

THE DIGITAL JUMP SEMINAR

DAY 3:

THE THREE STEPS TO BUILDING A MAGNETIC
DIGITAL IDENTITY THAT PEOPLE REMEMBER & WANT
TO BE A PART OF




JUNE 2023

The Three Steps
To Building A
Magnetic Digital
Identity That
People
Remember &
Want To Be A
Part Of

**What, in your mind,
makes a brand
stand out? In other
words, what is a
"magnetic brand"?**

A magnetic brand is an online entity that...

- Makes its audience members naturally gravitate toward it
 - Makes its audience members automatically feel inspired, excited, or happy when they see it
 - Brings up positive memories or associations
 - Makes people stop and read/watch/engage when they see it in their newsfeeds
 - Makes people want to share the information or content with others
 - Feels relatable, warm, and trustworthy
 - Makes its audience members proud to be associated with it
- 
- Decorative geometric shapes consisting of overlapping triangles in white, grey, and dark blue at the bottom left of the slide.

Your magnetic brand identity is what allows your audience to identify, relate, and trust you.

Just like when making a new friend, someone is attracted to you because of certain qualities.



IF YOU FEEL THAT YOU'VE TRIED TO CREATE A MAGNETIC BRAND ONLINE BUT HAVEN'T FULLY SUCCEEDED, HERE ARE SOME COMMON REASONS WHY...

You're showing up as the "chaotic" friend!

- Too much information and "talking about themselves"
- Boring or vague personality (not memorable)
- Not showing up consistently (not dependable)
- Making too many asks and "jumping in too fast" with new community members



MYTHS ABOUT BUILDING A MAGNETIC ONLINE BRAND

"It's all way too complicated and I'm already overwhelmed as it is!"

- You need to be on social media all day posting, commenting, etc
- It's really hard to constantly come up with new and good content
- You need to be a technical genius to stay on top of all of the platforms, systems, and trends
- It's just too much work for too little payoff



WHEN YOU BUILD A MAGNETIC BRAND SUCCESSFULLY...

- Existing community members will stay loyal and continue to give their time and resources to you
- You will engage new potential community members who are attracted to what you stand for
- Your online engagement and growth won't feel like a struggle
- Adding in new programs and making changes will be easier



STEP 1:

TAKE THE TIME TO CREATE THE MAGNETIC BRAND GUIDE THAT REPRESENTS YOU

Write it all out...

What does your organization represent? Who are you trying to attract? How do you want your audience to feel when they see your content online?

How does that translate into...

- ✓A color scheme
- ✓A font theme
- ✓A language identity
- ✓A way and pattern of sharing

HOW DO YOU CREATE A BRAND GUIDE?

This is a strategic process that requires...

- ✓ Research
- ✓ Competitor analysis
- ✓ Audience surveying
- ✓ Leadership discussion
- ✓ Future consensus
- ✓ Testing to ensure its simple usability and sustainability (*Does it work across all platforms?*)

STEP 2:

**ROTATE BETWEEN THE TYPES OF CONTENT YOU
SHARE & TRACK WHAT PERFORMS WELL**

There are three types of content:

Entertaining Content (Stories)

Educational Content (Invitations)

Inspirational Content (Asks)

DON'T JUST SHARE STAGNANT CONTENT

The highest-performing content on Facebook and
Instagram today are...

- ✓ Video Content (FB & IG)
- ✓ Live Content (FB & IG)
- ✓ Stories (IG)

STEP 3:

STRATEGICALLY SCALE WITH PROACTIVE BRAND BUILDING

If you want to impact more people, you need to be able to get in front of them.



When your brand is in place and you're creating content that's reflective of it, it's now time to use Facebook and Instagram Ads to get in front of new potential community members and deepen your relationships with current ones.

This is proactive brand building vs passive brand building.
(Almost every successful brand on the planet does this!)


