CDF Catholic Organisations Workshop

Marketing and Communications
August 2023



Welcome

Matthew Cassin

CEO, Catholic Development Fund

Prayer of Acknowledgement

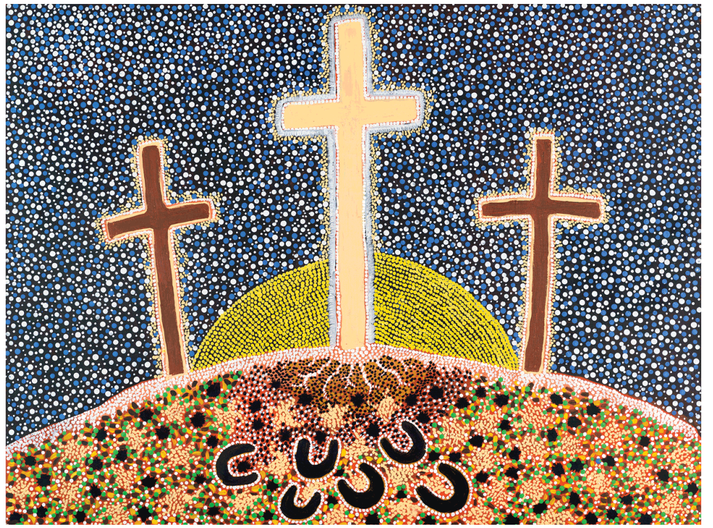
Holy Spirit, we call upon your divine guidance and blessings for our nation and this gathering today.

As we meet in this room, we express our reverence for the traditional owners of this land, both past and present, who's deep cultural and spiritual connection enriches the fabric of our society.

With a focus on solidarity and the common good, may we nurture an environment of respect and empathy for one another, transcending barriers faced by those before us.

May our actions be guided by love and deep respect for all, fostering harmony and unity within our society. Lead us on a path of reconciliation, justice, and mutual understanding, that promotes the common good and the dignity of every human person.

Amen



Workshop Agenda

- 2:00 – 2:05 – Welcome (Matthew Cassin)
- 2:05 – 2:10 – Introductions (Kristen Sikora)
- 2:10 – 2.40 – Communicating our brand, mission & purpose; current strategies, channels and success stories (open forum)
- 2:40 – 3:10 – The power of storytelling (Luke Buesnel)
- 3:10 – 3:15 – Short Break
- 3:15 – 3:45 – Social media and digital industry insights (Victoria Walker)
- 3:45 – 3:55 – Open forum: comments/questions/opportunities
- 3:45 – 4:00 – Summary and close (Kristen Sikora)

