

BEST PRACTICES 2020/21

# DIGITAL MARKETING



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& Trust Services



# WARNING!

Before proceeding please answer the following:

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Why are you marketing your product or service?

What is your end goal and metric of success?

Write those down.



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## STEP 1: IMMERSION

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Now that you know why you want to market your product, it's time to identify with your customer.

How has your life changed since experiencing this product or service?

Through putting yourself into your customers' shoes, you will be able to empathize with the emotions that your product or service can evoke.



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# RHODIUM?

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We know the golden rule—do to others the same as you want them to do for you.

But in this day and age, we must set the standard of excellence even higher. How? Just as rhodium is more rare and valuable than gold—our goal is to create an extraordinary customer experience by exceeding expectations.

The Rhodium Rule—  
do **More** for others than  
you would want them  
to do for you.



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# WHO?

## Identifying your customer

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This is where you research and define who your customers are. Then start to ask questions about their lives. Interview real individuals when possible. What is their name? Where do they live? What does their daily routine look like?



### **SUSAN LAMOSO**

Mom, PhD, 46

Find out if Susan has a spouse and/or children? If so, does she work outside the home? How does she balance work and home life? What are her concerns about the now and future? What product or service would be to her greatest benefit?



### **JUAN MCCURDY**

Grandfather,  
Director of Marketing, 59

Ask yourself what Juan's weekly routine is like? How would you find ways to let Juan know that your product will enrich his life and make it better?



### **ANGELA PRESTO**

Newly Married, Chef, 31

Put yourself into Angela's daily routine, her commute, where she grabs breakfast, what media she consumes, where she shops currently, what does she think about when she hits the pillow at night?



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# FOUNDATIONAL MARKETING 101

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If you're in a venture where you want sustainable and repeatable results, you must build your marketing and product on high integrity, ethics, and morals.

**Above and Beyond.** Your product or service must go above and beyond what you have advertised it to be. It must be better than word of mouth. As impressive as the Queen of Sheba had heard the kingdom of Solomon to be, after seeing it for herself, she describes it as far surpassing the reports she had heard.

Make your marketing great, but ensure your product is even better.



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## PERSONALIZATION

Advances customer relationships

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Customers need to feel like you genuinely care for them. When you are truly invested in your customer, you will act in their best interest. After all, you have something that will make their lives better. Who wouldn't want to share that with everyone?

Find ways to personalize your advertising as much as possible. You want people to say “wow, they really know me—and this looks like it would make my life better.”

If you've done your homework on customer personas, you will be very familiar with the life of your customer.



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# PERSONALIZATION

96% of marketers believe that personalization advances customer relationships.

You need to personalize your marketing—and that means personalized content, products, emails, and more. With the availability of data like purchase history, consumer behavior and links clicked, custom content has never been easier. In fact, 96% of marketers believe that personalization advances customer relationships.



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# PERSONALIZATION

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**Maximize Enjoyment.** Make the experience of engaging with your ads and product a joy. Do people look forward to seeing your brand and its ads and content?

**Minimize Confusion.** Make sure customers know what you do and why you do it. Make it clear not only what you offer, but also how and why they will be better off with your product.

**Personalization.** Personalize your marketing—make everything feel like you were thinking of the customer when you created the ad. This means creating unique ad content for different audiences.



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# WHAT DO YOU WANT TO SAY?

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**Story is powerful.** What is your brand's story? How does your product or service take a customer from the valley of decision to the mountain top of satisfaction?

Before jumping to the next step—the how for each platform—make sure you are clear on the message you want to get across to your potential customers.

Ask this—if you could say one message for all to hear—what would it be?



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# PLATFORMS + PERSONAS = PERSONALIZED MESSAGING

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Now that you have identified why you are marketing, who you are marketing to and what you want to say—now comes the work of creating content specific for each platform whenever possible.

By creating content whenever possible unique to a platform you're saying you care about how someone has chosen to consume content and you're keeping them in mind when you are creating information that will make their life better.



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# VIDEO MARKETING

The best way  
to influence

Live video is gaining popularity, with a large number of businesses using it for interviews, product demos and “behind the scenes” glimpses of events, life in the office, how products are made, etc.

With ever-decreasing costs of film equipment and the increasingly high-quality smartphone cameras, businesses and marketers are heading for personalized video messages rather than phone calls or emails, which is called the 1:1 video approach.

