

THE DIGITAL JUMP SEMINAR

DAY 1:

HOW TO EVALUATE YOUR ORGANIZATION'S
CURRENT DIGITAL SUCCESS & IDENTIFY WHAT
NEEDS TO BE FIXED



ABOUT US


Lena & Eliav Perez opened Infinitude in 2016 with a mission to help both private and public sector organizations improve their marketing and digital systems so that they can seamlessly attract and convert more leads. In 2019, they decided to give back to the community that was always there for them: their Jewish community. With a realization that Federations, synagogues, day schools, summer camps, and youth programs often struggle with navigating the modern digital landscape, Lena and Eliav dedicated themselves to exclusively working with the Jewish world.

Specializing in digital marketing, system development, strategic planning, integration, and automation, Lena and Eliav are the Jewish community experts in digital success.





ABOUT THIS SEMINAR

- We want this to be as valuable and action-focused as possible
 - Be ready to engage, ask questions, and take notes
 - We are here to help you, no matter your "level" right now
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SEMINAR OVERVIEW



INFINITUDE



DAY 1

How To Evaluate Your Organization's Current Digital Success



DAY 2

The Biggest Mistakes Jewish Orgs 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

How To Evaluate
Your
Organization's
Current Digital
Success &
Identify What
Needs To Be
Fixed

**How would you define
"digital success"?**



How do you define "digital success"?

- "Engagement"
 - Likes, comments, shares
 - Website clicks and usage
 - Newsletter success
 - Registration and participation
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Digital Success Has 3 Layers

Each of these is essential to ensuring long-lasting impact for your organization and life-changing impact for your community.



THE TOP LAYER: WHAT YOUR COMMUNITY SEES

Your community sees your public communications and marketing efforts, mainly your social media and email newsletters. Yes, they also see your website, but they're regularly reminded of your organization by seeing your weekly content.



HOW TO KNOW IF YOUR **SOCIAL MEDIA** IS SUCCESSFUL & HAVING AN IMPACT

It starts with asking the right questions! (Write these down)

How many followers did you gain on Facebook, Instagram, and any other regular social platforms in the last year? **Where specifically did these followers come from (how did they find your account and what inspired them to follow you)?** How much is this up (or down) from the year before?

What does your social media engagement look like? On average, how many views, likes, shares, and comments did your content receive? **Which posts did the best and what is your theory as to why?**

What does your social media **content calendar** look like? Is it organized, consistent, and following a brand guide?

Are you creating **monthly analytics reports** that track this information and analyze what can be done to improve?

HOW TO KNOW IF YOUR **EMAIL MARKETING** IS SUCCESSFUL & HAVING AN IMPACT

How often is your organization sending out newsletters? **Are the schedule and quality of content consistent?**

Are you sending out one large, general email? Or are you **segmenting it by population and interests?**

What are your **open and click-through rates?** Are you regularly tracking them and making tweaks to improve those numbers?

Are you using email marketing as an opportunity to push out as much information as possible, or are you treating it as a weekly opportunity to **deepen your relationship with your viewers?**

ARE YOU USING **DIGITAL TOOLS** TO ACTIVELY GROW YOUR AUDIENCE OR ARE YOU "PASSIVELY" SHARING?

Are you using tools like **Facebook Ads, Instagram Ads, Google Ads**, and more to actively get in front of new, relevant audience members?

Are you tracking its success on a regular basis?

Are you tracking **how many leads and registrations** are coming from social media?

What Your Top Layer Needs To Reach Success & Have An Impact:

Tools and funnels that are helping your organization get in front of new, relevant community members around the clock

Consistent, high-level posting that is designed to engage a specific demographic

Analytics and tracking to ensure your numbers are constantly improving

A group of people are seated around a long wooden conference table in a bright, modern office setting. They are engaged in a meeting, with some looking at documents and others gesturing. The image is overlaid with a light blue semi-transparent filter. In the bottom left corner, there is a decorative graphic consisting of two overlapping triangles, one dark blue and one light blue.

