



MOVEMENT SCOPING

Exploring the desire and necessity for a marketing agency within the social-good space.

Effective communication is a key component to the success of many organisational aims. As an indication of the scale for impact, it's worth considering the [Kantar research](#) that suggests the creative quality of marketing is one of the best multipliers of impact (x12). This indicates the substantial impact available between the best and worst marketing attempts on quality alone.

Whether you are aiming to change opinions, change behaviours, drive others towards a more impactful path or encourage donations or pledges, the way in which your message is constructed and disseminated plays a crucial role in how effective your organisation is.

The demand for marketing and communication services within individual organisations can be challenging to preempt. Often the 'on-off' nature of the needs can render hiring permanent staff unnecessary or unattainable. It is the aim of User-Friendly to alleviate these challenges, offering industry-level services without 'industry-level' pricing.

This survey captures the current need landscape for this kind of service and scoping potential interest in User-Friendly's model for the future.

72%

of respondents agreed
that effective marketing
was important to the
success of their
organisation's objectives.

**Thank you to all respondents who
took the time to fill out the survey.**

OUR PRECONCEPTIONS

Before writing the survey, we summarised our preconceptions around the challenges we believed the movement faced in relation to this type of service. We detail these below:

INTERNAL RESOURCE

Organisations are looking for a specific service or task to be completed but do not have the resource, funding or perhaps full-time capacity need, to hire in-house for this particular project.

INDUSTRY PRICING

Organisations use external agencies to fill this resource gap, however, this tends to be expensive as they compete with standard industry-competitive pricing.

NUANCED COMMUNICATION

Organisations may be hesitant to use an external agency due to the intricacies of their work which needs to be successfully communicated to both the agency completing the works and their intended audience.

TIME COMMITMENT/QUALITY

The searching and vetting of external agencies or freelancers takes too much time and or project management. On top of this, you can't always guarantee the quality of the finished product.

PRIORITISATION

Whilst we recognise that organisations may state that marketing is important to their success, it is, broadly speaking, an under prioritised area in terms of talent and budget allocation.

MAKING DO

Because of the expense or hesitancy to use external agencies, organisations attempt to fill this resource requirement internally with staff who don't have adequate experience in this field to effectively complete this work.

THE SURVEY

In February 2022, we carried out an EA movement-wide survey in order to collate and more clearly understand the current landscape, challenges faced, and the demand for a movement marketing agency.

You can find all survey questions and itemised responses in the appendix (p12).

EXECUTIVE SUMMARY

45.7% of respondents had **no internal member of staff** responsible for marketing/communications and of those, **78.6% also don't outsource this requirement** to an external resource.

72.2% of respondents who currently use external services **expected their external marketing expenditure to increase** in the next 12 months.

27.8% of those using external services didn't feel satisfied that this external service had a suitable understanding of their organisation's positioning and movement nuance to carry out the work.

88.6% of all respondents agreed that a social-good, EA aligned marketing agency would be a **useful resource within the movement** with **62.8%** of respondents indicating that **they would be likely to use this service**.

35 Effective Altruism (EA) aligned or affiliated organisations completed the survey.

CURRENT RESOURCE FULFILMENT

In this section, we try to understand the current internal and external resource fulfilment, the expertise and experience of that fulfilment and any potential gaps that our agency could effectively fill.

- Over half of the respondents (54.3%) had one or more staff members working in the field of marketing and or communications. Within these positions, the practices of communications, copywriting and social media were well-represented skill sets.

However, deeper marketing, branding and strategy skills were not as well represented overall. With communications, copywriting and social media playing only a small tactical part of the practice of marketing, it would seem that we have talent deficits in broader and strategic marketing work. Known as the 'tactification of marketing', whereby the focus of work remains on smaller tactics, unsupported by larger strategic underpinning which could lead to substantial loss of impact over the long-term.

- 51.5% of respondents currently use external services e.g. contractors, freelancers or agencies for some of their marketing requirements.
- 45.7% of respondents had no internal member of staff responsible for marketing/communications and of those, 78.6% also don't outsource this requirement to an external resource.
- Out of the respondents who *did* use external services, the most popular justification for this over hiring for this resource was, by far, the one-off nature of the projects.
- The most popular external services were; graphic design, website design, ad management, marketing, branding, videography and copy editing.

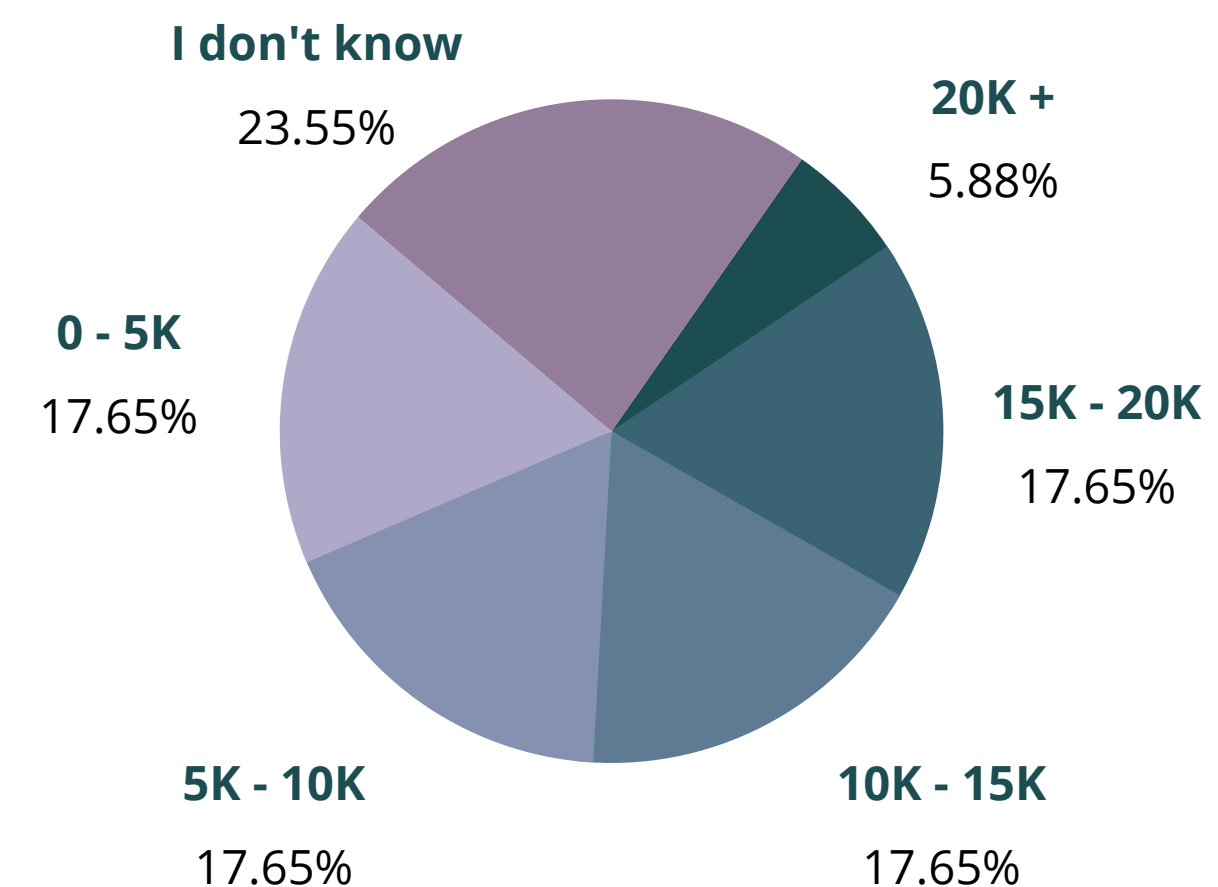
CURRENT SPENDING

In this section, we try to understand the current external resource spending, predicted future spending and satisfaction with the current agency interactions, rating both their charges and their understanding of the tasks given.

- Over half of the respondents who utilise external services spent between \$5K-\$20 in the last financial year, with 6% spending upwards of \$20K. A huge 23.55% didn't know how much they had spent which indicates either hidden costs or untracked marketing spending overall.
- 72.3% of respondents indicated that they felt this external service was a reasonable cost or inexpensive.
- 72.2% of respondents anticipated that their organisation expenditure on external marketing services would increase over the next 12 months.

- Of those who used external services already, 27.8% didn't feel satisfied that the external service had a suitable understanding of their organisation positioning and movement nuance to carry out the work.

How much did your organisation spend on external marketing / communication services in the last 12 months?