Introducing Luke Buesnel

Story League

https://www.storyleague.com.au/

STORY LEAGUE

THE POWER OF STORYTELLING



THE HISTORY OF *STORYTELLING*



30,000 BC

The Chauvet cave paintings in France



3,000 BC

Egyptians tell stories



1,000 BC

Greek myths and epics



200 BC

The Bible



15th century

William Shakespeare



17th century

Fairy tales



21st century

Social media



1990s

The Internet goes public



1939

Network TV



1906

Radio



20th century

Magazines



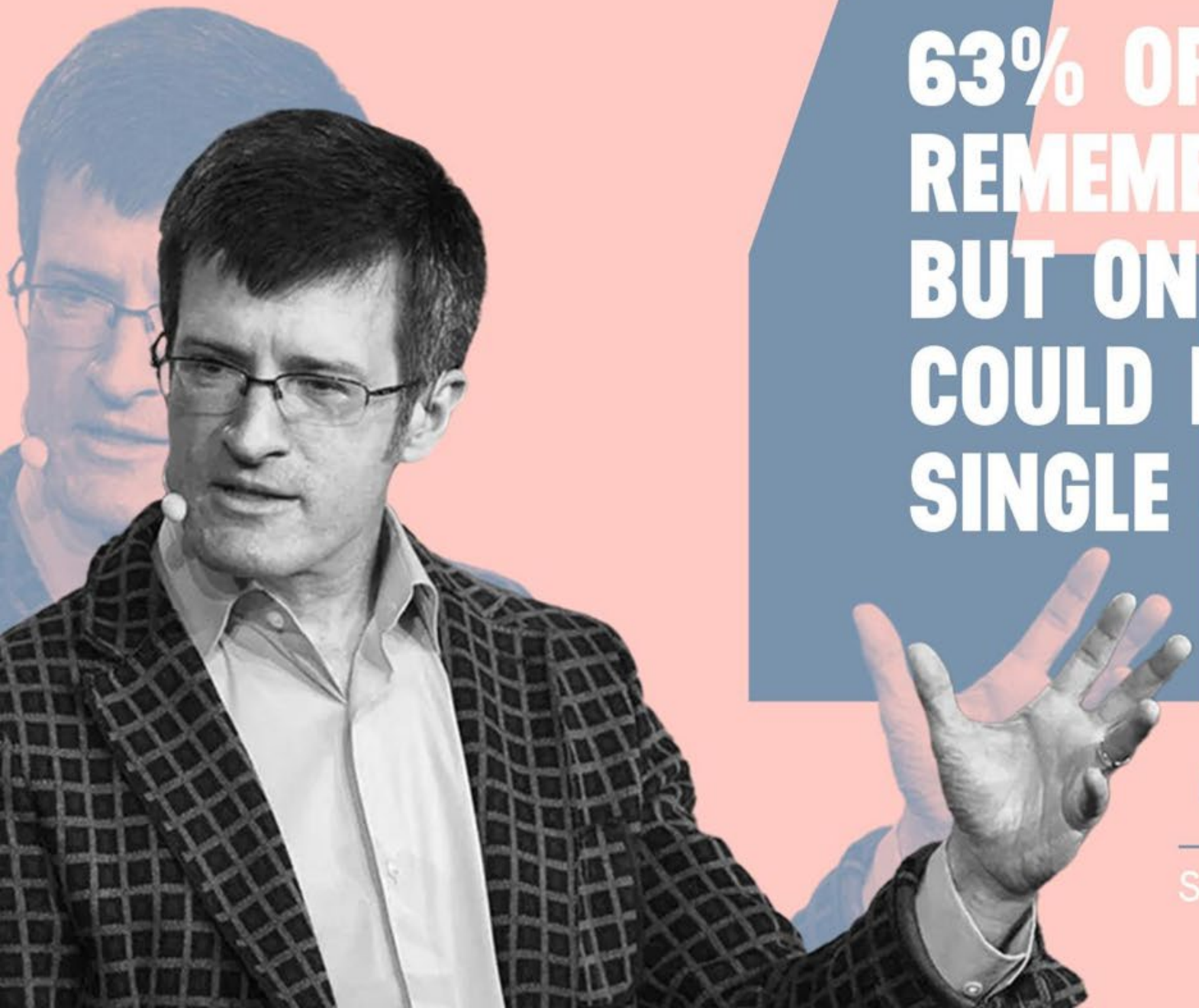
17th century

Newspapers

WHAT THE WORLD SAYS *ABOUT STORYTELLING*







63% OF PEOPLE COULD REMEMBER STORIES, BUT ONLY 5% COULD REMEMBER A SINGLE STATISTIC.

CHIP HEATH

Stanford Professor

I DON'T WORRY ABOUT THE SURVIVAL OF THE NOVEL. WE'RE A STORYTELLING SPECIES.

