

THE DIGITAL JUMP SEMINAR

DAY 2:

THE BIGGEST MISTAKES CONGREGATIONS
MAKE WHEN TRYING TO GAIN TRACTION
ONLINE



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



DAY 1

How To Evaluate Your Organization's Current Digital Success



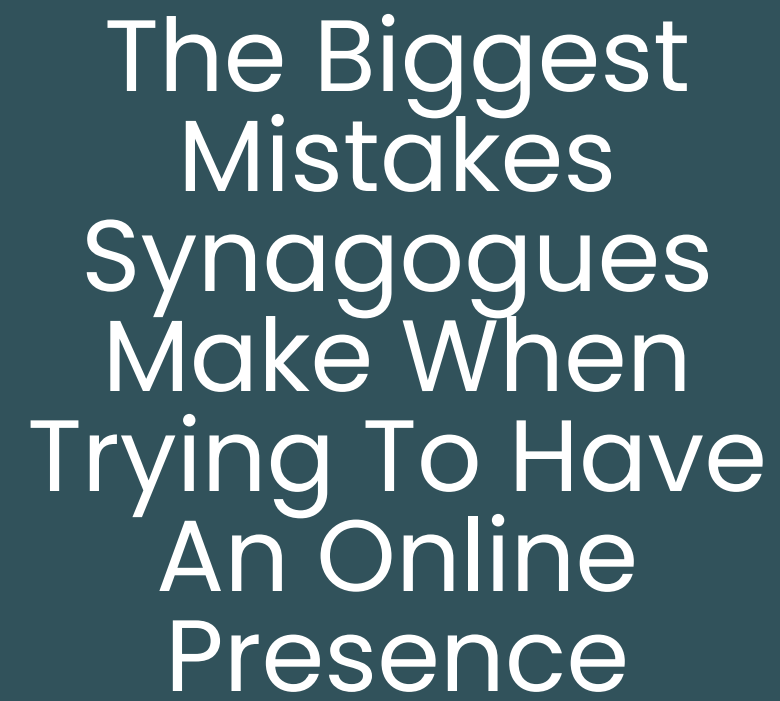
DAY 2

The Biggest Mistakes Congregations Make When Trying To Gain Traction Online

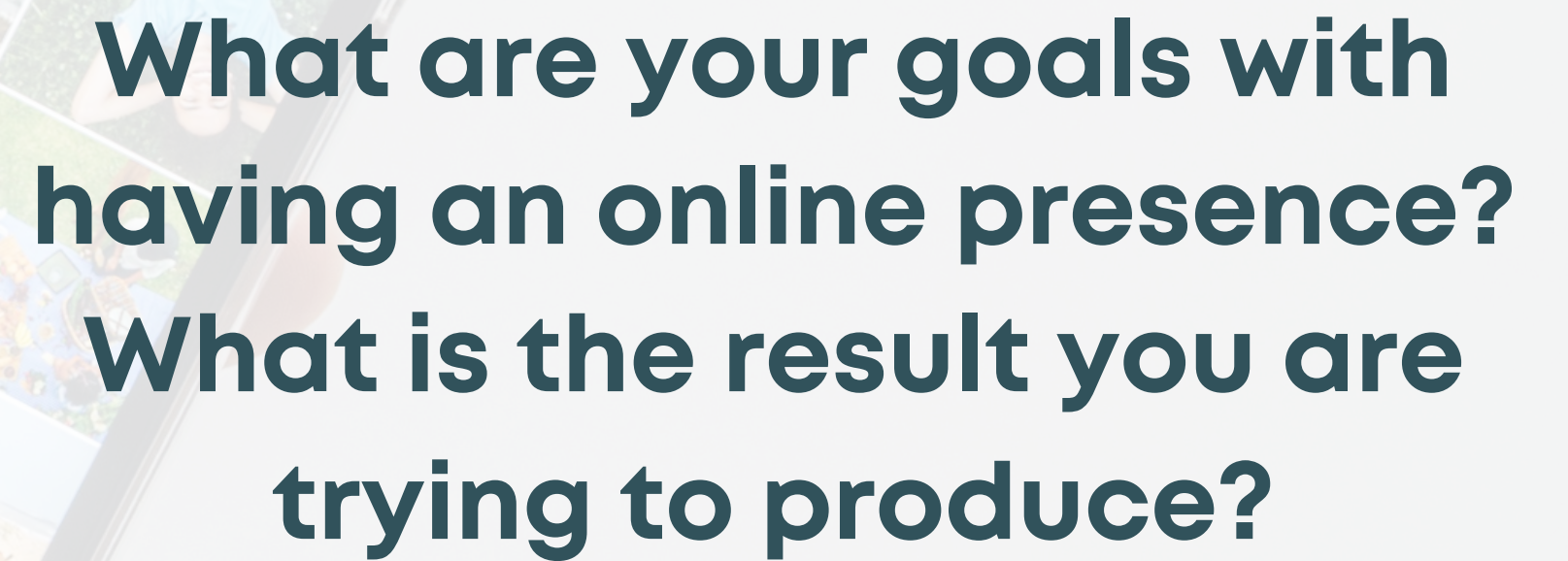


DAY 3

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

A dark teal hexagonal graphic with a white border, containing the main title text.

