

The Development Office has outlined some strategies to attract and engage parishioners during the ABCD campaign:

MARKETING TIPS FOR 2023

Social media is the place to market your business and reach your donors far and wide. No matter what platforms you are on, it's important to regularly review your social media accounts. This will help you evaluate what's working and what opportunities are available to grow your company, on top of the general benefits of checking performance.

1. Repurposing content
2. Tracking content performance
3. Tailoring content to dream donors
4. Focusing on the user experience
5. Utilizing video
6. Building personalized content
7. Doubling up on content
8. Embracing lifecycle marketing
9. Updating old content
10. Audit

CONTENT MARKETING TREND #1: REPURPOSING CONTENT

When it comes to trends in content marketing, repurposing content is one to follow. Repurposing or recycling content allows you to:

- Re-use content on different channels, like email and social media
- Drive non-search traffic to the content — and your website
- Support other content marketing efforts, like updating old content

If you're planning to repurpose your content, avoid copying and pasting. Instead, take that existing content and tailor it to the channel. If you just published a 1000-word blog post, for example, don't send the entire post via email. Instead, adapt the content to email.

For example, you could trim the content to 200-to-300 words and invite people to view the full post to learn more. You could even add a video that summarizes the post to appeal to audience members that prefer watching over reading.

CONTENT MARKETING TREND #2: TRACKING CONTENT PERFORMANCE

While you're probably already using a website analytics tool like Google Analytics to track your content performance, it's worthwhile to dig deeper into which content pieces perform best. For example, which posts drive the most email sign-ups, leads, and sales?

You can then use this information to inform your:

- Content topics
- Lead generation tactics
- Lead nurturing efforts

This data is invaluable because you can show the impact of your content marketing strategy even more. Instead of sharing how your content plan drove 20 leads



last quarter, you can highlight how your content plan drove qualified leads and how you're using that data to build an even stronger content strategy for the next quarter.

CONTENT MARKETING TREND #3: TAILORING CONTENT TO DREAM DONORS

While it's important to optimize your content for search engine optimization, it's also critical to tailor your content to your target audience — especially, your dream donor. When you speak directly to your ideal donor, you increase your chances of earning their business.

You can speak to your target market in a few ways, including:

- Addressing their pain points
- Using their language, like certain terms or acronyms
- Anticipating their needs, like with related content

If you invest in pay-per-click (PPC) advertising, you can focus even more on your target market by building custom landing pages. When creating custom landing pages for your PPC ads, you can create conversion-focused copy vs. SEO-friendly copy.

CONTENT MARKETING TREND #4: FOCUSING ON THE USER EXPERIENCE

Next on our list of 2023 tips in content marketing is focusing on the user experience. The user experience is fundamental to ensuring prospects stay engaged when visiting your content pages. User experience includes multiple facets, so let's break them down into website-specific and page-specific areas.



WEBSITE-SPECIFIC

To make the most of this 2023 content marketing trend, you must optimize your website's user experience. Here are a few ways you can do that:

Improve site load time: Users don't want to wait for your content pages to load, so you need to ensure your site loads quickly. Use Google Page Speed Insights to check your site's current load time and use their suggestions to improve your site speed.

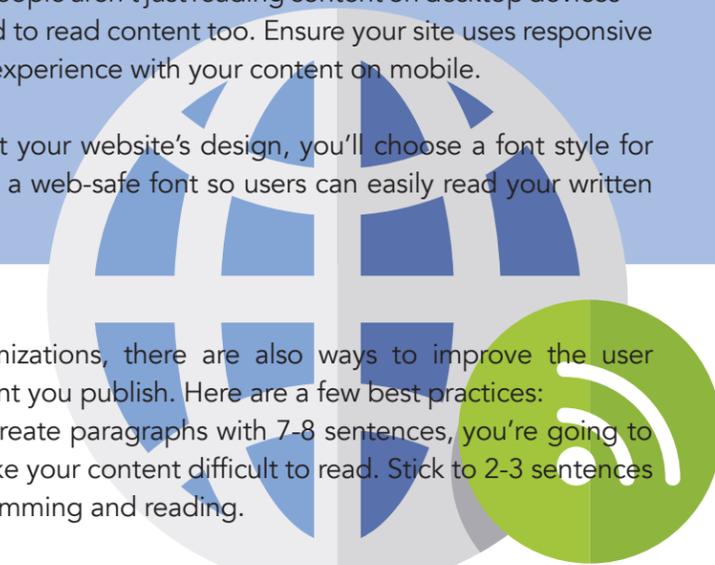
Make your site mobile-friendly: People aren't just reading content on desktop devices — mobile devices are commonly used to read content too. Ensure your site uses responsive design so you can deliver a great experience with your content on mobile.