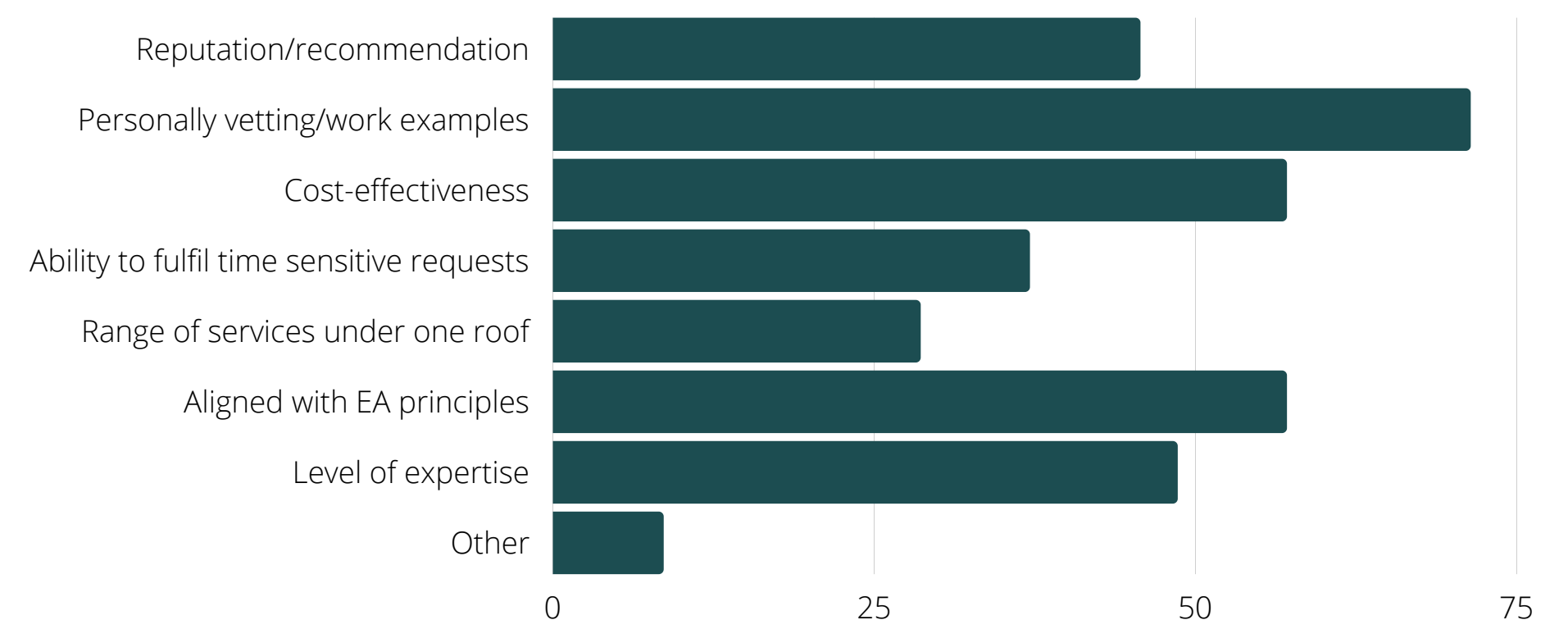
USER-FRIENDLY MODEL SCOPING

In this section, we try to understand the desire for services provided by an EA-aligned marketing agency, the most important factors organisations consider when choosing to work with an external agency and which specific services organisations may be interested in using.

- 88.6% of all respondents agreed that a social-good, EA-aligned marketing agency would be a useful resource within the movement with 62.8% of respondents indicating that they would be likely to use this service.
- The most popular factors considered when choosing to work with an external agency were; personally vetting and/or examples of previous work, alignment with EA principles, cost-effectiveness, reputation and/or recommendation and the level of expertise.
- Time-sensitive request fulfilment and a range of services under one roof also scored highly.

- When identifying which specific services organisations might be interested in outsourcing, interest was high within all areas and frequency of service.
- One-off projects came out on top with 94.3% of respondents interested in this as an offering. It is likely that organisations would never hire for this specific service, proving the demand for such a service for the long-term.

Which factors are most important to you when potentially choosing to work with an external agency?



Following the survey and collation of the results we reviewed our preconceptions.

OUR PRECONCEPTIONS

INTERNAL RESOURCE

Organisations are looking for a specific service or task to be completed but do not have the resource, funding or perhaps full-time capacity need, to hire in-house for this particular project.

INDUSTRY PRICING

Organisations use external agencies to fill this resource gap, however, this tends to be expensive as they compete with standard industry-competitive pricing.

WHAT THE FINDINGS SUGGEST

Throughout the survey it is clear that the demand for one-off project based work is high, and growing, with seemingly no short-term intention to build this capacity in-house. With the current lack of resource, skill deficit and predicted increase in spend, it is reasonable to suggest that a service such as User-Friendly, could provide an important service, the need for which is only likely to grow.

UF Offering: We can provide the skill and expertise for short, time-bound projects by highly-skilled individuals.

Those who currently use external services aren't concerned with the cost of this service however, those who didn't use external services cited lack of budget and external services being too expensive as a reason for attempting to fulfil this resource in-house.

Respondents also classed cost-effectiveness as one of the most important factors to consider when choosing an external agency.

UF Offering: We can provide industry-level services without the industry-level pricing.

OUR PRECONCEPTIONS

NUANCED COMMUNICATION

Organisations may be hesitant to use an external agency due to the intricacies of their work which needs to be successfully communicated to both the agency completing the works and their intended audience.

Amongst the respondents who don't currently use external services, 41% cited their organisation's work being too complicated to communicate and requiring a nuanced understanding of the movement. When thinking about the most important factors to consider when using an external agency, 57.1% of respondents indicated that alignment with EA principles was a key factor.

UF Offering: We are active members of this community and understand the unique nuances. We have experience working across multiple cause areas with EA clients.

TIME COMMITMENT/ QUALITY

The searching and vetting of external agencies or freelancers takes too much time and or project management. On top of this, you can't always guarantee the quality of the finished product.

Those who don't have an internal member of staff and don't use external services cited that they felt they didn't have enough time to organise working with an agency or didn't know who to hire or how to go about hiring them. When considering the most important factors when working with an external agency, the top answer was personally vetting and seeing work examples - all of which can be a significant time commitment. Reputation and ability to fulfil time sensitive requests also scored highly.

UF Offering: Most of our work comes through word of mouth or recommendation, and we continue to grow a positive reputation in the space, cutting out significant resource in hiring external support.

OUR PRECONCEPTIONS

PRIORITISATION

We recognise that whilst organisations may state that marketing is important to their success, it is, broadly speaking, an under prioritised area in terms of talent and budget allocation.

77.2% of respondents indicated that effective marketing was important to the success of their organisation's objectives and yet, 45.7% of respondents had no internal member of staff responsible for marketing/communications and of those, 78.6% also don't outsource this requirement to an external resource suggesting substantial amounts of 'unskilled' work is being completed.

UF Offering: We aim to highlight the importance of effective marketing as a multiplier towards solving the world's biggest challenges alongside providing skilled support to organisations.

MAKING DO

Because of the expense or hesitancy to use external agencies, organisations attempt to fill the requirement internally with staff who don't have adequate experience in this field to effectively complete this work.

Marketing, branding and marketing strategy remain underrepresented skills when organisations have one or more dedicated staff member in this field. Coupled with the above results, this suggests that staff with inadequate experience could be making key strategic decisions, affecting organisational output and performance over the long-term.

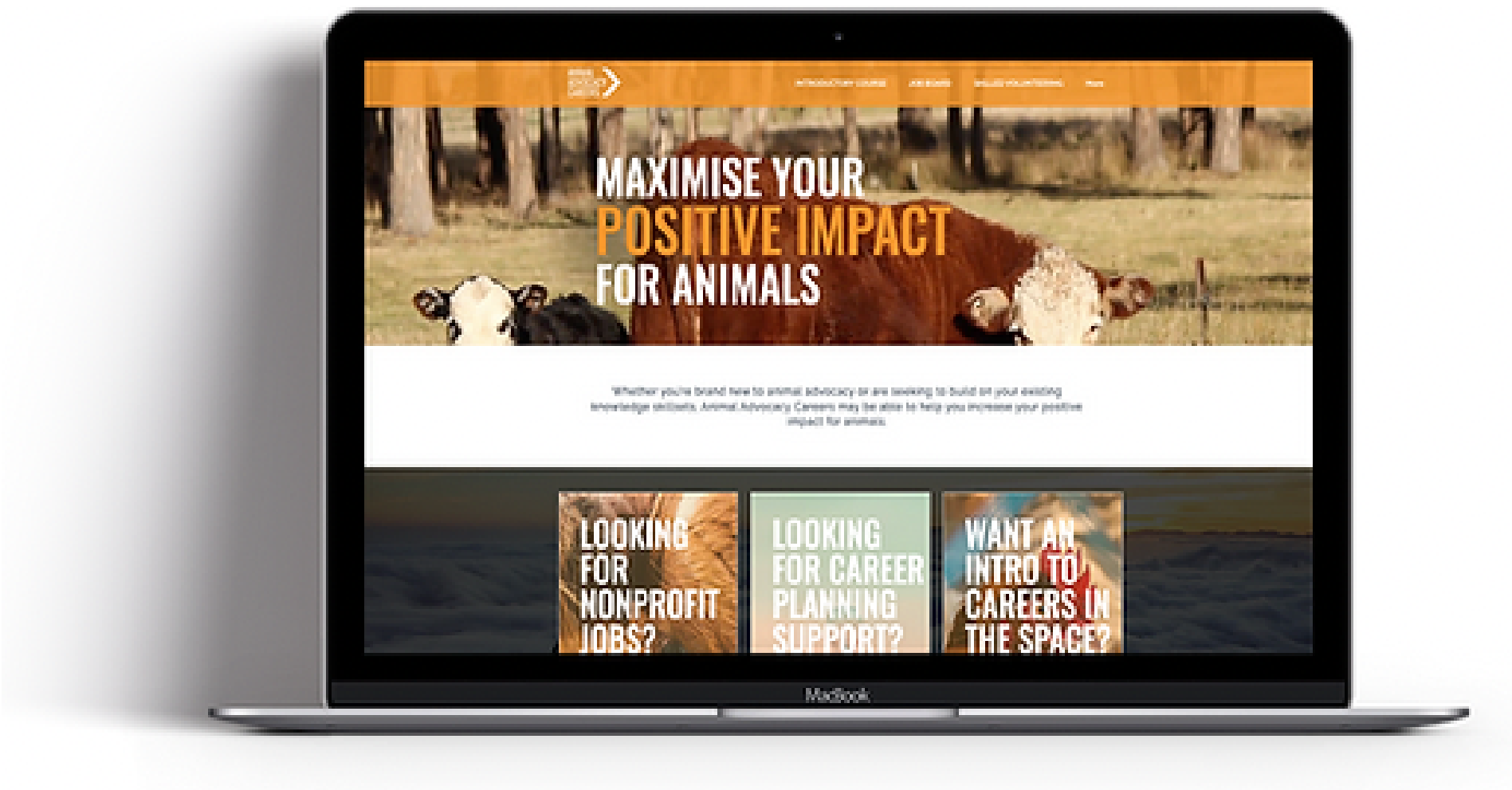
UF Offering: As a vetted, trusted and cost-effective agency solution, we aim to support the movement with creative AND strategic services to ensure that the potential impact of all outputs are multiplied.

