



## SEASON 3

### EPISODE 15

[INTRO]

**[0:00:05.8] ANNOUNCER:** Welcome back to Happy Porch Radio. The podcast for progressive agency owners and web professionals. Season three is focused on the growing number of agencies who are making the world a better place.

We explore what this even means, why is it different from any other agency and how can it be reconciled with the real-world challenges of running a profitable agency? Join your host, Barry O’Kane as he speaks to leaders of agencies who are driven by verify use to positively impact the world around them.

[INTRODUCTION]

**[0:00:44.0] BOK:** Hello and welcome back to season three. This episode is one of the most perfect examples of the power of agency specialization and aligning that specialization with a powerful personal set of values. Platypus Digital are London based agency that help great charities do great digital and Matt, our guest this week, founded Platypus after working in the charity sector and then freelancing for charities. He describes perfectly the amazing benefits this brings for both his agency and his clients and he also does us the honor of not hiding the challenges either. Do listen out to the energy and Matt's voice as he describes his vision for the future of Platypus. I found that incredibly inspiring. So let's meet Matt.

[INTERVIEW]

**[00:01:34] MC:** My name is Matt Collins and I'm the managing director of Platypus Digital. We are a digital marketing agency dedicated to the charity sector. So we only work with charity clients and organizations doing some good in the world.

**[00:01:49] BOK:** Alright, so tell me a little bit about where Platypus came from? Is it something that happened just very quickly or did it grow out of something else or what were your motivations for ending up with Platypus.

**[00:02:00] MC:** So, I think there's, well there's probably two answers to that. There's the kind of shortened relatively simple answer and then there's the slightly longer answer that delves a little bit further back. I think the longer sort of truer answer is probably the most accurate one. So, probably goes back to when I was like 12 or something and I remember I was sitting in the car with my dad talking about what sort of job I should do. You know, as 12 year olds sometimes are want to do.

They think about jobs that are hugely unrealistic and very, very far away and so that's what I was doing and my dad was like, "Well, you can do all sorts of things but you know if you can you should probably try to do a job that helps people in some way or another. You know, because there's lots of things that need to be done that help people and there's a lot of problems to be solved. So, it will be good if you can do that kind of thing if it's all possible." So that really stuck with me and there's a friend of mine at University who said he would never work for like a private company because it's all about, you know, enriching the shareholders and helping them buy bigger swimming pools and stuff like that.

So, things like that really sort of stuck in my mind. So I think they probably subconsciously led me into a career in the charity sector where I've worked basically my entire professional career and in lots of different roles in charities like Childline when it was at Sun Charity. St. John Ambulance, CSV, which is like co-volunteer matters. Just lots of different roles in fund raising, volunteering that kind of thing and then sort of digital started becoming a thing. But I mean probably ten years ago when Twitter and Facebook started getting kind of bit serious and teams and roles like that started sprouting around the charity sector and that's where my role started to focus. I just got really interested and really into that and quickly realized that I wasn't going to be able to exercise as many of those skills as I really wanted to in the roles I was in.

So, I went freelance about six years ago or something like that so I could use you know, the skill set developed for a lot of different organizations and Platypus kind of grew out of that because I mean, this leads to the short answer, as a freelancer I'd work to do than I had time to do it. So I

was able to bring in other freelancers and very quickly after that other employees to help me deliver these campaigns and training for the charity clients that we had and it grew from there and I always knew I wanted to build something worthwhile, something that's going to make a bit of an impact in the sector and really change the way charities use digital to reach new people and to really have a positive impact in the world. So I think that's a short answer and long answer combined really.

**[00:04:40] BOK:** Good. So the last thing that you said there's interesting you said you wanted to build something. Do you think — did you see that as in rather than work for a charity or work for a cause but you wanted to, do you mean you wanted to create your own thing?

**[00:04:52] MC:** Yeah, I mean it was sort of a subtle feeling I suppose lots of freelancers and people who founded their own companies probably have. So, they have this sort of nagging feeling that they knew the best way of doing things, you know? That they know best. Sometimes it's tempered by slightly more realistic kind of feeling that they don't know absolutely everything but you know they a lot about the really important things and if they could be in charge and they could build something really awesome. So, I think probably a lot of people who find companies have that, because they just want to do things of their own way and they're sick of bosses telling them to do things their way, really.