Use the right font: When you set your website's design, you'll choose a font style for all your pages. Make sure you use a web-safe font so users can easily read your written content across browsers.

PAGE-SPECIFIC

In addition to web-specific optimizations, there are also ways to improve the user experience on each page of content you publish. Here are a few best practices:

Write in small paragraphs: If you create paragraphs with 7-8 sentences, you're going to overwhelm your audience and make your content difficult to read. Stick to 2-3 sentences per paragraph to allow for easy skimming and reading.



Use bulleted lists: If you're explaining a process or listing multiple options, a bulleted list can help your audience read through information faster. Lists also help break up paragraphs of text.

Add visuals: When people read your blog posts, they don't want to see walls of text. To enhance the user experience, add visuals to your content to help break up the text and create a better experience on your site.

CONTENT MARKETING TREND #5: UTILIZING VIDEO

When you think of creating content, most people's minds go straight to blogging. While blogging is one of the most effective content marketing strategies, it's not the only player on the field. One of the biggest content marketing trends for 2023 is utilizing video. **Videos are one of the most effective forms of content your business can use to engage your audience.**



Just look at a few of these stats that show the power of video marketing:

- Five hours a day is how much time U.S. adults spend each day watching videos
- 90% of people say videos help them make a purchase decision
- 88% more time is spent on pages with videos

As you can see, video marketing has a noticeable impact on your audience and can influence their decision to buy. So, if you're not incorporating videos as part of your content marketing strategy for 2023, you're missing a prime opportunity to reach and engage your audience.

You can create numerous types of videos for your audience, including:

- Informational videos
- How-to or explainer videos
- Live videos
- Webinars

When you create your videos, make sure you're effectively capturing your audience's attention and making them want to watch your content. Try telling a story or sharing an interesting fact to get your audience invested in your video content.

Put your most important information first. People have short attention spans (even for videos) and may not watch them all the way through. To ensure they get the information they need, make sure you put the most important information first.

You should also make your videos mobile-friendly. Many people watch videos on their mobile devices. If they're accessing a video on your site, you'll want to ensure that it's mobile-friendly, so they don't have problems when trying to watch it.



Lastly, stick to a posting schedule. If you post consistently, your audience will know to expect your videos on a certain day each week. This helps keep them coming back to your videos and engaging with them.

#6 BUILDING PERSONALIZED CONTENT

Personalized content is one of the biggest trends in content marketing. Marketers are always looking for ways to make the experience better for their audience. They want each person to come back to their business and choose them over the competition.

Personalized marketing is a one-to-one marketing strategy that allows you to create a customized experience for your audience. With personalized marketing, you'll give your business the edge you need to create a better, more unique experience for your audience.

For instance, let's say that someone visits your site to check out a free ebook you're offering. All they need to do is input their name and email address to download the content. When they return to your site, they may get a message that says, "Welcome back, [name]!" This is a little personalized touch that can have a big impact on your audience. It makes them feel as though the content on your website was made just for them.

In addition, you may provide them with a list of recommended content for them to check out next. This creates an experience that is specific to them and how they interact with your website. The suggested content would be tailored to each audience member based on their previous interactions with your content.

7. DOUBLING UP ON CONTENT

Next on our list of content marketing trends for 2023 is double-up or add other content formats to your existing content. This approach involves adding elements like:

- Videos
- Infographics
- Custom graphics

8. EMBRACING LIFECYCLE MARKETING

Content marketing is a great way to support lifecycle marketing. What is lifecycle marketing? This type of marketing provides audiences with the communications and experiences they need or want as they move from a prospect to a lead to a donor.

