% of Austinites are between the ages of 18 and 64. While some Austinites grew up in a world where environmentalism was at the bottom of the agenda, the majority of Austinites are growing up in a world where it is demanded 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!**

[Read More →](#)



**Biodiversity in
Central Texas**

[Read More →](#)



**Composting with
worms**

[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

The screenshot displays the Visit Austin website's content blog. At the top, the 'Visit Austin' logo is visible, along with a 'See Blog' button. Below the header, there are three featured articles with images and titles: '14 BEST AUSTIN DISTILLERIES TO VISIT', '2021 AUSTIN EVENT GUIDE', and 'NEW & NOTABLE IN AUSTIN'. The main section is titled 'AUSTIN INSIDER BLOG' and features a post about 'Visiting Austin's Trail of Lights' with a large image of a Christmas tree in front of the city skyline. Below this, there are more articles, including one about 'New & Notable in Austin' with a city skyline image. The website layout includes a navigation menu, a search bar, and social media icons.

14 BEST AUSTIN DISTILLERIES TO VISIT

2021 AUSTIN EVENT GUIDE

NEW & NOTABLE IN 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 56th Annual Trail of Lights. From November 28, 2020 through January 3, 2021, 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 →](#)

New & Notable in Austin

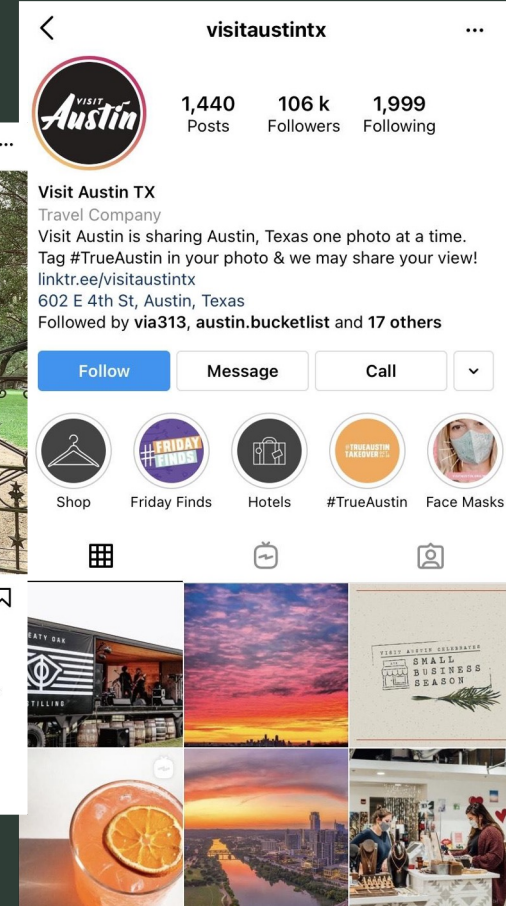
Dec. 03, 2020

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 »

KEEP AUSTIN
BEAUTIFUL

MENU

STEP BY STEP GUIDE TO MAKING YOUR OWN SEED BALLS!

Home / Blog / Step by step guide to...



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!

When it comes to plants in particular, we are lucky to witness a stunning wildflower season here in Austin. It is a great visual example of biodiversity in action. But there are many other plants such as grasses, shrubs, and trees that contribute to the

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 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, also...