You know, that classic thing if you work for someone else and your building their dream and if you work for yourself then kind of you're building your own. I suppose it's a little bit like that if you want to get kind of grand about it. But, I think it's just, yeah, it's a moment of kind of I wanted to create something and kind of build, you know, a company, build something that's going to have an impact and brings together really great people and sort of those things in a way the way I think they should be done, so they can have the biggest impact really. It's not just kind of control freak thing. Although, I'm sure it's a bit of that but you know I think there's a certain way of organizing things and running a company so that it does have a really big impact.

**[00:06:09] BOK:** Yeah, I want to talk a little bit about that in terms of, you know in time, how you organize the company and everything together. But let's just go back a little bit to the story there. So you worked in a charity sector for awhile and you gained this experience both of the sector and everything and then you started building up these digital skills and then you worked

freelance, and then you said that you got to the point where you're just getting too much work. Is that something that you — was that just kind of a, sort of a by product of the times, you know charities becoming more aware that they needed to be doing this kind of, or approaching these kinds of things a little bit more? Or was it, was there something that you were doing that finding all this work? Where did all that work come from?

**[00:06:48] MC:** I suppose it's got to be a combination of the fact that I just went to lots of events in the sector and probably naturally have the personality that's suited to meeting people and like you know has no problem going up to people and saying hello and having a chat and there's just so many really nice people in the charity sector that, that became really easy to me. Like you'd go to an event, you'd meet a couple of people you knew already, you'd get there and chatting to someone else you didn't know so well but they end up being really nice too and so you stay in touch a bit and I suppose that's what people call networking.

But it's not a term I like at all because it really suggests that kind of what's that grit? Spinal tap where the guy from Polymer Records is sort of you know, he's pristine in his suit and he keeps going up to people and saying hi at Polymer Records and it's really sort of fake and he's just trying to get as much many people to know his name as possible and stuff. Where as I just sort of see it as chatting to nice people and kind of doing that repeatedly. So I think lots of people knew that I had those skills and so they knew they could approach me for those skills. But there's definitely an element that around that time that and to this day probably still the charity felt they could increase the reach and kept their message out to new people using these channels and using these techniques and using digital approaches.

So the interest in it was high. I personally was right there at these events. So I guess my name and my sort of personal brand, if you like, was reasonably sort of well known. Probably a combination of those two things I would say. But that feeling that charities need to do this stuff better and if they did they would reach new audiences, you know, that's interested to this day, I'd say.

**[00:08:32] BOK:** And do you think that without that experience of working in the charity sector and kind of you know understanding, you know little things like literally where the events are and who the people are to speak to and then the terminology. With like with any specialization, once

you learn what the problems people in that sector area are experiencing then it's easier to have those conversations. But do you think without that experience you would have been able to do what you've done and build Platypus?

**[00:08:58] MC:** That's a good question actually because there's a lot of agencies that get a lot of work from the charity sector who might have sort of a 50/50 split between corporates and the charity clients and you know they don't even come from charity backgrounds at all. So it's definitely not the case that you can't get that work without that understanding of charities. But I think it really helps you know and I think like most industries, the charity sector thinks it's special and you know that it does things in a very particular way and I think possibly more than other industries, there's a lot to that. Because if you are — if you are a commercial company, let's say you're a travel agent, then your main objective, the thing that you're trying to do is to get people to buy your holidays. That's what it comes down to and you're trying to get people to buy the holidays for next year, holidays for this year, you know, getting people to buy more holidays.

If you're a charity on the other hand, you've got a really wide range of stakeholders to consider and you're not trying to get just one group of people to do one thing or several groups of people to do one thing. You do want people to make a donation, which is like a commercial transaction but nothing in return, a lot of the time except the sort of, you know, feeling of satisfaction and so on. You want people to fundraise for you, which is to spend their time raising money rather than just giving you money and I'm not spending their time. You've got kind of political stakeholders you know people you're trying to influence with your company and policy messages. You've got the general public, you're trying to help with your information based services. You know particular in health charities who want to change the wider public's behavior and attitudes towards particular health issues.