In a world saturated with advertisements and content—video allows you to tell a story that only you can tell.



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# VIDEO MARKETING

On various platforms



YouTube



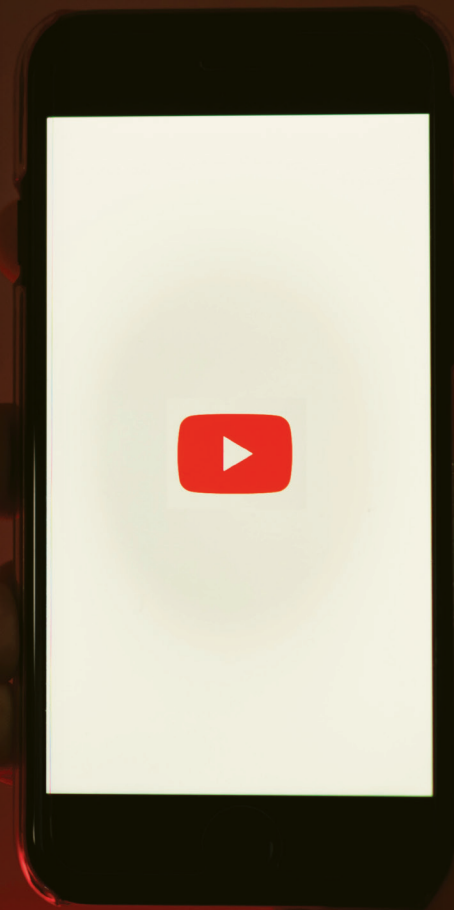
The majority of videos on Facebook—90+% are viewed with no sound on. This is why subtitles/captions are so important. Additionally people are primarily consuming content on their mobile devices. Your video must get their attention in the first 2 seconds.

**Facebook.** When marketing on Facebook, you want to create square videos, with subtitles less than :60 in length. Consider including subtitles. Over 85% of videos on Facebook are watched without sound. Rev.com provides a robust subtitling service.

**YouTube.** People on youtube are looking for something, so make sure you tell them quickly what you are about.

**Instagram.** Where Facebook is becoming more of a mature platform, Instagram has a younger audience who values aesthetics and experience more than ever.

For simplicity of content creation and budget considerations, try creating a :15 ad in both Square 1:1 (1080x1080) dimensions as well as Landscape 16:9 (1920x1080) format. Excellent services include rev.com and short video creation software headliner.app



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# VIDEO MARKETING

72%

72% of businesses say video has improved their conversion rate.

70%

70% of consumers say that they have shared a brand's video.

65%

65% of executives visit the marketer's website and 39% call a vendor after viewing a video

52%

52% of consumers say that watching product videos makes them more confident in online purchase decisions



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Description

Video  
module

H1-H2  
Design

H1-Head

Menu

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## SOCIAL MEDIA STORIES

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With the growing popularity of social media “stories,” it is important for marketers to consider this format in their digital marketing strategy.

This means filming content in 9:16 (1080x1920) format. What makes this easier than ever is that most mobile devices now can film and photograph at professional resolution standards.



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## SOCIAL MEDIA STORIES

First Snapchat came out with the concept of “My Story,” then Instagram and Facebook stories were introduced, and now YouTube has unveiled their own story format, “Reels.”

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Live video is one of the most profitable social roll-outs to date. Savvy marketers can make use of live video to promote engagement and brand awareness.

Considering how most users interact with stories—think of stories like a simple way to remind people of your content, brand and story. Almost like marketing your marketing content.



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# INFLUENCER MARKETING

Using influencers is a very effective marketing tool that works to attract customers.

Influencers can be anyone from celebrities on Instagram or YouTube stars to well-known bloggers and journalists who help spread the word about your business or product through their social channels.

Because people generally trust consumer opinions over corporate statements, frozen food retailer Iceland “ditched celebrities in favour of real people, tapping into a dedicated community of micro-influencers” like “real mums”. After partnering with Channel Mum, Iceland’s approval ratings increased from 10% to 80%, which was a 72% increase above the agreed digital KPIs.



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# SOCIAL MEDIA - PAID ADVERTISING

If you want your target persona to experience your brand and messaging, you have to pay to play.

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In the dawn of social media, you could have 100 friends and post something and all 100 saw that post. If you had a brand, and 1000 people were your followers, your content would likely reach the vast majority.

