

Effective Digital Media Communication and Engagement

Embracing Digital Transformation

Learning Deck for Day 2

Supported By:



Facilitated By:



Embracing Digital Transformation

THE NEED

- Sustainability
- Organisation resilience
- Maximized outreach
- Data driven insights at program and organisational levels
- Improved efficiency
- Faster/ higher impact quotient

WHAT

- Adoption of technology platforms and tools
- Defined approach

HOW

- Organisation culture change
- Skills training
- Knowledge building

Define your primary objective

WHY?



FUNDRAISING?

INFLUENCE?



VISIBILITY?

NETWORKING?

What do you need to be prepared with?



What are my considerations for change?

1	Making the shift from traditional to digital	✓
2	Allocating a budget for digital marketing	✓
3	Searching for the right talent	✓
4	Dealing with the complexity of technology	✓
5	Maintaining consistency in communication	✓
6	Long term impact	✓

Steps to digital transformation

Set your objective

- Why do I need to adopt a digital approach?
- What are my goals?
- What is the impact am I aiming for?

1

2

Assess your organisation

- Resources
- Skills
- Budget
- Leadership
- Knowledge
- Infrastructure

Identify Leaders

- Does my board support the change?
- Who can drive the change?

3

4

Define your strategy

- What are my immediate steps?
- Do I have identified milestones?
- Do I have a timeline?
- How do I get there?

Digital Marketing

Digital Marketing is a way in which organisations reach out to their target audience and interact with them across the internet.

Why are organizations shifting to digital marketing?

Criteria	Traditional	Digital
Scope	On size fits all	Individualized user connection
Decision-making	Delayed	Real-time actions
Use of data	Guess work	Experimentation and measurement
Tactic	Push message to audience	Pull audience to message

What are the benefits of Digital Marketing?

Allows engagement with audience in real-time

Enables global reach

Organisations can further develop themselves and build relationships with clients

Messages can be accessed over multiple channels

Cheaper than traditional marketing

Creates a level playing field for organisations to compete, no matter what size or budget

Content Marketing

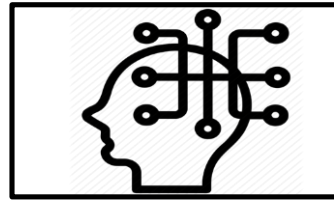
Content marketing is a marketing technique of creating and distributing **valuable, relevant and consistent** content to attract and acquire a clearly defined audience – with the objective of driving profitable user action.



Awareness



Research



Consideration



Donation

Guide to Content Marketing



Understand your audience and their preferences



Identify appropriate channels



Choose mediums that best suit your organisation



Be consistent in your story telling



Adopt a "feel-good" approach



Repurpose content



Give more than what you ask for



Have a plan

Marketing plan

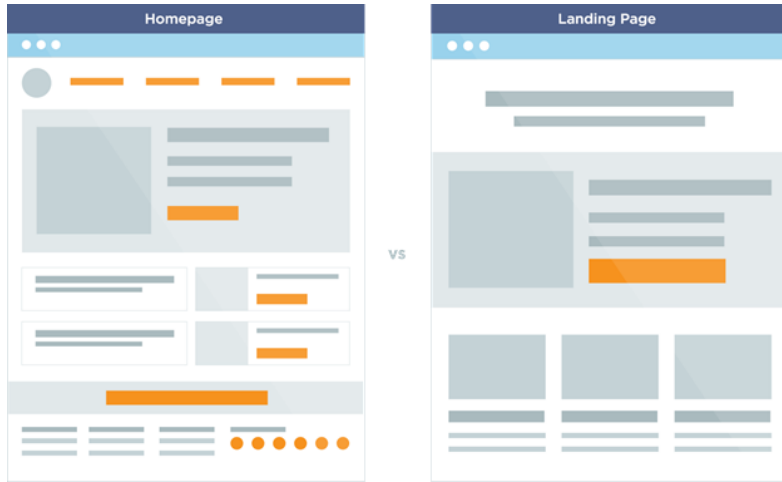


Using Landing Pages for Conversions

What is a Landing Page?

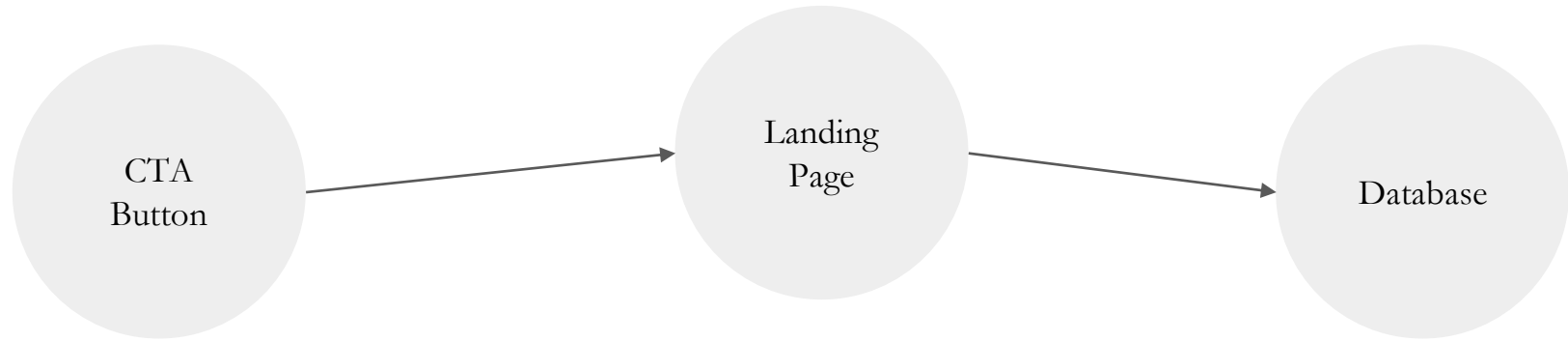
A Landing Page is a campaign-specific page with just one single call to action and no website navigation.

Difference between a Homepage and a Landing Page



While the homepage has dozens of potential distractions—you can basically call them “leaks” instead of links—the landing page is super focused. Having fewer links on your landing page increases conversions, as there are fewer tantalizing clickables that’ll carry visitors away from the call to action. That’s why expert marketers always use a dedicated landing page as the destination of their traffic.

How Do Landing Pages Work?



Why landing pages are important?

A well-designed landing page can greatly increase conversions for your PPC or email marketing campaigns. Rather than directing visitors from those sources to your general website (where they may have a hard time finding what they're looking for), you can direct them to a specially-designed landing page that steers them in exactly the direction you want them to take.

What consists of a good landing page?

1. Short and uncluttered
2. One call to Action
3. Limit exit points- No other hyperlinks, no navigation menu
4. Easy to convert- Ask only essential information, make process easy
5. Content- Catchy headline and engaging copy
6. Maximum two graphics/images
7. Follow-up with a Thank you page

Things to keep in mind before building a Landing Page

1. Goal
2. Audience

Using a Landing Page Tool

<https://neilpatel.com/blog/12-tools-that-can-help-you-build-high-converting-landing-pages/>

Thank you!