BARACK OBAMA

US President

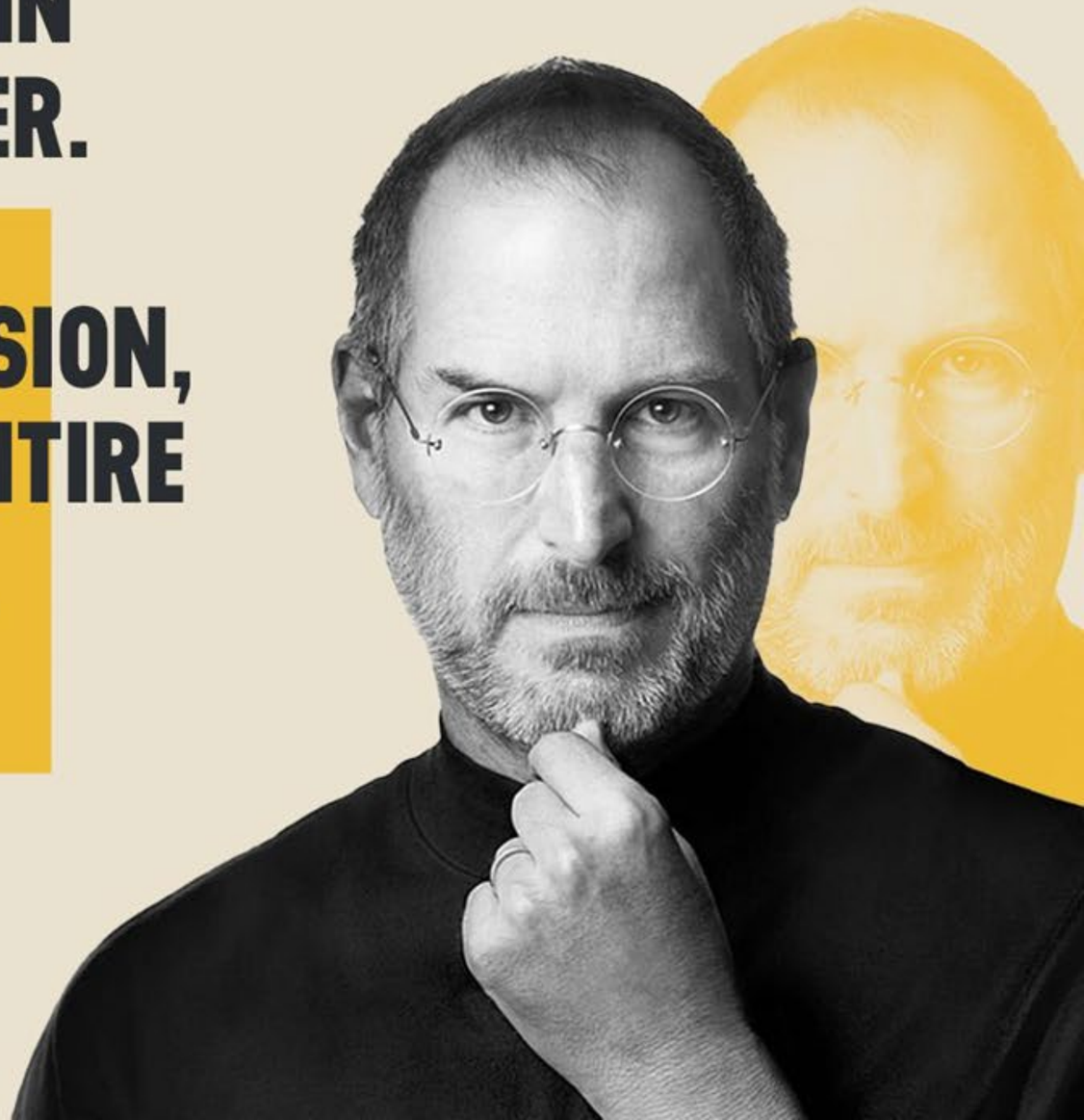


THE MOST POWERFUL PERSON IN THE WORLD IS THE STORYTELLER.

THE STORYTELLER SETS THE VISION, VALUES AND AGENDA OF AN ENTIRE GENERATION THAT IS TO COME.

