

CHARITY NAVIGATOR

CASE STUDY

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CHARITY NAVIGATOR

*THE WORLD'S LARGEST AND MOST-
UTILIZED EVALUATOR OF CHARITIES*

EXECUTIVE SUMMARY

By utilizing current market trends and marketing tools, I was able to reverse the site's decline in traffic and increase consumer engagement long-term:

- **+11% year-over-year increase in total site visits in the millions**
- **+194% year-over-year increase in total blog visits**
- **+173% year-over-year increase in total number of donors for all charities**

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CHALLENGES

Charity Navigator is a nonprofit with global reach founded in the early 2000s. Having started in the early 2000s, there were complications for expanding the nonprofit due to legacy technologies and marketing strategies.

With an aging audience segment and an increasing decline in traffic, the organization needed a marketing restart and refresh to reach new audiences; grow traffic, donations, and registered users; and increase the brand presence of the organization across public use.



SOLUTIONS

01

SEO/SEM + SITEMAP CREATION

As a legacy organization built on Coldfusion, I search engine optimized the entire site and created a sitemap for the first time.

02

SOCIAL MEDIA ADVERTISING

Around times of global crisis, consumers learned to turn to Charity Navigator for effective charities to donate to. By creating social media ads that resonated with users, I was able to grow traffic from social media.

03

CONTENT PLAN + PARTNERSHIPS

By analyzing the performance and data of the site, I was able to implement a complete content calendar and initiate partnerships with industry leaders.

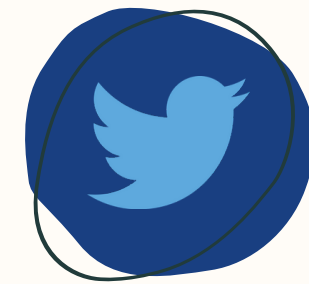
TOOLS



Search Engine
Optimization + Marketing



Facebook Ads



Twitter Ads



Content Calendar
Creation + Scheduling



Instagram Ads

01

+11% year-over-year increase in **total site visits** in the millions

02

+194% year-over-year increase in **total blog visits**

03

+32% year-over-year increase in **email list subscribers**

04

+173% year-over-year increase in **total number of donors for all charities**

05

10x year-over-year increase in **reach of press** about Charity Navigator's work

RESULTS



Let's work together

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