THE MIDDLE LAYER: WHAT YOUR STAFF SEES

Your internal digital atmosphere (how your staff operates, communicates, and works together) is just as important, if not more important, than the top layer.

Have you ever had these thoughts?

*“Michael never responded to my email and now the project is two weeks behind.
Ugh!”*

“I just sat through another two-hour-long meeting and we didn’t achieve anything!”

“If I have to create another strategic plan that goes nowhere, I’m gonna go crazy!”

“I’m so sick of doing this same tedious task over and over again...”

A decorative graphic in the bottom-left corner consisting of three overlapping geometric shapes: a dark blue parallelogram, a light blue parallelogram, and a white parallelogram, all slanted at the same angle.

A group of six people are seated around a wooden table in a modern office setting, engaged in a meeting. They are looking at documents and a laptop. The background features large windows with blinds and pendant lights. The entire image is overlaid with a semi-transparent dark blue filter.

By your internal digital atmosphere, I'm talking about how your organization communicates, creates tasks and projects, sets goals, achieves milestones, and streamlines its progress using digital tools.

Here are some questions to ask yourself to understand the success of your organization's internal “digital atmosphere”

(Rate these issues on a scale of 0-10):

How well documented are your team's repeated tasks? (Do you have standard operating procedures in place?)

How do you delegate and track the progress and completion of projects?

How often does communication get lost or fall through the cracks via email?


How often does someone forget to do something because they just “didn't write it down”?

How often are deadlines missed or a last-minute rush to get things done?

How often do you feel like you're wasting time on mundane, repetitive tasks?

How often do you feel like you're starting from scratch instead of building what you've already succeeded with?

How much time are you wasting in meetings talking about general ideas or plans that rarely get fulfilled?



One of the main reasons that organizations don't succeed with their digital marketing (what their audience sees) is that there aren't team-based systems in place to make it a success.

This will change when you start using:

Standard Operating Procedures

Content Calendar Systems

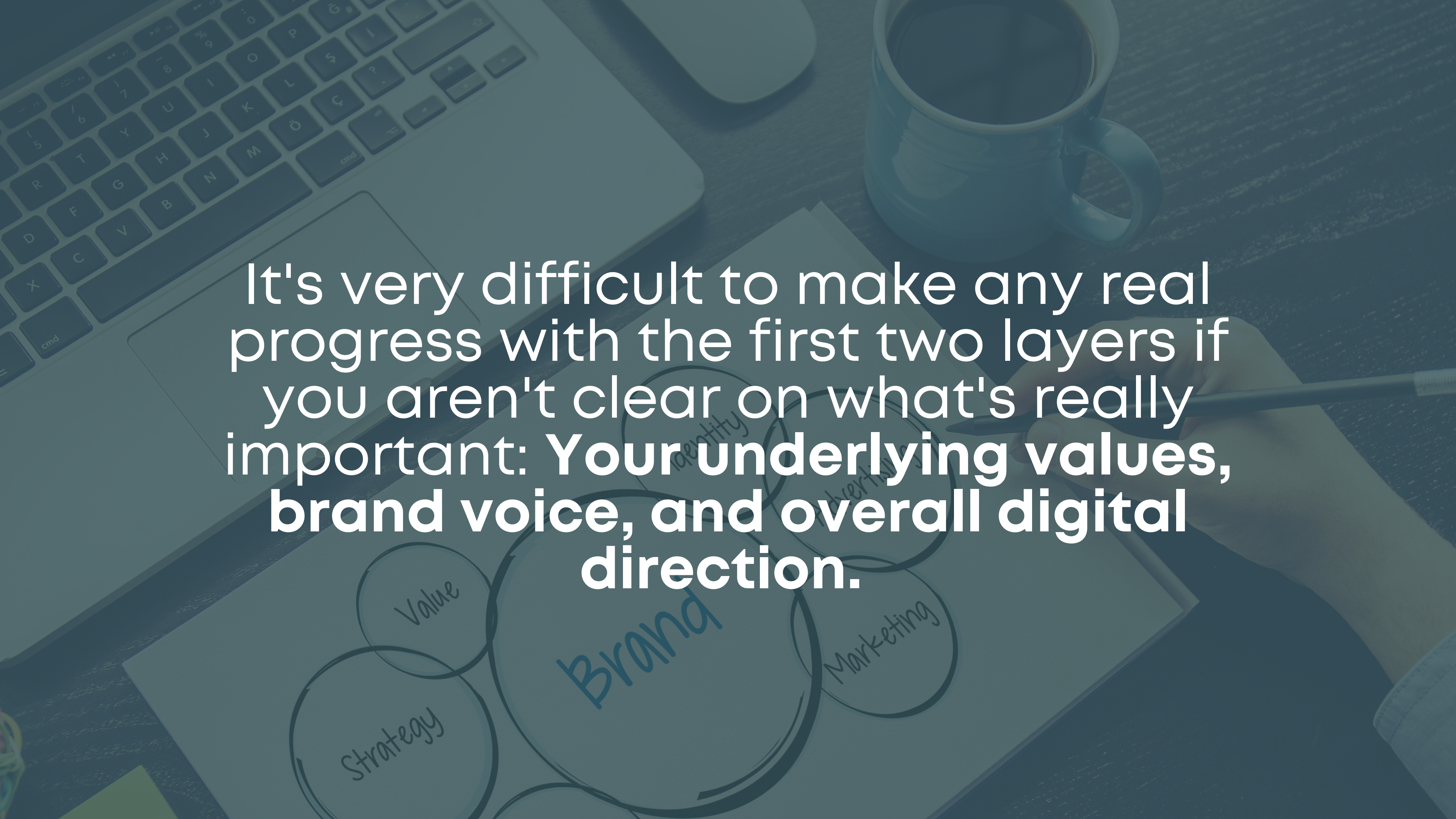
Task Management Tools

Automated Task Tools

THE BOTTOM LAYER: WHAT YOU SEE IN YOUR ORGANIZATION'S FUTURE

What are your organization's goals and brand vision for the next five years, and how are you collectively working as a team online to achieve them?



A top-down view of a workspace. On the left, a portion of a laptop keyboard is visible. In the upper right, there is a blue ceramic mug. Below the mug, a hand is holding a black pen, poised to write on a piece of paper. The paper features a hand-drawn diagram with a central circle labeled 'Brand' in blue ink. Surrounding this central circle are four smaller circles, each containing a word: 'Value' at the top, 'Marketing' at the bottom right, 'Strategy' at the bottom left, and 'Identity' at the top left. The entire scene is overlaid with a semi-transparent dark blue filter.

It's very difficult to make any real progress with the first two layers if you aren't clear on what's really important: **Your underlying values, brand voice, and overall digital direction.**

Here are some questions to ask yourself to understand your organization's brand clarity and future

(Rate these issues on a scale of 0–10):

Does your organization have a clear vision for where you are heading in the next five to ten years?
Is your entire staff on board with that vision and working toward it collectively?