In short, your website and content provide everything a user needs to become a donor. That's why it's essential to cater to donors at each stage of the buying funnel. Be intentional about everything you do. Your content is how you communicate, and communication is critical in today's competitive online market. Before you incorporate lifecycle marketing into your content, answer these questions:

- Who is your ideal donor?
- What do they want?
- What do they need?
- What makes them purchase your product or service?

Once you have a clear understanding of who your target donors are, you can begin creating customized content for each stage of the purchasing process.



9. UPDATING OLD CONTENT

As more people turn to the web to get information, it's more important than ever that you deliver accurate and updated info. That's why updating old content is next on our list of trends in content marketing. If you want your content strategy to succeed in 2023, turn to past content and make sure it's accurate.

10. A SOCIAL MEDIA AUDIT paints a big picture of your social media strategy and pinpoints where and how you can improve results. Metrics collected from this audit can include demographics, locations, engagements, and other valuable information to drive success.

The term "audit" is typically associated with taxes—but in this case, it simply means compiling and reviewing key information from all of your social media efforts and storing this information in one place.

10.1 LOCATE ALL SOCIAL MEDIA PROFILES

To start, locate all existing social profiles for your business. Start by listing the ones you use regularly, but remember that this might not be enough. If your company created profiles in the past—especially before you had a social media strategy—and have since abandoned them, you'll want to include these accounts in the audit.

When documenting these in your template, it'll be helpful to notate which accounts are active and are high priority and which are inactive or need further attention. Also, it's important to note any accounts that might be fraudulent (meaning it was created by someone other than your company) and require additional research.

Spend time searching for your business name on Google and social media platforms to see what accounts you find. If you have multiple departments within your company that have different profiles, be sure to notate this as well.

The specific platforms you audit will vary based on your company, but may include:

- Facebook
- TikTok
- Instagram
- LinkedIn
- YouTube
- Twitter



10.2 ENSURE BRAND MESSAGING AND COMPLETENESS

Once you've found your social media profiles, it's time to take a deeper dive into each one. Try looking at them through the lens of a potential or current donor. Does your profile make sense to someone who is checking out your company information? To help guide you, consider the following tips:

- **Check your handles:** As a good rule of thumb, it's best to keep all of your social media handles the same so users can quickly find you. Consider using your brand name to make it easy.
- **Examine the homepage:** You'll want to have a cover photo that is indicative of your brand on the social media account homepage. Make sure the image you choose is properly sized and formatted for that specific social platform.
- **Become verified:** Consider following the necessary steps to get your social media account verified with a checkmark badge to prove your authenticity. Check with each platform on how to attain this important checkmark.
- **Look over your bios:** Ensure that your bios on all platforms are up-to-date and accurately reflect your brand messaging and vision statement.
- **Update contact information:** Use this time to check and correct all addresses, phone numbers, emails, and URLs.
- **Modernize pinned posts:** Take time to evaluate pinned posts to make sure they are relevant and up-to-date with your current marketing strategy and specific campaigns.

10.3 FIND PATTERNS WITHIN YOUR PROFILES

It's important to understand what posts work for your target audiences on each platform. After all, each social media platform is different, and you need to be aware of what works and what doesn't.

During your audit, review the engagement rate of your most recent posts across each platform. Do you get more likes, retweets, and shares on videos or photos? Does one kind of post do really well with audiences on Facebook, whereas the same post doesn't do so well on Instagram? Things to review include:

- Total number of followers
- Likes
- Tweets to your brand
- Retweets
- Shares
- Comments
- Best performing posts

Add this information to your social media audit template, including any theories and tests you may conduct between now and the next audit. This will help solidify and define your social media strategy going forward, making it easier to make better connections.



DREAM BIG
SET GOAL
TAKE ACTION

10.4 SET GOALS

Once you've identified your profiles and found the patterns on what works and what doesn't, the next step is to create goals for each of your profiles. Not every profile needs to have the same goal—it's best to designate different objectives that best match the consumers on each site.

