



# 3-d Communications inc.

Presentation to:  
Seminar on Jewish  
Teen Philanthropy

# Our Team

- **Geri-Lynn Dawes** – 3-D Communications
- **Deborah Herr** – 3-D Communications
- **Mike Baczynski** – Green Lion Digital Marketing
- **Tom Murphy** - Green Lion Digital Marketing

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# Today's Goals

- Help you market your Philanthropy Program
  - Build or define your brand/identity
  - How to find your target market(s)
  - How to reach your target market(s)
  - Budgets vs ROI
  - Q & A

# Importance of Branding

- Your brand is your promise
  - What to expect from your products and services
  - It differentiates you from others

# Branding

- It tells people :
  - Who you are
  - What your message is
  - Where you are positioned in the marketplace

# Branding Rules

- Consistency
- Credibility

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# Defining Your Brand

- One of your toughest jobs.
- What is your mission?
- What are the benefits and features of your services?
- What does your target market(s) already think/know of your group?
- What qualities do you want them to associate with your group?
- Do your homework. Learn the needs, habits and desires of your target market and competition.
- Don't rely on what you *think* they think. *Know* what they think.

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# Branding





# Demographics

- Age
- Address
- Other commonalities

# Resources

- What resources are available?

# Components of a Marketing Program

- Brochures
- Direct Mail
- Telemarketing
- Events
- Advertisements
- Public Relations/Articles
- Electronic marketing
- Website

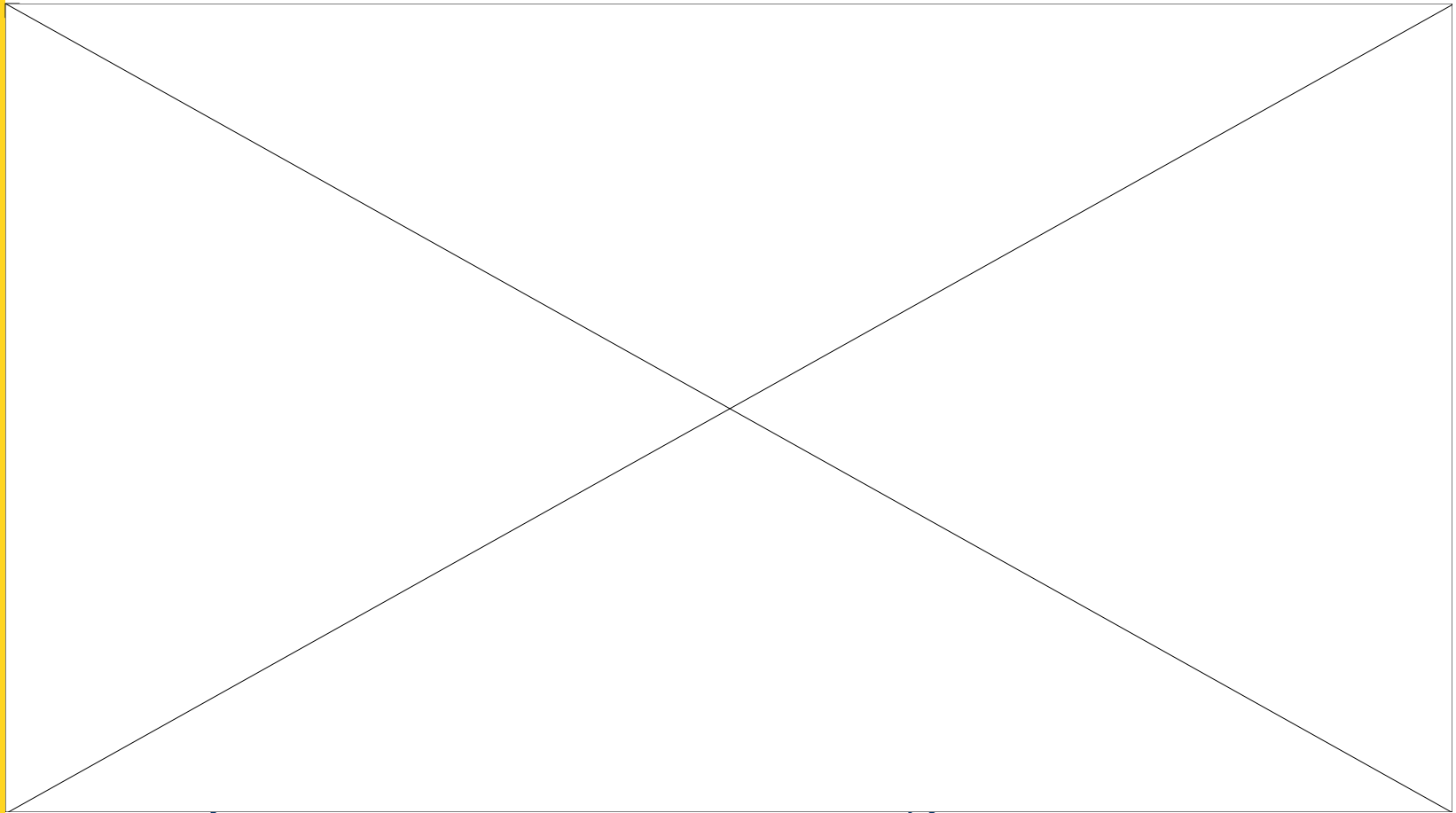
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# What is Social Media?

- Conversations supported by online tools like:



# Video – “Social Media Revolution”



# The Great Equalizer

- Social media is a great equalizer in that it allows small businesses to compete more effectively with large ones.

# In the “olden days”

- Marketing was done through media such as



# Advertising – Do you trust it?

- The average person is exposed to advertising 3000 messages per day.
- But, only **14%** of people trust advertisements.
- Whereas, **78%** of people trust the recommendations of other consumers.



# The Millennials

- 2010 marks the first year Millennials will outnumber Baby Boomers and they spend > 16 hrs/week online.
- They follow

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook®

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle background.

You Tube

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

twitter

# Social Media Requires

- Knowledge
- Time
- Consistency

But the payoff is  
More traffic to your website and blog.

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# Budget vs ROI

- How to set a budget
- Expected ROI

## 5 Take Away Tips

- Understand your target market(s)
- Set goals and objectives
- Create a simple message and stick to it
- Ask for feedback from your target market(s)
- Evaluate results and adjust as needed