



Chris Keller

Case Study

In this digital age the average person spends 3 hours and 8 minutes per day on [mobile devices](#) for a variety of reasons like booking a trip, researching to buy a certain product or browsing social media. That's a lot of time invested on smartphones, tablets and laptops and it's the reason why digital marketing is on the rise. Your potential customers and clients are on the other side of those screens and getting their attention can create incredible traffic and profit for your business. Digital marketing can capture a global audience that just twenty years ago would have been available only to those with multi-million dollar marketing budgets.

But the power of the Internet and digital marketing isn't just limited to making money. It can also draw attention to amazing nonprofits and the impact that they are making. As a digital marketer, my vision and purpose is to bring both worlds together; I want you to have a successful company, but I also want to help you to make a difference in the philanthropic cause that is closest to your core values. To echo the sentiments of professional tennis player Arthur Ashe, "From what we get, we can make a living; what we give, however, makes a life."

Finding Purpose

Like many professionals who are deeply invested in their work, I was completely immersed in the digital marketing world and wanted to create amazing results for my clients. However, I felt like there was something missing at the end of the day. I really believed that unless you were confident that what you do is making a difference, the passion you have will slowly dissipate. I felt like I wasn't doing much to leave this world better than I found it, and that really bothered me. I needed some direction so I dedicated myself into trying to better understand how I wanted to live my life and why I wanted to live that way.

I began my research by reading and learning about people who figured out the integration of work, life and philanthropy. I looked for answers in books by industry leaders such as *Start Something That Matters* by founder of TOMS shoes Blake Myksovick, *People Over Profit* by Dale Partridge, founder of Sevenly, and *Delivering Happiness* by Tony Hsieh, founder of Zappos.

From there, I made an important decision to figure out what mattered most to me. I took some major steps to understand what I needed in life both professionally and personally. This whole process culminated in the development of my personal and professional core values:



Marketing that Matters

These awesome entrepreneurs inspired me to create an innovative marketing business model that few have tried before: *Marketing that Matters*.

My platform focuses on helping businesses build their online presence for professional success and then they can pay it forward by aiding a corresponding nonprofit in much the same way. For example, if I manage the social media strategy for a corporation, I'll provide similar services for the nonprofit. If I'm improving the SEO on a company's website content, I will conduct an SEO audit for a nonprofit. I also provide workshops with the nonprofits so that they have a clear vision of what changes need to be made and how it can further their mission.

Where Nonprofits and For-Profit Intersect

GOAL: Engage businesses with nonprofits to help build communities.

In a recent project in which I worked with a large corporation and then gave back to a nonprofit confirmed that my business model was not only viable, but has endless potential for success. For the large client, I performed an SEO audit, keyword research and analysis, competitive keyword analysis and organized a content strategy. All of these deliverables led to the growth in the organic traffic. As you can see in the chart below, *we saw a 19% increase in traffic.*

Jan - Mar 2016	Sessions Organic Traffic	252,555	Users Organic Traffic	183,418	Pageviews Organic Traffic	743,709
	Pages/Session Organic Traffic	2.94	Avg. Session Duration Organic Traffic	00:02:33	Bounce Rate Organic Traffic	57.06%
Jan - Mar 2017	Sessions Organic Traffic	301,600	Users Organic Traffic	213,253	Pageviews Organic Traffic	844,079
	Pages/Session Organic Traffic	2.80	Avg. Session Duration Organic Traffic	00:02:39	Bounce Rate Organic Traffic	57.63%

Up 19%

Because of the deliverables of this big client, I was able to provide the United Way Bay Area a full SEO Audit, keyword research (internal and competitive) and a Google AdWords audit.

Future Analysis

The reason why I created this model is to supercede traditional digital marketing efforts by helping more people to make a positive impact on their communities. The intrinsic value of creating success to invest in the lives of others is not only motivating, but it multiplies the investment of a business without additional energy or expenses on their part.

Blake Mycoskie, founder and “Chief Shoe Giver” of TOMS Shoes once said, “If you organize your life around your passion, you can turn your passion into your story and then turn your story into something bigger - something that matters.”

Regardless of the size of your business or the industry that you are in, you can give back to make a difference in a cause that fuels your passion. Many times we are stuck in the day-to-day tasks of running a business or addressing the demands of life, but our influence doesn't have to stop there. Together we can not only address your digital marketing needs, but also help the nonprofit that shares your hope for the future.