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# **There's no better time for cause-driven marketing than now.**

## **Ready to get strategic?**

Both eCommerce and in-store shopping is steadily growing, and so is the competition between brands. Today, consumers are presented with a multitude of brands to choose from, but they're no longer making their purchase decisions solely on price or product. There's a third factor that's coming into play, and it's value-alignment.

The recent shift in attitude and demands of conscious consumers for value alignment in the brands they choose to support is still going strong. Cause marketing is an effective way to ensure your enterprise is achieving impact across the board – doing good and seeing lift in your bottom line.

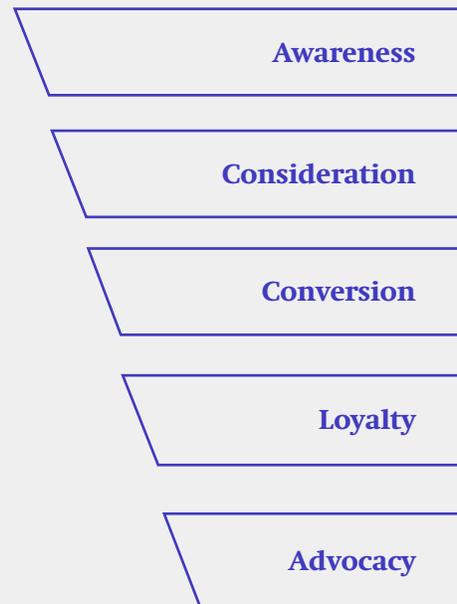
The financial benefit of [cause marketing is growing](#), and currently estimated to be in excess of \$2.2 billion.

This growth in desire to catch a company doing good means there's never been a better time to align your brand with the message of cause marketing.

# Mapping Your Customer Purchase Journey

Of course, you'll need to get strategic about the way you integrate this focus into your marketing funnel. From awareness through to advocacy, cause marketing can give a lift at each and every stage of the path to conversion. But for the best results, a tactical approach is crucial.

Let's look at the typical purchase journey your target customer is likely to undertake.



## Awareness Stage

The first step in any customer journey? Getting your brand on their radar. Cause marketing can provide a real advantage at this stage, helping your brand stand out from the competition, differentiated by its altruism. It helps you steer clear of the “salesy” tone you’re looking to avoid at this early point in the customer journey. This is especially advantageous to those retailers hoping to appeal to a younger demographic. Millennials and Gen Z actively seek out brands that align with their values. Make sure the first impression you make helps position you as a brand actively doing good in the world.

## Consideration Stage

When it comes to consideration, your customer has acknowledged their desire or need and are looking for more information to help them make a decision regarding purchase. At this point in their journey, they’re looking for reasons to buy with you – it’s time to boost their confidence in your brand, products and services. Cause marketing can help add a compelling incentive when it comes to the consideration stage. It offers your customers a chance to feel great about their decision to purchase, knowing that it will trigger a donation to a good cause.

## Conversion Stage

This critical stage in the customer journey is what gets them across the line from a curious consumer into a paying customer. At this stage, you're looking to remove all barriers to successful checkout. When it comes to cause marketing, there are many tactics you can leverage to instill a sense of urgency (temporary increase in donation percentage), or to encourage a greater order value (a cart value threshold that sees donation percentage increased). You'll also want to make sure you're working with a solution that seamlessly integrates into the checkout process, so nothing derails the path to conversion.

## Loyalty Stage

A customer has made a purchase with you, but the relationship is just beginning. Now is the time to start fostering loyalty. Your aim is to build up a connection that keeps them coming back, nurtured with an ongoing and well-considered stream of communication. From smartly segmented email flows through to exemplary customer support, your investment here will be well rewarded — loyal customers are proven to deliver higher AOV and conversion rates. Cause marketing helps create an emotional connection with your brand, and a true incentive to return and benefit a cause they care deeply about.

## **Advocacy Stage**

The final stage of a successful purchase journey is advocacy. Getting happy customers to willingly promote and endorse your brand is a real result, and brings true authenticity to your positioning. Cause marketing makes this so much more effective, as customers are keen to play their part in spreading the message to increase donations for their chosen cause.

## **Ready to align your customer purchase journey with cause marketing?**

By aligning the early stages of your funnel to appeal to impact-driven customers, you're guaranteeing the most qualified, cause-driven leads from the very start of your process. There's a need for joined-up thinking here. Tailoring your approach throughout their journey means your message (and its impact) is amplified to its fullest effect.

In this guide you'll get practical, actionable insights that help polish your impact-driven marketing strategy — optimizing all stages of your marketing funnel, and giving your brand and deserving causes a boost.

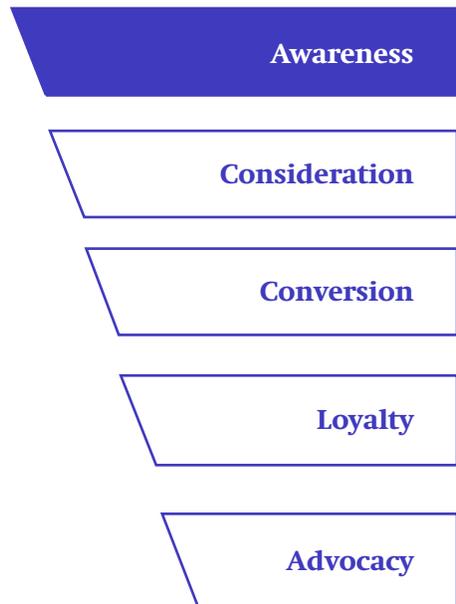
# Awareness Stage Tactics

As the popularity of eCommerce continues to grow, eCommerce marketing teams are busier than ever to ensure their brand's marketing efforts are being noticed! Whether it's offering promotions and limited-time campaigns or trying to engage consumers through various selling channels, retailers are increasingly clamoring for attention.