You know, there's a really big range of stakeholders you want to do very different things and I think that understanding of the range of stakeholders and the different types of things that you want them to do, that's got to be an advantage when you're talking to charities and just understanding some of the challenges that they have. You know, the budgets are lower sometimes the understanding isn't as high although talking to some people who've worked in both companies and charities, they definitely dispute that. They think that understanding is low

everywhere really. So, I think getting where charities come from and really genuinely sharing their values, I think it's got to help you know? I really do.

**[00:11:06] BOK:** That was sort of I was thinking when you're describing a networking despite the fact the negative connotations of the word with a lot of people, but when you're describing those situations where you're having those conversations that one you have the background so you're able to connect and use language and understand and two you've got, as you've said, a genuine shared value and in addition to you personally having the confidence to do that and I wanted to touch on that middle point the genuinely sharing the values part. Because not everyone has got the confidence or not everyone finds it as natural as you're describing that sort of just meeting people and talking to them and sort of exploring the possible things that you can work together on. But I always feel that, that's much more powerful and much easier when you do have that, and you're working towards — you feel like you're working towards something that is a joint shared value rather than, as you say, turning up in a suit and “here's my card please buy my thing”.

**[00:12:03] MC:** Yeah, definitely and you know it's a funny one for me because my role in Platypus, it's the first time, I mean arguably excluding the freelance side of things, it's the first time I haven't worked for a charity really and for any length of time in my whole career. So I feel like I'm part of the charity sector even though I'm actually a company that help provide services exclusively to the charity sector. So I feel like very much part of it and you know the one closest to in the industry if you like are all people are like working for charities. You know, a lot of my friends work for charities, it's just something that I feel completely sort of a part of and, you know, have a knowledge of frustrations and the things that they really believe in and you know a better world is possible if you want to go very grand about it. But if you don't want to go so grand about it, it's about just making small differences here and there in what you have to do and, yeah, so the shared values thing I think is really important.

Ultimately if you work in the charity sector and even to some extent, for the charity sector you need to accept that you're going to make less money than if you worked in the corporate sector, broadly speaking, doing the same type of role to get the same general types of outcomes, you're going to be paid a bit less and to do that then, you know, you have to believe in what you're doing because you know if you're only in it for the money, you know, you're not going to

get as much out of it. Not to say that there's not good salaries to be had here in there but they're definitely less than their corporate equivalents. So, I think having those values is really important and really being behind what they want to do.

**[00:13:41] BOK:** That's brilliant because that was going to be my next questions is, is there a challenge or how challenging it is to build a business like Platypus where you're focused on the charity sector where, as you say, there's kind of there's certainly the impression that the one that budgets the smaller and everything that's less. Is that difficult from the harsh commercial realities of building an agency you know and having employees and doing all of that?

**[00:14:04] MC:** It's hard to know because I don't know any other way as a [inaudible]. So I have not run an agency that has exclusively corporate clients. I would imagine that a lot of the challenges we all have and this is definitely my experience talking to other agency owners that the frustrations are pretty much the same. Except potentially, I mean you could argue that if corporate budgets are broadly higher than agencies who work for corporate clients or who have bigger mix of corporate clients and the people they work for, they might find it easier to grow their agencies because those budgets are higher and ultimately you're never going to grow your agency if you don't have an increasing budgets.

You know we've grown a lot in the last few years, so I don't know if there is any concerns about that particularly but I would imagine that if you have corporate clients or more corporate clients and have access to those bigger budgets you could arguably find growth easier but, you know like I said, talking to other agency and there's a lot of frustrations and difficulties are really the same. But you know at the same time it would be nice to have access to those bigger budgets and to maybe experience those frustrations for a while, you know, perhaps? It depends on the client of course.

**[00:15:17] BOK:** Yeah, of course absolutely and I was laughing there because I think everybody's got a little bit of grasses greener. You know there's always a bit of it. But the other thing that you're describing is, as you said, anybody who works in the charity sector is going to have to be at least partially driven by you know the values or the impact that you're looking to have. So, can you tell me a little bit about, I don't whether it's good to use a specific example or more general but like, as with Platypus you know now working rather working in a charity, can

you tell me a little bit about the kinds of impact that you before you described you were tying the companies, the way you run the company and ethos of the company to that impact. Can you tell me a little bit about how that comes out or if it's — how does it feel good you know how does it all work out for you now that you're actually doing it?

