

Data Management Services™ for Internet Solutions

Increase web traffic and improve your email marketing initiatives

Successful online and email marketing demands expertise and experienced resources. And it can be a challenge for nonprofit organizations to recruit, train, and retain the staff members who can help in these areas. **Data Management Services™ for Internet Solutions**, Blackbaud's web management service bureau, provides a solution to this challenge. Data Management Services partners your organization with an experienced client manager who will help you achieve your online and email goals.

Internet Solution Services range from recurring content updates to creating targeted email event invitations with accompanying landing pages and event registration forms. Below is a more detailed list of solutions available to help you make the most of online fundraising.

SOLUTIONS

Whether you're using **Blackbaud Sphere**[®] or **Blackbaud**[®] **NetCommunity**[™], Data Management Services can help.

Content Management

- Provide copy recommendations
- Maintain and update information architecture
- Refresh content and images (i.e., replace expired content)
- Implement new online web forms

Email Campaigns

- Understand your goals and determine the best strategy for email marketing
- Improve overall message via copy recommendations
- Assist with segmenting and retaining recipients
- Conduct A/B split testing
- Create and send test and final email messages

Online Strategic Oversight

- Share best practices in relation to your organization's audience and priorities
- Provide quarterly updates of Internet trends and evolving technologies that impact your business objectives
- Maintain your web presence on the leading-edge of solution functionality
- Distribute monthly analytics reports of relevant web and email metrics

TAKE CARE OF BUSINESS

Data Management Services allow you to off-load specific functions associated with web and email management, freeing you to focus on mission-driven tasks rather than administrative tasks.

Contact us today to learn more about how Data Management Services can help you achieve your online and email goals.



“Working with the DMS team has been a huge help in launching our annual interactive fundraising campaign! Our client manager is readily available to create new web pages, send out email blasts, provide FAF participant reports, and to even provide recommendations on any of our online initiatives. Having DMS allows me to focus on building relationships with our members and fundraisers, rather than web and email administration.”

— Bali Lambie
Senior Development Officer
Mount Sinai Medical Center
Foundation



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