Those days are gone. Only 2% of people might actually see your content if you post about it organically.

In light of this, we have to take advantage of paid social media advertising. The features and 'targeting' are absolutely amazing on who you can reach and where you can reach them. For example, if you want to reach donors for your organization who are 50-70, with disposable income, in the western United States who enjoy hiking and use iPhones—and you only want them to see your video when at home and connected to Wifi—you can do exactly that. This is where this form of advertising is more effective and 'personalized' than any other.



# Design Style Guide



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# PGTS STYLE GUIDE

## Advertisements

### TYPOGRAPHY

To maintain consistency with the Adventist brand, Planned Giving & Trust Services uses Advent Sans as its primary logo typeface, and when necessary—for certain language combinations—it uses Google's Noto Sans.

#### EXPERIENCE THE JOY OF GIVING

In this ad series, Noto Sans Black is used for the focus word(s) and Advent Sans is used for all other text. A single image is used to illustrate the focus of the ad, with a simple line of text along the bottom of the page, followed by our website, [willplan.org](http://willplan.org).

### NOTO SANS BLACK

### ADVENT SANS



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Graciousness is what  
**God's heart**  
longs for

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Experience the joy of giving • [willplan.org](http://willplan.org)

# PGTS STYLE GUIDE

## Advertisements

### AD CUSTOMIZATION

To maintain design consistency with our advertisements, only replace the logo and contact information on the advertisements.

#### LOGO USE

In order for your department logo to be best represented, use a **high resolution, transparent logo file**.

To replace our logo with your department's logo in InDesign, click on our logo to select it, and then go to File→Place, and select your logo file. Your file will now replace our logo.



# PGTS STYLE GUIDE

## Brand Applications

Philanthropy  
**connects**  
mission to  
opportunity

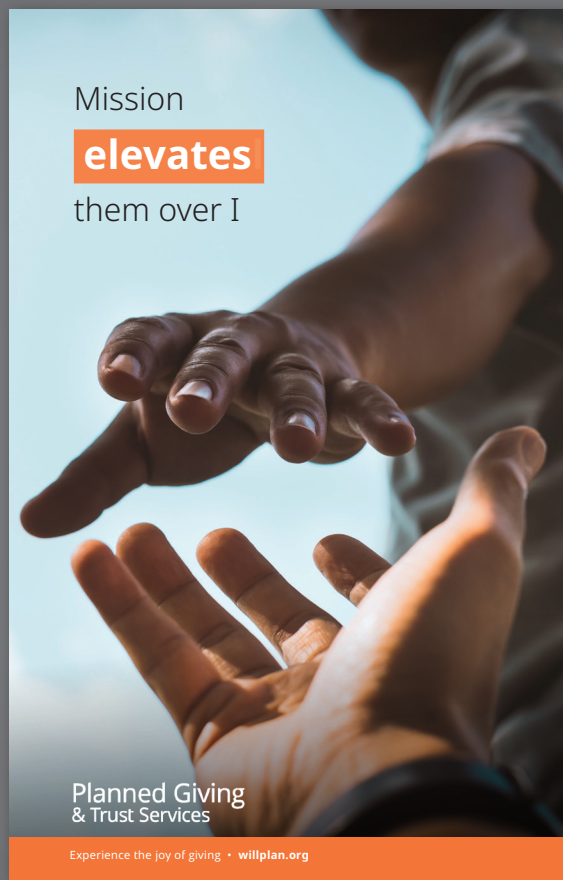


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Mission  
**elevates**  
them over I