With the rise of eCommerce and direct-to-consumer brands, the awareness stage of your funnel is becoming even more important to help your brand stand out against the competition to better attract new potential customers to consider your offering.

They say you only get one chance to make a first impression...

Here's how an impact-driven approach can help your brand rise above the noise.



# 1

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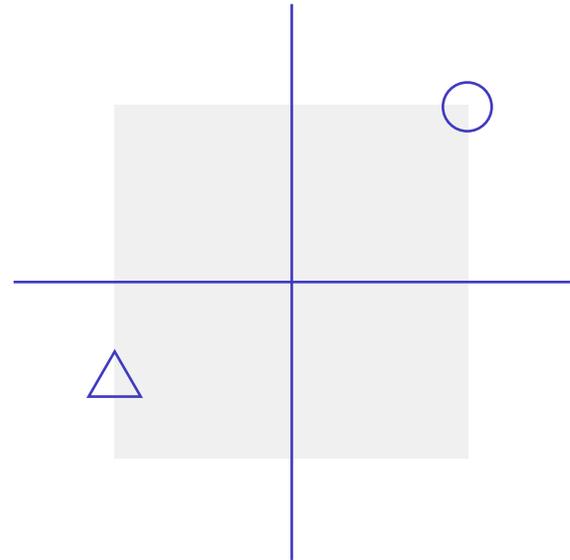
## Consider Cause-Centric Campaign Messaging

It seems like eCommerce brands are always pushing out new deals and sales— but this can quickly become a race to the bottom. Stand out from the crowd and boost your success in this early awareness stage by elevating yourself above slashed prices.

By positioning your alignment with a cause, or offering a donation for every purchase as a leading campaign message, you'll appeal to conscious consumers, stimulate their curiosity in your offering, and increase their desire to buy from your brand.

“Feel good” omnichannel campaigns, playing on themes of family, togetherness and nostalgia, are a great way to get more personal and appeal to consumers' emotions to create a more meaningful interaction with your brand. But cause marketing takes this appeal one step further, by linking your brand to tangible action and impact.

This is about more than feeling good, it's about doing good — and ensuring that the first impression your brand makes is one of altruism.



## Consider Your Product Positioning

When aligning a cause with your campaign, consider your product positioning. It's important to think about what will resonate with your target audience and their state of mind as they search for a brand within your vertical. Research has shown that consumers associate certain causes more favorably, depending on the type of product sold.

[One study](#) looked at “hedonistic” products such as ice cream alongside more functional items such as toilet paper, and explored how “life-saving” primary causes (e.g. disaster relief, fighting hunger) compared to “life-enhancing” secondary causes (e.g. supporting the arts.)

Findings showed that associating less essential products with a secondary cause could be impactful, as both were linked with pleasure and enjoyment. Additionally, cause marketing can help minimize any feeling of “guilt” for indulging in a less utilitarian product.

By contrast, “consumers expect a utilitarian product to have down-to-earth benefits. Because a cause that addresses primary needs is rated highly ... its importance echoes consumer notions regarding utilitarian consumption.”

## Align the Purchase With Your Customer's Values:

When deploying a cause-specific campaign message, be sure it lands in front of the most receptive audience. Look for cause-affinity when targeting your ad campaigns — e.g. specifying a Facebook audience who have already shown a clear interest in the cause at the heart of your message. This helps to laser-focus the personalization of your campaigns right from the start of the funnel, setting you up for greater success.

It's important that the purchase journey of your customers is in alignment with their values — right from these earliest stages. When targeting segmented audiences on social media, be sure to align your creative to resonate with them accordingly.



**8,703,010**  
Interest Size



**6,503,540**  
Interest Size

## Add Focus to Your Approach with ShoppingGives

[ShoppingGives](#) can help you finesse your approach to the awareness stage, strategically leveraging cause marketing to increase attention on a specific line or collection. This can be achieved by linking a higher giving rate to specific items, and promoting this.



Image from [Enso Rings](#)

[Enso Rings](#) ran an Earth Day campaign to donate \$1 on every purchase of their Earth Day collection to support Global Green: Our Cities Coalition. By aligning this collection of products to support Global Green, they were able to engage their customers for Earth Day while capitalizing on increased levels of cause awareness and cross promotion.

Additionally, ShoppingGives' Personalization Parameter feature enables you to really refine your targeting for cause-affinity. This can prove an effective strategy across a broad range of channels. For example, a paid email ad campaign targeting supporters of a certain non-profit could be linked to a pre-selected URL, enabling donations to this specific cause.

# 2

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## Create Content Partnerships to Attract New Customers

One of the many advantages of cause marketing is the mutually beneficial nature of the relationships that it creates.

In the awareness stage of your funnel, supporting an established cause can help you stand on the shoulders of giants, reaching new and highly aligned audiences that are pre-qualified in terms of their interest and support.

### Explore Cross-Promotional Content Strategy

Kickoff your impact strategy by seeing what kind of cross-promotional activity can be arranged with your cause of choice. Content swaps can be a great way to drive curious new traffic your way. Social media features, takeovers or guest posts offer high levels of visibility and close alignment too.

Again, your focus here is on the opportunity to make a strong first impression on a new audience. Supporters of a cause may not have encountered your brand before, but they're going to be introduced to your products in the most favorable way

Of course, these benefits work both ways. While your brand is enjoying boosted awareness with your cause's audience, content swaps mean that the cause itself has the opportunity to spread its message and demonstrate its work to your existing customers. As an added benefit, you'll also be encouraging customers to spend more to support the cause.