WHAT YOU NEED TO MAKE AN IMPACT WITH SOCIAL MEDIA ADS

✓ Pixel Tracking






 **Facebook Pixel Helper** [Learn More](#) 

One pixel found on klientboost.com

 **Facebook Pixel**
Pixel ID: 522499971237362 [click to copy](#)

[Troubleshoot Pixel](#)
[View Analytics](#)

- ▶  PageView
- ▶  Microdata Automatically Detected
- ▶  Button Click Automatically Detected

WHAT YOU NEED TO MAKE AN IMPACT WITH SOCIAL MEDIA ADS

✓ Smart Targeting

Detailed Targeting
Include people who match ⓘ

Behaviors > Travel

Commuters

Demographics > Education > Schools

Harvard University

NEW AUDIENCE ▼

Custom Audiences ⓘ Choose a Custom Audience Browse

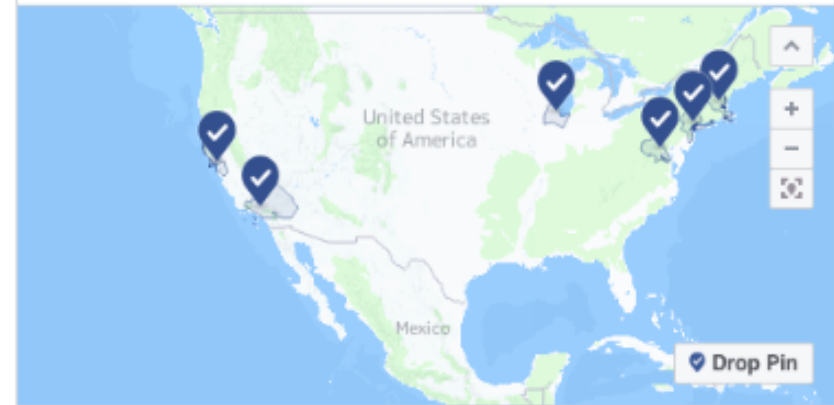
Create New ▼

Locations ⓘ Everyone in this location ▼

United States

- 📍 Boston (Manchester), DMA®
- 📍 Chicago, DMA®
- 📍 Los Angeles, DMA®
- 📍 New York, DMA®
- 📍 San Francisco-Oak-San Jose, DMA®
- 📍 Washington, DC (Hagrstwn), DMA®

📍 Include ▼ Add locations




Add Bulk Locations...

Age ⓘ 35 ▼ - 44 ▼

Gender ⓘ All Men **Women**

Languages ⓘ Enter a language...

Audience Definition

 Specific Broad


Your audience selection is fairly broad.

Audience Details:


- Location:
 - United States: Boston (Manchester) (DMA), New York (DMA), Chicago (DMA), Washington, DC (Hagrstwn) (DMA), San Francisco-Oak-San Jose (DMA), Los Angeles (DMA)
- Age:
 - 35 - 44
- Gender:
 - Female
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 4,400,000 people