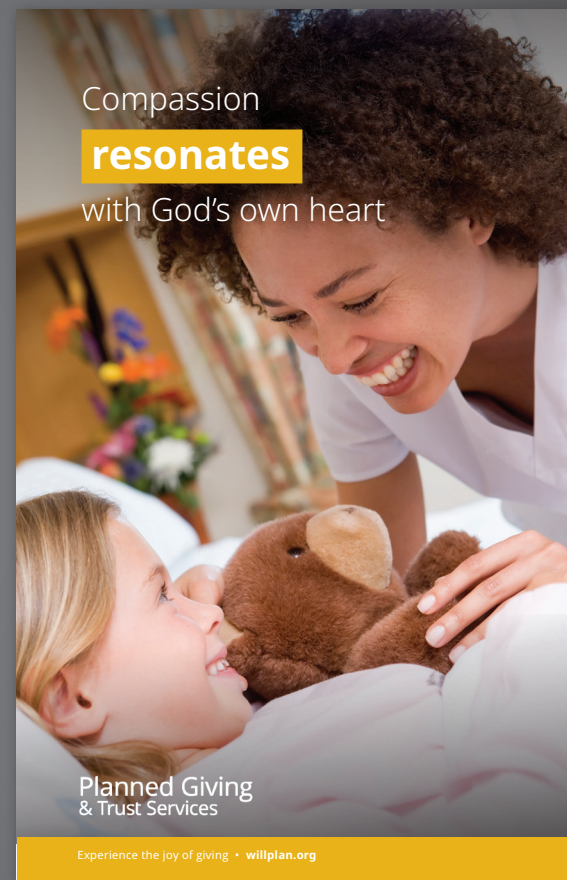


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Compassion  
**resonates**  
with God's own heart



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# YOUR MATERIALS

Get your files!

## GET STARTED

Here is the link to get your advertisement design files:

<https://staff.willplan.org/marketing/advertisements/>

Here is the link to get your videos:

<https://staff.willplan.org/marketing/video/>



# **APPENDIX**

# Social Media Posting Guide



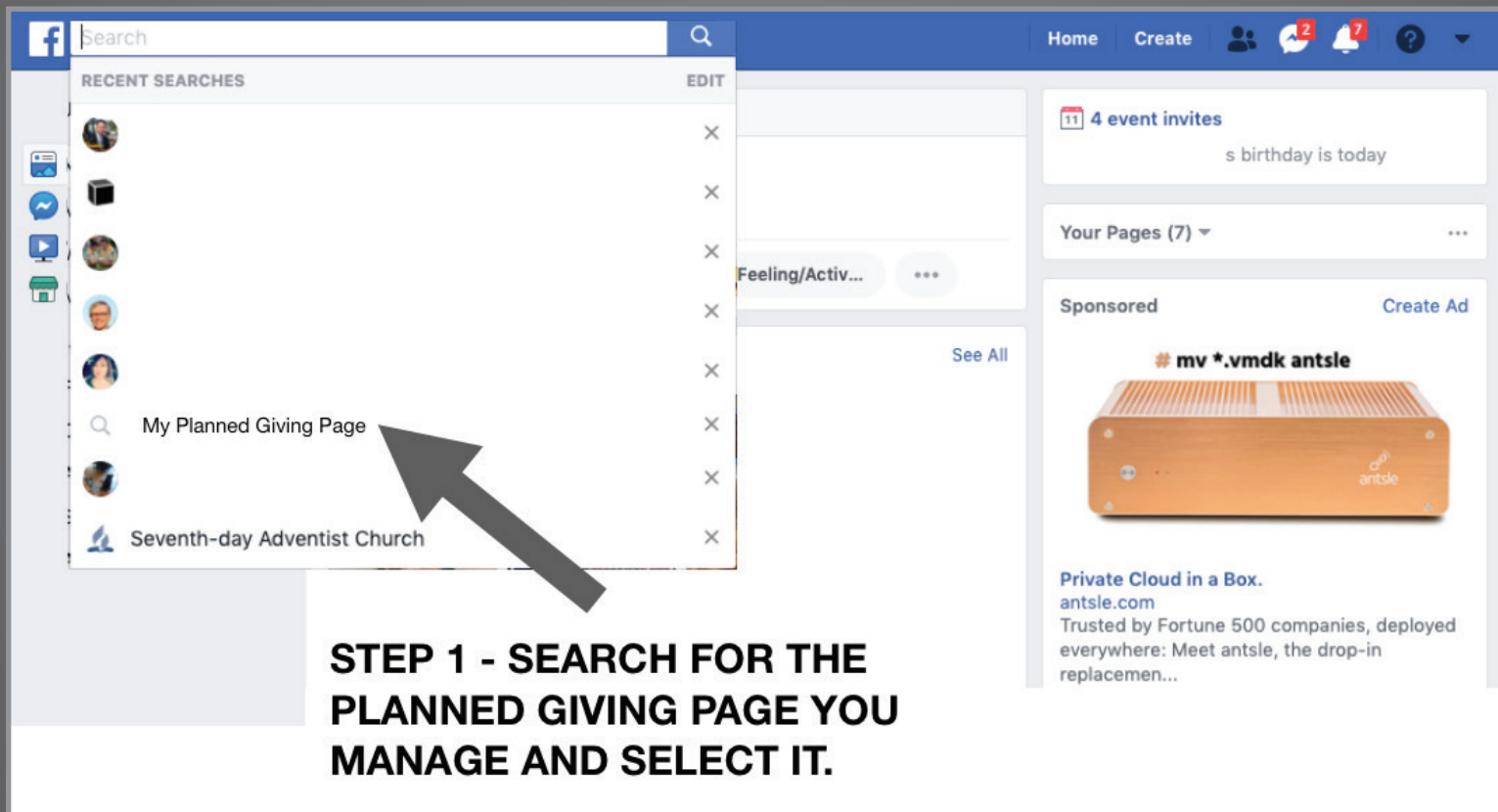
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# SOCIAL MEDIA WALKTHROUGH