STEVE JOBS

Apple Founder

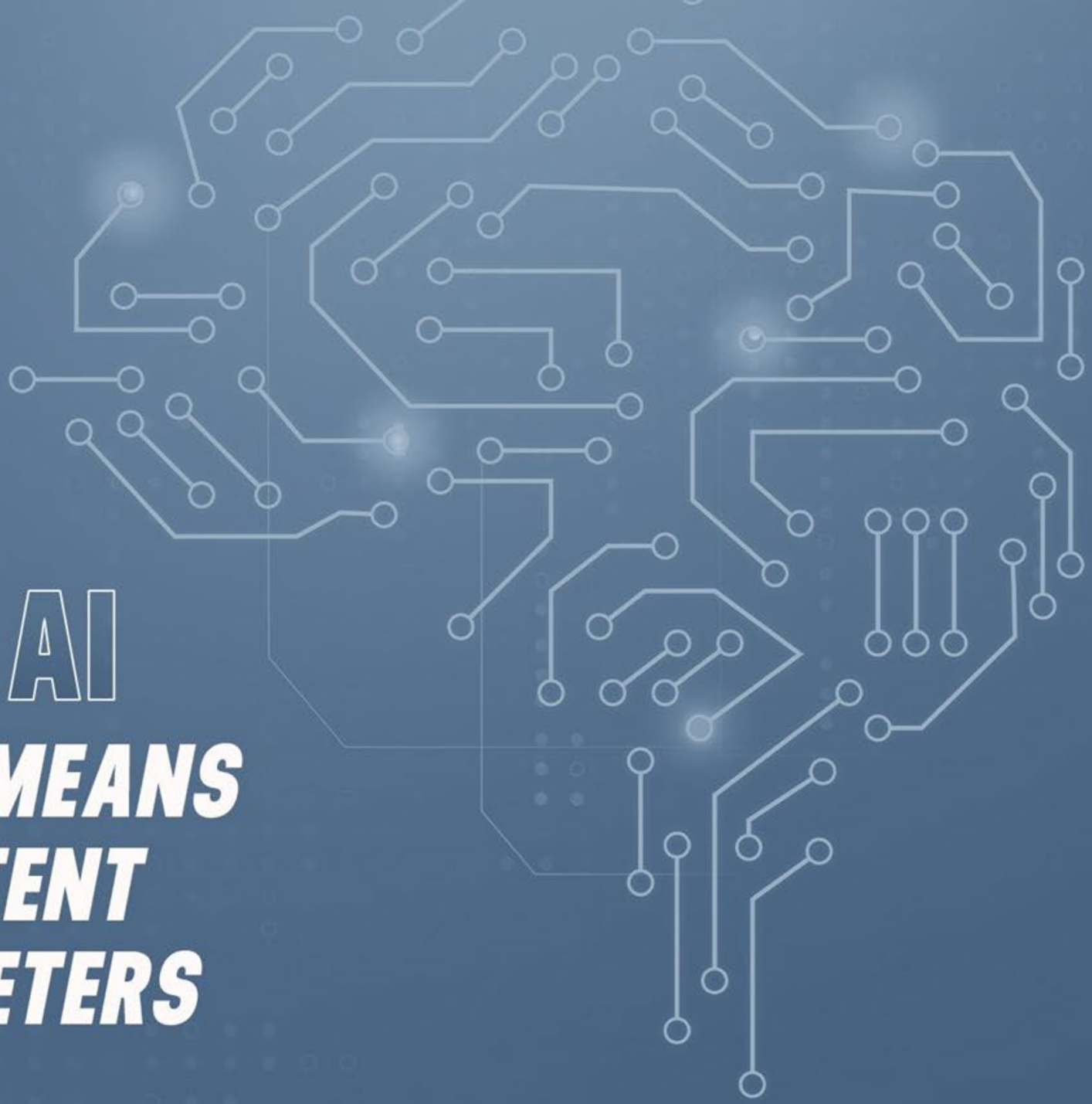




YOU'RE NEVER GOING TO KILL STORYTELLING, BECAUSE IT'S BUILT IN THE HUMAN PLAN. WE COME WITH IT.

MARGARET ATWOOD

Author



THE RISE OF AI

AND WHAT THIS MEANS FOR HUMAN CONTENT CREATORS/MARKETERS

SO MANY AI
CONTENT OPTIONS



ChatGPT



Jasper



wordtune

PODCASTLE



HeyGen



PICTORY

IS AI CONTENT FOR THE BEST?

AI CONTENT CREATORS:



Save you time



Make editing easier



Can create content in seconds

It's all about the efficiency gains.