## Team Up and Win: Engage Influencers

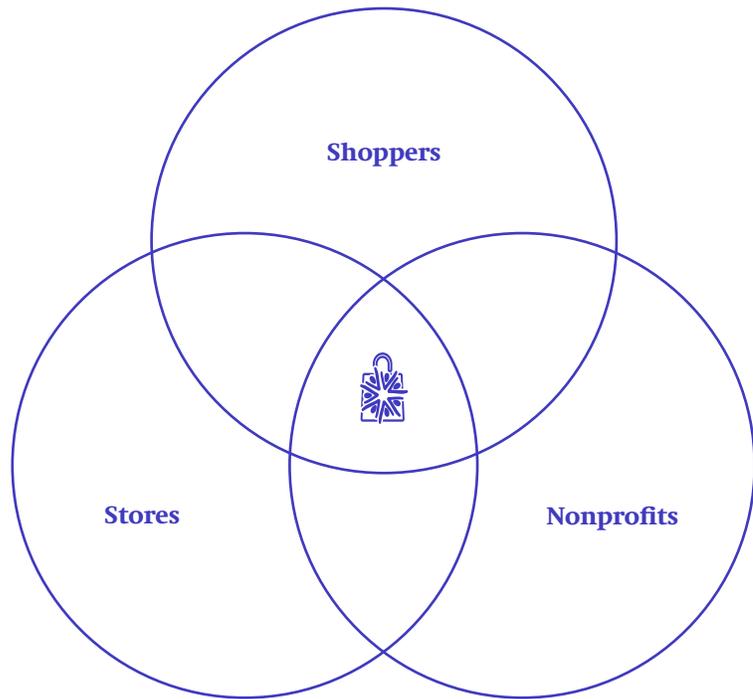
Influencers offer access to exceptionally well-defined audiences. Few other channels come close to an influencer's following's tight focus of demographics.



Image from: [Hannah Bronfman's Instagram](#)

A cause that feels significant to an influencer is likely to appeal to their following. As a result, collaboration gives impact-led brands a great way to achieve value alignment at the earliest awareness stage of the funnel.

Again, ShoppingGives' Personalization Parameter feature can prove very helpful here. If working with an influencer, it enables you to create a custom link that will, when clicked, auto-populate the cause of their choice into the donation widget.



## Develop Deeper Partnerships With ShoppingGives

By working with our dedicated giving solution, you're all set for ongoing success with the causes you partner with. ShoppingGives is committed to helping [nonprofits](#) and [businesses](#) find their perfect matches, making the process of teaming up effortless, with a turnkey approach to brand altruism.

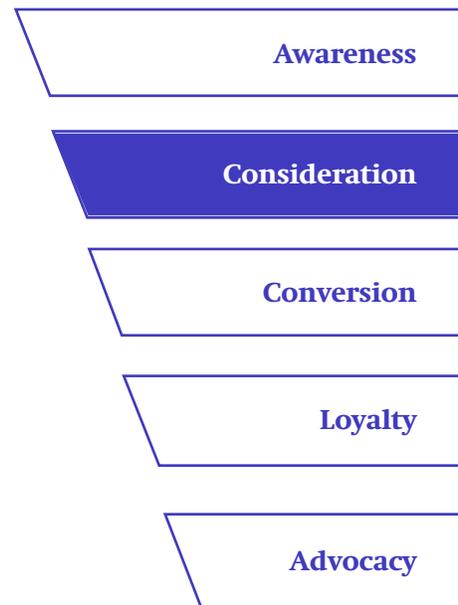
We handle all technical challenges, [required legal admin](#) and ongoing reporting, leaving you to focus on building the relationship at the heart of your combined success.

# Consideration Stage Tactics

As we all know, getting a curious consumer over the threshold of your store is only half the battle. Now that you have their attention, it's time to get persuasive...

The consideration stage of your cause marketing funnel is especially important with so many competitive options available, and you need to make sure your brand is offering something desirable, seamless and unique.

By placing donations to a cause at the front and center of your customer experience, you're reminding shoppers of their opportunity to do good (and feel good) by making a purchase with you.



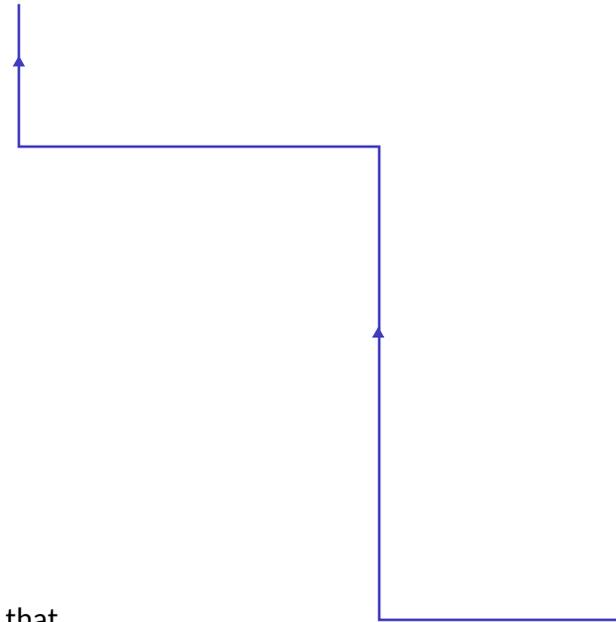
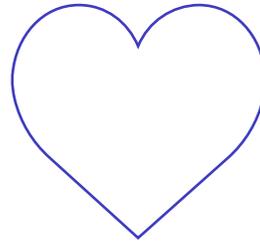
# 1

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## Let Your Store Wear Its Heart on Its Sleeve

Following on from the awareness stage of your funnel, make sure that when new customers do land on your site, your commitment to the cause you've been promoting is visible.

