

Naz Sadati: Lovely and hello to everyone who is watching this back at a later date.

Naz Sadati: So today's session, all on campaign build best practice. And this is what our agenda looks like. So we'll just firstly start off with some introductions to myself and Catriana.

Naz Sadati: We'll then take a look at how social mind use social sync for campaign creation. And, as I mentioned, social mind work on lots of different campaigns all throughout the year, with lots of different organizations and charities. So we'll be talking you through that process. And what really we use social sync for

Naz Sadati: we'll then take you through a really great checklist for you to just be mindful of when you come to create your campaign, so it will include just some questions for you to be asking yourselves and your teams to make sure that you have really all of the knowledge and all of the answers

Naz Sadati: to go ahead and use our campaign, build and make sure you are creating the most powerful campaign that you possibly can for your charity.

Naz Sadati: We'll also take a look at registration forms. So how to build those registration forms, but also how to make sure that they are as impactful as they can possibly be.

Naz Sadati: Before we take you through some of our top tips for campaign builds.

Naz Sadati: We'll end with some next steps, and we'll also leave time, as always, for any final questions that you might not have asked throughout session.

Naz Sadati: Speaking of questions. If you do have any questions at all, please do pop them in the chat

Naz Sadati: because both myself, Kami Captrieda, are online today. So we are more than happy to go through those questions and answer them where we can. And if we don't get around to your question, I'll make sure, like, I said at the end. We do leave some time to get around to any questions that have come in, so please don't feel like you need to save those questions right to the end. Just pop them in the chat throughout, and we'll get around to those

Naz Sadati: so hopefully that sounds good to everyone. If we move on to the next slide. Kami. Thank you.

Naz Sadati: So for anyone who I haven't met before. I think I've met most people online today. But if I haven't met you before. Hello! I am Naz. I am the support manager at social sync.

Naz Sadati: So my role really is to support all of our platform users in using the platform and making sure that you're getting the most out of the platform as you possibly can. So making sure that you're able to like, I said, make the most out of all of our tools. Because if you, if you know social sync, you know, we have lots of tools available for you.

Naz Sadati: My background is in digital marketing and communications. So before this role, before this role at social sync, I worked with thousands of different nonprofits all over the world, helping them to really amplify their online campaigns, using digital marketing.

Naz Sadati: using digital communications platforms. So I really really am passionate about this sector and making sure that charities get their message out and have the greatest impact that they possibly can.

Naz Sadati: I'm also a very passionate human rights campaigner. So this is something I also do outside of my work. And I've been doing this for many years now, and I use social media as my main tool for campaigning, and I work with lots of different celebrities and people in the public eye to really make sure that more and more people

Naz Sadati: are getting involved in human rights advocacy.

Naz Sadati: So that's a little bit about me. But let's move on to the exciting stuff for today.

Naz Sadati: If we move on to the next slide lovely, and I will hand over to Catriana, and Katriana will take over and introduce herself

Katriana Ciccotto: Thanks. Naz. Hi, everyone! It's so nice to be in a here in a virtual room with you all. To anyone I haven't met before. My name is Catriana. I am the camp, one of 2 campaign managers here at social mind. The agency. And my role is to work closely with both our clients and internal internal teams to oversee and maximize our campaigns end to end. So

Katriana Ciccotto: that's everything from proposition, design, creative strategy journey build

Katriana Ciccotto: optimizations for live campaigns, and of course, reporting and evaluations. What I most enjoy about my role and and the campaign process generally is the opportunity to

Katriana Ciccotto: craft really tailored propositions that align with a charity's audience and cause, and really pushes the boundaries of their brand. And then from there I love building a cohesive and strategic multi-channel campaign that brings that unique idea to life. That's what really gets the fire in my belly going.

Katriana Ciccotto: My career background is primarily in house within the charity sector. With a specific focus on designing supporter journeys for national

Katriana Ciccotto: challenge events outside of work, I'm obsessed with cooking and making my own hot sauces. I'm also a very proud owner of a Karaoke machine. So that's a little bit about me and my background. But enough of that. Let's let's dive into campaign builds next slide, please.

Katriana Ciccotto: Thanks, Kami.

Katriana Ciccotto: So I know that there's a kind of mixture of people in the room today. Between people who've used our use social sync to build, to build campaigns and perhaps to some of you. It's it's less familiar.