GOALS CAN INCLUDE:

- Increasing traffic to your site: Engaged donors on social media can follow through to visit your website and increase your unique visits.
- Growing brand awareness: Metrics like post reach, audience growth rate, and social share of voice attribute to brand awareness, which gets donors talking about your brand.
- Managing brand reputation: You can track brand mentions and hashtags, both positive and negative, on social media. This is a great way to get ahead of any potential issues.
- Expanding community engagement: This includes growing likes, shares, and follows. Increased reach means that there are more potential donors hearing about your brand, therefore growing your brand's awareness.

Make sure that each goal is SMART: specific, measurable, attainable, relevant, and time-bound. SMART goals set a clear objective, making them more achievable than a generic goal.

10.5 ASSESS THE BEST PLATFORMS FOR YOU

Once you've gathered information about your social media channels, you can take time to make strategic decisions about where to focus your efforts. Consider your goals set for each social media account and ask yourself the following questions:

- Are your goals being met?
- Could they be better met within a different platform?
- Is there a better platform for one type of content to thrive on?
- Do your donors exist on a platform that you're not on yet?

Right now, you might have a lot of social platforms without a lot of engagement. Oftentimes, it's more valuable to put your energy towards a limited number of platforms that are more appropriate for your brand.

"Appropriateness" varies, but basically, it means either your donors use that platform, your donors are more likely to engage with your content on that platform, or something else beneficial towards your topline social media goals. Consider using the data you gathered to help decide where your content has the best chance to thrive.

This is also the perfect opportunity to consider deactivating old accounts that haven't been updated in quite some time since they most likely are not serving any goal-oriented purpose for your company.

10.6 STANDARDIZE CHANNEL OWNERSHIP

While filling out your template, take the time to dedicate one person (or team) to be the social media account "owners." This person makes sure that each account is up-to-date, on-brand, and reaching the right audience.

Designating one person to be in charge of all social platforms means you won't need to worry about granting access every time you add someone new to the team. In addition, this helps protect the security of your accounts by limiting those who do have access.

10.7 TRACK ACTION ITEMS AND NEXT STEPS

Once you've pulled apart all of this information, the final step in the process is to devise a plan for the future. Running social media audits quarterly gives you plenty of action items to focus on between now and the next audit. For instance:

- Consider keeping your social media strategy the same if engagement is high.
- Think about updating brand strategies where needed.
- Deactivate and delete accounts that are outdated or replaced by newer accounts.
- Change up types of posts if you're getting little to no engagement on them.
- Post more of the social media content that is garnering high engagement.
- Post more of the types of top-performing posts on a more frequent basis by setting up a social media content calendar.

By devising a specific plan based on the goals that you established above, you can make headway on creating a social media strategy that works best for you and your company. It might take time to notice a difference, so it's important to keep track of your audits regularly.

Bring your learnings to life with a social media content calendar. Historically, one of the best marketing strategies is word-of-mouth advertising. People are more likely to try a product or service if someone they know and trust recommends it. Influencer marketing, which involves a collaboration between a brand and an individual with a specific niche and large online following, takes that concept and modernizes it for today's new digital era.

Influencer marketing for reasons like:

- Increasing brand awareness
- Building trust and authority
- Reaching their target audience
- Driving conversions
- Generating leads
- Setting a new trend
- Connecting to a wider market

While this form of social media marketing isn't new to 2023, brands are seizing the opportunity to build more authentic connections with their target audience by appointing long-term "brand ambassadors." These mutually beneficial relationships allow the brand to build lasting relationships with their influencer partners, while the influencers can maintain trust with their audience by promoting the same brand over time.

Action Item: Assign Ministry Ambassadors





SOCIAL MEDIA TO START

Pinterest is now getting up to 5 billion searches a month. This is a 150% increase from their average 2 billion searches a month in 2016. We're not just talking about searches for décor inspiration, either. People were searching for actual products on Pinterest at a rate of twenty times higher than the previous year. Try posting images of your campaign.