Don't lose momentum at this all-important stage of the funnel. If your store doesn't highlight the opportunity to donate by making a purchase, you run the risk of seeing customers bounce, with the impression that your promotion was misleading.



## Impact Messaging for Worthy Causes

Conduct a design audit of your store to make sure everything looks its best and is visually primed for the strongest customer experience and conversion.

Prep banners and hero images that keep your alignment with a cause or opportunity for donation at the forefront of your audience's mind as they navigate your store. It's vital that you clearly communicate authenticity and commitment.

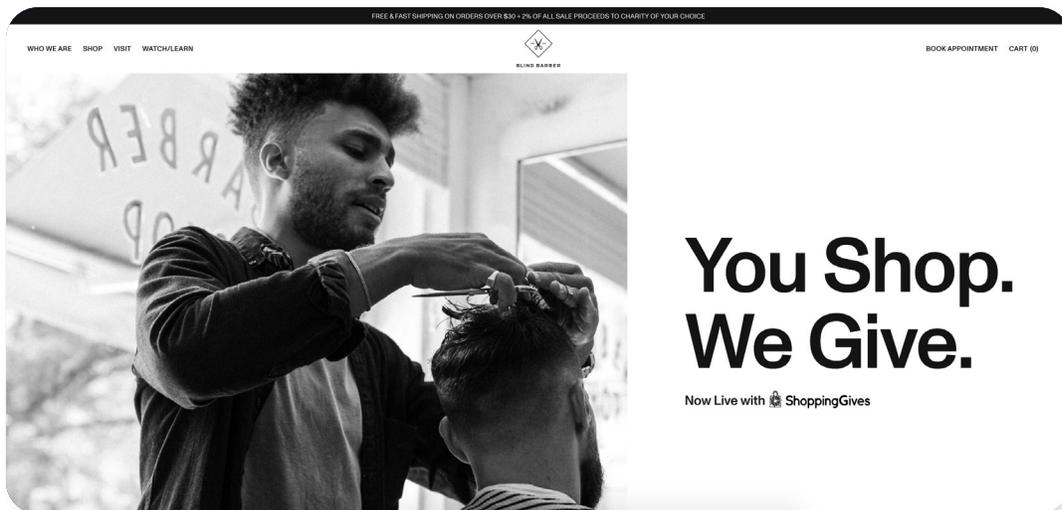


Image from [Blind Barber](#)

Make it very obvious that your partnerships are legitimate and active. If a formal partnership has been arranged, and permissions given, then you could even consider incorporating branding elements such as cause logos and colorways. Be clear with your copywriting — make sure your customers know exactly how they will be supporting a cause with their purchase. If customers have the opportunity to choose their own cause to support, clearly communicate and encourage this from the start of their user journey.

A dedicated social impact landing page can form a really important element of your cause marketing toolkit, especially during your busy seasons when you're likely to be running campaigns to attract more targeted traffic to your store. This can drive awareness of your brand's CSR mission, as well as educate your customers about how your brand is partnering with certain causes. For some practical tips on how to structure this page in the most effective, informative manner, check out ShoppingGives' [Social Impact Landing Page Guide](#).

When it comes to merchandising your store, consider boosting products that are linked to higher donations. You could also consider finetuning your on-site search experience to promote the chance to donate, by including pre-filled search bar content ("Find a product, support a cause...").

You can also utilize [ShoppingGives' integration with Justuno](#) to create engaging popups on-site that trigger once a potential customer is about to bounce away from your site. Use messaging like "Help us Create a Positive Impact! Select a cause to support with your purchase." with a call-to-action to continue shopping to reduce abandoned carts and increase the chances that your customers will move forward in the checkout process.

## Ensure Seamless CX With ShoppingGives

Follow up on this clear promotion and store signposting by making the donation process flawless. ShoppingGives integrates natively into your customer journey and can be fully customized to match your brand's style. No risk of deviating from conversion – your customers are effortlessly enabled to make a difference as they complete their purchase within your native checkout.

For a seamless purchase experience, you can integrate charitable giving at the point of sale. This tactic empowers brands to extend their online giving to their in-store customer base to elevate their brand identity, increase customer lifetime value, and incentivize purchasing behavior by supporting causes that are important to their customers. By integrating [Change Commerce for Shopify POS](#), you can provide your customers with an omnichannel giving experience, no matter where they choose to shop with you.

# 2

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## Choose Causes Likely to Appeal to Your Customers

When aligning a campaign with a cause, think about what your customers care about. You and your chosen cause will see best results from tapping into the zeitgeist. As consumers are increasingly searching for value alignment with brands, they are more likely to be engaged with a campaign that supports what they support, as well as timely causes that correlate with what is currently happening around them.

For example, a hunger relief cause such as [Feeding America](#) is an especially good choice to help relieve the stress for food insecure families during the holiday season, whereas supporting a cause like the [American Heart Association](#) can be an impactful choice during the month of February. With a focus on sharing resources and showing kindness to those going through hard times, there's a particularly strong resonance with campaigns aligned with current events.

In the wake of the Black Lives Matter and Stop Asian Hate Movements, a cause focused on fighting racism and supporting inclusivity such as the [American Civil Liberties Union Foundation](#) could also prove a good fit.