Facebook

## Step 1



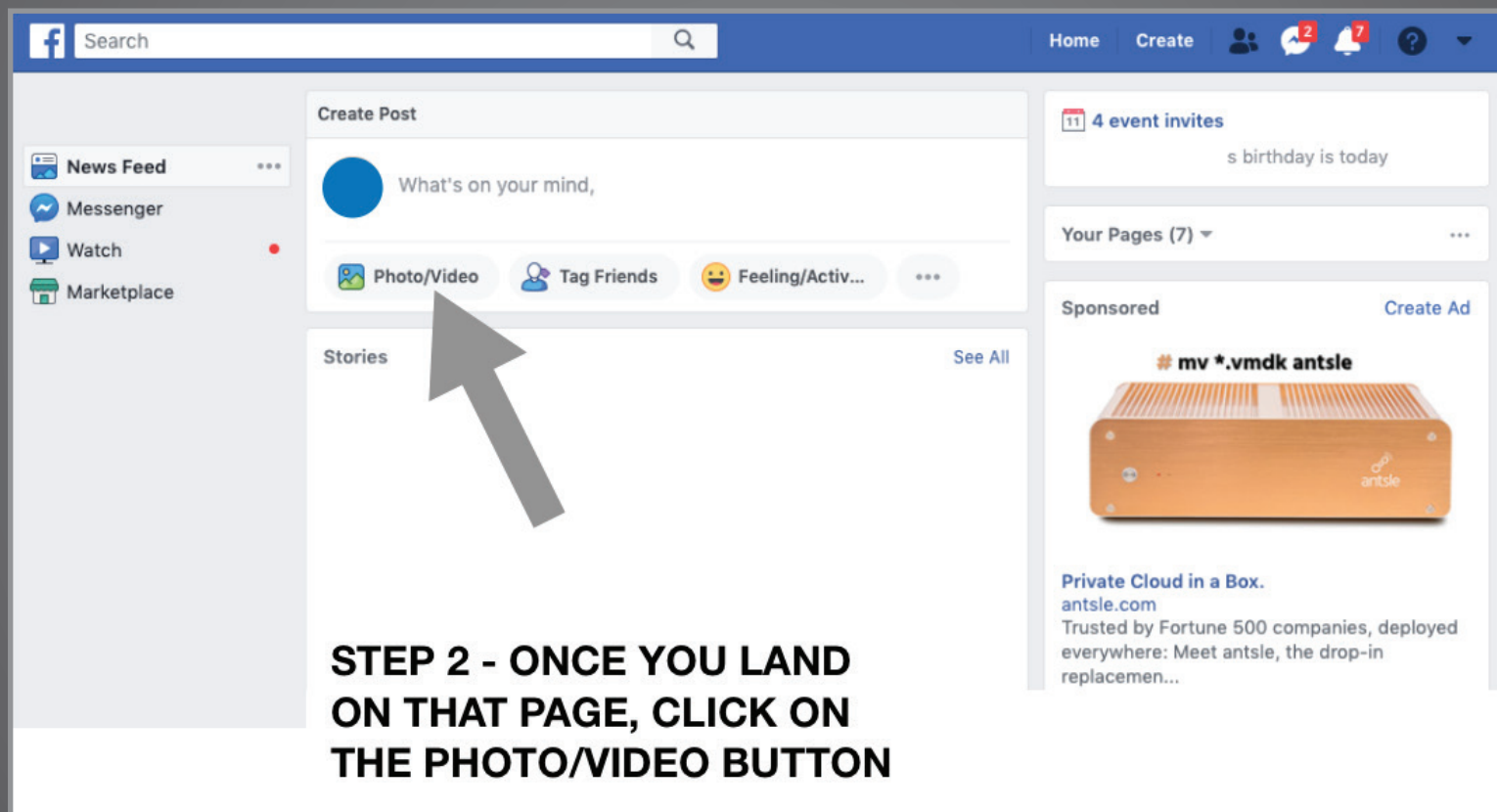
The screenshot shows the Facebook search interface. The search bar at the top contains the text "My Planned Giving Page". Below the search bar, a list of "RECENT SEARCHES" is displayed. The first item in the list is "My Planned Giving Page", which is highlighted with a grey background and a large grey arrow pointing to it. Other items in the list include "Seventh-day Adventist Church" and several profile pictures. To the right of the search results, there are navigation options: "Home", "Create", and a profile picture. Below these, there are notification icons for "4 event invites" and "s birthday is today". Further down, there is a section for "Your Pages (7)" and a "Sponsored" advertisement for "antsle" featuring a wooden server box. The text of the advertisement reads: "Private Cloud in a Box. antsle.com. Trusted by Fortune 500 companies, deployed everywhere: Meet antsle, the drop-in replacemen...".