The Biggest
Mistakes
Synagogues
Make When
Trying To Have
An Online
Presence

A background image of a hand holding a smartphone displaying an Instagram feed. The feed shows various photos, including a person in a yellow dress, a group of people, and a floral arrangement. The word "instagram" is visible at the top of the screen.

**What are your goals with
having an online presence?
What is the result you are
trying to produce?**

There Are Three Main Goals When It Comes To Having An Online Presence

All metrics that you track need to help you answer these three questions.



Deepening your relationships with your current audience

Gaining new exposure in front of new relevant audience members

Increasing "conversions" (i.e. registrations, donations, etc)



Why Most Synagogues Get Stuck When Trying to Achieve These Goals

- 1.They are spending an immense amount of time on tasks (often doing it all manually and from scratch each time) without tracking or analyzing the ROI
- 2.They are using outdated online marketing tools and strategies that are keeping them from achieving more online exposure
- 3.Communicating a strong online brand identity has never been seen as a priority (until now, when it's more important than ever!)



The Biggest Mistakes Congregations Make When Trying To Gain Traction Online

#1: YOU'RE EXHAUSTING YOUR COMMUNITY WITH ENDLESS OFFERS

"I've already emailed our list about this and we still don't have enough sign-ups!"

"We posted about it on Facebook but no one clicked!"

"We share so much - why don't we have more sign-ups?"

THE POINT OF YOUR MARKETING EFFORTS IS NOT JUST TO BE A BULLETIN BOARD.

When you solely or primarily use your email marketing, your social media, and your website to share announcements, you are missing the opportunity to:

- ✓ Make people feel proud and excited to be a part of your community
 - ✓ Make new audience members feel welcomed and included
 - ✓ Inspire people to get excited about any one given opportunity
 - ✓ Make community members feel special and appreciated

"OVERSHARING" IS COUNTERPRODUCTIVE BECAUSE IT...

- ✓ Desensitizes people to your content
- ✓ Overwhelms people with opportunities
- ✓ Distracts people from your brand values and voice
- ✓ Confuses new audience members who aren't yet familiar with who you are

THE SOLUTIONS

- ✓ Become intentional with what you're sharing and with whom (segmentation & personalization)
- ✓ Include more happy faces and stories (fewer announcements)
- ✓ Make the user experience enjoyable (modernized templates)
- ✓ Give your copy personality (compelling subject lines, etc)



The background of the slide features a soft, light blue tint. In the center, there is a faint, semi-transparent image of two hands, one above the other, cupping a heart. The heart is a light pink color. The hands are rendered in a light, almost white tone, creating a gentle and supportive visual metaphor.

The Biggest Mistakes Congregations Make When Trying To Gain Traction Online

#2: YOUR ONLINE DONATION FUNNEL IS NOT DESIGNED FOR SUCCESS

Every synagogue relies on donations and fees, which is why the process of gift-giving needs to be a seamless and user-friendly experience that makes it easy for your members.

If it isn't easy for your community to make gifts online, it will discourage their involvement in other areas.

THE SOLUTION

Design a very simple, very easy online funnel for your community to give you money.

- ✓ Easy language
- ✓ Few questions
- ✓ Few buttons
- ✓ Beautiful and clear design



The Biggest Mistakes Congregations Make When Trying To Gain Traction Online

#3: YOUR BRANDING & PLATFORMS ARE NOT CONSISTENT

Posting is random

Posts lead to various links that confuse your audience

Posts lack consistent branding that stands out

Ultimately: There are no integrated systems in place to make it easy for your audience to say YES to you over and over again

THE SOLUTIONS

- ✓ Create a clear & easy-to-follow branding guide (great first step before creating a full strategic plan!)
- ✓ Create a content calendar system you can rely on
- ✓ Utilize pre-scheduling tools
- ✓ Have someone on your team who you can depend on to implement this, and if they step away, have SOPs in place to ensure it can easily continue



THE BIGGEST MISTAKES CONGREGATIONS MAKE WHEN TRYING TO GAIN TRACTION ONLINE:

#1: You're exhausting your community
with too many offers

#2: Your online donation funnel is not optimized for easy use and
success

#3: Your branding and platforms are not consistent or reliable in
the eyes of your viewers

What We're Learning Tomorrow



DAY 1

How To Evaluate Your Organization's Current Digital Success



DAY 2

The Biggest Mistakes Congregations 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



THANK
YOU!