Estimated Daily Reach

 **1,300 - 3,300 people on Facebook**

0 of 3,400,000 ⓘ

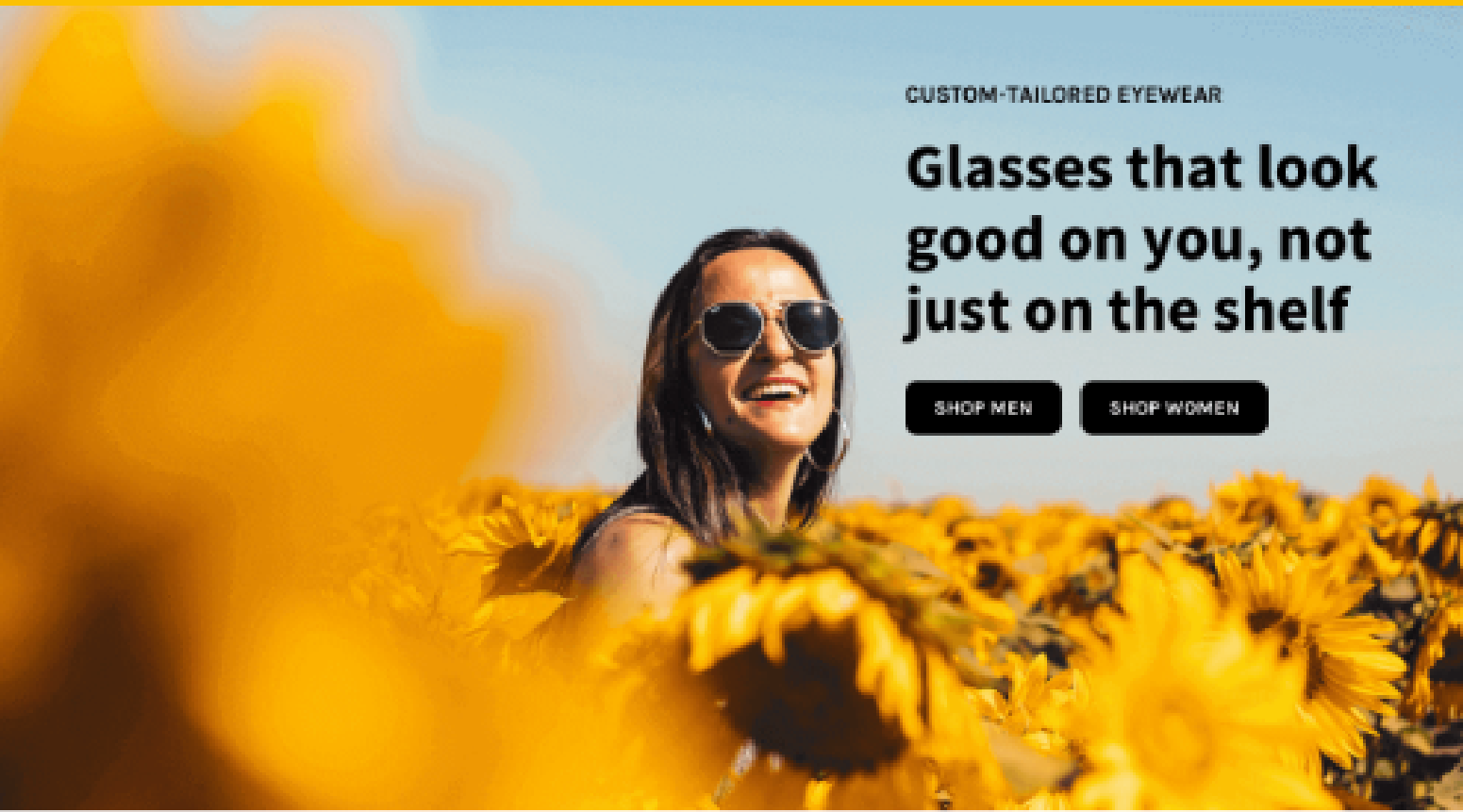
 **620 - 1,600 people on Instagram**

0 of 870,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 30 days

WHAT YOU NEED TO MAKE AN IMPACT WITH SOCIAL MEDIA ADS

✓ Strategic Landing Page/Funnel




CUSTOM-TAILORED EYEWEAR

Glasses that look good on you, not just on the shelf

[SHOP MEN](#) [SHOP WOMEN](#)


HOW IT WORKS

This is the future of premium eyewear




Measured for you

Use our iOS app to scan your face and capture over 20,000 3D measurements.




Designed by you

Select your style, choose your color, fine-tune the shape, and preview it with our virtual try-on.



Made from scratch


Each pair is crafted for one person at a time from the highest quality acetate and metal.




Perfect, guaranteed

We guarantee your Sunny Lenses glasses will fit perfectly, look great and feel amazing.

When You Have Strategic Social Media Ads In Place...

- You are gaining new **brand awareness** around the clock
 - You are making your online engagement and growth more **predictable**
 - You are consistently getting **quality content in people's newsfeeds**
 - You are having a **larger impact and reach** with less time and effort
- 
- A decorative graphic in the bottom left corner consisting of three overlapping parallelogram shapes. The leftmost shape is white, the middle one is a dark grey, and the rightmost one is white, all set against the dark teal background.