THE UF PITCH

We provide marketing expertise to impact-driven organisations, multiplying efforts towards solving the world's biggest challenges.

We have developed User-Friendly over the last 3 years, bringing together the substantial global animal movement campaigns experience of Amy Odene, and the international marketing and behavioural science expertise of James Odene, accumulated over 10 years.

We offer a wide range of services that can be completed on a one-off or on-going basis.



Creative Execution

Including;

- GRAPHIC DESIGN
- SOCIAL MEDIA
- MARKETING
- CAMPAIGN DEVELOPMENT

Strategic Direction

Including;

- STRATEGIC CONSULTATION
- BRAND DEVELOPMENT
- MESSAGING DEVELOPMENT
- MARKETING HEALTH-CHECK



OUR REPUTATION

A challenge when working with consultancies or freelancers is wading through multiple applications not knowing how or having the experience to assess one against the other. We come, ready to get to work, with highly-reputable recommendations from within the EA space, cutting out hours of vetting and decision fatigue.



Luke Freeman, Executive Director, Giving What We Can

User Friendly were outstanding to work with. With only a minimal brief and a short timeline they were able to turn around an excellent giving guide that has received much praise from our community. They were very communicative and made great design decisions and substantive suggestions for the direction of the project. We are excited to continue working together and don't hesitate to recommend to others.

Marcus Daniell, Founder and Executive Director, HIA

User Friendly have been extremely effective and a pleasure to work with. So much so that a temporary contract has turned into a long-term relationship! They have been helpful both on a day-to-day level and also in informing and shaping our engagement strategy.

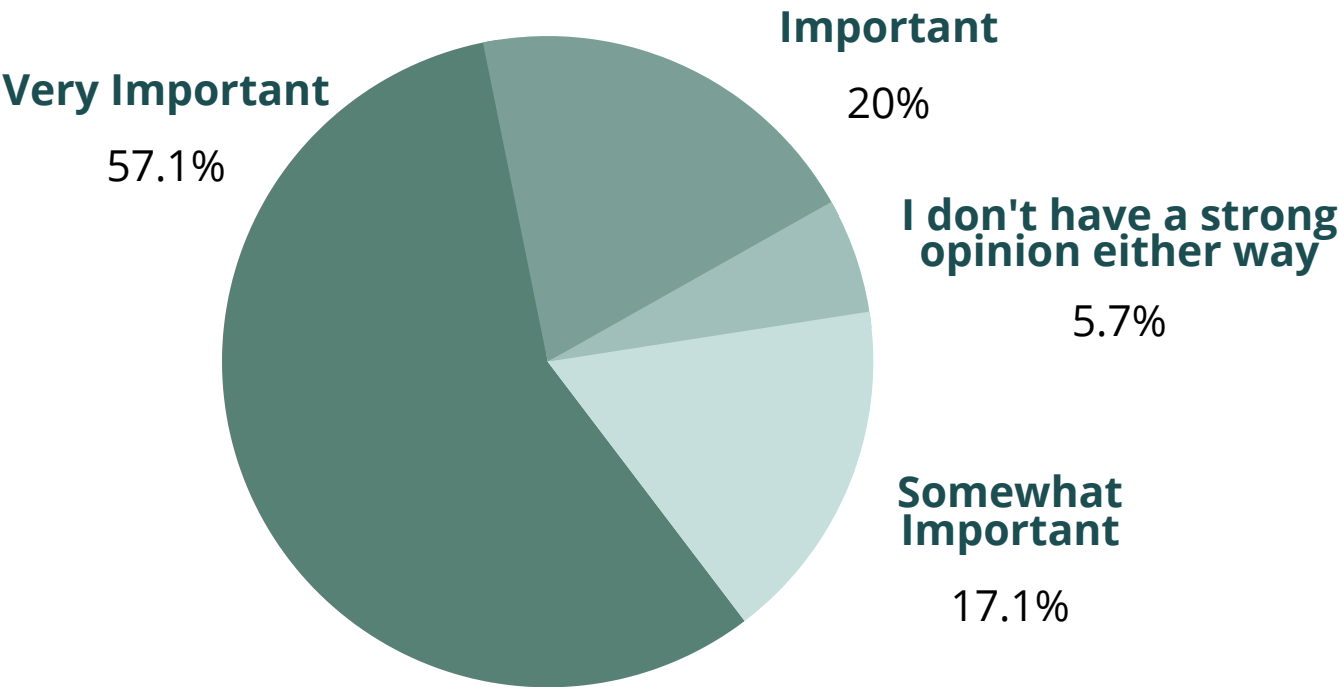
Kathryn Mecrow-Flynn, CEO, Magnify Mentoring

To say I am impressed with Amy and James Odene of User Friendly is an understatement. The quality of their work is amazing. They were absolutely instrumental in helping Magnify Mentoring with every stage of our rebranding, building an incredible logo from scratch, designing and executing flawlessly every page on our website. They also prepared the website for my husband's congressional campaign. They worked so hard on a ridiculously short timeline and the work they created laid the foundation for our fundraising and launch! We are so grateful and they would be my first port of call for any project of this nature.

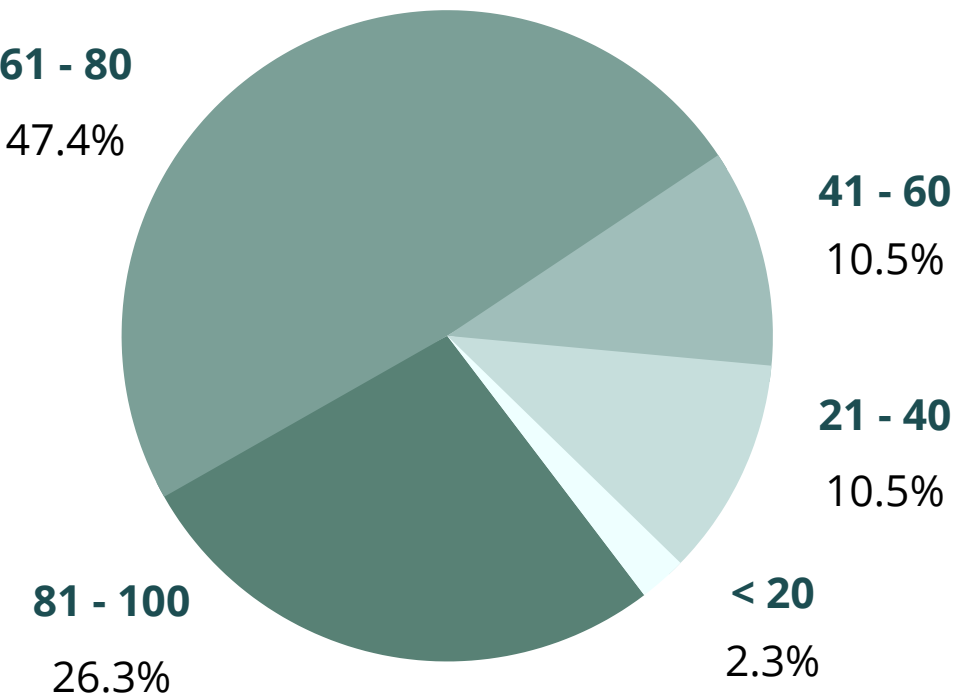
APPENDIX

CURRENT INTERNAL RESOURCE FULFILMENT

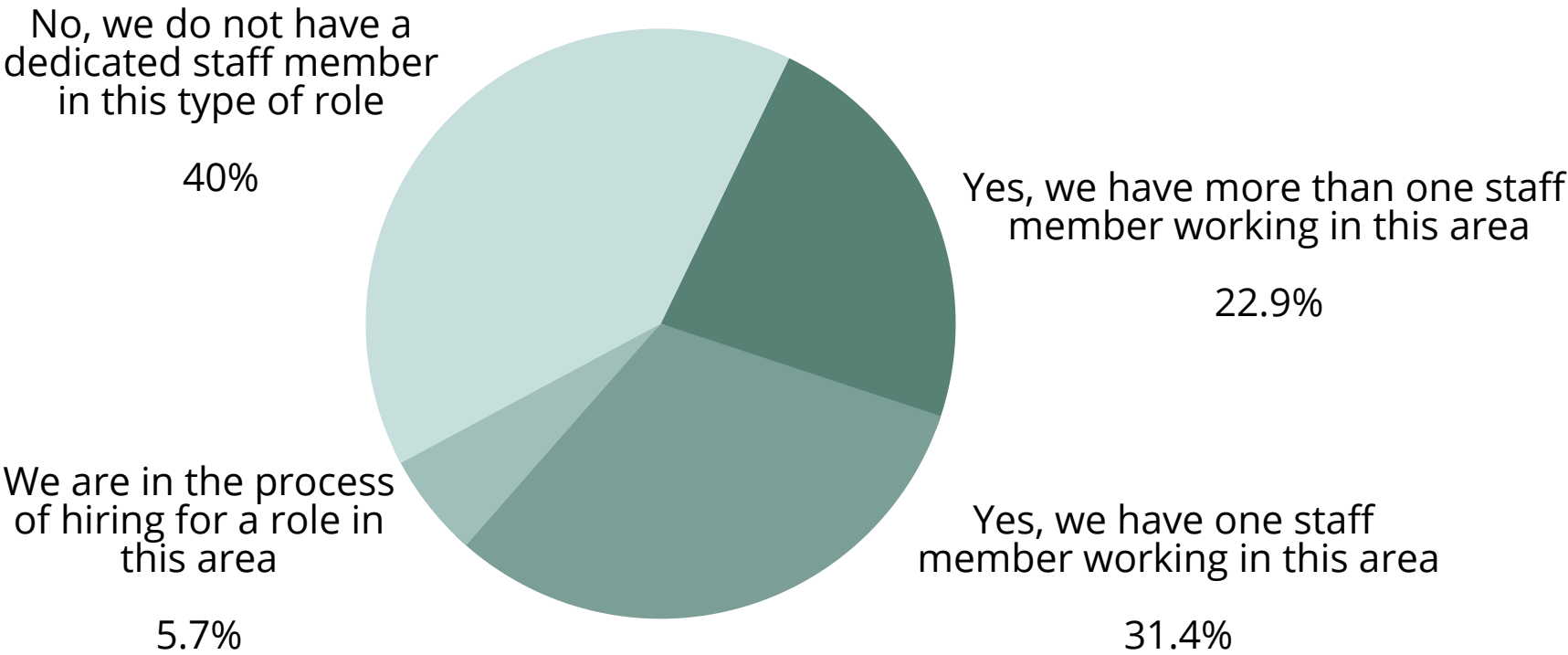
In your opinion, how important is effective marketing/communications to the success of your organisation's objectives?