**STEP 1 - SEARCH FOR THE PLANNED GIVING PAGE YOU MANAGE AND SELECT IT.**

# SOCIAL MEDIA WALKTHROUGH

Facebook

## Step 2



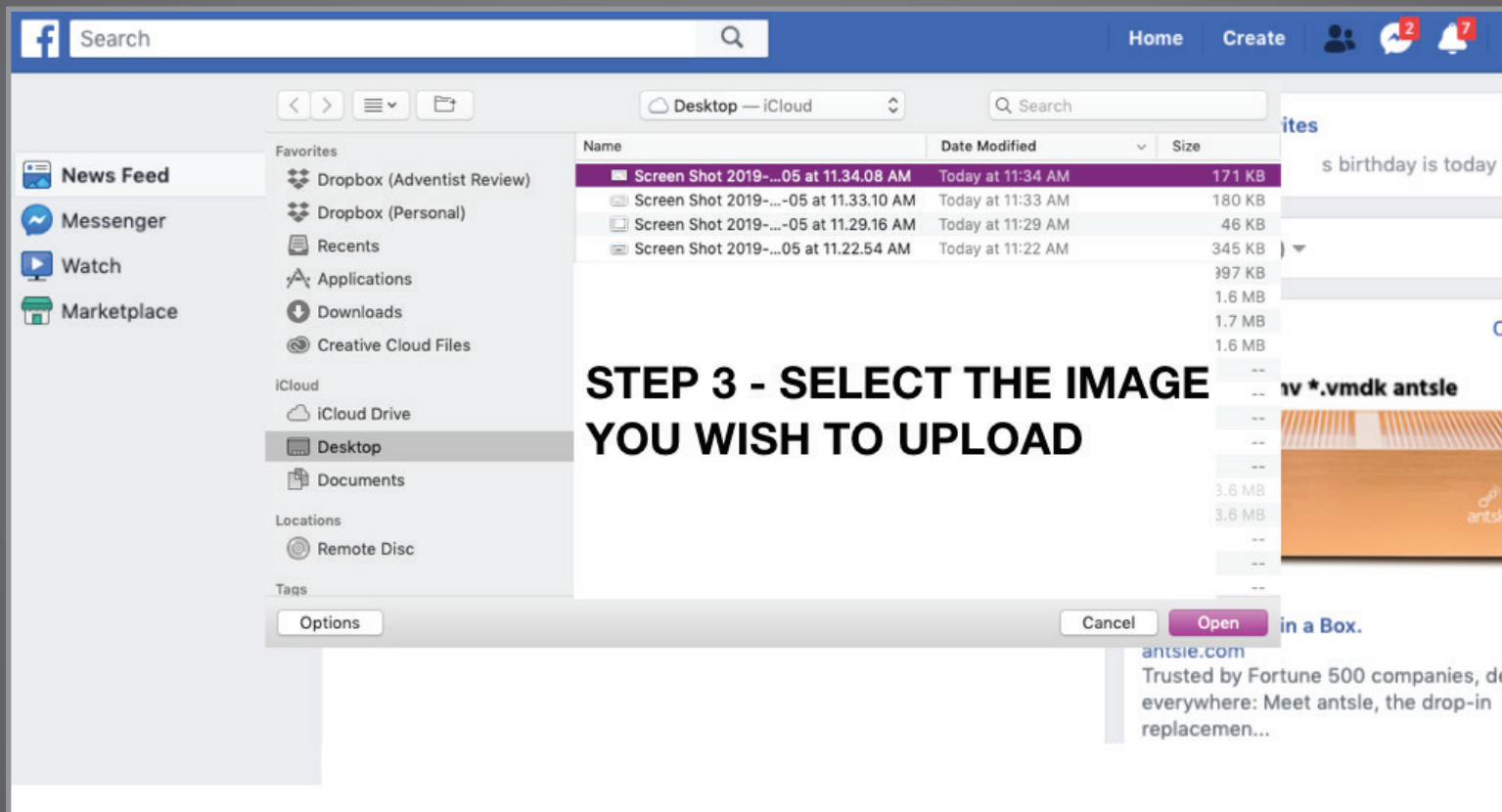
The image shows a screenshot of the Facebook 'Create Post' interface. At the top, there is a search bar and navigation links for Home, Create, and user avatars. Below the navigation, the 'Create Post' section is visible, featuring a blue profile picture and the text 'What's on your mind,'. Below this, there are four buttons: 'Photo/Video', 'Tag Friends', 'Feeling/Activ...', and a three-dot menu. A large grey arrow points to the 'Photo/Video' button. To the left of the main content area, there is a sidebar with navigation options: News Feed, Messenger, Watch, and Marketplace. To the right, there are sections for '4 event invites', 'Your Pages (7)', and a sponsored advertisement for 'antsle' featuring a wooden server box. The advertisement text reads: '# mv \*.vmdk antsle', 'Private Cloud in a Box.', 'antsle.com', and 'Trusted by Fortune 500 companies, deployed everywhere: Meet antsle, the drop-in replacemen...'. At the bottom of the screenshot, there is a white box with black text that reads: 'STEP 2 - ONCE YOU LAND ON THAT PAGE, CLICK ON THE PHOTO/VIDEO BUTTON'.