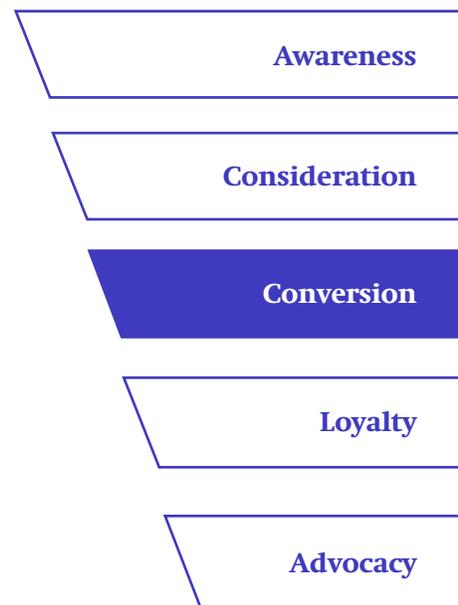
You may also want to consider a cause that brings back memories of those loved ones no longer with us during special cause months. Causes such as [The Mental Health Coalition](#) or [The National Breast Cancer Foundation](#) might be a wise choice in this case.

Finally, with the fragility of our planet becoming more prevalent, environmental causes have never been more important. [One Tree Planted](#) is doing incredible work in this field, and provides opportunities for collaboration at any time of year.

# Conversion Stage Tactics

Having raised awareness and held your audience's interest, it's time for cause marketing (and a [sophisticated giving solution](#)) to help you take those sales over the line. Enabling donations at checkout can have a huge impact on this stage of your funnel. The ability for customers to give to a good cause as they complete their purchase increases AOV by up to 29%. And stores that integrate ShoppingGives and impact into marketing enjoy as much as a 20% conversion rate lift.

As you look to increase sales, there are several tactics you can use to increase the likelihood of conversion. This section will run through a few ideas you might like to leverage to increase urgency and interest as your customers get ready to move down the funnel and make a purchase.



# 1

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## Consider a Flash Giving Event

Today's shoppers are well used to time-sensitive offers — countdown timers seem to be everywhere when online shopping. Turn the concept on its head with a refreshing new take on the tactic — a short period of time in which they can boost their donation rate.

Not only is this a more enticing proposition, a flash sale also represents an opportunity for much more social sharing. People will be keen to pass on the message quickly to maximize their impact (especially if you've segmented this campaign to target those with an interest in specific causes).

Anatomie participated in a flash giving event and utilized Change Commerce for Shopify POS to bring their online giving to their in-store customer base for their limited time popup store. For two months, Anatomie utilized their popup store to generate donations for No Kid Hungry and was able to create enough donations to provide meals for 4,000 children.

[Giving Tuesday](#) is our favorite example of an opportunity to put on a flash giving event. As the hype of BFCM has grown, so has the need to offset fast-paced consumption with an altruistic alternative. For GivingTuesday 2021, \$2.7B was raised by donors across the country— A 9% increase from what was raised on GivingTuesday in 2020.

## Ride the Global Wave of Generosity With ShoppingGives

Never undermine the opportunity to showcase your CSR efforts. One [ShoppingGives partner](#) saw an opportunity to create an impact-focused paid ad campaign to test how impact messaging performed against their traditional paid advertising efforts. In testing this campaign, they wanted to see if impact-focused messaging in paid advertising efforts resulted in higher click through rate (CTR) and return on ad spend (ROAS) when compared to their general product-focused paid ad campaigns. As a result, they saw that the impact-focused ads outperformed their traditional paid ads and increased their CTR by 2.5% and their ROAS by 136.5%.

Why not combine the winning effects of a flash giving event with the opportunity to support the causes that need it most at any given time to double up on donation's winning effect on your conversion rate? ShoppingGives enables easy adjustment of your donation parameters, giving you complete control. For maximum effectiveness here, we suggest focusing on one headline cause, and promoting a boosted donation percentage.

If you're looking to place special emphasis on a headline brand in relation to a specific giving campaign, [setting a default cause](#) is simple. Your chosen cause will be preloaded whenever a customer is browsing on your site, and donation to that cause will be automatically generated whenever an order is placed (whether or not they activate the donation widget).

If you're looking to add a temporary boost to your donation percentage in line with a promotional event, simply activate our [Multiplier feature](#). In a couple of clicks, you can easily boost the percentage donated for a specific cause. This can be reversed as soon as the event has run its course.

# 2

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## Email Marketing: Start Early, Get Smart

When it comes to transforming interest into conversion, email marketing's ROI is hard to beat. Email campaigns generate \$38 for every \$1 spent. With so much competition around eCommerce brands, the cost of customer acquisition skyrockets. With [advertising pricing jumping as much as 25%](#), the grass might just be greener where you water it. This means paying careful attention to your email strategy — a crucial element of the path to conversion.

Start building your list as early as possible — now is the time to be deploying signup offer pop-ups. This can be a great showcase for your CSR in itself, by using the medium to promote the opportunity to support a chosen cause by purchasing.

As customers move further down the funnel, you can further refine your messaging to reflect their cause-affinity, with personalized 1:1 emails factoring in the last cause they chose to donate to.

## ONE ORDER ONE PERCENT

In these challenging times, we appreciate your support of us and other small businesses. We're all in this together, and a little goes a long way. Through our partnership with **ShoppingGives**, we'll donate 1% of every purchase made to the charity of your choice.

