

## **M2. The Path to Desired Engagement (PDE): Driving maximum-impact in the social age of return**

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Do you truly know your Donor? Do you understand what they are engaging with, where they are engaging with you and does this drive how you invest and grow your database? Traditional models are tired (they may result in beautiful campaigns and some results, but leave organisations in the dark when it comes to what truly resulted in maximum impact and ROI).

Enter the Agents of Return; a strategic partner who understands that while organisations work with many stakeholders, what they really need is a single view that gives them a no-nonsense understanding as to which efforts yielded maximum impact and “bang for your buck” (plus result in a quality, engaged, ever-growing and compliant database).

Our CICLOPS methodology means that we build an accurate real-time picture of your Donor activity. We accurately analyse what Donors are responding to, and then attribute Donor Profiles based on engagements. Understanding how people think and what shapes their decision-making and subsequent behaviour is foremost key. Generating Omnichannel, micro-engagements for Donors is about meeting them on their chosen platform and giving them the opportunity to engage in ways that resonate with them personally (this is true marketing from the inside out).

Effectively leveraging on Word of Mouth (WOM) and Common Interest Communities (CIC) is all about turning the power of social into a potent and credible engagement mechanic, where Donors are taken on the journey (and they enjoy it). The WP Blood Mobile Application recently developed-and-launched in the Western Province stands as a sterling example where the traditional model was disrupted with phenomenal success and results. It is all about making it simple and easy to donate with powerful features and functions that resonate with present-and-new Donors. The WP Blood Mobile Application will be looked at further in detail.