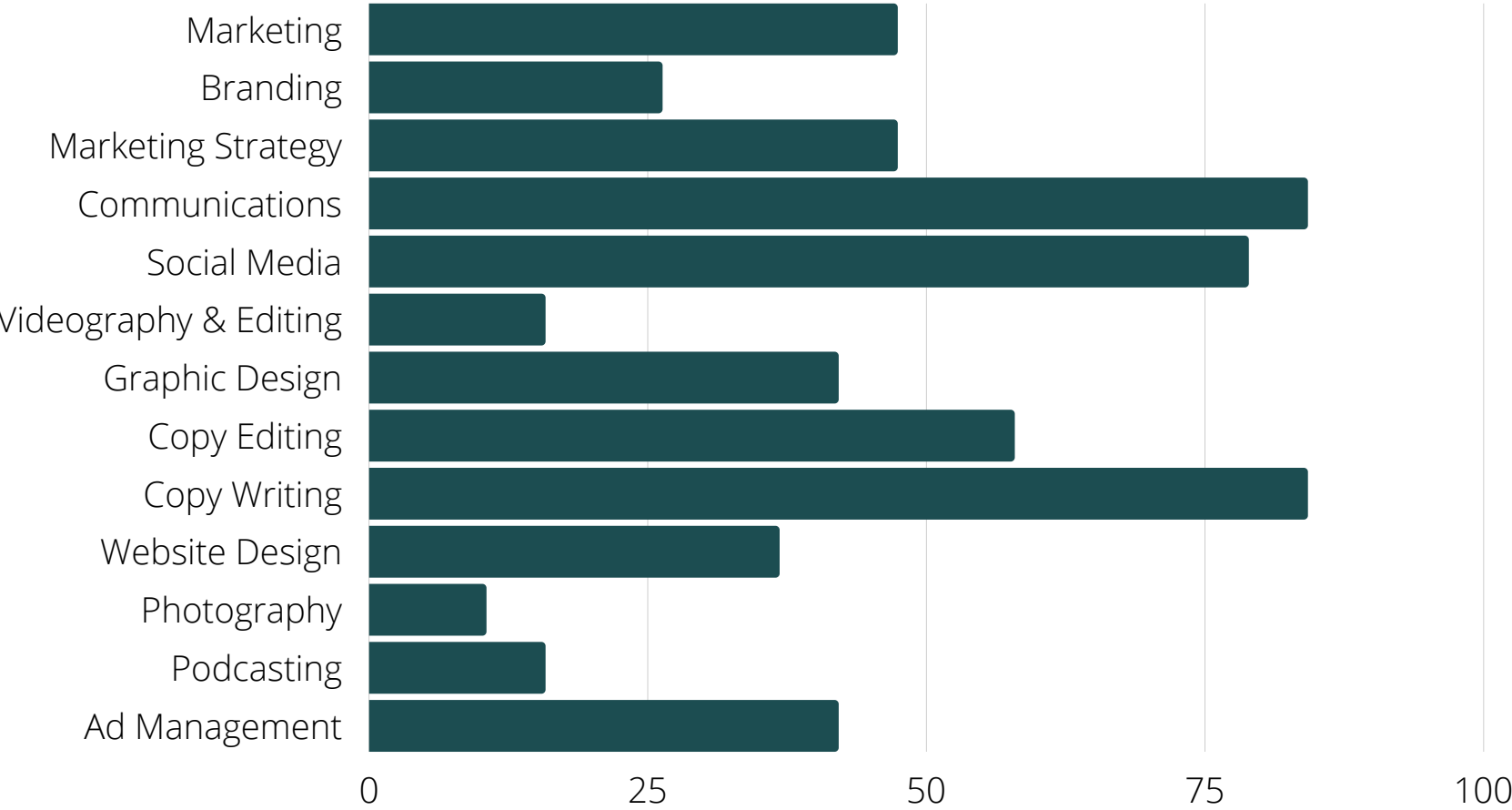
What percentage of your marketing / communication needs are fulfilled internally?



Do you have an internal member of staff or team responsible for marketing / communications?

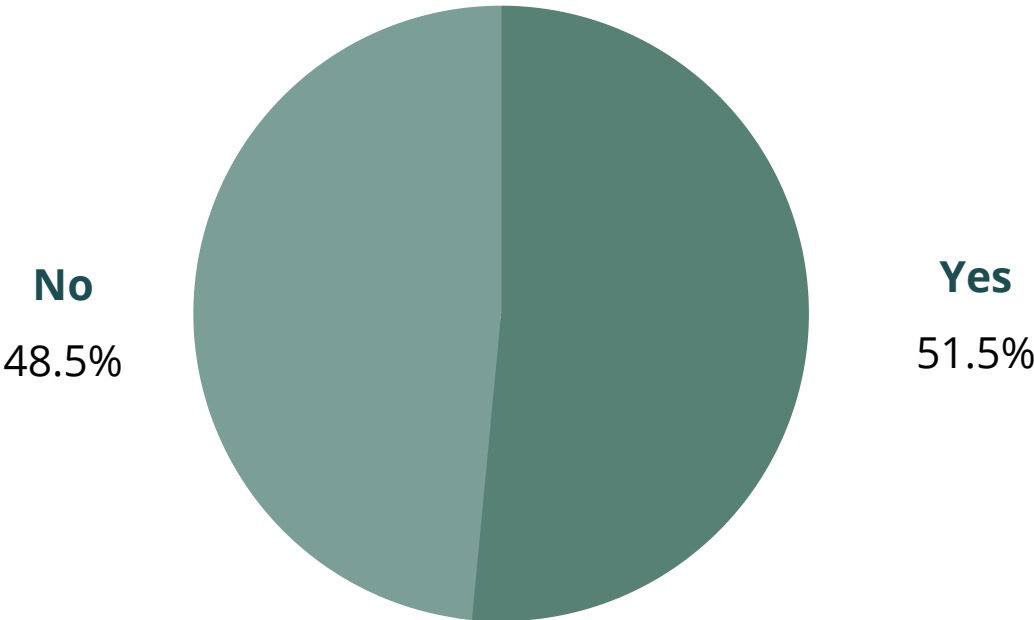


In which areas do they have expertise or experience?