Katriana Ciccotto: So we use our platform for 3 main things. The 1st being campaign setup and registration form creation. We also use it for building behavioral journeys for email and SMS and finally for testing and reporting in today's session, I'll be focusing on the 1st point. So taking us through

Katriana Ciccotto: my thought process when setting up a campaign, and our top tips and and general best practice pointers

Katriana Ciccotto: side, please.

Katriana Ciccotto: Naz, were you gonna run a poll at this stage.

Katriana Ciccotto: Yes, sorry I was on mute. There

Naz Sadati: Okay.

Naz Sadati: yes. So I do have a poll, in fact, quite a few questions for everyone online, which I will launch now. And this will just help us get an understanding of where everyone is currently at with social sync. How confident they're currently feeling with building campaigns. So it just gives us kind of that baseline knowledge

Naz Sadati: of how you're all feeling, really.

Naz Sadati: And one thing, actually, that I did forget to mention right at the start before handing over to Catriana is, I know we have a lot of. We have a mix of

Naz Sadati: different charities joining us today. We've got charities who are new to social sync. We've got charities who have been using social sync for a very long time, and we also have charities who are using social sync for very specific campaigns, such as our Paris, Marathon, our Sydney Marathon charities. So it's really lovely to have such a mix of different people joining us. So it's 1. Why we're launching this poll

Naz Sadati: to understand what that split is, but also one thing that I wanted to point out for those charities who are joining us from Paris and Sydney Marathon. You will not need to create your own campaign

Naz Sadati: for Paris and Sydney Marathon. We will be doing that for you, so

Naz Sadati: please do carry on staying with us throughout this session, because I think it's still really important for you to have this knowledge of how to build campaigns on the platform in case you do ever want to use social sync. After that Marathon period has passed. So just wanted to point that out that our Paris and Sydney Marathon. Charities do not need to create their own campaigns. After this session.

Naz Sadati: We will be doing that for you, and we'll be communicating those next steps with you

Naz Sadati: at the next webinar that we have with you.

Naz Sadati: But thank you to everyone who has just voted in that poll. And, like I said, we have a real mix of charities joining us today. So it's really lovely to see that split. Thank you for voting, and I will hand you back to Catriana

Katriana Ciccotto: Thank you. So 1st things first.st when it. When I think about campaign build I think about what I need to have collated before starting that process. So this is the campaign setup checklist that

myself

Katriana Ciccotto: and the team internally at social mind, kind of work towards. So you'd use this once. Once you've got your once you've confirmed your campaign proposition, you've confirmed your incentive reward strategy. You've got your final versions of your creative assets, then you can start to think about campaign setup.

Katriana Ciccotto: So going through the items on this checklist, one by one, the 1st question, if you like that I'd ask myself, Is is this campaign a single event? So is it an event with one distance, for example? Run 30 miles in June, or is it a multi event?

Katriana Ciccotto: So is it. Swim 2, 5, or 10 kilometers in June, because you'd alter how you set it up accordingly, similarly, is it a single or multi day event?

Katriana Ciccotto: When we think about

Katriana Ciccotto: the advertising, are we testing different channels? Are we using Facebook, Instagram and Tiktok? Do we need different executions for those channels. Of course. How much are we aiming to raise? What fundraising platforms do I plan to use? So will we be using? Give panel or just giving in conjunction with social sync.

Katriana Ciccotto: Registration, open and close dates, that one's pretty self explanatory. Do we want to preset the fundraiser end date to a certain point?

Katriana Ciccotto: What marketing consent would we like to collect on the registration form? And do we have all agreed statements from internal stakeholders or or client stakeholders, and finally, an important one which I'll expand on more later on. What essential supported data would we like to collect on the registration form

Katriana Ciccotto: next slide, please, Kami.

Katriana Ciccotto: So we have. We're going to play a video now, showing a step by step of the campaign builder. So for some of you, this might be the 1st time you're seeing it. Some of you might be really well versed. If we hit play, please

Katriana Ciccotto: thank you.