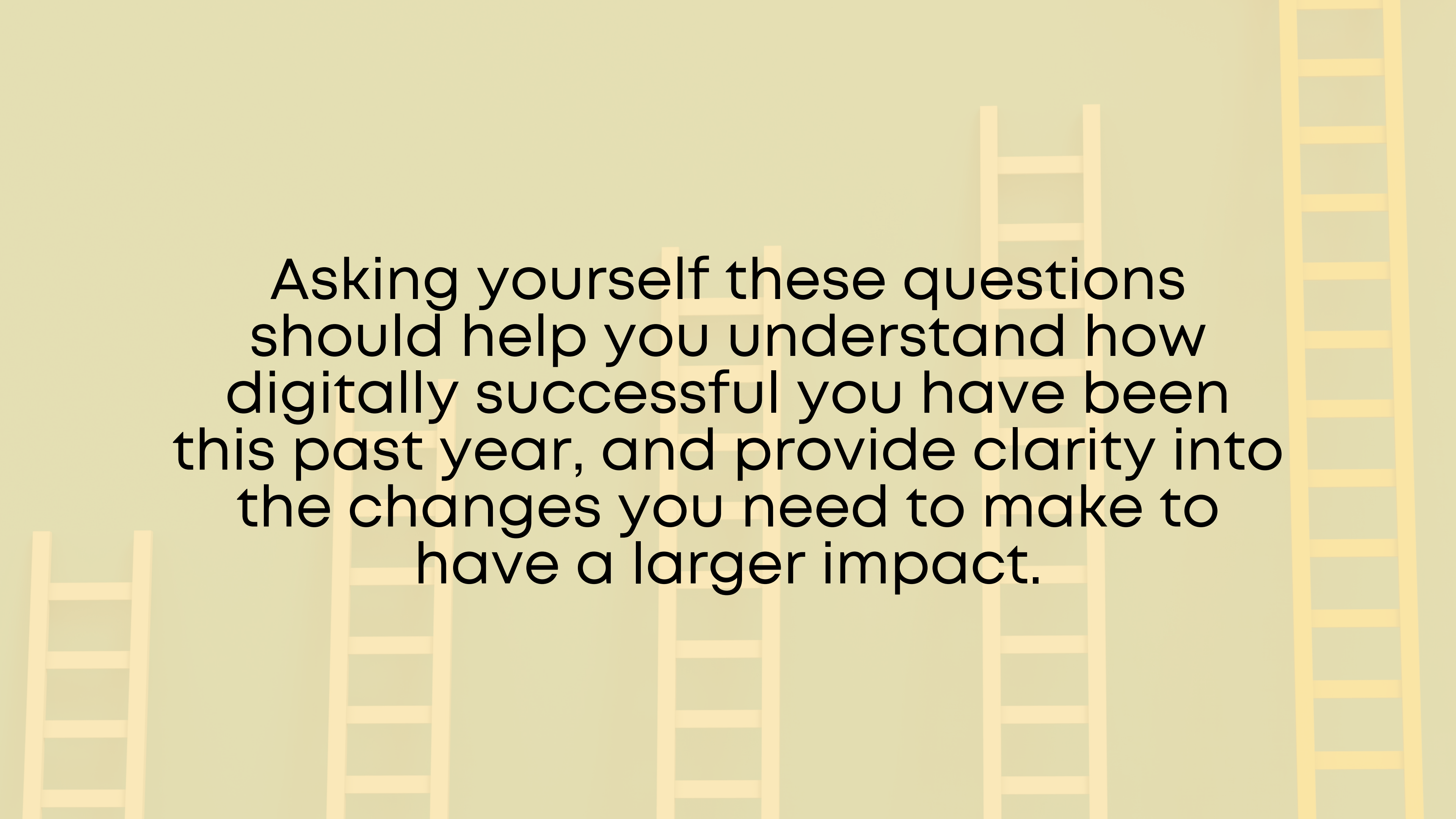
Are your organization's values and purpose clearly communicated and known amongst our staff?

How often do you create new plans or internal strategies that don't followed through on?

If not, what can be done to create this strategic plan and make sure it will get followed through on? What's standing in your way from making it happen now?

How can you take your values, purpose, and goals and translate them into an online system that will allow true digital success in the years to come?

Ultimately, what are these roadblocks costing your organization? (Donations, new congregants, youth enrollments, staff turnover, internal conflict)

The background of the slide features a light beige color with several stylized, vertical ladders in a slightly darker beige tone. These ladders are positioned at various heights and angles, creating a sense of depth and structure. The text is centered in the middle of the slide, overlaid on the ladders.

Asking yourself these questions
should help you understand how
digitally successful you have been
this past year, and provide clarity into
the changes you need to make to
have a larger impact.

The Digital Jump methodology is the key to ensuring long-lasting impact for your organization and life-changing impact for your community.

Top Layer: What Your Audience Sees

Middle Layer: What Your Staff Sees

Bottom Layer: What Your Organization Sees In Its Future

**For Each Of These Layers, We Are Asking
Ourselves Today: Are They Optimized
And Designed To Move Forward?**

Over the next two days, we will dive more into
this transformative process so that you can
begin to make long-lasting change in your
organization.

WHAT WE'RE LEARNING TOMORROW



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THANK
YOU!