

GoodAction

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Introducing GoodAction



GoodAction

- Startup that **connects non-profit organizations to businesses**
- **Measures** their **social impact** and improve employee engagement
- Help nonprofits to raise funds
- Currently has 50 active users and approximately 6 communities
- Recently **shifted** from **sole focus** on **helping nonprofits** to **also serve** corporations and **support financially** these activities

GOODACTION 



Project Scope

Client Acquisition Workstream:



Framework report:

Explore possible strategies and how to monitor progress of GoodAction



Case Study report:

Analyze impact of ESG initiatives on employee engagement to attract future customers

Marketing Workstream:



Social Media & Branding:

How to promote GoodAction and be successful on LinkedIn?



SEO and Soft Posts:

How to distinguish GoodAction from competitors?



Client Acquisition Workstream



Framework Report



Assumptions

Paid Subscription Model

Client Data provided using dashboard analytics



Challenges

Established competition (Pwc, Ey, IBM)

Small company buy-in

2 markets



Opportunities

Growing market (\$10.5 trillion by 2026)

Market segmentation

Increase interest in employee retention
(social)



Framework Report

Value Proposition

Small/Mid-size Companies (niche)

Business Matching Algorithm

Non-profit network

Approaches

Leverage Social Network (Linked-in)

Case studies and content (blogs)

Free Trials

Tracking Progress

Strategic KPIs



Turnover rates

Employee engagement surveys

Employee Performance Evaluations



Case Study Analysis



Recruitment

Increasing employer attractiveness



Performance

Impact on company performance

Retention

Maintaining employee satisfaction



Solutions

ESV Volunteering Model



Case Study Analysis: Our Approach



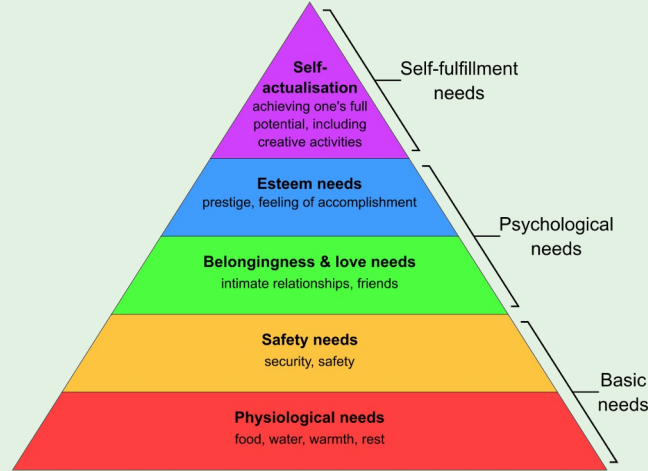
Maslow's pyramid

How to make the case for volunteering programs being more effective



Data and Graphs:

From multiple sources supporting the impact of ESG initiatives on key metrics



Comparison

How GoodActions' platform is better than alternative solutions



Marketing Workstream



Brand Awareness



Social Media

Increasing visitor-to-lead conversion rate on LinkedIn



Free Trials + Referrals

Industry norm, low cost and effective

SEO

Great for data collection, Accessibility = Credibility

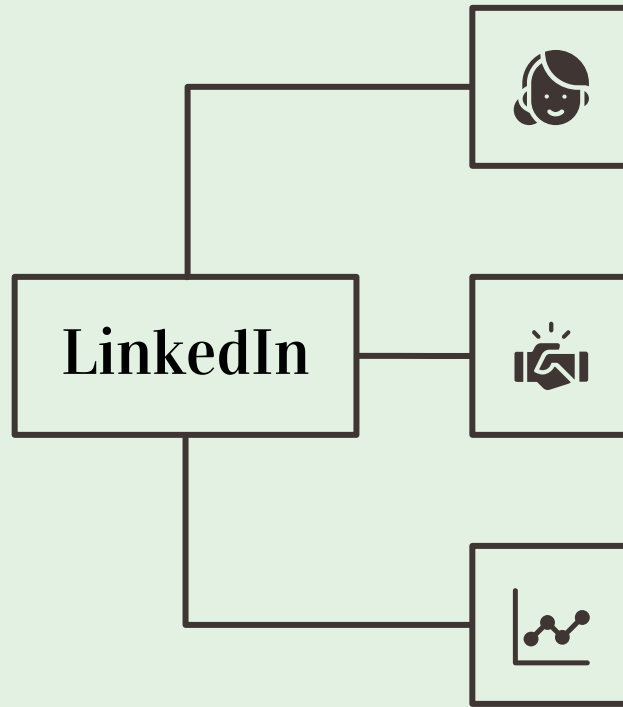
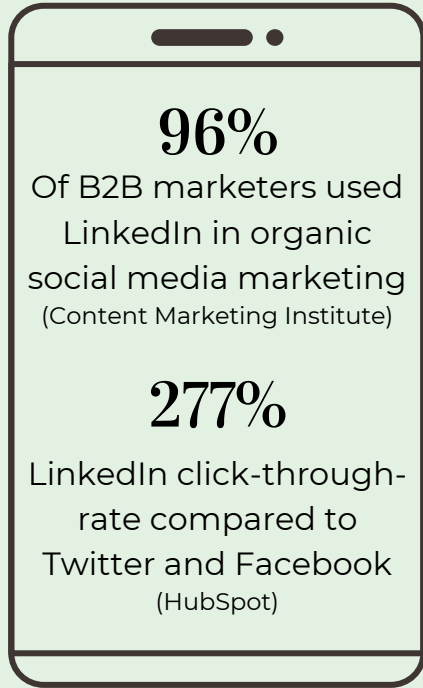