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

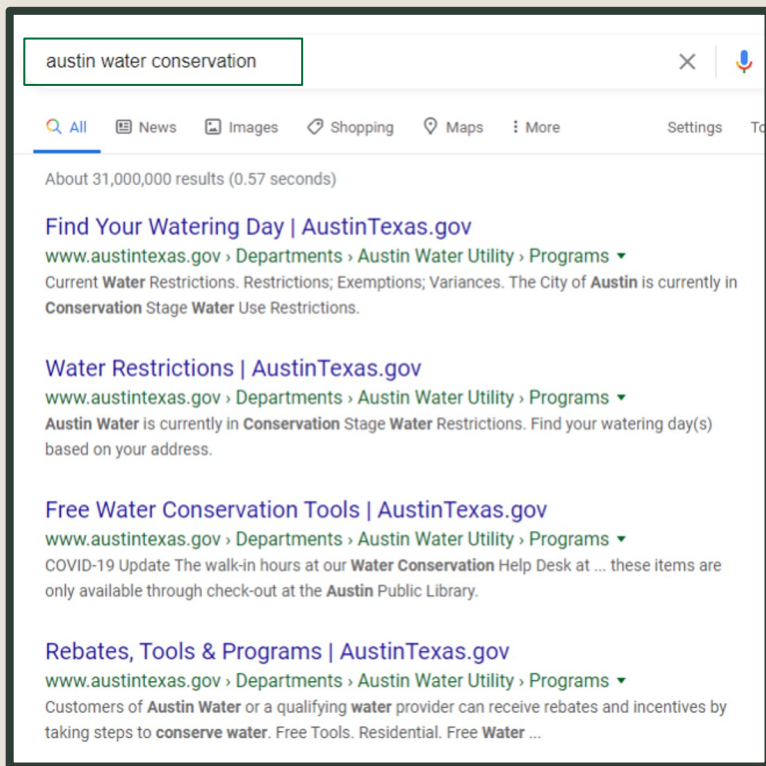


File name:
ltuc-01_1-1



New name:
December Lake Austin
Cleanup KAB Member

SEO - Keyword Usage



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

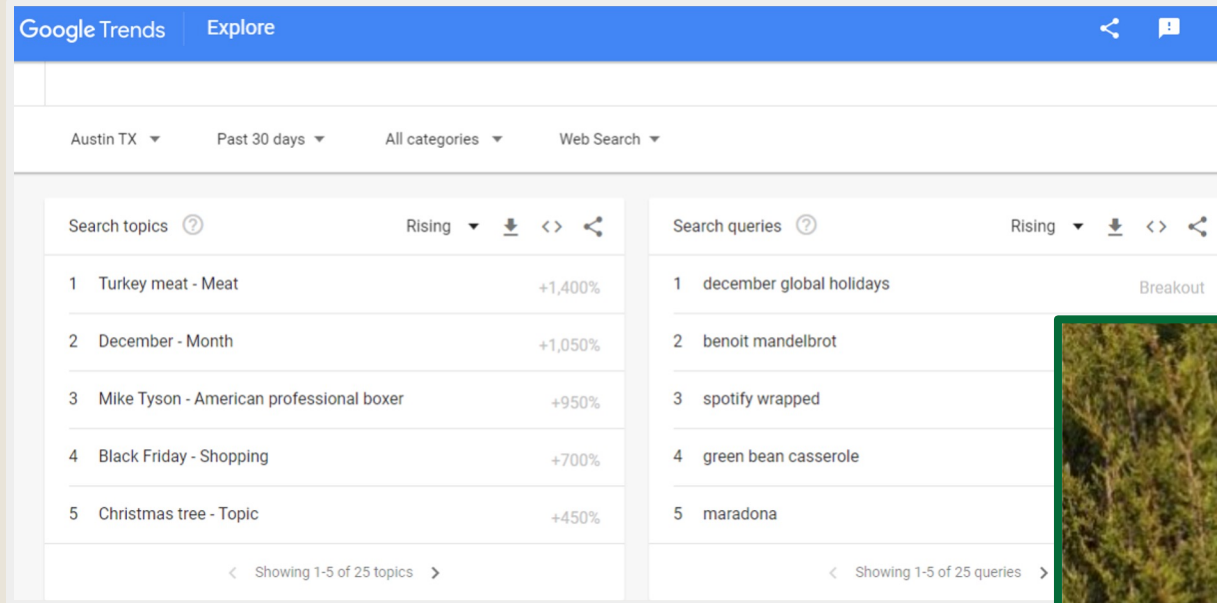
Keywords

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

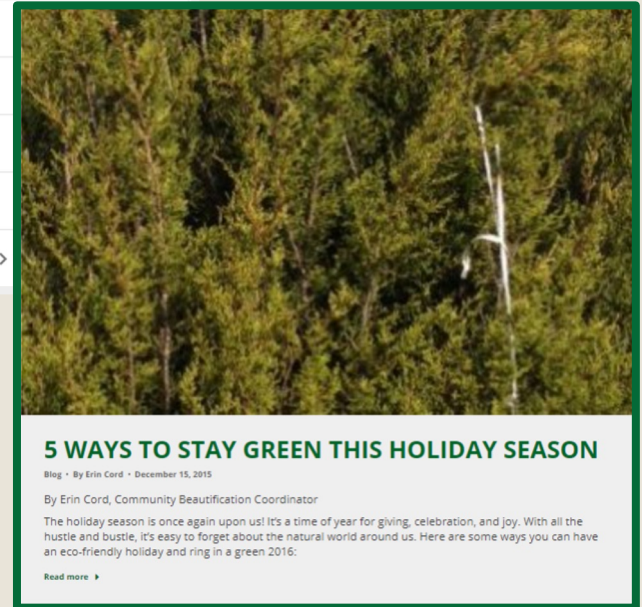
SEO- Tracking Trends

Austin, past 30 days



December 15, 2015

- Use Google trends
- Provide or create the content people are looking for
