

Tools for Virtual Programming and Online Marketing:

Streamlined systems for digital
success

A Workshop with **VANESSA ERRECARTE**

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Introduction and Silver Linings

- Digital tools are now more **accessible**, **user friendly**, and **affordable** than ever.
- Marketing (especially online marketing) gives us the power to grow our organizations **economically** and **efficiently** so that we can spread our missions farther.

What do all of these things have in common?

Microwave | Post-It Notes | Silly Putty | Potato Chips | Play-Dough

Today's Agenda

- 1) Share experiences.
- 2) Virtual technologies for online programming.
- 3) Streamlined online marketing system.

Zoom

Step 1:

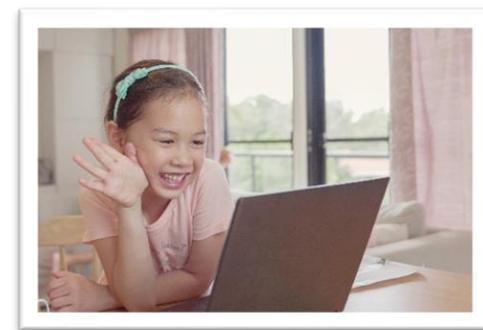
- Choose a plan.
- Become familiar with the tech.

Step 2:

- Plan your appearance.
- Plan the interaction.
- Ask questions ahead of time.
- A note on muting.
- A note on breakouts.

Step 3:

- Edit your recording (Camtasia, Screenflow)
- Store and repurpose your recording (if applicable). Teachable, Google Classroom, YouTube, etc.



Guides: [Zoom Meeting Guide](#)
[Camtasia101](#)

Teachable

Step 1:

- Choose a plan (be careful with the free and basic plan).
- Read this tutorial: <https://support.teachable.com/hc/en-us/articles/220340327-Create-and-Set-Up-Your-Course->

Step 2:

- Outline program.
- Prepare handouts.
- Publish program.

Step 3:

- Market your program.



Getting the word out, especially online can be daunting.

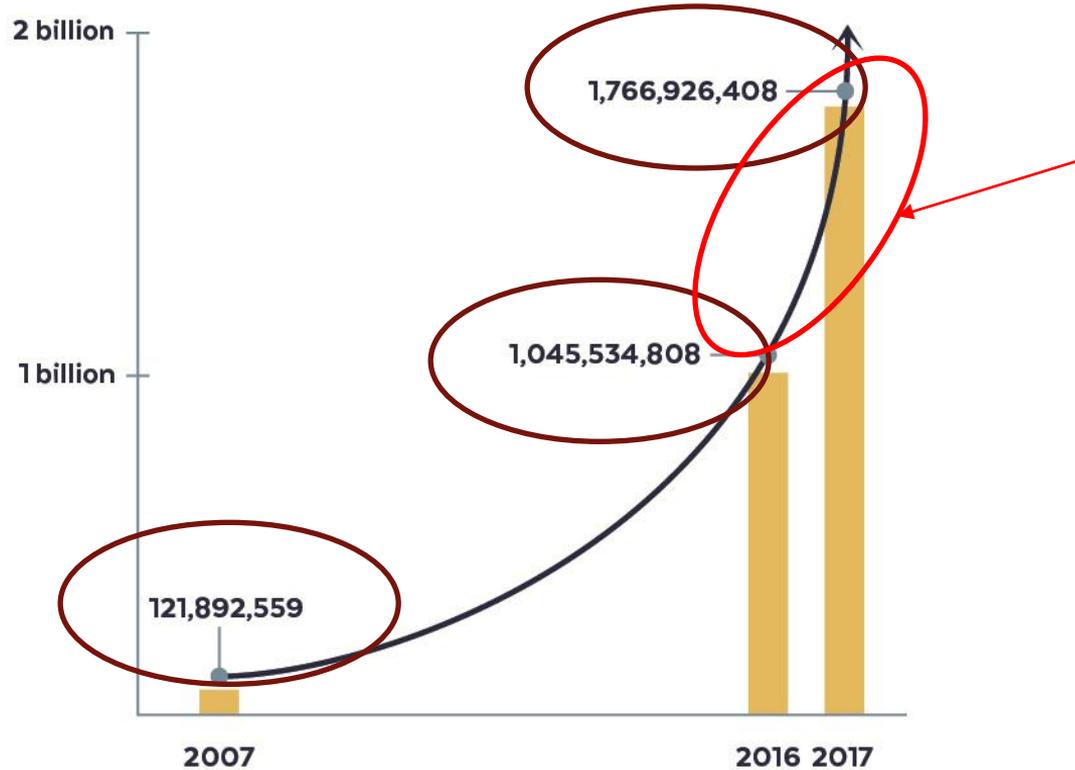
There are THREE (3) key things you can systematically enhance your marketing.