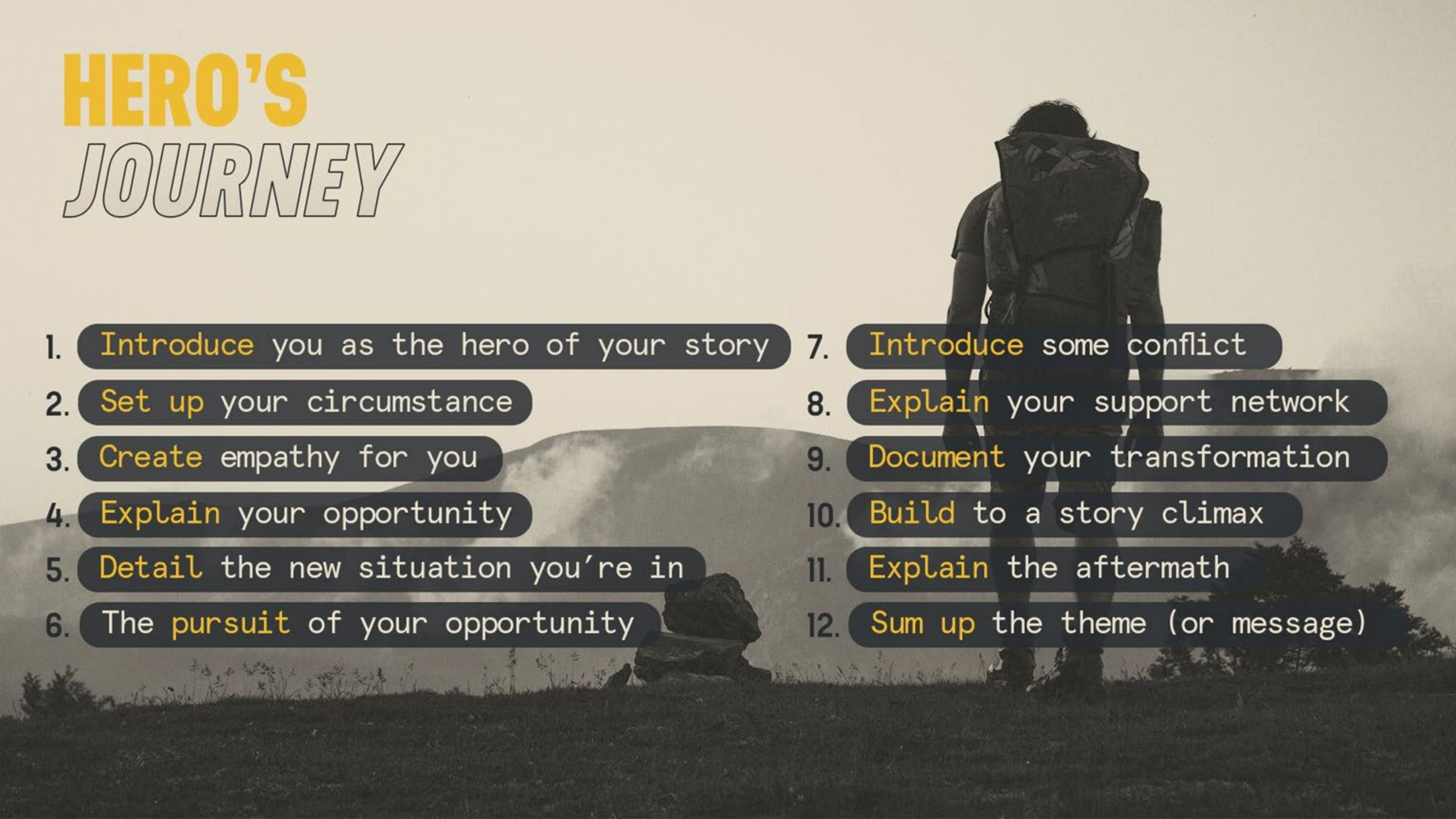
But what about giving your audience a unique experience?