**[00:16:04] MC:** So, I guess we're working more and more with either fundraising teams or digital teams, or even more commonly, probably digital fundraising teams to grow that kind of that part of their fundraising mix so that it's a bigger part of the — bigger slice of the pie basically. So, digital fundraising is still in it's relative infancy despite the kind of reputation it has with ice bucket challenge, no make up selfie for raising millions and millions with next to no effort, which is definitely has done for you know a very small number of organizations. But I think the impression is that that's hard work for everyone. But if everyone else actually has to put a lot of investment into it to try to make it sustainable.

So the types of projects that we're doing, I guess to give one example, would be Facebook fundraising campaigns and acquisition campaigns of fundraisers and of regular givers. So the type of income that charities really want to need is that recurring income from a really large group of individuals so that if you know a bunch of them kind of drift off and leave the organization, which eventually they do, it doesn't have a huge impact on the mix the way you know losing a particular corporate fundraising deal or having a local authority contract come to an end might have such impact.

So we do a lot of regular giver recruitment campaigns on Facebook. So we would work with a charity to create a value exchange so that's something that they can offer to people who've not have heard of the charity who aren't calls or brand aware of. I mean they might be calls aware, ie., they knew broadly what that charity is trying to do. So, breast cancer charities might be good example. They might know that breast cancer is bad. They might even have some a personal experience of it in their lives but they don't this particular breast cancer charity, and then we might work with a breast cancer charity then to offer something to those people. You know, it could be an information based booklet. It could be you know, a pin or something like that or just some specific thing they can offer for free for to people who have not heard of their organization and then when they've done that they will call those people up and say, “You know, we hope you're enjoying the thing that we gave you. Here's what we do, is this something that you like to

support kind of long term?" So that would be a really typical example of the type of campaign that we would do and you know a thing like a lot of work that happens that happens it's no different to you know to any other type of organization of how they work. We have meetings, we work in spreadsheets, we have emails, we have calls, you know, all of that stuff is the same and so we will see our ROI from that campaign. We will see projected income and attrition rates and all of that kind of general industry jargon.

So what we really try and think of is well how much money did that raise for that charity and what kind of impact can that have over the longer term? So I guess I'm most interested in when we're raising real money and having a real impact on that charity and I think my approach in that stems from the fact that us working in this or sorry, me working in digital, or me working in charities predates the digital age, if you like. Where the only two things that charities are trying to achieve where to promote their services, so change more lives and however they do that and raise money to support that.

So, I'm very focused in trying to get those, one of those two comes both of those outcomes and all the campaigns that we do; raise money or get their life saving services, it could be counseling services, health based information whatever they have, to more people so that more lives can be changed that way. I'm really focused on those two outcomes and I'm really trying to recruit people who will you know support those two. It could be regular givers, it could be fundraisers or whatever but we're really focused on making a genuine difference to charities and those are the ways that we're trying to do it.

**[00:19:51] BOK:** Yeah, do you find that the charities come to you with a, "Hey, we've got this thing that needs, likes you say, the value or the thing that needs promoted." Or are you involved further back in the conversation to help them work out what that is and to define who they're trying to 00 who they're targeting these things at?

**[00:20:10] MC:** A bit of both I would say. So sometimes charity client will say, "We have these thing we'd like to try and make something of it," and we try to build a campaign around that, using that as a value exchange something that we can offer to people for free as a kind of instruction to the organization and then other will say, "You know we have particular budget and we're looking to recruit regular givers," and then we'll work with them to work at what might that

look like and what they could use as a value exchange and what they could use as an introduction to the organizations, it really depends and it depends whether it's an existing client and the idea that came up over a cup of coffee that we would have as our general catchups.

It might be a charity that we don't know that knows that we do these kind of things that would just approach us cold and say, "Hey, you know, we've got budget for regular giver recruitment can you help us with that?" So it's a real mix to be honest and that's probably the experience of other agency owners as well. You know, they've got business from existing clients, they've got business coming from past clients, they've got business coming from people who were past clients but have moved on to other organizations and they've got cold approaches. So, yeah probably the typical mix to be honest with you and the fact that we're working on the charity sector probably doesn't affect that too much.