It's important to be strategic



- Worldwide, more people own a mobile phone (3.7 billion) than a toothbrush (3.5 billion).
- 38% of US organizations spent over 20% of their marketing budget on social media last year.
- Facebook accounts for 62% of traffic to websites of publishers and brands and over 60% of purchases made on social media (and, one out of every seven minutes (on average) is spent on Facebook.
- On an average day, 80 million photos are posted on Instagram.
- Gen Z, born 1995 and after, spends more than 10 hours online a day.
- The human attention span has decreased from over 30 seconds in 1990, to less than 8 seconds today...we process the equivalent of 175 newspapers a day!

Can you believe this?



Marketing calendar

- Batching content saves time and results in greater engagement.
- Content creation should be based on value. (Transformation vs. Information; Features vs. Benefits.)
- Weekly content themes, livestream topics, social media posts and email marketing scripts are included in the calendar because all of these actions come together in the system.



Handout: [Marketing Calendar](#)

Content creation tips

- Content should drive list subscriptions.
- To drive list subscriptions, value needs to be exchanged. (I.e. transformation vs. information.)
- Compelling content is the best way to exchange value (**Handouts: Six-step Copywriting system, 52 Power Prompts.**)
 - 1) How does your ideal donor or volunteer currently feel?
 - 2) How would your ideal donor or volunteer like to feel?
 - 3) What counter-intuitive thing do they need to do to get there?
 - 4) How will your ideal donor or volunteer feel once they convert?



Email marketing

- 40% higher conversion rate than social media.
- 72% of people expect to be sold to on email marketing
- Most of us make the mistake of thinking we are bugging people by emailing people too much. The opposite is true. Emailing once or twice a week is the sweet spot.
- Selling/soliciting over email is also free except for the subscription. You can also track who opens emails, clicks on links, etc. so you can see where people are in the sales/stewardship cycle.
- Extra tools: LeadPages, Zoomgive (caution)
- **Handout: Constant Contact 101**



Facebook Live

- The video advantage.
- The Facebook Live advantage.
- Repurposing Facebook Live videos.
- YouTube, SEO, and blog posts.
- Paid traffic and custom audiences.
- I recommend you “go live” at least once a week.
- Instagram Live isn’t as flexible but puts you on top of the Newsfeed (try both at once if your Instagram audience is large and engaged).
- Video appearance tips.

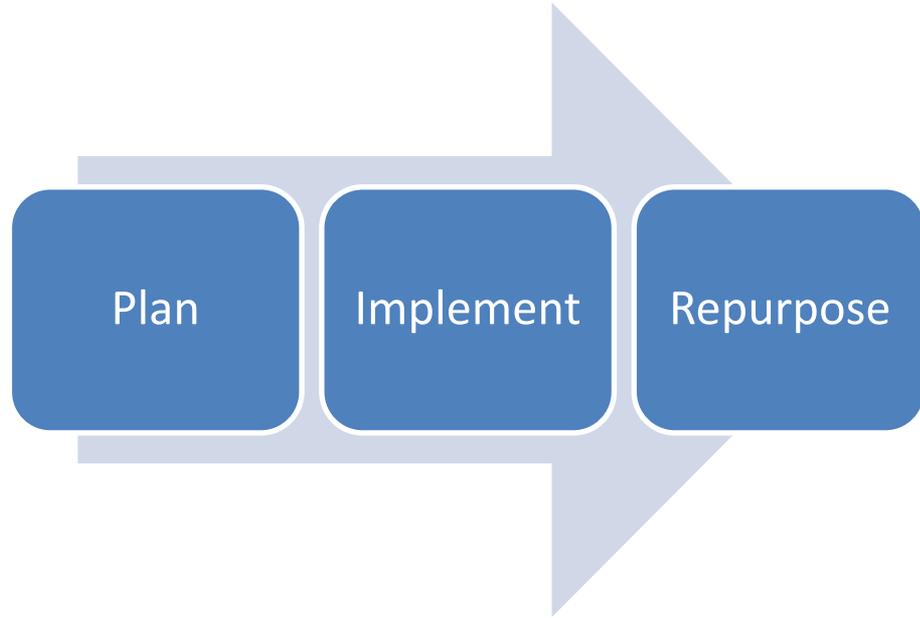
It all starts with ONE Facebook Live!



Handout: Facebook Live 101

Bringing it all together

- 1) Batch Content
- 2) Weekly:
 - Daily posts
 - Weekly emails
 - Weekly Livestream
- 3) Repurpose Livestream
 - Email
 - YouTube
 - Blog
 - Paid Traffic



Bonus Actions

- 1) Instagram Stories (Handout: Instagram Stories 101)
- 2) Publish a LinkedIn Article (only 2% of businesses on LinkedIn do this).
- 3) Establish paid traffic custom audiences.
- 4) Begin dabbling in creating paid traffic ads.

Questions



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