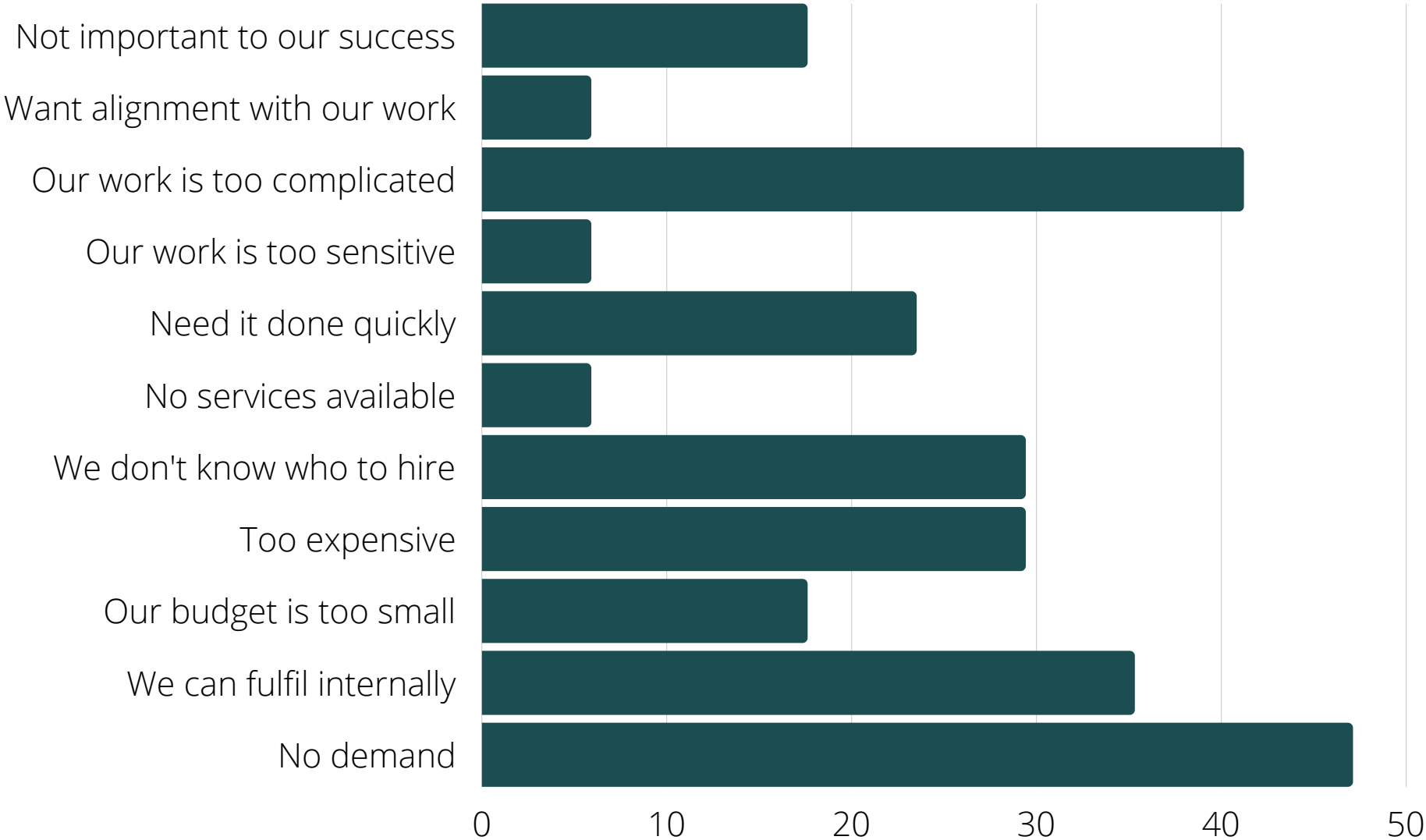


CURRENT EXTERNAL RESOURCE FULFILMENT

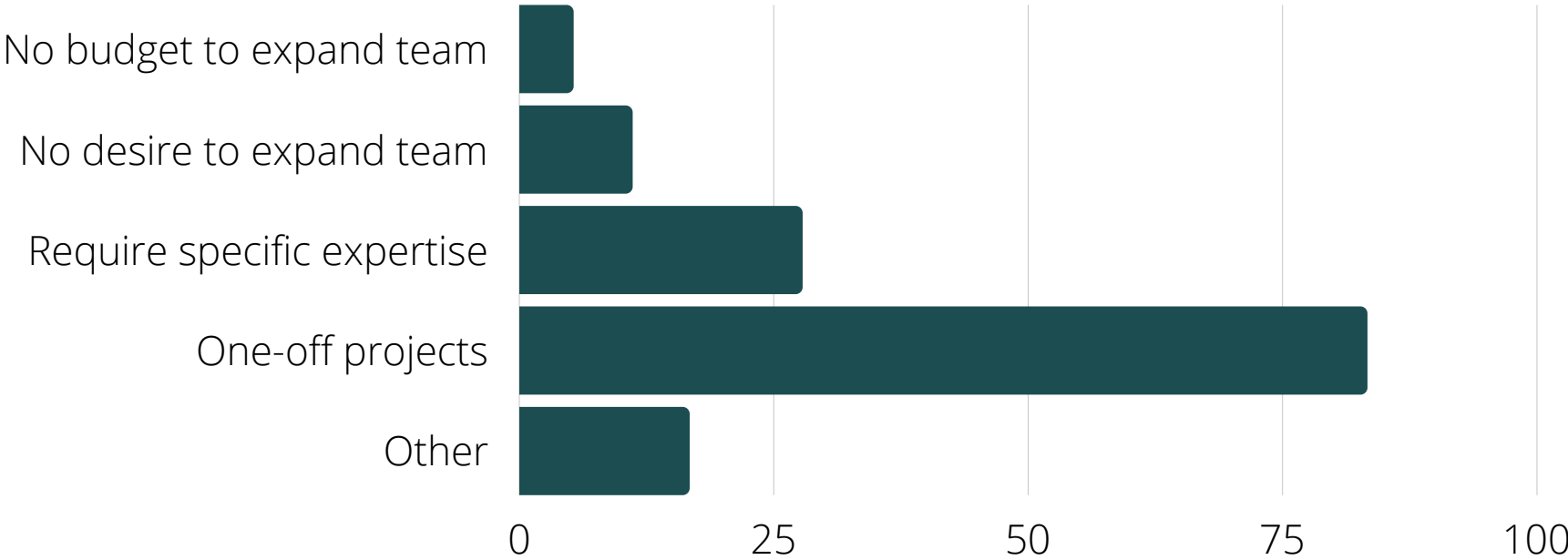
Do you currently use any external contractors, freelancers or consultancies for any of your marketing /communications requirements?



Why do you not use externals for your marketing / communication needs?

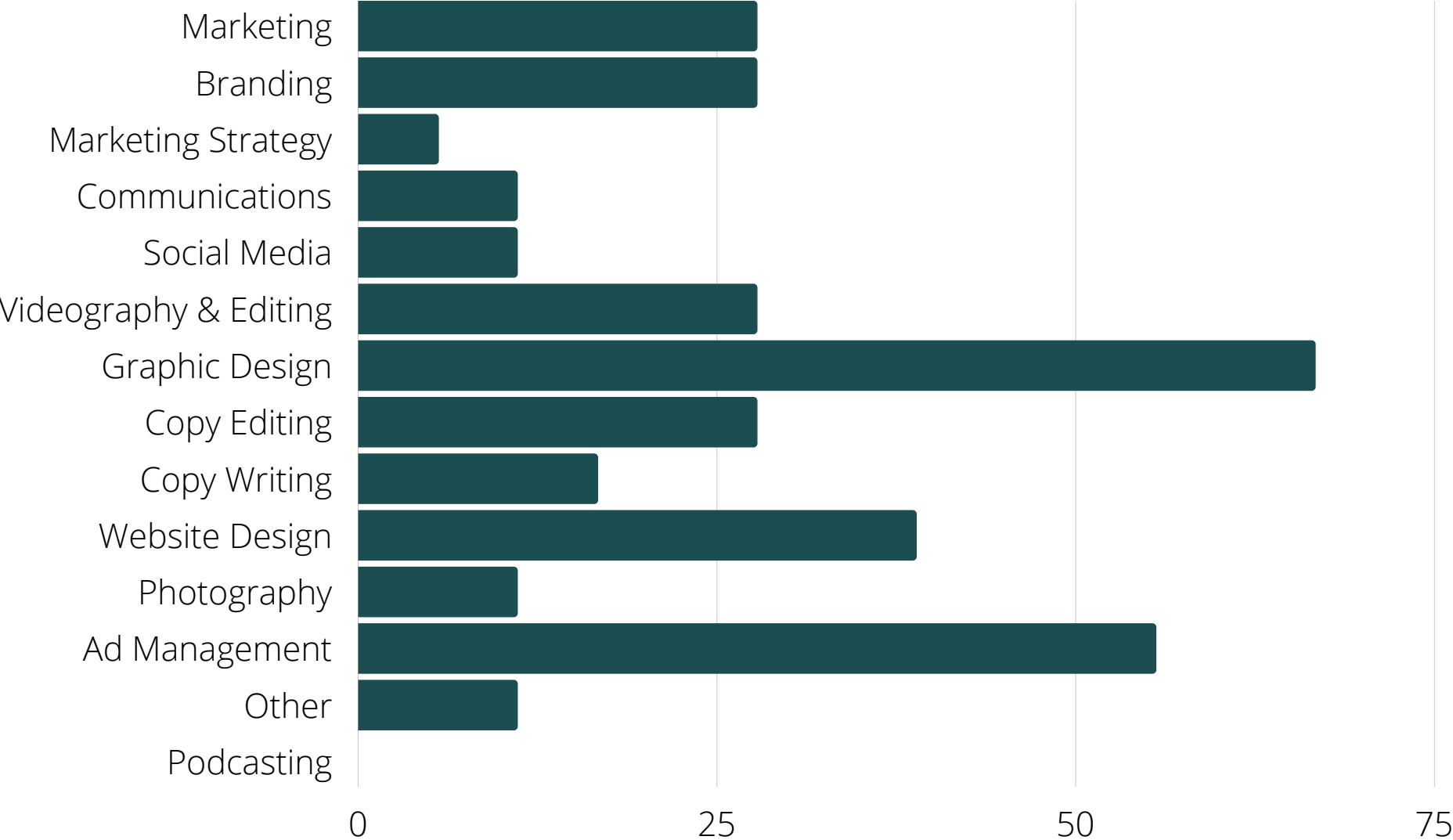


What is your reasoning for using external services rather than hiring for this resource?



• Others were: Not lack of budget but lack of staff capacity to hire, specific expertise required, expenses are for a one-off project, desire to scale without growing team

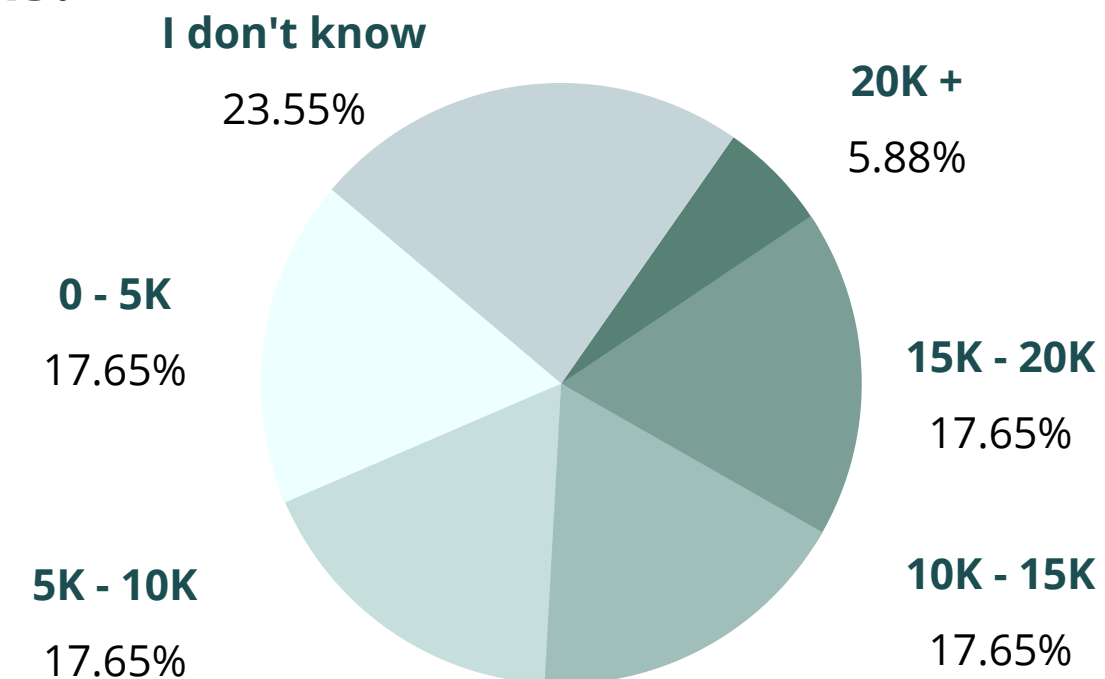
In which areas do you use external entities?