**[00:21:24] BOK:** And then although I do really like read so much and I speak to agency owners and in my own agency that the power of having that clearly defined message of what the agency is and what you've just described, "This is where our strength is, this is who we work with, this is the impact we can have for you," is really powerful and as you said, almost whether that's charity because that's something you personally feels passionate about, or whether that's something else, that clarity of mission for the agency is really powerful. To my mind I think that's even just multiplied by the fact that it's connected to your personal values.

**[00:22:02] MC:** Yeah, I think so and it's weird how internalized that can become. I did a piece of work, was last year? Where I was trying to get a handle on what people really valued about working with us and what they thought we really brought to the table that other people couldn't. You know I was really trying to find out why, why people you know decided to work with us instead of other so that we can do more of that really.

So I reached out to a bunch of past clients and current clients and just asked them and just said, "You know, why us? What is it you value about us? Thinking maybe it would be, you know, we're really friendly and easy to work with which I make sure that we are. Or was it that our skills in this particular area of digital marketing were really good? Is that, you know, others don't really do what we do? You know, I was thinking it might be one of the these things or just something completely even different? You know, I'd been blown away by the results and I'd magnify that

area of the business like wild fire,” and you know 95% of them came back and said some of those things here and there but really they said, “It’s because you specialize in working with charities,” and that’s something so internalized to me now that I don’t even think it’s a thing, or certainly didn’t at that point. I was thinking, “Well, obviously we work with charities that’s just what we do.”

It’s like saying we like working with you because you use computers to do your work. Well, everyone does that, don’t they? So that’s not a specialization. But actually it turns out that just having that focus on one industry and really getting that industry and talking their language is really valuable and unvalued quality that we have. So it’s something that we’re really trying to push. Because actually the types of digital marketing agencies that are out there you know they don’t have that, you know, they don’t have that charity specialism and, you know, they might have charity experience but I think they’d struggle to have the depth of charity experience that we can offer and, yeah it’s something that I’m really proud of actually.

**[00:23:51] BOK:** Yeah, I can see that and I agree. It looks, you know, seeing the way you described there in Platypus on the side I think that’s something very valuable worth being proud of. And so, tying that together now going back to your recruiting people and building a team, how did you go about finding and building the team? You said you first started working with other freelancers and then bringing on employees, did you find that process difficult? What were the challenges? What was easy about doing that?

**[00:24:20] MC:** The easy part of starting to do it was that I was already in touch with a digital marketing freelancer called **Fran** Swaine and sort of knew her a bit and sort of chatted to her a bit and I just started a couple of, or just one if you like, a couple of campaigns were going to be a month or two’s work and needed to start within that time. Unfortunately my first child was being born around the same time so I was taking a few weeks of paternity leave and so I just couldn’t deliver them. So I was like, “Fran, can you help me deliver this stuff?”

So she very ably started those campaigns and got the ball rolling and made sure nothing dropped and I knew then because she’d started it, it would just make sense to have her on retainer to help me deliver them and so we did that. And I think probably eventually, this must be a common story. Eventually I got over my fear that I wouldn’t have enough money to pay her as

an employee. Got over that fear of the money running out and to having let someone go and saw that the money wasn't running out and that the campaign were still coming and the work was still coming and so I was able to offer a proper job, really. I mean she was remote working but you know a proper job we we're working on these campaigns together and then I realized that I was spending a lot of time trying to do things that weren't what I was really good at, which is you know meeting people and running proposals to get more work and in, the business development basically. So I wanted to hire somebody who could help us A market the agency and B do some of the stuff that on the campaigns I didn't have time to do and we just advertised for that really, in our real networks.

You know we have email list and I have social medial presence and stuff and so we just advertised through our networks and I hired a guy called Will Cardy, who was just sort of part time he was doing other jobs and stuff at the time he was doing relatively junior stuff for us and that just went so well to be honest and Will really bought into our organizational values of really wanting to progress and learn as much as possible in the fastest period possible and generally being really easy and quick to work with and he's now our full time search marketing manager because he's just got such a depth of skill with Google Adwords, he's recruited a team around him.