HOW TO TELL
GREAT STORIES



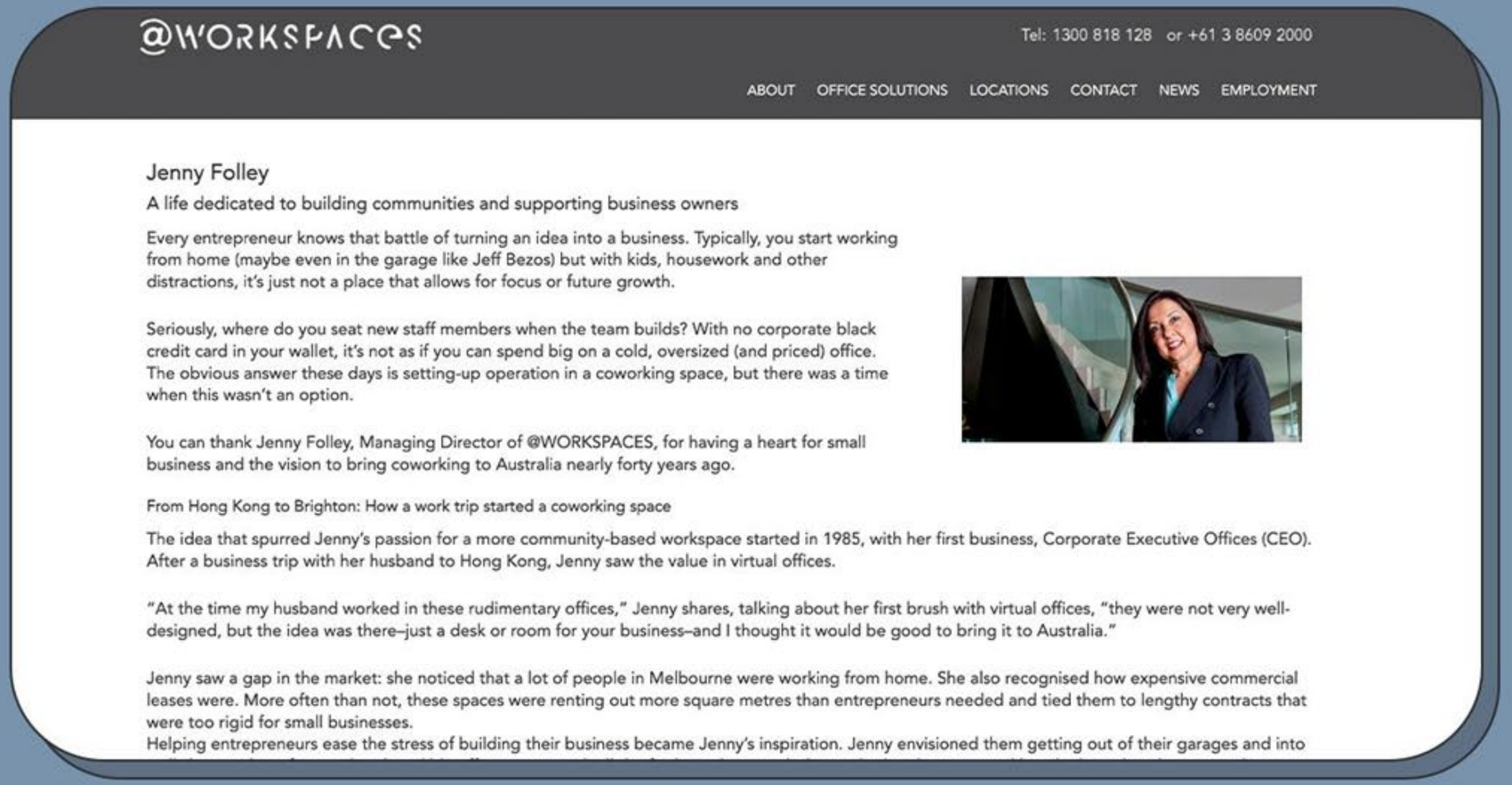


HERO'S JOURNEY



1. Introduce you as the hero of your story
2. Set up your circumstance
3. Create empathy for you
4. Explain your opportunity
5. Detail the new situation you're in
6. The pursuit of your opportunity
7. Introduce some conflict
8. Explain your support network
9. Document your transformation
10. Build to a story climax
11. Explain the aftermath
12. Sum up the theme (or message)

BLOGS



Long form blog Each of the 12 points is used in one long written piece

Short form blog The 12 points are used as one blog post in a series of 12



PODCASTS

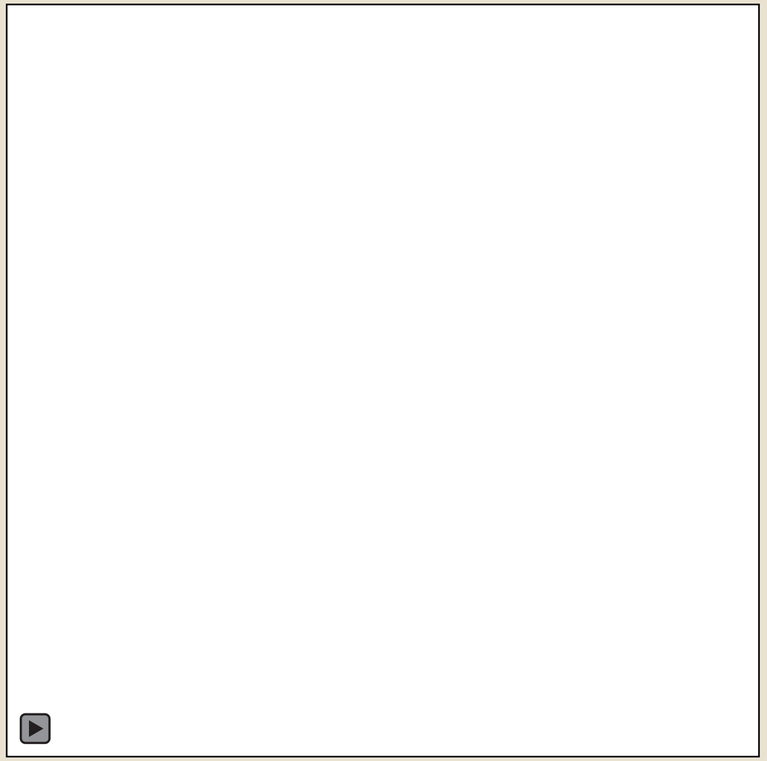
Podcast series Each point could be an episode in a 12-part series