SOCIAL MEDIA TO CHANGE



Facebook may still be the most visited social media site, but TikTok has become the major platform for influencer marketers. This happened so quickly that, at the beginning of 2020, TikTok influencer marketing wasn't even an option and often fell under the "other" category. And, while 60% of B2B marketers in the US are finally now using Instagram, which is up from 30% in 2020, the platform actually saw the biggest decline in influencer marketers, down from 80% last year to 68% this year.

SELF-SERVICE IS GROWING.

Allow your audience to:

- ▶ Pay Tithes Online
- ▶ Request Special Intentions
- ▶ Read the bulletin or through simple click-to-call or email links.
- ▶ Self-Select
- ▶ Request Special Intentions
- ▶ Read the bulletin or through simple click-to-call or email links.
- ▶ Self-Select



WATCH WHAT YOU SAY AND HOW YOU SAY IT.

Use the language your audience speaks, not the language you want to use as a subject matter expert or brand. This is not a new idea.

As with every generation, Gen Z has a vernacular all their own. However, that doesn't mean you should use every word they use. If your ads and videos are chock full of "sheesh," "Pog champ," and other Gen Z slang, you risk coming off as a try-hard at best and, at worst, alienating Gen Z and their older counterparts who might otherwise have been interested in your product or service.

EXPERIENTIAL MARKETING TO KEEP

Virtual events are probably here to stay, at least for the foreseeable future. Brands invested in the increased technology necessary to bring consumers together for various events on digital platforms and the great news is, it worked.



VIRTUAL MARKETING FOR PARISHES

Before email, social media and multimedia messaging, parishes used bulletin announcements to spread the word about important events. The good news is that bulletin announcements are still an effective way to communicate. It is a relatively inexpensive way to communicate with parishioners on a regular basis with informative and inspiring messages. We recommend that your parish publish your bulletins online weekly in addition to the print versions you have in your parish, and moreover, it is suggested that the parish also share it in segments via social media.

EXPERIENTIAL MARKETING TO CHANGE

Your website and social media are vital to the virtual marketing strategies. This is where first impressions are made. Through your website and social media, begin to share stories. **Show the vibrancy of your parish, a community that others want to join.** Your website is a means of communicating, in general terms, everything that your church offers to a prospective visitor. It's your "curb appeal." Your social media can further demonstrate the type of community they will experience and spiritual messages they will receive.

GET TO THE POINT—YOUR AUDIENCE'S TIME IS VALUABLE.

When you Google a recipe, do you want to first read the author's entire "culinary journey," from his first measured spoonful to his love for sourdough? Of course not. In that moment, you just want to know how much baking soda to put in your cookies.

The same concept goes for website, parish bulletins, and blog content. If you deliver an eye-catching digital ad or social media teaser, only to drag readers through a six-paragraph intro, you're going to frustrate your reader and tank your site relevancy scores over time.

That's not to say readers and search engines don't value long-form content. They do, but your content must prove its worth right away. Time is valuable, and if they're spending it on your content, it better be worth the attention they've invested.

Plus, Google and other search engines value relevant content higher than drawn out narratives. Give your reader the hook in the first few sentences, then elaborate with data and details.

ALIGN YOUR BRAND WITH YOUR AUDIENCE'S VALUES, IF YOU CAN DO SO GENUINELY.

Your story is not your products or services. Your story is your "why." But remember: Your "why" only matters to your audience if it fills a need for them.

In the past, many parishes relied solely on in-pew solicitations to achieve their annual ABCD goal. Unfortunately, due to COVID-19 and social distancing guidelines, that will pose a special challenge this year. In the past, the in-pew solicitation has comprised about 30% of the overall ABCD gifts.

The new challenges presented by the pandemic has not stopped the desire of parishioners to be a part of something bigger than themselves. In fact, many parishioners want more than ever to be part of their parish community — to find meaning in their lives during these unprecedented times.



BRANDING AND JOINING THE SOCIAL MEDIA MOVEMENT

Just asking for money isn't enough and is not what ABCD is about. Parishioners want something they can rally around, something they can connect with and something that moves them. The theme is an important part of building an engaging campaign. Branding is essential to achieve that, which is why using the ABCD logo and materials consistently and effectively is an important part of the ABCD process.