• Others were: Channel specific marketing optimisation, influencers

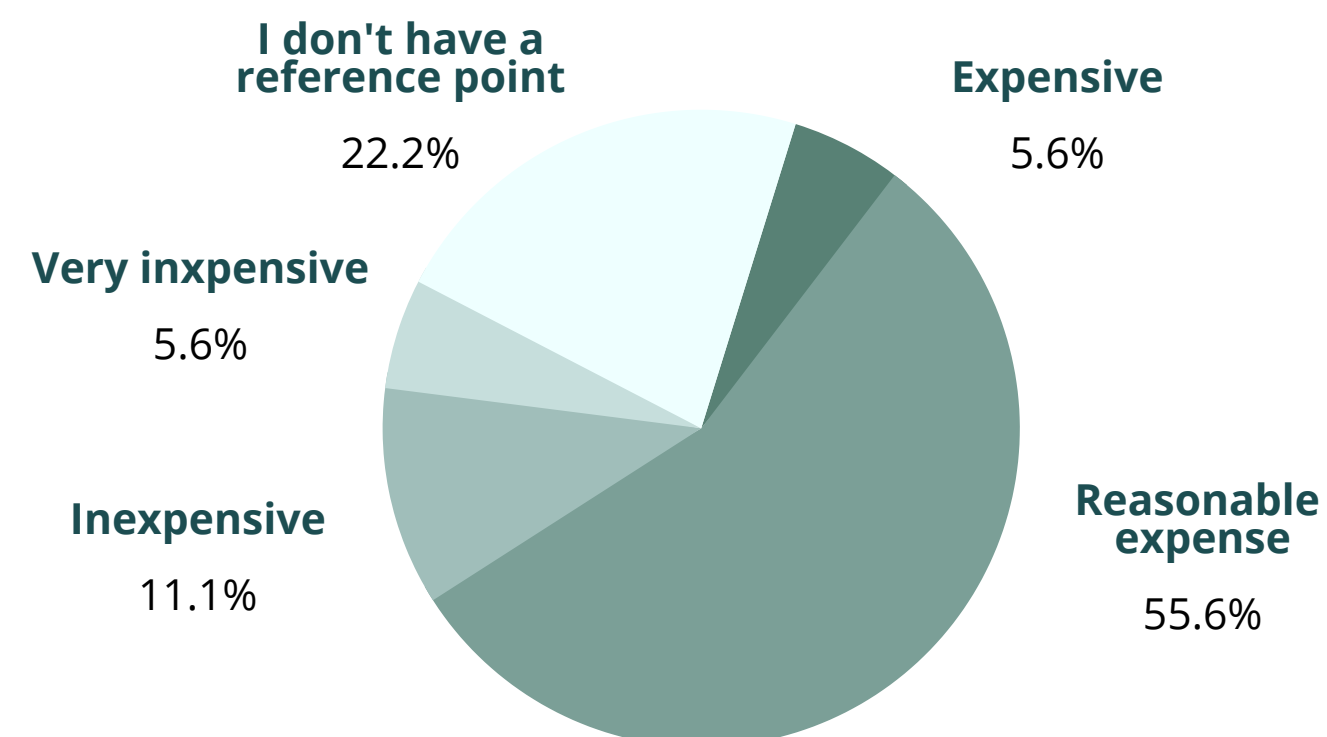
CURRENT EXTERNAL RESOURCE SPEND

How much did your organisation spend on external marketing / communication services in the last 12 months?

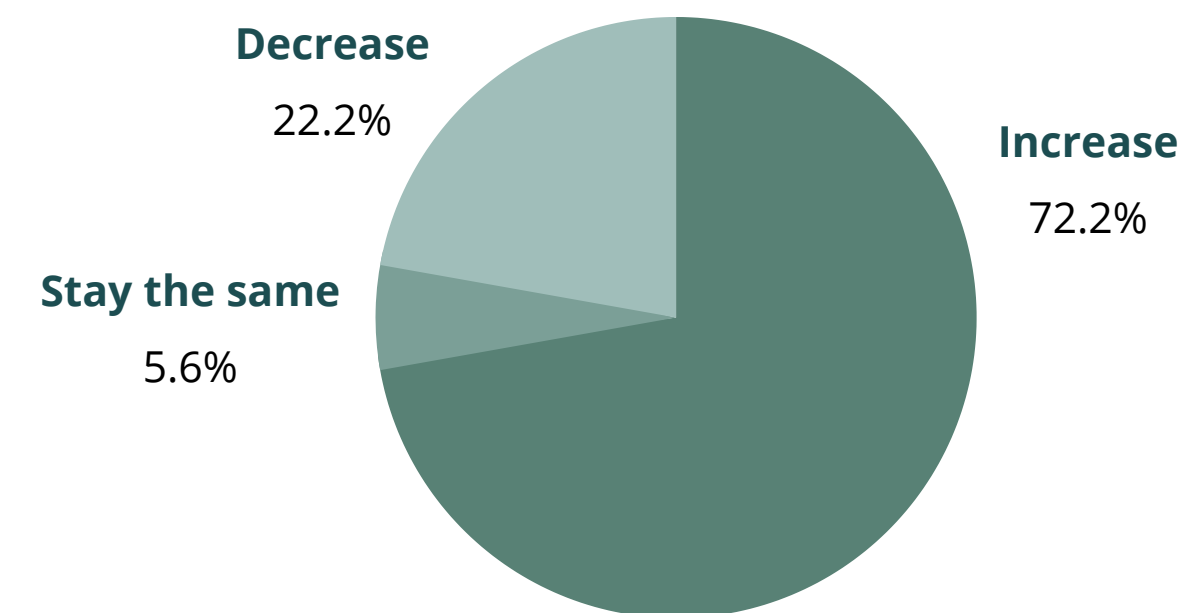


- Respondents were given an open text box to answer this question and not the stated parameters, we have combined answers for this summary in USD.

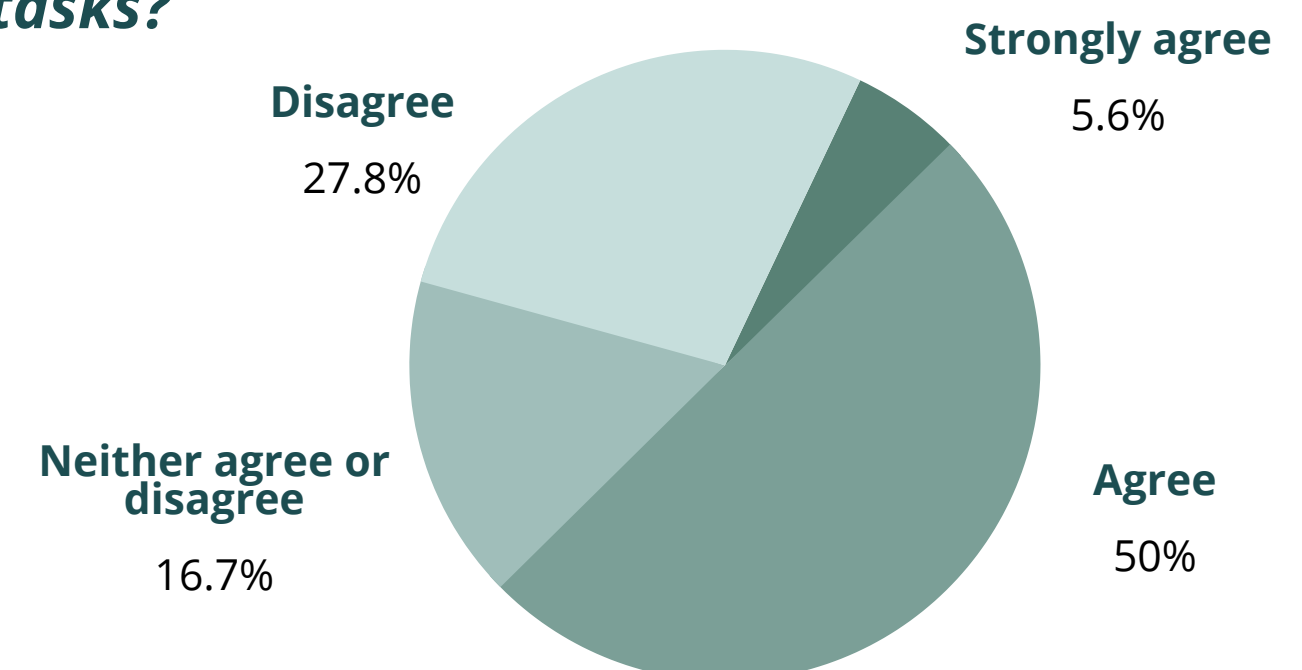
How do you rate this expense?