So, I think it was easy because it started with people I knew, which is again got to be a common story for agency owners. Recruiting Will wasn't too difficult but I'm really conscious as we grow. We have to have a, well I hate to use the term but it is accurate, a pipeline of talent coming through. So we're well known in the sector that people some people may be in charities already or not in charities already want to work for us because they see what we do and they see that we're a good organization to work for. So when we do advertise a vacancy as we've got one open at the moment, that they do want to apply and they do want to work for us and we don't have just nobody applying for jobs, which we've had in the past.

So, yeah it's just easy and difficult as it is for everyone else and talking to owners of much bigger agencies, recruitment is a constant headache from what I'm told. You know, you need have to have people coming through, you need to have people aware of you and you need to have a lot of different things in place for people to want to work for you. So, I'm quite conscious of that and I try and meet people who think when they might one day want to work for us, even if

it's years, and years down the line. I'm conscious of trying to be quite open about what I think is great about working here, about you know things like flexible working that we offer, the types of values that we can offer, you know how you learn more in six months here than you did in three years in your previous job, things like that really that I think people really value. So it's a stream of work that is quite important to my role really because without it you now we're sunk. The more the demand for our services grows, the more supply has to increase as well and that's delivered by the people they work here.

**[00:28:17] BOK:** Yeah, that's a really good summary of, as you say, there's a lot of elements in that that are similar that I can hear in my story and also a lot of people have spoken to and I found the pleasure of speaking to in this podcast. And that maybe segues nicely into what's the future of Platypus? Where is the — do you have the vision for where you like to go with the agency or is it sort of more organic?

**[00:28:40] CM:** There's definitely an element of which — that's organic because you know again and again I think the best laid plans just, they just kind of glay very quickly and there's the old boxing adage, you know, everyone has a plan until they got punched in the face. So, that doesn't mean I'm adverse to making plans because I think that, again another old adage that “plans are useless but planning is invaluable”, I kind of believe that to a large extent. I have a framework for how I want us to grow and how I want us to get better. So as well as getting bigger I wants us to be better at what we do and we have processes in place that makes sure that every campaign we deliver is a step above the previous ones. So that we have that kind of constant improvement and then I think there was a bedrock for kind of natural growth to some extent. So the future for me really is growth because I want to keep on building what we've got.

I think we can have an even bigger impact on the charities that we work with and the people that they're trying to reach. You know, from the conversations that I have with people and from what I see I think there's so much more we can do and so many more people we can reach and ways we can inspire them to take action for those charities through that best practice in digital marketing really. So, through better conversion rate optimization the more that people want to donate when they get to donate page, through more inspiring messages that people can see when they are on Facebook or when they're doing searches on Google, things are really

resonant with them and give them a reason to click on the ads that they see and complete the actions that the charities want them to complete.

There's just so much more that can be done and I think once every charity in the land, you know the many hundreds of thousands that exist, have all those skills and they can do all that stuff in the sales and they are all smashing it, then until then I think there's just more we can do and I think we'll have a bigger team to deliver that. We'll have an agency that can compete with some of the biggest hitters in the land really. You know, much bigger agencies that have much bigger budgets to deliver their work and bigger teams that they have. You know I think from a personal point of view we can compete with them and well you know our primary motivation is having that impact in the world. There's a little bit of personal satisfaction that we can punch in before or wait or we can build something we can really be proud of.

We had a bit of feedback from a client last week on what it was like to work with us and that's a really important part of what I try and get our team to do as well as doing the work themselves and delivering work to higher quality. I'm want them to be really lovely to work with, really easy to work with, really responsive, you know none of this kind of our agency just went you know silence and there's total radio silence with them and we just lost touch. We have none of that here. You know hear back from someone if you contact them usually the same day and so I was chatting to this client who is a really important client of ours and she said she had feedback from her team on what it was like to work with us and she said, "The main word that came up again and again and was probably the central thing with everything was delightful. You know the team are great to work with, they're really responsive, they're on top of things, we feel like we don't have to worry, we feel like you genuinely are an extension of the team," which is something we said we wanted to be and you know just hardly had a bad word to say about us.