IN SUMMARY: THE THREE STEPS TO BUILDING A MAGNETIC DIGITAL IDENTITY THAT PEOPLE REMEMBER & WANT TO BE A PART OF

#1: CREATE A COMPREHENSIVE MAGNETIC BRAND GUIDE
THAT REPRESENTS YOU & YOUR TARGET MARKET(S)

#2: BALANCE THE TYPES OF CONTENT YOU SHARE
& TRACK WHAT PERFORMS WELL

#3: STRATEGICALLY SCALE WITH PROACTIVE
BRAND BUILDING

WHEN YOU HAVE A ROADMAP STRATEGY THAT MAPS OUT THESE THREE STEPS, YOUR DIGITAL IMPACT WILL TRANSFORM.

- Existing community members will stay loyal and continue to give their time and resources to you
- You will engage new potential community members who are attracted to what you stand for
- Your online engagement and growth won't feel like a struggle
- Adding in new programs and making changes will be easier



WHAT WE'VE COVERED IN THIS SEMINAR



DAY 1

How To Evaluate Your Organization's Current Digital Success



DAY 2

The Biggest Mistakes Jewish Organizations Make When Trying To Gain Traction Online



DAY 3

The Three Steps To Building A Magnetic Digital Identity That People Remember & Want To Be A Part Of

WHAT TO DO NEXT?

What we have learned together over the past three days has the power to transform your organization's growth, visibility, and strength in your community.

But it can be difficult to generate results without a comprehensive and data-backed plan in place. (No more relying on gut feelings, guessing, and band-aid fixing!)

You don't have to solve this alone.



Get The Digital Jump Assessment & Roadmap

This is the most powerful solution for Jewish organizations in need of clarity, strategy, and direction based on real data and proven systems.

When you sign up for the Digital Jump Assessment & Roadmap, we find the answers. You get the results.

We will...

- ✓ Do a deep dive into all of your digital assets
- ✓ Examine the data and performance of your digital efforts
- ✓ Create a clear analytics report that lays out the data with analysis
- ✓ Create a custom digital strategy for you so that your team can begin taking clear, confident action toward your goals

Part 1: The Audit

We will collect all of the data from your:

- Website (pages, content, user experience, integrations, user experience, and more)
- Email Marketing Platform (templates, segmentations, automations, integrations, copy, and overall performance) CRM (segmentations, automations, integrations, overall organization, and overall performance)
- Organic Social Media (your accounts' content, usage, consistency, and overall performance)
- Social Media Advertising Accounts (accounts' performance, set-up accuracy, ad performance)

Part 2: The Assessment

With the data, we will explain:

- The big picture view of your digital marketing performance
- What your digital blindspots are and the biggest areas that are holding you back on each platform
- Why your content is performing the way it is and how it's affecting your digital user experience
- Immediate changes you can make to change your digital performance

Part 3: The Roadmap

We will create an easy-to-follow, custom roadmap that lays out the exact strategy your organization needs to take in order to reach your specific goals.

This includes:

- Campaigns built to meet your goals
- Email marketing segmentation, automation, and copywriting strategy
- Social media content design, scheduling, and performance optimization
- Website changes to quickly increase your online conversions
- Online form/funnel changes to streamline your registration or donation processes

How long does this process take and what does the process look like?

The whole process, from start to finish, takes one month.

The process includes:

- A kick-off Zoom call to collect all necessary information from you
- A 3-week internal auditing process
- Creation of a PDF document that includes your assessment results & step-by-step strategic plan
- A final Zoom call where we walk you through our findings and strategic recommendations, while also answering any questions you may have

What types of Jewish organizations has this helped?

Federations, day schools, Hillels, summer camps, Israel programs, congregations, JCCs, foundations, teen programs, and senior care facilities of all sizes, digital histories, team structures, and goals.

What is the cost?

The cost of the Digital Jump Assessment & Roadmap is normally \$5,500

But for participants in this online seminar, we are offering it for only \$4,000 to the first five organizations that sign up before Thursday, July 20th

~~\$5,500~~

\$4,000

LIMITED SPOTS AVAILABLE:

Get Started With The Digital Jump Assessment & Roadmap



[**www.infiniteconsultants.com/assessment**](http://www.infiniteconsultants.com/assessment)