Over the next 12 months do you anticipate that your organisation expenditure on external marketing /communication services will:

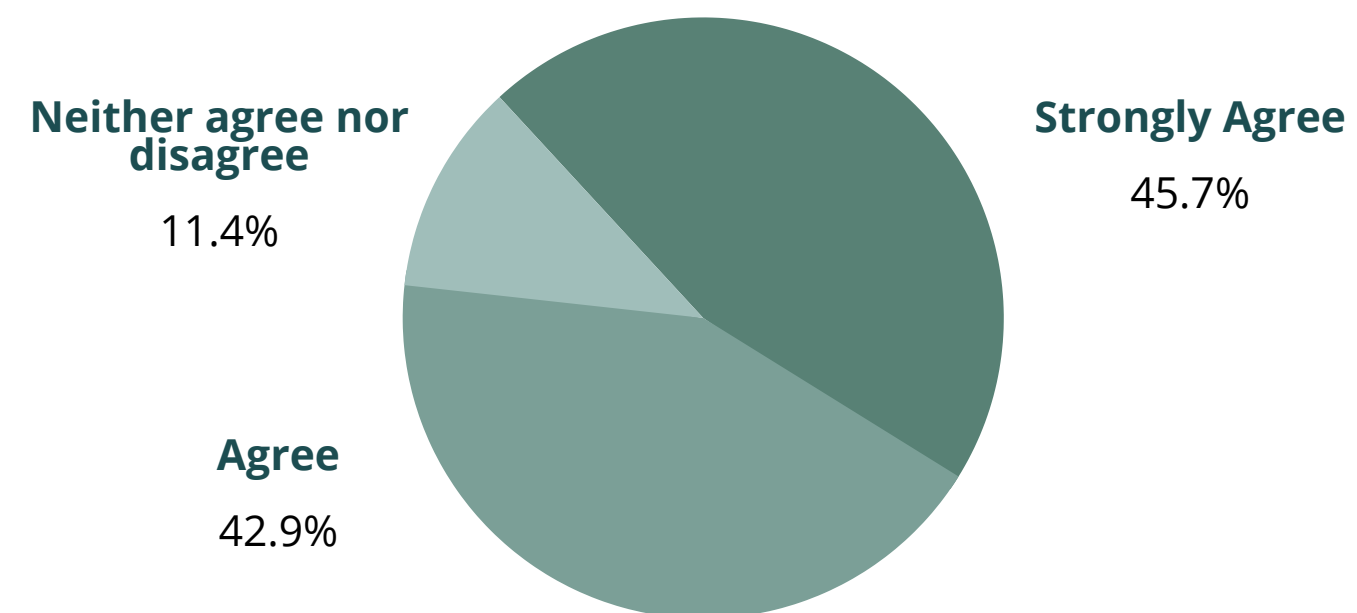


Please state your opinion of this statement: I feel satisfied that the current external services I use have a suitable understanding of my organisation positioning and movement nuances to carry out their tasks?

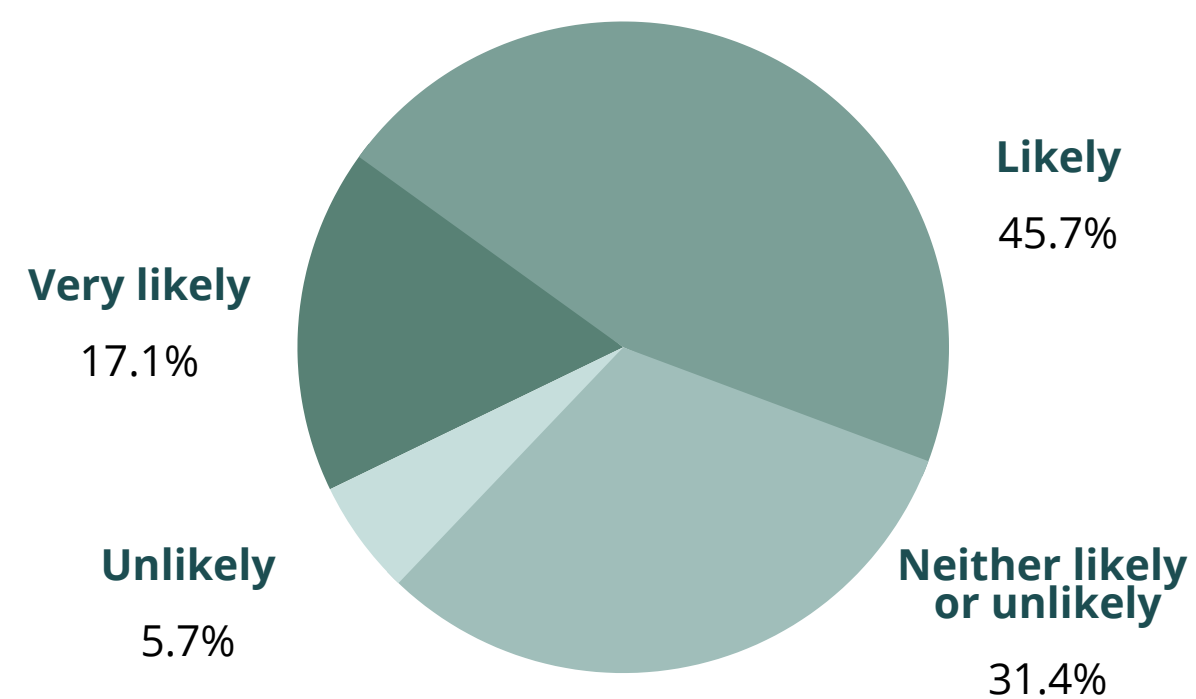


USER FRIENDLY MODEL SCOPING

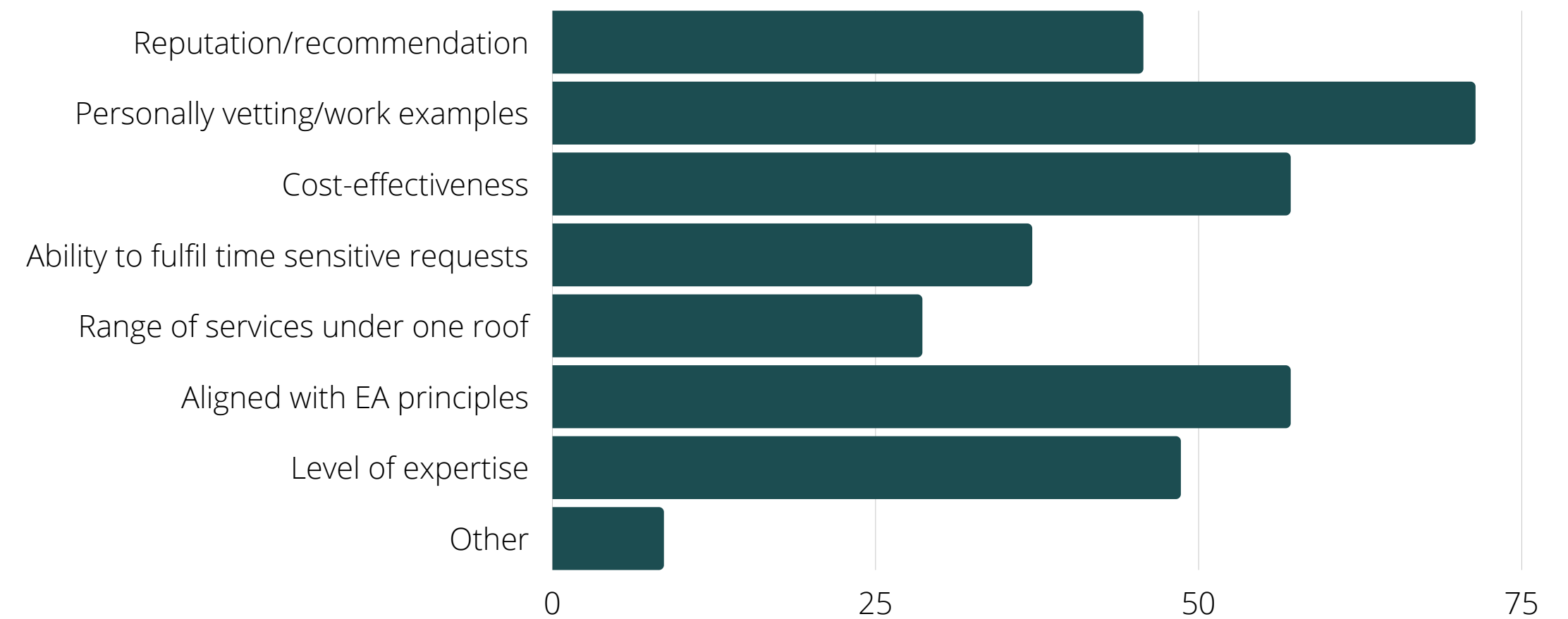
Please state your opinion of this statement: A social-good, effective altruism-aligned marketing consultancy would be a useful resource within the movement.



How likely would you be to use this service?

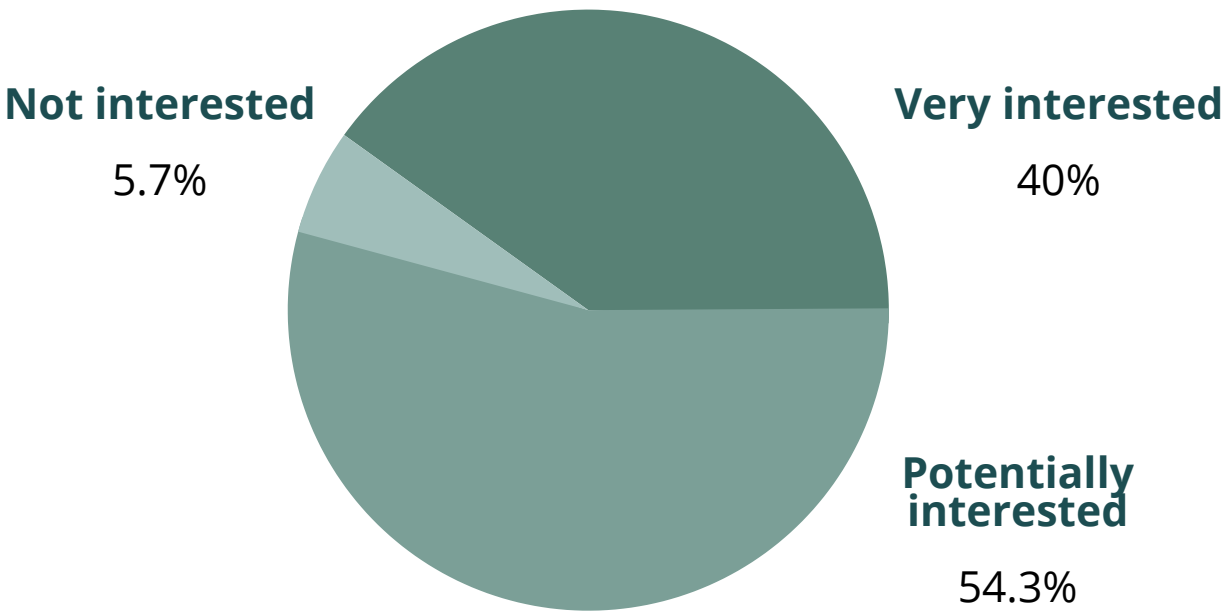


Which factors are most important to you when potentially choosing to work with an external agency?

