

News & Views:

Non-Profits

An Informational Resource

The Latino Factor

By 2050, Latinos could represent about a third of the United States' population and according to the National Association of Hispanic Real Estate Professionals (NAHREP), Latinos are expected to drive growth in housing demand in the next 15 years: condominiums, smaller starter homes and first trade-up homes.

According to the NAHREP report Hispanics represent a growing portion of the age group

(Continued on page 2)

Non-Profits Rethinking Their Operations



Non-profits can benefit from key Voice of the Customer (VoC) and Workforce Optimization (WFO) developments that aim to improve customer experiences and track customer insights while enhancing their staffs' performances.

A significant number of consumers are now multi-channeled and they expect the service and support they receive from organizations to reflect this. As a result, non-profits should be rethinking their contact center needs, as well as the ways they hire, train and manage their staffs.

They need to get closer to their customers and make sure that their tradi-

tional management methods don't keep them from doing so. By engaging their staffs, challenging them to validate and improve their work processes, non-profits can provide superior service across multiple customer touch points—from the contact center to the back office.

By focusing on merging incoming and outgoing channels from different sources to drive relevant information to key stakeholders, they can better manage workflow and improve customer experiences; i.e. reducing transfers and repeat calls.

Various software solutions are helping such as the Impact 360® suite; it lets any size organization capture, analyze and act on customer, business and market intelligence, while optimizing customer experiences.

Inside this issue:

- Non-Profits Rethinking Their Operations **1**
- Facebook Update: Non-Profit Resource Center **1**
- The Latino Factor **1**
- Search Engine & Social Media Trends **2**



Facebook Update: Non-Profit Resource Center

Facebook has made it easier for non-profits and businesses to get started with the social network. The Resources and Success Stories tabs now come with new features for NPOs, including the [Non-Profits Guide](#) with basic tutorials on:

- How to set up a Facebook Page
- Creating an event or group
- Using Facebook applications
- Using first-person voice to be personable
- Encouraging supporters to upload

photos from your events

It also has a section with case studies where NPOs are encouraged to share their success stories and news. [Facebook's Learning Lab](#) offers special marketing tools for small businesses and shows how they can be employed. For example, videos and guides demonstrate:

- How To List Your Business on Facebook Places

(Continued on page 2)

Search Engine and Social Media Trends

Search and social media have become a couple since search engine optimized (SEO) websites and relevant inbound links alone are not enough anymore to have a strong, vibrant Web presence.

Because of the exponential growth of social networking sites over the past few years, search engines have had to make major adjustments. In December 2009, Google introduced real-time search, which incorporates news results and Twitter updates into search results. Google's universal search (which displays content from YouTube and other networks) is another way social media

content has been brought into search results.

Blogging, engagement via Facebook/Twitter, and other social media activities have a direct impact on the quantity and quality of search engine links to your organization's website.



Here are several tips to improve your standing in search rankings:

- Make sure you are marketing your articles and blog posts using the top social media outlets: Facebook, Twitter, LinkedIn, YouTube and Flickr.
- Make a dedicated effort to develop a solid presence on

the top social networks and niche sites that may fit your particular industry. Recruit followers on these social media sites so they can help promote your content via shares and re-tweets. Having links to your Facebook and Twitter pages on your website help your customers engage with your organization via social media.

- Search engines can drive social media success by using keywords that direct your social media initiatives. Keyword search-volume analysis remains one of the more effective ways of gauging interest about a subject; and, insights from search marketing campaigns can help drive fruitful, engaging conversations with your target audience.
- Conduct keyword research on a subject and use insights from that research to develop content and titles.

Look for areas of high search volume, and develop content around those subjects.

- Run a search query report on Google AdWords to identify keywords you had not thought about.
- Use historical keyword trend data so you can revise your keywords to leverage changing times.

(Continued from page 1 - Latinos)

involved in most home sales-- 26 to 46 years of age. More than other population groups, Hispanics can pick up stakes and move to other parts of the country in search of better jobs and more affordable housing.

Part of the challenge is to ensure that the Latino population is not under-served and under-represented in discussions around diversity issues. With the new Consumer Financial Protection Bureau (CFPB), mortgage lenders will need to make sure they are providing fair and equal access to credit to Latinos and other minority groups.

As a result, non-profits must focus on serving this large and growing population segment if they are to be successful.

(Continued from page 1 - Facebook)

- How To Market Your Brand on Facebook Places
- How To Create Facebook Places Deals For Your Local Business



**STRATEGIC PUBLIC RELATIONS
BUSINESS DEVELOPMENT • MARKETING**

P2R Associates is an award-winning strategic public relations agency specializing in public relations, marketing communications and business development practice areas. Headquartered in Livonia, Mich., P2R provides clients with strategy driven tactics, superior service and measurable results.

To learn more about **P2R Associates**—please contact Gordon Cole at (248) 348-2464 or gcole@p2rassociates.com.

Website:
www.p2rassociates.com

LinkedIn:
<http://ht.ly/2dqvN>

Facebook:
<http://www.facebook.com/P2RAssociates>

Blog:
<http://p2rassoc.wordpress.com>

Twitter:
<http://twitter.com/P2RAssociates>