Building upon that concept, your digital presence is an extension of your church brand. What you do digitally plays a vital role on how your parish is perceived, so branding your parish online needs to be strategic. Parishes can now expand their reach to a wider audience (as well as parishioners who can be inspired and share). This is one of the easiest ways to be "heard" and draw people in. Twitter, Instagram, and other social media platforms are just a short step away to continue this essential, virtual form of marketing.

Branding is how we define ourselves as an organization- whether a parish, school, program, etc. Consistent with the structure of the Catholic Church, each parish should be connected to the main archdiocesan social media and ADOM development accounts: @CatholicMiami @AdomDevelopment.

Update your profile picture and background header occasionally. This subtle change will allow you to appear on newsfeeds and garner the attention of your current audience. Pretty pictures are nice; however, virtual background headers on social media should always be used to promote something. Look at your Facebook header, what are you currently promoting?

Consider how you can promote ABCD through your social media accounts during ABCD appeal time to help your parish achieve its goal. you can use the ABCD logo, materials, video, vignettes as well as the online giving link (www.isupportabcd.org) to drive people to give with credit to your parish goal. This will be a critical step in your 2022 ABCD campaign promotion.

WEBSITE AND ONLINE GIVING

Your website and social media are vital to the virtual marketing strategies. This is where first impressions are made. Through your website and social media, begin to share stories. Show the vibrancy of your parish, a community that others want to join. Your website is a means of communicating, in general terms, everything that your church offers to a prospective visitor. It's your "curb appeal." Your social media can further demonstrate the type of community they will experience and spiritual messages they will receive.

SOCIAL MEDIA VIGNETTES

The ABCD Vignettes are previews which highlight the theme of the current ABCD campaign. These videos can be shared on social media and on your parish website. We ask that when you are sharing the video, please be sure to tag us @adomdevelopment and @catholicmiami. Below are a few tips on how to promote the Social Media Vignettes:

- Upload one video per week with a short, yet well-crafted headline to remind people of the need.
- Boosting the posts via a targeted audience is even better as you'll know it's getting in the proper feeds.
- Roll them out over the next three Sundays to maintain consistency. (People tend to spend weekend time browsing their feeds ...you can even do a tie into it being Sunday and here's an opportunity to do good.)
- Consider an email campaign (perhaps you already have one) where you can include one of the vignettes.

PARTNER WITH OTHER PARISHES

To unite as a Catholic community to and spread the love of Christ beyond our doors is to spread love beyond our accounts. Partnering with another parish to expand their exposure is a great way to gain exposure yourself.



EMAIL

Email or electronic newsletters is an inexpensive way to reach out to donors on a regular basis with informative and inspiring messages. Here are some tips to help you market your campaign through email:

- Add a #iSupportABCD hashtag and ABCD logo to your email signature
- Send an email or direct mail to your parishioners from your organization asking them to:
 - o "Save the Date" and
 - o Tell their friends about the campaign.
- Share impact stories (testimonies from a donor or recipients' perspective)

WHY USE EMAIL MARKETING?

1. EMAIL IS CHEAP!

Your only expense is time, and if you use a scheduling service like Constant Contact you can set it and forget it.

2. EMAIL ALLOWS YOU TO CONNECT WITH PEOPLE INSTANTLY.

Need your donors and volunteers to do something now? Email allows immediate dissemination.

3. YOUR DONORS AND VOLUNTEERS CAN RESPOND QUICKLY.

Turnaround time on emails is 1-3 days.

4. EMAIL GIVES YOU INFORMATION ON HOW YOUR CAMPAIGN IS WORKING.

Most people don't know that you can track open rates on emails and see how often your readers are using the links within them. Use this information to analyze how well your messaging is working, then tweak and send again.

5. EMAIL ALLOWS YOU TO SEND THE RIGHT MESSAGE TO THE RIGHT READER.

First time donor versus long time donor. Do you send them both the same message? What about volunteers? Your message should and can be crafted to engage your different parishioners. To begin a successful email marketing campaign the first thing you need to do is build an email list. Maintaining a complete and reliable list of parishioners will directly impact the success of your campaign, events, and parish.