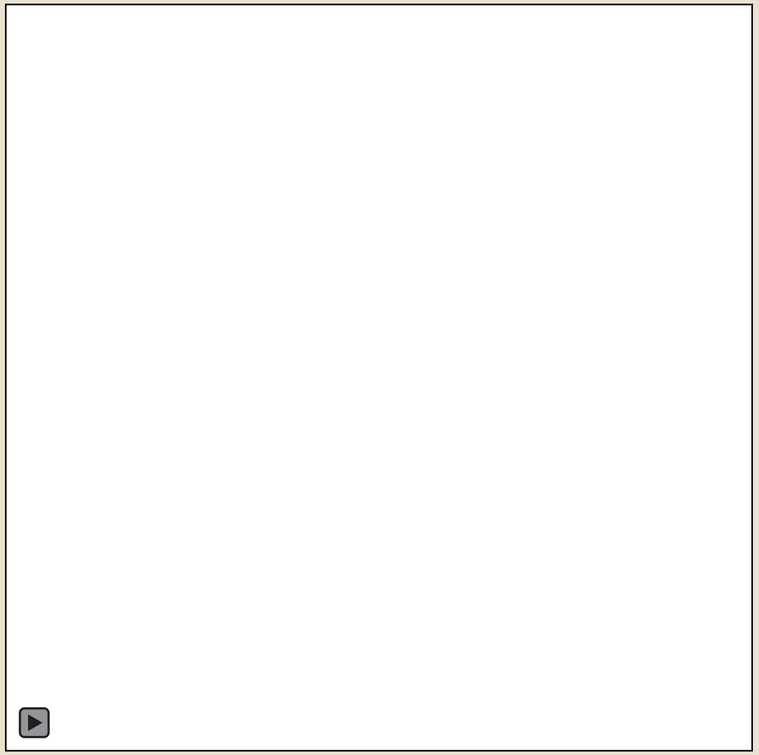
Podcast interviews Use your hero’s journey as a hook to secure external podcast interviews



EMAIL FUNNELS/CAMPAIGNS

Email sequencing Combine two points into emails for a six-email campaign





VIDEOS/VISUALS

Carousel posts Each point could be a post in a swipeable carousel

Social media videos Each point could be a short video in a 12-part series



HOW TO IDENTIFY
GOOD STORIES TO USE IN YOUR MARKETING

THREE

CONTENT PILLARS



EDUCATIONAL



THOUGHT-PROVOKING



ENTERTAINING

STORY IDEAS
FOR EACH PILLAR



Educational

- Address the pain points your ideal customers are experiencing
- Tackle industry changes like government policy or new legislation

Thought-provoking

- Explain what's not working in your industry (and how it can be fixed)
- Document what you think the future of your industry is (whether good or bad)

Entertainment

- What does a day in your life look like?
- What's your Hero's Journey?

DEVELOP A CONTENT STRATEGY

- DECIDING ON YOUR END GOAL
- UNDERSTANDING YOUR IDEAL CUSTOMERS AND COMPETITORS
- BRAINSTORMING AND RESEARCHING CONTENT IDEAS
- SETTING THE POSTING SCHEDULE


STORY
LEAGUE
GOT A STORY
TO TELL?
luke@storyleague.com.au
+61 408 323 122
storyleague.com.au

Introducing Victoria Walker

WLKR Digital

https://wlkr.digital/

CATHOLIC ORGANISATION WORKSHOP SERIES 2023

Social media insights

WLKR.digital

02

Social media use in Australia

APPS & ACTIVE MONTHLY USERS

Facebook: 19mil
Instagram: 10mil
LinkedIn: 6.5mil
Twitter: 5.8mil
Tiktok: 2mil

TIKTOK

Has seen the fastest growth in downloads out of any social media platform, ever. Early adopter advantage is still an opportunity for the taking for brands. Downloads were second to only MyGovID last year. Aus users spend more time on the app (avg. 29hrs p/month) than any other country in the world.

