

The **BRAIN
TUMOUR
CHARITY**

TIME TO MOVE ON:
A CASE STUDY

FARM

TAKING A LIMITATION & TURNING IT INTO AN OPPORTUNITY

“We went with FARM because we were looking for more than an agency, we wanted a partner, someone who would really understand our new strategy of defeating brain tumours and taking us to a new level”

Antonio Cappelletti,

Director of Marketing and Communications

at The Brain Tumour Charity.

The Brain Tumour Charity (BTC) have one clear vision for a world where brain tumours are defeated, fighting brain tumours is at the forefront of everything they do through research, awareness and support.

Pioneering, Passionate, Collaborative and Smart are the values of BTC and when taking on this project we knew we had to guide ourselves along this path in order to succeed.

Delivering clear and concise information to a visitor of BTC website is essential, whether it be someone that is looking to make a donation, someone who has been diagnosed with a brain tumour and wants to find out more or a friend/family member that wants to know how they can help build a support network for their loved one.

BTC had a website that was not user friendly linked with a dull design and a complex navigation system, through this combination and the site being slow meant that a large portion of the user's time was spent waiting on pages to respond only to then find out maps highlighting events, research centre and support groups didn't work.

It was time for all of this to change...

FARM got to work conducting stakeholder interviews to delve into the demographic profiles of users that would visit the site to better understand their needs, doing so assisted with the development of the new site structure, and help guide our information architecture decisions



KEY FEATURES IMPLEMENTED ON THE SITE



MOLECULAR CMS

A Molecular CMS was built to allow plugin blocks to be added to a page, implementing this change provided flexibility to employees at BTC who are not restricted to a set template and can have a variety of layouts when creating new pages/content. This comprehensive bespoke CMS ultimately means that there are thousands of variations each page design can have, the freedom enables each user the ability to make changes as and when they desire.



LOCATION BASED CONTENT

This great feature works perfectly for BTC as items throughout the CMS have geo-location based content applied, this allows targeting audiences in a way that hadn't been done before. For example, if there was an event in Scotland and BTC wanted to drive attendance the CMS would identify when users in Scotland visited the site (through device location or IP address) and would personalise the content based on their location so the event would appear. This feature ensures the content is relevant for each user based on their location.



CONTENT TAGGING

The user experience on the website is key to ensuring visitor retention, we developed a website where we wanted the user to have the best available resources just one click away. Content tagging is a great way for this to be a reality, for example if someone is looking at a particular Brain Tumour the content tags will register this and suggest research, prognosis or brain cell pages for their next step. It is a great way of guiding the user journey throughout the site where they are seeing useful information.

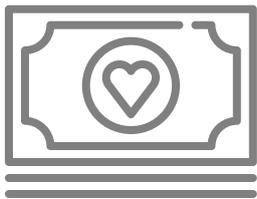
KEY FEATURES IMPLEMENTED INTO THE SITE

SALESFORCE INTEGRATION



Our solution allowed for any information captured via the website to be passed into SalesForce, furthermore we were able to identify the type of user and the type of interaction and send personalised emails or personalised communications to that user. Doing so improves the overall user experience ensuring that they are getting the most from the vast amount of information that is available to them on the site.

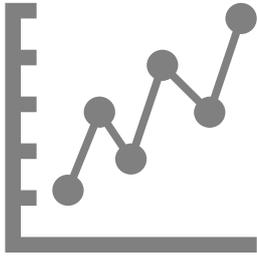
DONATIONS PLATFORM



There was an original donations platform but it was not in keeping with the style of the site. A new secure donations platform was created by Starvale all of which integrate into salesforce. Therefore, keeping the user on a donations platform which is styled as their site and not causing any concern. Gift aid is also dealt with through our new system which was a big concern for Finance, insuring all records were made/stored accordingly.

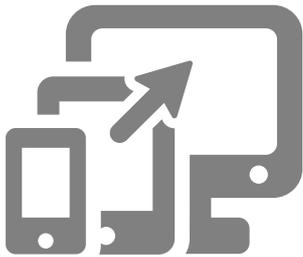


MEASURING OUR SUCCESS



NEW VISITORS

We can happily say that website traffic doubled resulting in a 49% increase in sessions and 50% increase in users with 55.9% of visitors coming from organic search



MOBILE FIRST

It can be seen that 70% of users visiting the site are female and 30% male with 23.39% of visitors aged 25-34 and 24.39% 35-44, increasing awareness and exposure to a younger unveils lots of opportunities for the charity. 44.1% of visitors have visited on mobile, 40% on Desktop and 15.9% Tablet.



A SWITCH TO DIGITAL

Historically 70% of the audience interacted offline and only 30% online, this campaign however saw the start of the new revolution with 70% of interactions happening online and only 30% offline.



JARGON BUSTER

Early on, we decided we wanted to support anyone affected by a brain tumour in anyway. Commercial Director, Vimal Patel developed the 'Jargon Buster' a tool where users can see terminology and identify what it means from within the content rather than not understanding any of the medical terminology.

WHY DID THE BRAIN TUMOUR CHARITY CHOOSE FARM?

“We went with FARM because they tick all the boxes, but most of all what was important to us was to have someone that could take us through a journey, we didn’t want an agency that was just doing the job then leaving us but actually working together for a long period and that’s why we went with FARM. It has been a great collaboration and we really enjoy working with them”

Antonio Cappelletti,

Director of Marketing and Communications

at The Brain Tumour Charity.

Antonio explains “We were looking for strong technical skills across the board including integration with the CRM and SEO as well because we know SEO is very important nowadays, therefore we wanted a website that would perform well on Google ranking.”

Vimal Patel, Commercial Director summarises “Looking at the future we continue to drive the partnership forward, we are currently exploring some exciting opportunities that will enhance the audience experience and ultimately help the charity defeat brain tumours”

Account Manager at FARM Digital Kelly Appleby has a great relationship with the team over at BTC and has spent a lot of time with the team ensuring that they knew how to use the CMS system.

Antonio Cappelletti, Director of Marketing and Communications has labelled Kelly as “valued asset”, Kelly went on to explain “I wanted to understand the charity and the teams needs as well as what happens on a day to day basis, in turn that helped me understand the level of guidance and training that each individual needed”.