

# World Vision Canada: Establishing a clear digital marketing vision

A circular inset image showing a hand holding a smartphone over an open book. The background of the entire image is a library with bookshelves and a red sofa.

High performance. Delivered.

## Client profile

World Vision is a Christian relief, development and advocacy organization that is dedicated to working with children, families and communities to overcome poverty and injustice. World Vision Canada is Canada's largest relief and development agency.

## Opportunity

In a challenging environment where sponsorship had been steadily declining, World Vision Canada recognized that it could improve its appeal to donors by enhancing the performance of its digital media channels. Specifically, it sought to:

- Increase qualified visits and donor conversions while streamlining the costs of donor acquisition through search engine marketing (SEM) and display campaigns.
- Improve the user experience by driving qualified visits to more relevant content on site through SEM, display and social media campaigns.
- Enhance its digital organization model to improve delivery efficiency and accountability.
- Evaluate the business case for insourcing its paid media functions and data management platform as well as to define sourcing scenario recommendations.
- Determine a number of detailed recommendations to help spur its digital performance.

By drawing on the deep digital media experience of Accenture Digital, Accenture Development Partnerships sought to present a solution based on a comprehensive view of World Vision Canada's digital channels and organization model.

## Solution

Accenture Development Partnerships works with leading international development organizations to address the world's complex social, economic and environmental issues. By delivering the power of Accenture's global capabilities and experience, Accenture Development Partnerships positively impacts the lives of people in the developing world.

The team began by conducting interviews with over 20 key stakeholders and partners across World Vision Canada's digital community of practice. These conversations helped determine current digital capabilities and identify opportunities for improvement. World Vision Canada's paid media strategies and performance data were analyzed in-depth and research was conducted on its competitors in the Canadian market.

## Improve

the user experience by driving qualified visits to more relevant content on site through SEM, display and social media campaigns



A new digital marketing operating model and delivery roadmap were developed based on the analysis and leading industry practices. Recommendations were then prioritized by their impact and level of effort. In addition, the Accenture team helped facilitate the creation of a digital agency request for proposal (RFP) and business case for in-sourcing a paid media function and data management platform. A scoring methodology was created for RFP responses and a cost/benefit analysis was developed for paid media and data management in-sourcing scenarios.

Throughout the project, the team documented all delivery activities against a predefined work plan and conducted weekly checkpoints with key stakeholders to validate findings and help ensure alignment.

## Results

The Accenture team identified and prioritized a set of more than 50 recommendations for digital media and organizational model enhancements. Additionally four in-sourcing scenarios including cost and benefit analysis of each were developed, with one scenario recommended for World Vision Canada to move forward with.

To help keep the project on track, workshops were held to present findings, participate in collaborative exercises, answer questions and validate recommendations. Additionally, all deliverables were made available on a SharePoint site, providing World Vision Canada with an abundance of supporting material, including data analysis and examples of opportunities.

The roadmap and organizational model recommendations support World Vision Canada's efforts to improve performance and delivery efficiencies at scale, with both quick wins and long-term opportunities. The RFP work helps World Vision Canada understand various agencies' capabilities and how they operate in order to make insightful, informed vendor decisions.

By teaming with Accenture Development Partnerships and Accenture Digital, World Vision Canada has established a solid platform from which to enhance its digital marketing performance and achieve its growth ambitions.

**50**  
recommendations  
for digital media and  
organizational model  
enhancements