BRAND RESEARCH

1 in 3 Australians will visit social media to find information about brands, before making a purchase decision. On average, a consumer requires 11 touch points with that brand before making the final purchase decision.

03

Social media use in Australia

INSTAGRAM

The second most engaged app after TikTok with an avg. of 8.3 hours of use per month.
82% of Aus users are open to discovering new brands or products on the app.
89% have 'taken action in the moment' when seeing a product or service on the app that interested them

REASONS FOR USE

1. Keeping in touch with friends and family (Messenger)
2. Filling spare time
3. News
4. Finding content (mainly videos)
5. Finding inspo for what to do and/or purchase
6. Finding like minded communities

FACEBOOK (INCLUDES MESSENGER)

- 25-34: 24.2%
- 18-24: 19.2%
- 35-44: 18.3%

Approx 55:45 female:male
Only 10% of users are active on Facebook, and not Messenger.

INSTAGRAM

- 25-34: 29.2%
- 18-24: 24.3%
- 35-44: 18.1%

Approx 55:45 females:males





TIKTOK

- 18-24: 52.7%
- 25-34: 33.7%
- 35-44: 5.5%

Approx 60:40 males:females

LINKEDIN

- 25-34: 57.3%
- 35-54: 22.7%
- 18-24: 15.7%

Approx 55:45 male:female





Best Practice

THREE RULES TO FOLLOW ACROSS THE BOARD

OPTIMISE FOR MOBILE

82% of users access on mobile. Take up as much 'screen real estate' as possible (vertical always).

IS IT VALUE ADDING?

Every piece of content should be value adding to your target audience.

INDIRECT MARKETING

Users should engage with you because of valuable content and user experience across digital.

07

Trends for 23/24

- **VIDEO**

  Particularly short form.

- **AUTHENTICITY**

  No.1 factor is 'do our values align?'

- **ADDRESSING SUSTAINABILITY**

  Show rather than tell. Triple check accuracy.

- **ACCESSIBILITY**

  Captions. Alt text. Mindful of emojis. Inclusive language.

- **USER GENERATED CONTENT (UGC)**

  Continues to gain popularity and engagement. Less polished.

- **EMPLOYEE ADVOCACY**

  Advocacy programs = more brand awareness + job applications

- **'EDUTAINMENT'**

  Educational content continues to gain popularity.

- **INFLUENCERS REMAIN**

  Watched 13.2 times more than media and brand content.

Multi-channel marketing

EACH DIGITAL CHANNEL SHOULD WORK TOGETHER

SEE AN AD

Your brand appears on their screen for the first time.

CLICK THROUGH TO PROFILE

Sparks enough interest for a profile visit.

HEAD TO WEBSITE

Clicks on website to learn more. UX & UI are good enough to leave an impression.

SEE ANOTHER AD

Pixel tracking. This ad is more detailed about specific product or service.

SIGN UP TO NEWSLETTER

A prompt to sign up for eDMs appears.

ENGAGE WITH CONTENT

A post or eDM is engaged with because it's valuable. Perhaps start to follow your profile.

VIEW IG STORY

Something relevant to them pops up with a link to learn more about the offer.

HEAD TO WEBSITE

The linked page has excellent design, copy and messaging.

COMPLETE PURCHASE

CTA to buy or contact brand works. Purchase decision made and completed.

Questions?



Summary & next steps

Next CDF Workshop

Date: Thursday 16th November 2023

Time: 1:30pm (lunch), 2:00pm – 4:00pm (meeting)

Location: St Patrick's Centre

Theme: Business Development and Philanthropy

CDF

Limited time offer

5.55% p.a.*

12-month term investment with CDF Community Fund

By opening an account with CDF Community Fund, you are saving for a greater reward than money alone. Help build classrooms for students, churches for growing communities, hospital wings for the sick, aged care homes for the elderly and social service facilities for the most vulnerable.

It's a way to save while doing good.



Visit catholicdevelopmentfund.org.au/communityfund/offer
to open an account and for disclosure details, or scan the QR code.