- In most cases, it's simply waiting to be found



01 02 03 04

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

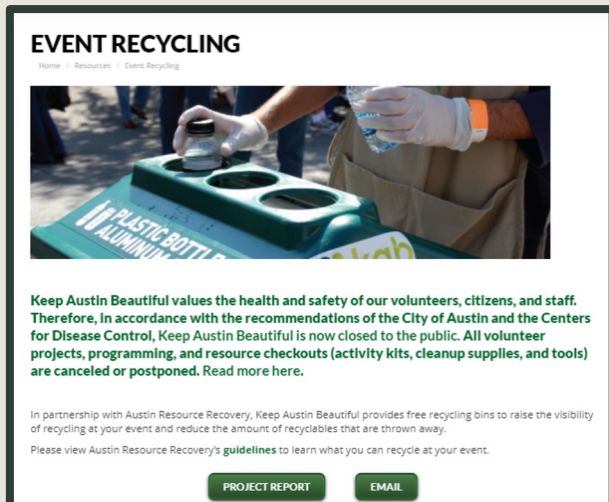
SEO- Connecting to Social Media

Add hashtags #KeepAustinBeautiful #recycle #reuse

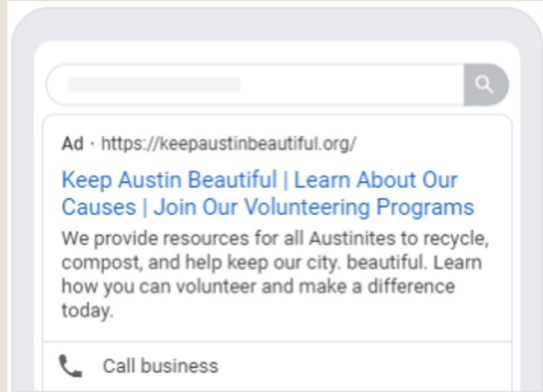
Tag others (Facebook, Austin Recycles)

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

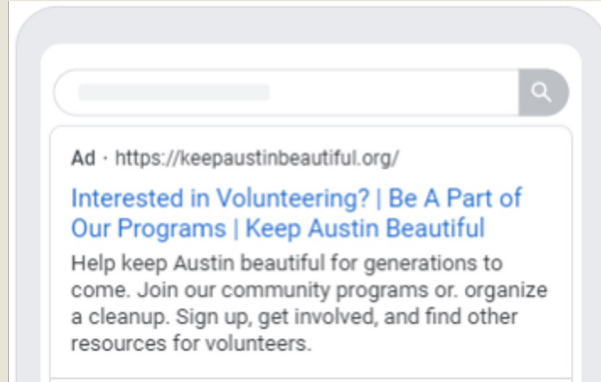
Add a link <https://keepaustinbeautiful.org/resources/event-recycling/>