**STEP 2 - ONCE YOU LAND ON THAT PAGE, CLICK ON THE PHOTO/VIDEO BUTTON**

# SOCIAL MEDIA WALKTHROUGH

Facebook

## Step 3



# SOCIAL MEDIA WALKTHROUGH

Facebook

## Step 4

The screenshot shows the Facebook 'Create Post' interface. At the top, there is a search bar and navigation links for Home, Create, and a notification bell with a '2' badge. The left sidebar contains links for News Feed, Messenger, Watch, and Marketplace. The main content area is titled 'Create Post' and features a text input field with the placeholder 'Say something about this photo...'. Below this is a photo upload area with a dashed border and a plus sign. Underneath the photo area is a 'With' section for tagging friends. At the bottom of the post creation area, there are buttons for 'Photo/Video', 'Tag Friends', and 'Feeling/Activ...'. The post is currently set to be shared to 'News Feed' and is 'Public'. A large blue 'Post' button is at the bottom center. Two arrows point to the text input field and the 'Post' button, with the text 'STEP 4 - WRITE OR PASTE IN THE TEXT YOU WISH TO USE AND THEN CLICK POST'.

Search Home Create

News Feed  
Messenger  
Watch  
Marketplace

Create Post

Say something about this photo...

STEP 4 - WRITE OR PASTE IN THE TEXT YOU WISH TO USE AND THEN CLICK POST

With Who were you with?

Photo/Video Tag Friends Feeling/Activ...

News Feed Public  
Your Story Public

Post

4 event invites  
s birthday is

Your Pages (7)

Sponsored  
#mv \*.vmdk ants  
Private Cloud in a Box.  
antsle.com  
Trusted by Fortune 500 compa  
everywhere: Meet antsle, the d  
replacemen...

