CiviCRM for Marketers

CiviCamp London

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For marketers

Anyone who sends mailings to...
- Raise awareness
- Promote services / activities
- Advertise events
- Highlight membership benefits
- Fundraise

A valuable tool

Email is a valuable marketing tool...
- More personal
- Customisable
- Direct
- Much higher click rate than social media 50-100x

Better relationships

How to build better relationships by...
- Using data you already hold
- Being targeted with CiviGroups
- Improving style and readability of your mailings
- Considering other user comms
Getting to know you

- What type of organisation do you work or volunteer for?
- What do you use mailings for?
- What tool/s do you use to send mass mailings currently?
Better relationships: Using your data

- Use data to personalise your messaging
- Information you may hold on your email contacts
  - Name, job title, employer, location
- Tokens: linking this data to your mailings
- Dependent on data put in
- Example: Encourage contacts to open your emails by personalising subject lines
<table>
<thead>
<tr>
<th>Subject</th>
<th>Tokens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please complete our volunteering survey</td>
<td></td>
</tr>
<tr>
<td>Becky, please complete our volunteering survey</td>
<td></td>
</tr>
<tr>
<td>Becky, please tell us about volunteering in Manchester</td>
<td></td>
</tr>
</tbody>
</table>
Better relationships: Targeting

- Tailor mailings to your different CiviGroups
  - E.g. members and non-members
  - E.g. individuals vs organisations

- Use smart groups
  - Smart groups are dynamic – contacts grouped on set parameters
  - Can be used to target or exclude

- Exclude other mailing recipients
What’s the difference?

CiviMail
- Default CiviCRM component
- Content added to html composer
- Basic layout
- Not responsive
- Headers and footers added separately

Mosaico
- An extension for CiviCRM
- Drag and drop mailing builder
- Blocks allow flexibility with layout
- Responsive
- Pre header is a block
Mosaico mailing – styling and readability

- Header conveys what the message is about
- Personalised greeting
- Clear call to action
- Text broken up into easy-to-read chunks
- Make your highlight stand out
- End on your key message
Example one: Training, templates and Canva

Scenario: many people are involved in delivering your organisation’s training programme – comms, admin and development.

You want to ensure your communications look consistent – regardless of who sends them – to help to reinforce that your organisation is professional and a trustworthy provider.
Example one: Training, templates and Canva

- Create Mosaico templates for each stage:
  - Marketing – including launch
  - Registration information
  - Evaluation
  - Follow up resources
Example one: Training, templates and Canva

- Ensure consistent style across the templates:
  - Same colours for titles, subtitles and buttons
- Create header graphic
  - Use Canva to create and share design with the team
  - Can also create supplementary images
- Brief team on how to use the templates
Red Hot Irons

Brand Kit shared with: Red Hot Irons

Logos (3)

- RHI-Vertical-Color.png
- RHI-Round-Grey.png
- RHI-Round-Color.png

Colours (4)

- RHI Colour Palette

Fonts
Example two: Scheduled reminders and membership

Scenario: your organisation provides a wide range of services, events and online resources for your members.

You want to increase the number of your members who are aware of and take advantage of these benefits of membership to improve their membership experience and likelihood of renewing.
Example two: Scheduled reminders and membership

- Identify the benefits of membership you want to promote:
  - Create a Mosaico template for each
- Schedule reminders throughout annual membership journey
  - Benefits of membership will be communicated to members x number of days/weeks/months after joining or renewing
- Remember the dates are relative not fixed
Dear Becky,

Did you know as a member of PCRS you are part of the UK’s largest network of dedicated respiratory professionals working in primary, community and integrated care settings?

You can connect with this community via your online dashboard. Our online directory allows you to reach out to other members in your area, and gives you access to peer support and advice. Log in to view the directory, if you’ve forgotten your password you can reset it here.

Visit your dashboard

Support from your peers

**PCRS Conference and Events**
PCRS runs a diverse programme of virtual and face-to-face events, including our Annual Conference, which is a great opportunity to catch up with friends and colleagues, and make new connections. The next PCRS Conference will be held in Telford on the 21st-23rd September 2023, we hope you will be able to join us! Head to our events feed to browse all of our upcoming events.

**Peer Support Networks**
Being responsible for improving respiratory care for patients can be both daunting and challenging. Joining a local network can help with workplace isolation and support you in your role - meet and learn from peers, share insights and questions, and get up to date on best practice. Search for your local peer support network on the PCRS website.

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Dear Becky,

We understand that as a healthcare professional you have lots of conflicting demands and it can be hard to take time for your own development and learning.

Our member-exclusive podcasts are a great way to learn more about clinical updates, service development and related campaigns and can be listened to on the go. Each episode provides up to half an hour of engaging chat.

Listen now

Hear from the experts on a wealth of topics
Gather around the CiviCamp Fire

- Share your mailing horror stories
- Tell us about your successes
- Ask any questions
Useful tools

- Grammarly – grammar check tool
- Canva – design tool
- Mail-tester - test the spammyness of your emails
- Send Check It – rates your subject lines
- Unsplash – free image library
- WebAIM contrast checker – check your foreground and background colours
- Age-positive image library - positive and realistic images of people aged 50+
- W3schools html emoji reference – for adding emojis to your mailings
Thank you!

If you have any queries or questions, get in touch with us:

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