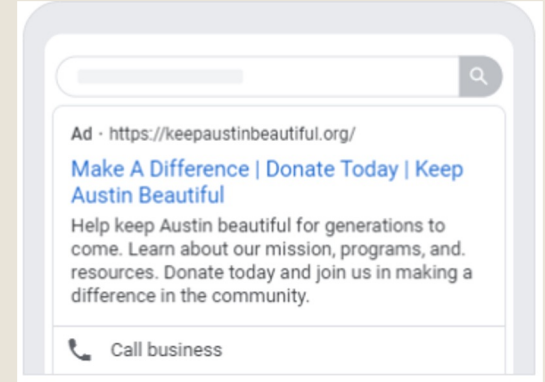
SEM- Example Ads



Builds General Awareness



Encourages Specific
Actions or Gives Answers



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



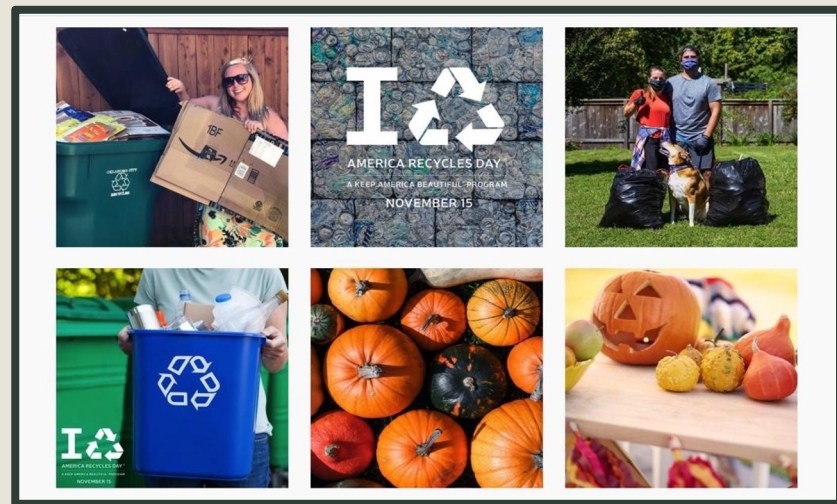
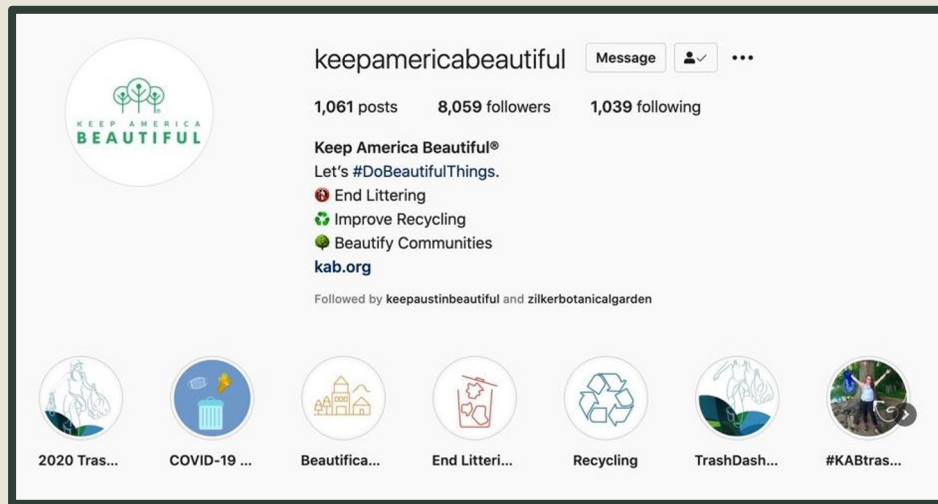
Instagram: Best Practices