### HERE'S HOW IT WORKS:

- 1 ADD TO CART
- 2 SELECT CHARITY
- 3 1% AUTO-DONATE
- 4 STAY COZY

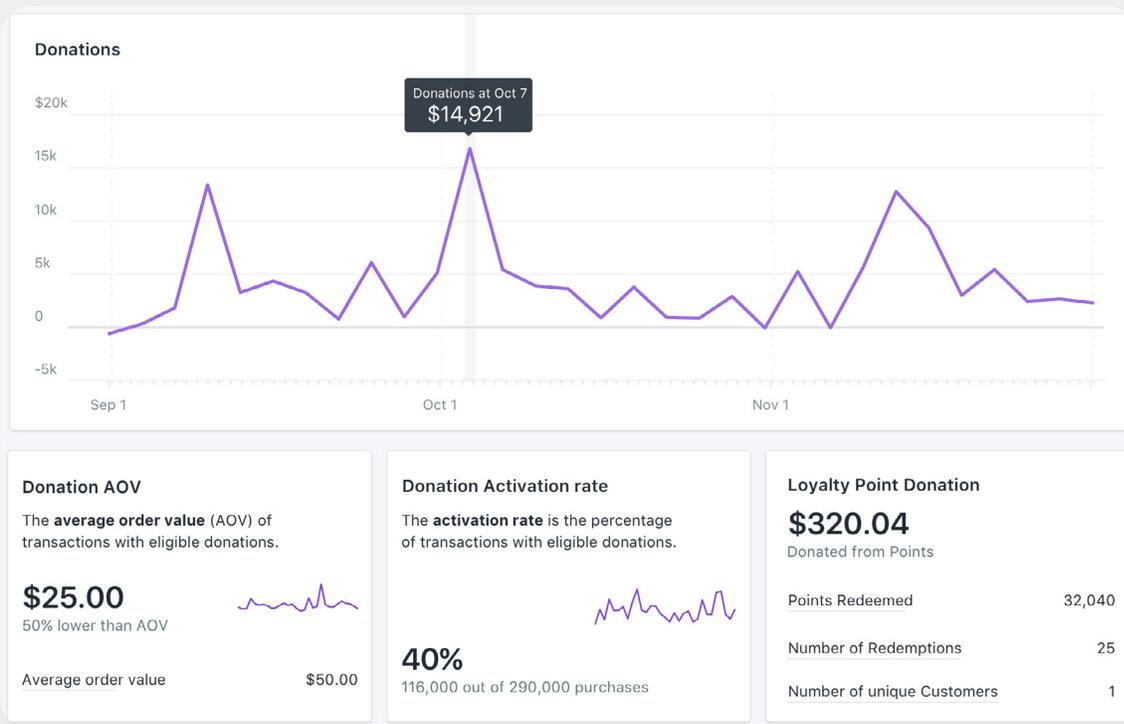
From the NAACP Legal Defense and Educational Fund to City Harvest, shop today and make a difference tomorrow.

[SHOP NOW](#)

Think about how your cause marketing can add impact to your marketing campaigns — at all stages and triggers. Make sure your message is heard loud and clear across your welcome journey email flow, included in footers, featured in your cart abandonment emails, and hyped in personalized dormant customer emails, to reactivate interest and purchase motivation. If you're running a flash giving event, run a good teaser campaign to build up interest and suspense.

# ShoppingGives Helps You Get Smart With Segmentation

Again, make sure you're getting smart with your segmentation – ShoppingGives provides you with incredible insight into the causes your customers care about, so reflect this in your messaging and approach.

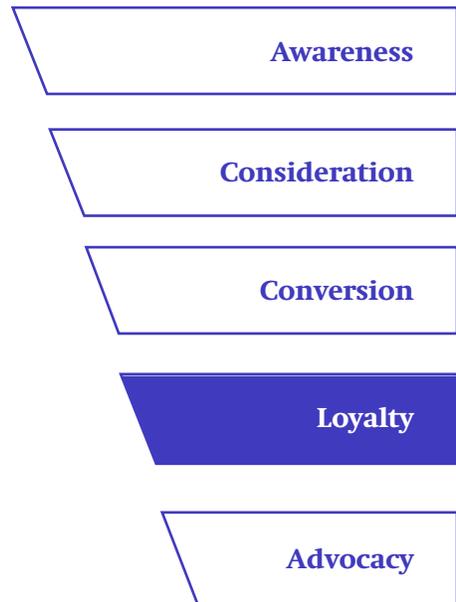


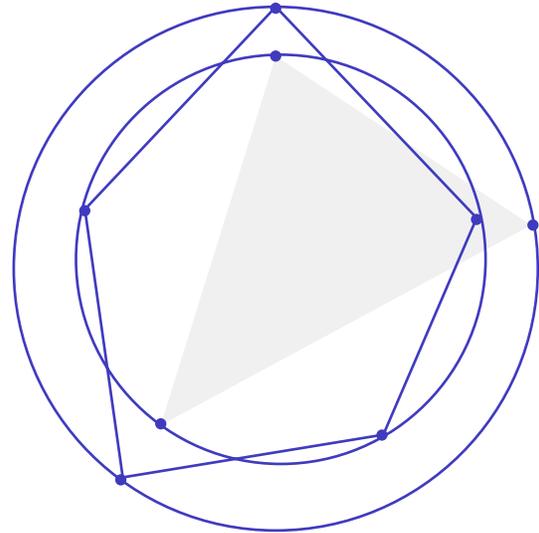
You could also consider adding additional benefits and perks to your VIP customers. Make sure you recognize and reward those who spend with you regularly, with particular focus on the donations they've enabled as a result. Add to the positivity they experience when interacting with your brand.

# Loyalty Stage Tactics

Sales are great, but they're not a signal that your work is done. Once a customer has chosen to invest in your brand, it's time to start building on the relationship. Integrating an impact-driven strategy can have a brilliant effect on customer loyalty. A recent ShoppingGives partner report showed multiple time donors returning 21% faster than other repeat customers. Additionally, they represented 18% higher Lifetime Value among multiple-time donors.

In this section, we'll explore a few ways you can inspire serious dedication from your customers, to keep them coming back again and again.