Public Relations

Show human impact in press coverage



Social Media Strategy



Strong voice

Avoid “salesy”, impersonal language

Build trust

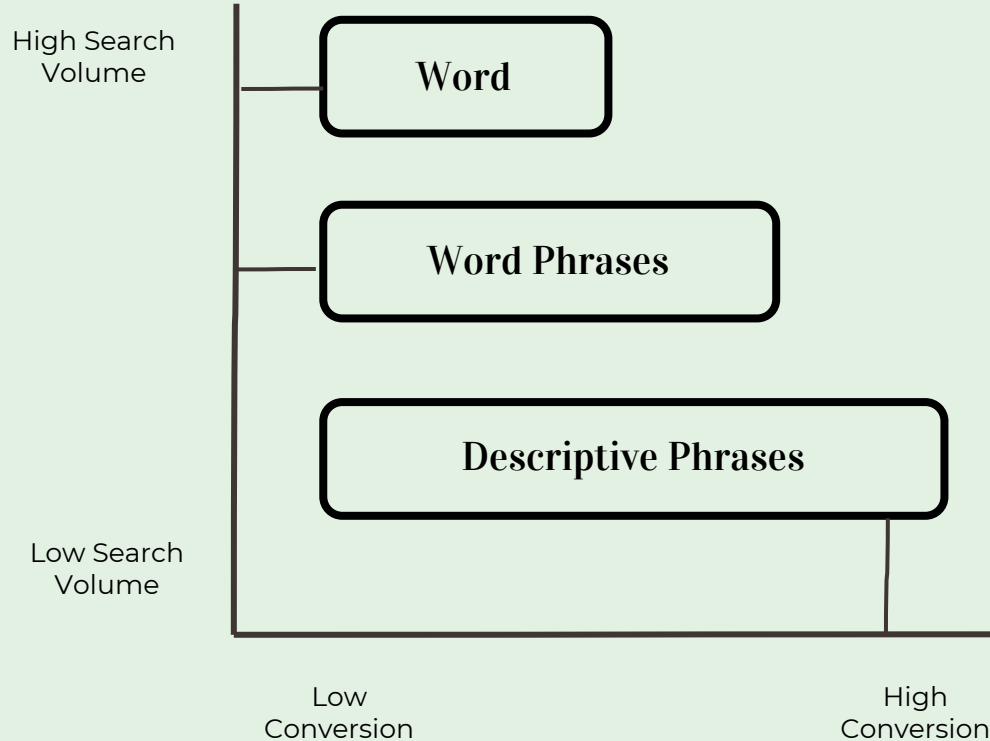
Support ESG value proposition in every post

Adjust based on KPIs

Use LinkedIn Campaign Manager or Hootsuite



Long Tail - SEO Optimization



How should we incorporate SEO smoothly in our blog posts in a competitive environment?

- Subtitles
- Action Statements
- Long-tailed keywords
 - Higher conversion rates
 - Relevant traffic
 - Less competitive



Blog Analysis & Soft Posts

Market Trends

52%

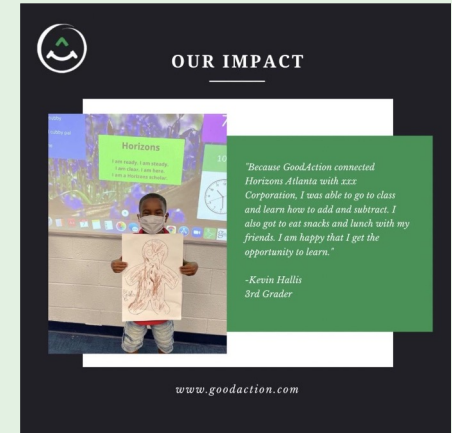
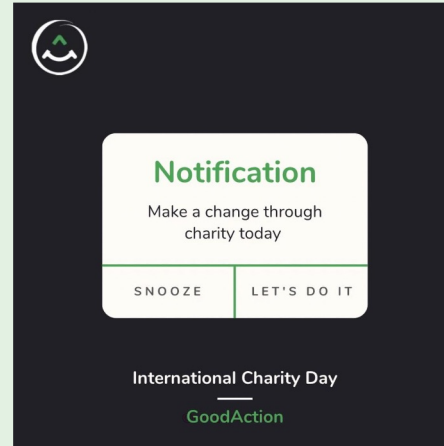


Of web traffic comes from a mobile device

40%



Of content creators found that original visuals had a higher performance



Conclusion & Impacts

With our deliverables, we hope to help GoodAction to:



Have alternative strategies to find new nonprofit partners and develop a customer base



Businesses that build a system of KPIs to track can improve their employee engagement



Use Case study as a **peer-to-peer influence tool** and to inform customers through real examples



With **LinkedIn softposts** and SEO companies can experience a **33% increase in purchase intents**



Thank You!

Any Questions?



Appendix: Deliverables

Social Media Report:

https://drive.google.com/file/d/1lv8BABf75W_jVnKDReBQsg8u8iuGGkVy/view?usp=sharing

Framework Report: <https://docs.google.com/document/d/1lIx82igJxWe9lbfI-HdodURnVhZ1yFTMN9iLzgkidDo/edit?usp=sharing>

Case Study Report: <https://docs.google.com/document/d/1hLCj3UVrqMm1dMTEB-ElNOMd8UxHmxaNBQ7nJb5NMRo/edit?usp=sharing>