In fact, the one thing that we can improve which is relatively minor, was what that meeting was actually about. You know, we were, they said, "You could probably suggest even more ways that we can improve things," and that's one of the things we were doing in that meeting. So, we were kind of already on top of it really and I think that's — I actually think that's really important as well. I wanted to have a positive impact. I want to build an agency to be proud of, but I want people to have worked with us and said, "They were really great to work with, you know, they're

really nice, they're really friendly, really on top of it," because it just makes going to work a little bit more enjoyable.

You know make some more fun, makes the company you're working on more fun and you know we want to make people's jobs easier as well as having that positive impact in the world and it looks like we're doing it. So I think if we can have that impact with every client that we work with no matter what, which is a challenge when you're not based in the same building often to be honest. Those relationships are harder to build, but if we can keep doing that then I think we will be onto something good.

**[00:33:05] BOK:** Yeah, that's really inspiring. I really like what you're saying sort of — like there's a real, what's the word I'm looking for? A real synergy across everything you're saying. Like the impact for the client, working with the client being a positive experience and delightful experience. One question that comes from that for me is as you're working and building your team, is there anything that you're doing with your team internally to vocalize that message about being delightful or to provide you know how do you help the team provide that kind of service?

**[00:33:36] MC:** Two ways I suppose, one is putting the processes in place to make sure that the physical things if you like to that are in place. So, things like I tell them you know if a client contacts you need to respond the same day or at latest the next. That's just fairly simple thing that you can do. I encourage them to be more talk and less type. So obviously emails are probably the main way that people still communicate with each other. In 2018, I think that's a bit — I've dated myself, but I appreciate that we've still got the email clients. But I really encourage them to just to pick up the phone and chat through things as much as possible.

We have a fairly clear process in place for when to meet with the clients because I think looking people in the eyes is really great for relationships. So we know when it has to happen and the key points in a project or campaign and that should happen. So I guess some of the pros, I don't want to use the term "client management" because I really don't like calling charity clients in particular a client like they're just a bank account to be kind of drained. But I suppose that's what it is, you know that's hard to be lovely to work with really. So we have processes in place to make that the case.

The second thing, which is not something that we can really influence so much is just by recruiting really nice people who in the course of their job and in their interactions with us and with clients they can't help but be really nice because they are just really nice and that's quite a subjective thing to assess really and we have to do it in interviews. We just have to get impression for the person. We have to try to get to know them before hand if we can, all of that stuff. So we will just recruit who we think are nice people and will be easy to work with and we'll help them be easy to work with through some processes I suppose so. So, a combination of the process and the person I suppose.

**[00:35:26] BOK:** Brilliant, outstanding. I really enjoyed that and unfortunately we're running out of time, otherwise I'd like to keep talking. But I really appreciate it. Thank you so much for coming out and sharing all of that. Final question then, for anybody listening who wants to find out a little bit more about yourself and about Platypus, where should they go?

**[00:35:40] MC:** They should go to our website, which is Platypus, as in the animal, platypusdigital.com. They can check us out at Twitter @Platypusdigi, or if they want to find out more they can just drop me an email and I'll be happy to have a chat with anyone and I'm matt@platypusdigital.com. Or of course you can just Google Platypus Digital, which is, you know, that's the digital way of finding out these things, finding out anything. You just Google it and you see what you get and you can have a look at our website, our videos. We've got a — if people are interested in building digital skills but you know they're from a smaller organization a charity or anything else, we've got a free online training course called Control R.

So if you Google just "Control R Platypus Digital" then you'll be able to sign up to a series of free webinars on SEO, Facebook advertising, Google Analytics and even more. So, that's a great way to experience stuff to be honest because that's all run by us and you'll see our branding there, you'll see our trading content, which we're big on and you'll hear our voices and hopefully you'll learn a bit how to do deploy digital for good as well.

**[00:36:46] BOK:** That's handy, and I'll put those links in as usual in the show notes on happyporchradio.com as well.



Thank you again, Matt. I really appreciate your time today.

**[00:36:54] MC:** Thanks for having me.

[END OF INTERVIEW]

**[00:37:05] BOK:** You can get all the links and notes from this episode on [happyporchradio.com](http://happyporchradio.com) where you can also find out how to send us questions, feedback and get involved in the conversation about this series. If you enjoy the show, please share with anyone else who might enjoy it too. Thanks for listening.

[END]