# 1

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## Delve Into Data for Better Personalization

Personalization is helpful at every stage of the funnel ([71% of consumers prefer personalized ads](#)) but it starts to grow real legs when you're looking to develop ongoing loyalty. Personalization helps you achieve a more emotional connection with your customers, ensuring they feel seen and understood by your brand. You're perceived as relevant, a perfect fit for their ongoing needs. After a personalized experience with a brand, [44% of consumers will become repeat buyers](#).

Millennials and Gen Z are thought to be around [47% more trusting](#) than their senior counterparts when it comes to data privacy. As a result, they expect to enjoy increased levels of personalization. There's a perfect correlation between this attitude and the appeal of impact-driven marketing — 91% of Millennials are reported to be switching brands to support those associated with a cause.

## Build on Personalization

As we touched upon earlier, ShoppingGives enables some impressive insights into the motivation and interests of your audience. Get savvy with smart segmentation of your audience.

Use ShoppingGives to develop deeper, more empathic customer relationships. Examining the 1:1 personalization data available on who your individual customers support can help you to build authentic messaging experiences. Consider how this could be integrated into your email marketing campaigns and retargeting strategy, with a view to retention and ongoing engagement.

For brands courting a Millennial and Gen Z audience, giving back is becoming a real necessity, demanded by the younger demographic. As a result, adopting a cause-centric approach can give a real lift to your retention rate. Everyday California has seen its [returning customers increase by 3.2%](#) since installing ShoppingGives.

Placeholder for content or image on the right side of the page.

# 2

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## Retarget and Reward to Build Loyalty

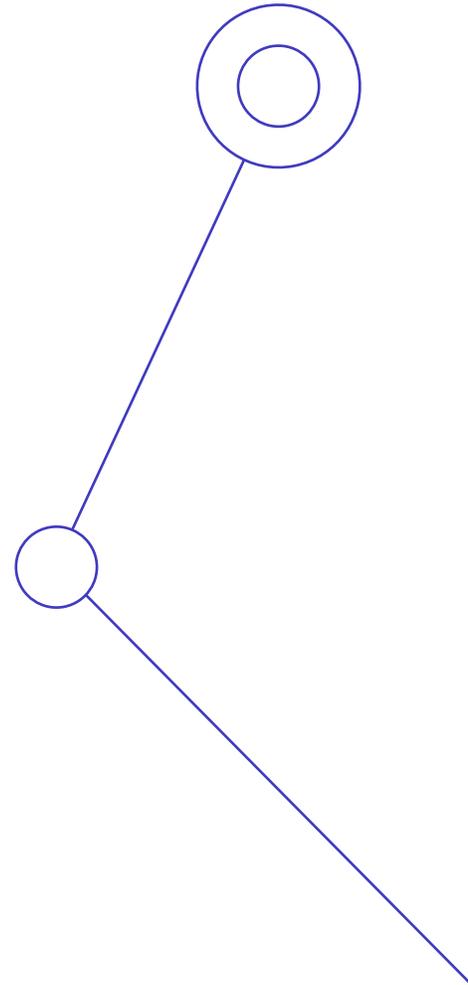
It's also beneficial to think about the various ways you can retarget and reward past visitors and customers. [98% of visitors don't place an order](#) while first visiting your website, so be sure to take steps to stay fresh in their mind and encourage them to return.

Retention tends to be far more cost-effective than acquisition. Leverage your existing relationships to encourage those who've already made donations via their purchases to do some good again.

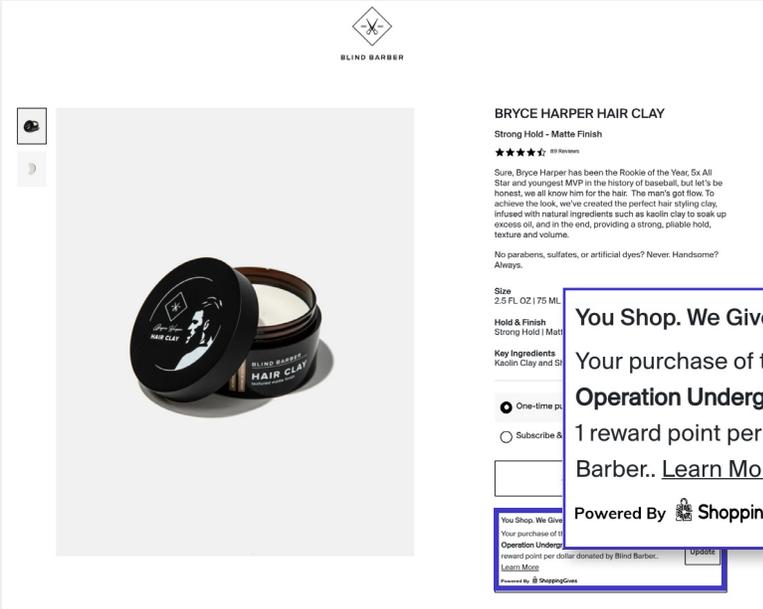
Again, use what you know about your audience. If they've given previously, acknowledge their good deed in targeted marketing. Offer them the chance to give again, perhaps with an increased percentage donation as a thank you for their repeated patronage.

Those who have visited your site but left empty-handed could be reminded of the chance they've missed to send money to a cause they care about.

Avoid ad fatigue with sequential retargeting that delivers messages likely to appeal to each segment, depending on how long it's been since they viewed your store.



The modern consumer is used to being followed around the internet by personalized retargeting, but ShoppingGives' cause-centric approach has the capacity to put a fresh, altruistic spin on your campaigns. It helps you cut through the noise, command attention and encourage repeat custom year-round.