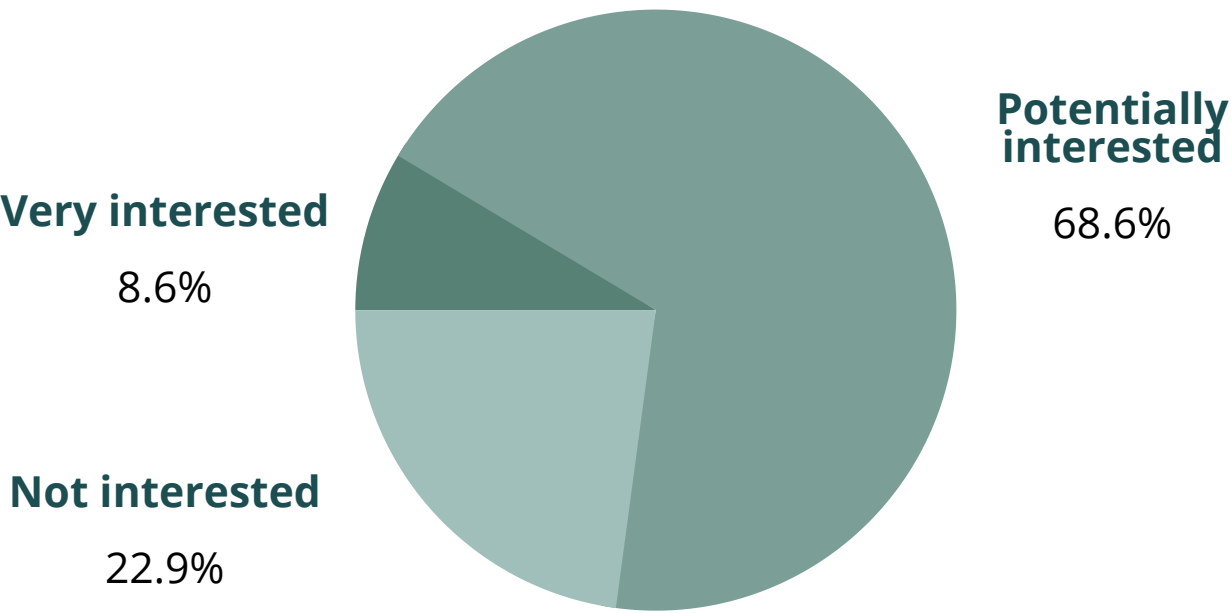


- Others were: understanding nuances of org positioning, country specific context

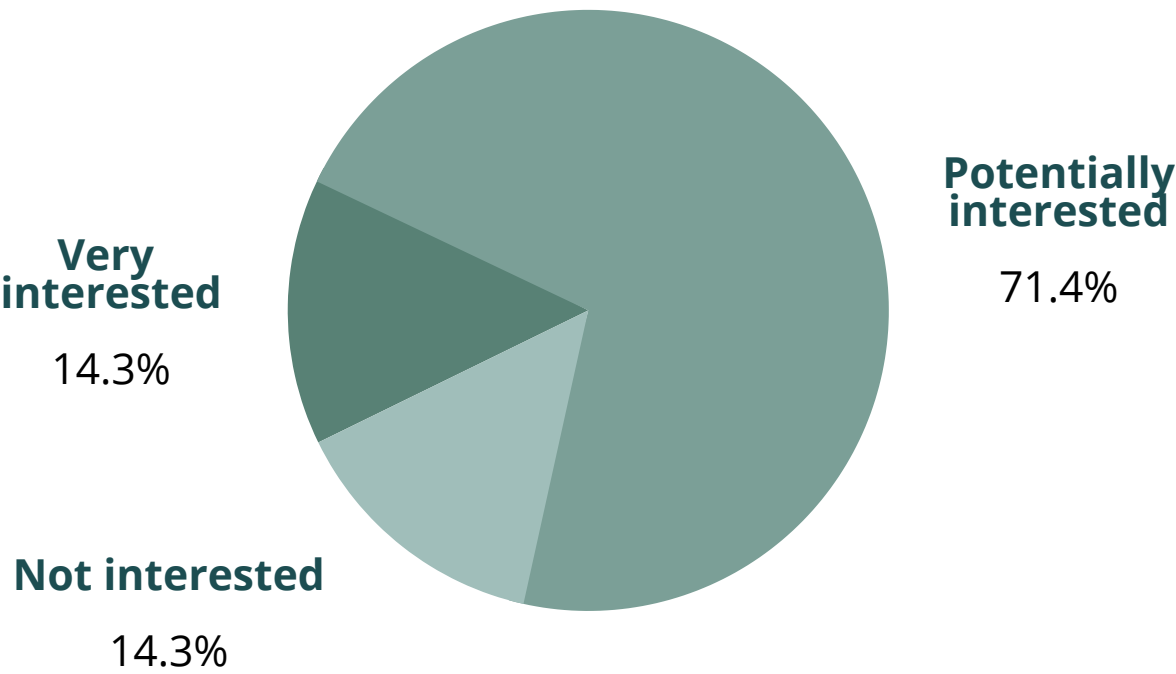
Which elements of this service could you be interested in using? [One-Off Services e.g. short, time-bound single projects]



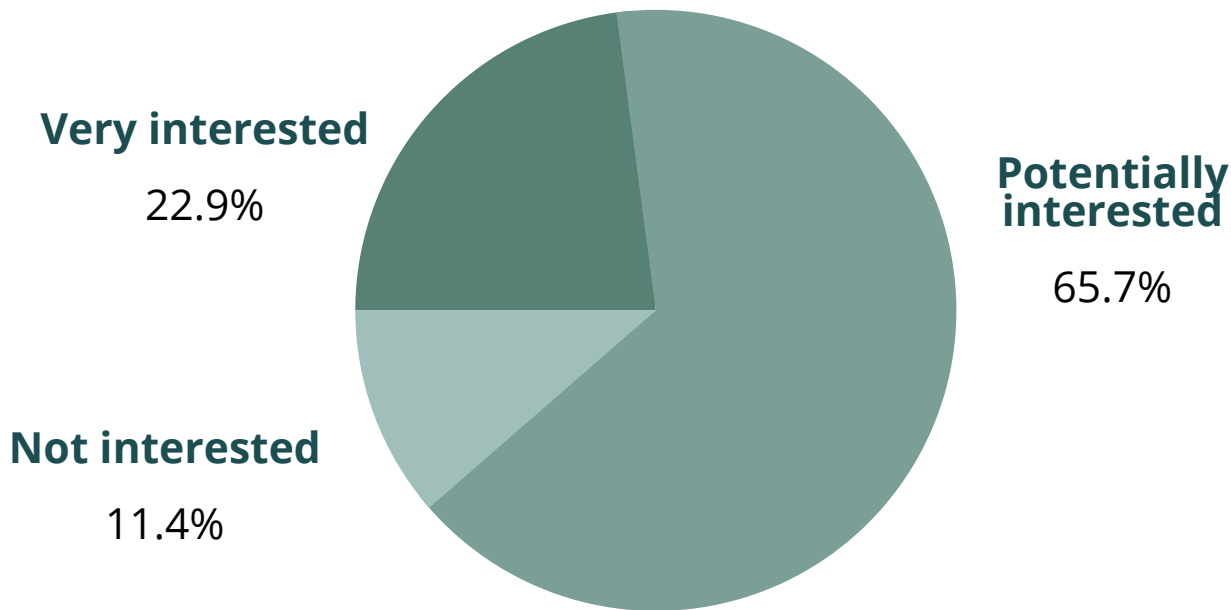
Which elements of this service could you be interested in using? [On-Going Services e.g. mid/longer-term support paid for regularly]



Which elements of this service could you be interested in using? [Strategic Services e.g. communications planning, branding, communications strategy]



Which elements of this service could you be interested in using? [Execution Services e.g. creative design, document design, social media assets]



ARE THERE ANY OTHER COMMENTS YOU WISH TO MAKE?

To protect anonymity we have summarised the other comments in the following bullet points:

- Generally the responses were encouraging with many respondents adding that they were excited and pleased that we were thinking about this and looking forward to seeing progress here.
- Careful consideration would be required to identify which market segment this service would be aimed at.
- Many organisations had not yet thought about this particular service but would consider this in more depth now.
- Some specific services that could be useful to the movement included; communications strategy sessions, messaging development, media engagement, crisis communications support.
- The success of such an agency would depend on strategy, experience and expertise.
- Unsure if, for most projects, having EA alignment is beneficial comparatively to another external entity.

Let's Talk

Have an opinion to share on this survey, or want to chat about how User-friendly can support you?

Get in touch with us via our website or directly via email.

🌐 userfriendly.org.uk

✉ letstalk@userfriendly.org.uk

MOVEMENT SCOPING

Completed February 2022

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