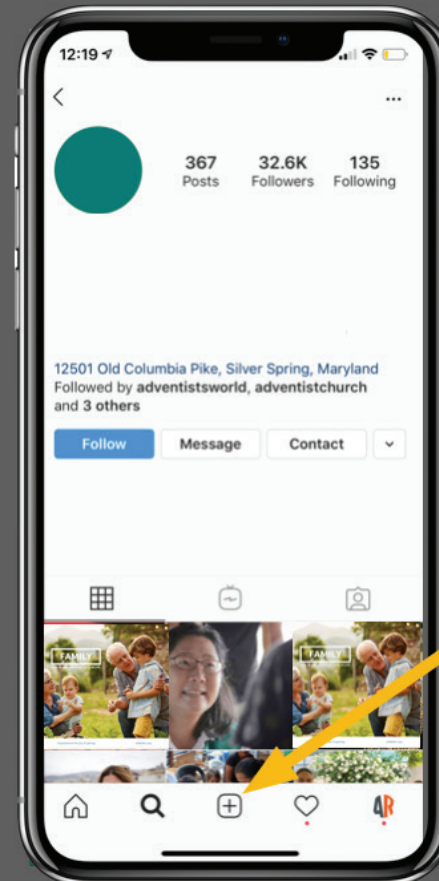
# SOCIAL MEDIA WALKTHROUGH

Instagram



Instagram only works on mobile devices.

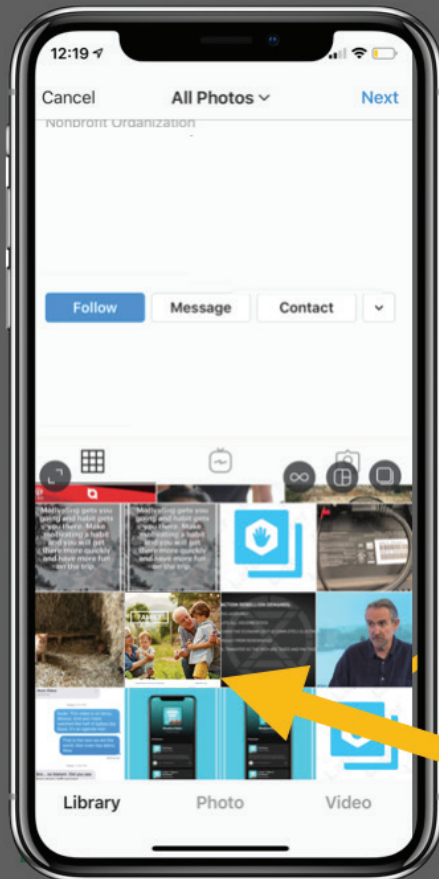
Step 1 - Open the Instagram app



Step 2 - Once you are logged in and the image or video you want to post is in your phone photo library, click the + button on the bottom of the screen

# SOCIAL MEDIA WALKTHROUGH

Instagram



Step 3 - Select the image from your camera roll



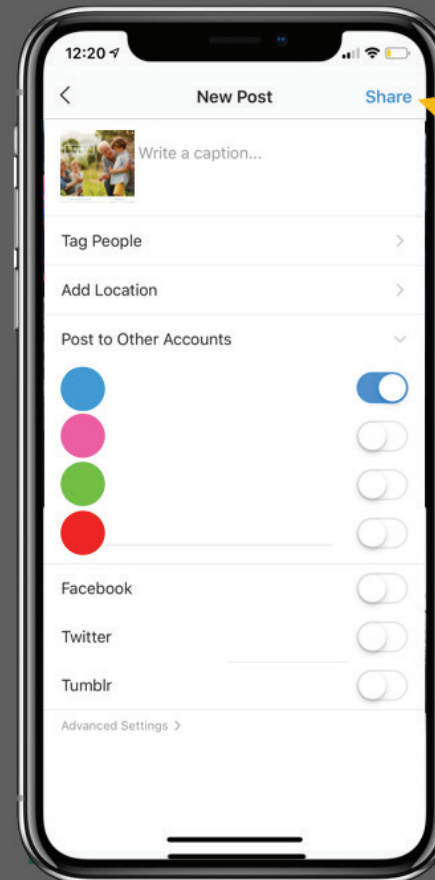
Step 4 - Once the image is selected you can click next.

# SOCIAL MEDIA WALKTHROUGH

Instagram



**Step 5 - Here you can adjust the filters applied to the photo if desired. Once you are happy - click next.**



**Step 6 - Write the caption that you would like to post with your image/video. Then click Share and it will go live.**