- **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**



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>

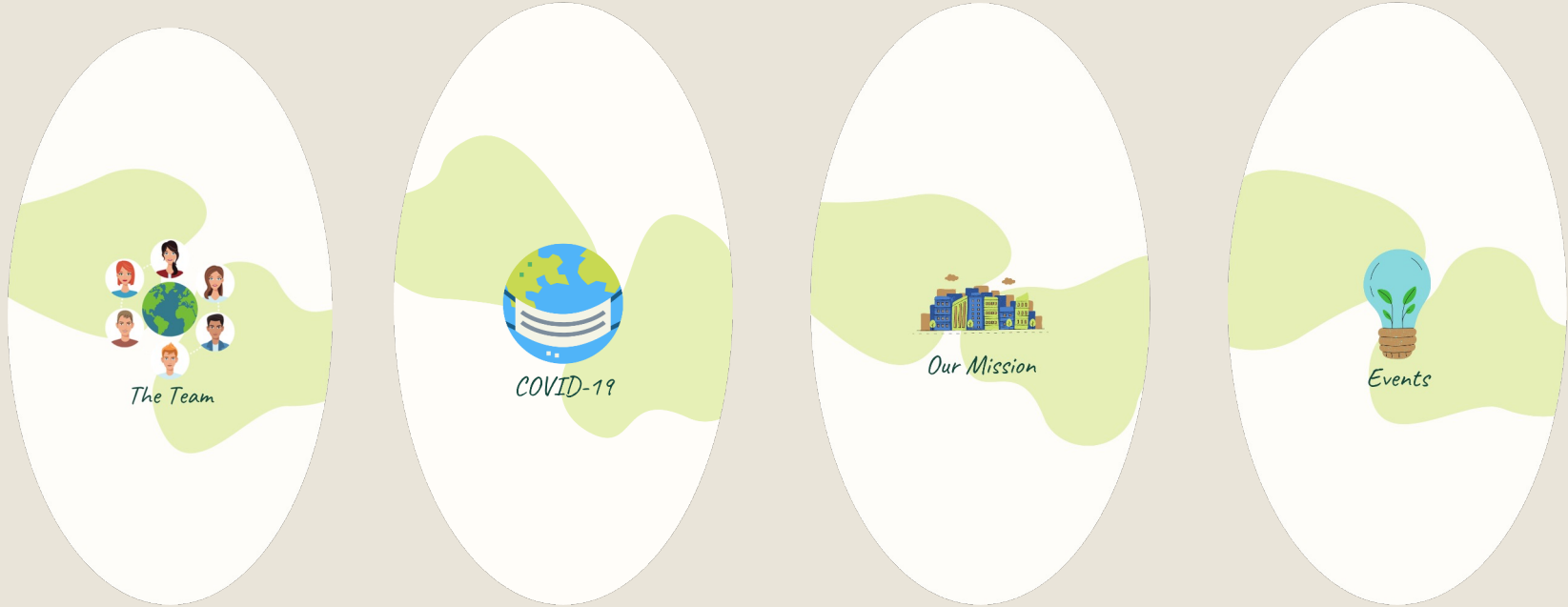


Instagram: Suggested Highlights

- 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		

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.

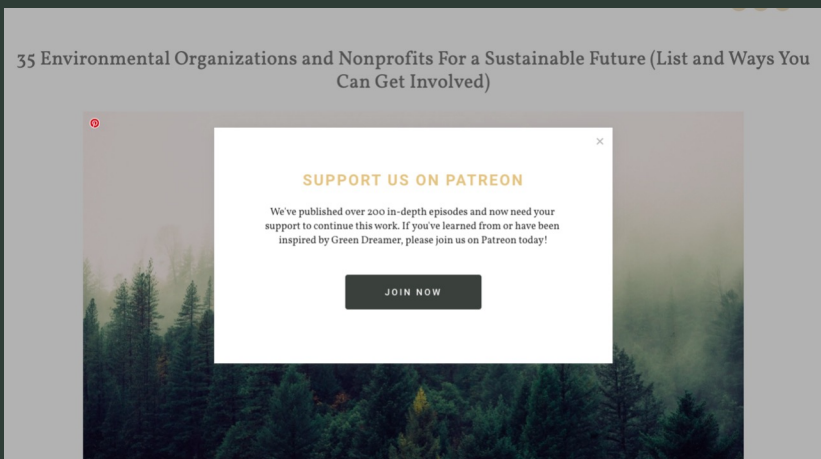
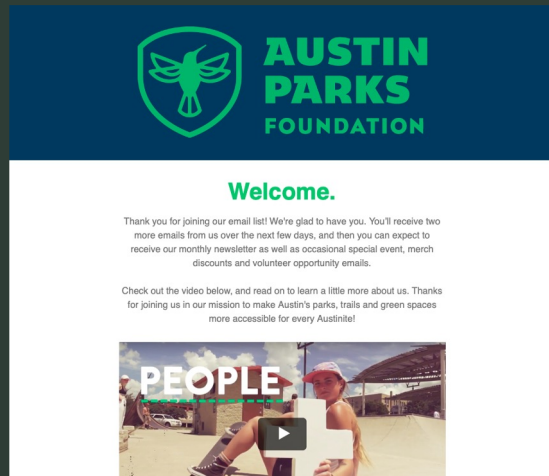
Marketing **subscriber only benefits** (e.g. giveaways).

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**.



A Welcome Email

- An **automated welcome email** when the user subscribes
- A thank you for joining the email list
- **Explanations** of what the customer will receive going forward
- Promotional content
- KAB does **NOT** currently have one

[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

[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.



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**

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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.



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.

01 02 03 04

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Hello, beautiful people.

Here at Keep Austin Beautiful, we would like to wish you a very happy New Year. If your 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!](#)