The screenshot shows a product page for "BRYCE HARPER HAIR CLAY" by Blind Barber. The product is described as "Strong Hold - Matte Finish" and has a 5-star rating. The description mentions it's infused with natural ingredients like kaolin clay. A ShoppingGives overlay is present, stating: "You Shop. We Give. Your purchase of this product donates \$2.20 to Operation Underground Railroad Inc. – You earn 1 reward point per dollar donated by Blind Barber.. [Learn More](#)". The overlay also includes a "Update" button and a "Powered By ShoppingGives" logo.

Image from [Blind Barber](#)

Finally, [ShoppingGives' integration with Yotpo](#) makes it even easier to reward repeat custom as part of an established loyalty program, whilst integrating a cause-led approach. Customers can redeem loyalty points for donations, and be rewarded for choosing to make purchases with associated donations.

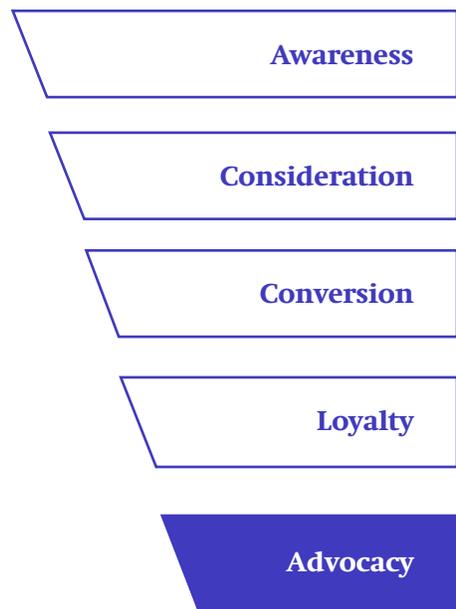
One ShoppingGives partner used our integration with Yotpo to align themselves with the values of their customers through meaningful interactions, and in turn, their customers showed them that social impact is important to them by choosing to donate their loyalty points to the cause of their choice. Through implementing the integration, this brand had over 14,500 loyalty points be redeemed for donations— that's equivalent to 16,000 units of PPE or 6,000 meals for families in need!

# Advocacy Stage Tactics

The only thing better than a loyal customer? A loyal customer who wants to tell the world about their super fandom!

Modern eCommerce brands are waking up to the need to be outspoken, enthusiastic and committed to their values. Consumers are similarly likely to want to share and promote the causes that are meaningful to them.

In this final section, we'll explore how you can empower your customers to help extend the reach of your cause-driven campaigns.



# 1

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## Consider a User-Generated Content Campaign

User-generated content (UGC) has huge power and appeal — why not couple this with the considerable clout of your cause-related messaging, to create a campaign that delivers on all fronts?

There are many ways to approach this, from giving customers the chance to share a social message highlighting the donation their purchase enabled, to encouraging more detailed and creative content that lets them tell your audience, in their own words, why the causes you support matter to them.

UGC tends to tie in closely to your social channels but could also be leveraged across email campaigns. A marketing campaign that places its main focus upon real-life, feel-good stories of change brought about by your happy customers is bound to get results.

In addition to written or visual content, UGC in the form of reviews can provide a really valuable source of promotion when it comes to your marketing campaigns. Feature and promote reviews that highlight the impact of purchases and associated donations to keep a focus on cause marketing and the good that you and your customers are creating.

# 2

## Boost Social Engagement With Cause Marketing

As eCommerce continues to grow, social media platforms are quickly becoming a new marketplace where brands can target shoppers and increase the likelihood of conversion by making the shopping experience even more seamless.

Think about ways that you can center cause marketing across your social channels during this timeframe. Increase engagement by adding interactive elements such as polls to help choose a charity, Q&As with members of the causes you're supporting, or interviews with those who've benefited from the donations your brand has been able to make.

TO ALL OUR  
*Highline Humans*

As we all navigate through this uncertain time & the challenges posed by COVID-19, we want you to know we are here for you. Now more than ever, coming together as a community is not only important, but necessary.

As the effects of the virus rapidly consume cities all over the world, including our home, New York, we like many others will do our best to help others any way we can.

In efforts to support local charities, we will be having a **15% off sitewide sale** and donating **10% of proceeds to FoodBanks for NYC** to help combat the hunger crisis in New York.

In New York City alone, there are over **1,900 public schools**, which means hundreds of thousands of under-privileged students could go hungry without the free or reduced-price meals they receive during their school day. And more often than not, this is their only meal.

We are offering the **15% off sale** this week to give back to our Highline family in efforts to alleviate some of the stress from this chaotic time and if you'd like to donate on your own visit [foodbanknyc.org](http://foodbanknyc.org).

Let's use this time to come together & help reduce the number of people going to bed hungry.

highline wellness

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Image from: [Highline Wellness' Instagram](#)

The Highline Wellness team has tested impact messaging against product-focused messaging in their Facebook ads. They found that [messaging around impact has consistently performed better](#). People are more likely to share content that has a charitable or impact-driven message, so extend your organic reach by producing content that your audience will feel motivated to help you amplify.

## Ready to get started?

The world of retail is continuously shifting, and there is no better time to include impact in your marketing strategy. Consumers are increasingly buying with their values and voting with their wallets, and this presents your brand with an amazing opportunity to not only attract these conscious consumers, but to do some good as well.

It's important to lay a solid foundation for your strategic marketing now. Take a close look at all stages of your marketing funnel and consider the ways an impact-driven approach could help (at the same time as making a real difference to good causes) this year.

The potential of impact-driven marketing is limitless, but to get the most out of this approach, you'll need an idea of the way your audience responds to your cause-led proposition. The sooner you start gathering information on the way your customers interact with ShoppingGives, the more refined your approach, personalization and messaging can be.

A smart, well-implemented and informed approach to your marketing in 2022, that performs well at the same time as making a real difference. What better way for your brand to get involved and stand out from the competition?

[Schedule a Call](#)