Katriana Ciccotto: One of my favorite things about the platform is how intuitive and user friendly it is. I mean, I have to say that. But hopefully, you'll agree. Once you watch this video there are lots of capabilities to the setup. But today we'll be focusing on how to set up a Facebook challenge

Katriana Ciccotto: and we are using a a dummy account for this demonstration. So not all features are available. But usually here you'd be able to toggle on branded fundraising as well as activity, logging and microsite

Katriana Ciccotto: hopefully. So this is the campaign settings section. And the thing to remember here is

what you insert into these fields are supporter. Face is supporter facing. So it needs to be appropriate and engaging when it that includes the campaign target field here. So I recommend making that a nice round number as that's also public facing

Katriana Ciccotto: you. Just simply insert your campaign banner image here. When it comes to your campaign description. You want to make sure, whilst this is short and compelling, mention your incentive here. If you have one, you want to make sure the copy. Here is cohesive with the copy in your ads. That kind of

Katriana Ciccotto: it's other stage in the journey before this. So, to ensure continuity across the full campaign.

Katriana Ciccotto: I'll show you a a kind of live example after this. Then you come to the date section. So you have reg open dates. The date you enter in that field will consequently trigger the Reg form, so be extra vigilant there.

Katriana Ciccotto: event start dates as well.

Katriana Ciccotto: The registration closed date.

Katriana Ciccotto: Doesn't actually impact the form. But of course, please do be extra vigilant in this entire section when setting up campaigns.

Katriana Ciccotto: When it comes to fundraiser. Oh, sorry event.

Katriana Ciccotto: Oh, yeah, event end date. So that's the full month

Katriana Ciccotto: and closing the event day at the latest time available, which is 1159.

Katriana Ciccotto: Usually. Oh, when it comes to fundraiser duration. Best best practice for us is to end it a couple of weeks after the campaign month, just to give supporters some extra time to collect those final donations, and in this next section,

Katriana Ciccotto: in your own account, it will automatically pull through your brand colors

Katriana Ciccotto: here. Unfortunately, that's 1 of the limitations to the dummy account. But in this final section,

Katriana Ciccotto: in the final section at the bottom that it just showed is where you can amend

Katriana Ciccotto: support a supporter's fundraising page

Katriana Ciccotto: and connect to other fundraising platforms. So again, you won't be able to see it on the demo there. But I'll show you in a

Katriana Ciccotto: a live example. Maybe we can get up the the example. Kami. Thank you.

Naz Sadati: I think one of the important things that you pointed out there, Catriana, was how the registration end date won't impact the registration form. So those forms will still be live until you actually go into the forms page and switch them off. But with the fundraiser end date that end date for the fundraiser. It will close those fundraisers that have been created.

Naz Sadati: So I think that's something to be really, really mindful of when you are setting those dates

Katriana Ciccotto: Thanks. Naz, so yeah, this is an example. In our back end of a recent campaign. We ran in November with the Mnd association.

Katriana Ciccotto: So you can see all those components kind of in action here. And if we just scroll down slightly, yeah, you can see those brand colors have pulled through. Yeah.

Katriana Ciccotto: So looking at the fundraiser, fundraiser page information.

Katriana Ciccotto: when it comes to writing a fundraiser title.

Katriana Ciccotto: we'd recommend keeping this to about 50 character limit where possible, for some fundraising platforms. That's actually a fixed limit. But I think it's best practice to aim for as close to that as possible, anyway, for Gofundme, for example, if you go over that 50 character limit, it won't tell you, but on a supporters page it will just randomly cut off

Katriana Ciccotto: and look a bit strange. So definitely aim to keep that

Katriana Ciccotto: it's close to 50 characters. In your fundraiser description. You kind of want to speak to the campaign description that you wrote above. But from the point of view of the fundraiser. So using 1st person to really describe the challenge, using a compelling shopping list. Item, if you have one available can really work well there to kind of help potential donors.

Katriana Ciccotto: See?

Katriana Ciccotto: Kind of feel a tangible impact of their of their support.

Katriana Ciccotto: Just a quick tip on just giving, as it appears at the bottom there. Some of you may or may not know this. But

Katriana Ciccotto: if you do build a just giving event through the social sync platform here, please do be extra vigilant, because once you've set up the just giving event. You can't amend the details on the back end, so just make sure. You're entering in the correct dates, and they align with

Katriana Ciccotto: the rest of the campaign.

Katriana Ciccotto: Anything I've missed here, Kami or Naz, that you'd like to add

Kamie Kilty: I think just one top tip from me is on the activity settings. So

Kamie Kilty: if you are doing a 10,000 steps a day in June campaign, for example, and you can from the dropdown you can choose the activity type. So walking, running, swimming, squat, for example, here. And then you want to make sure that this target is for the full month, so if it is 30 miles in June, you put 30 miles in here.

Kamie Kilty: and for this one. It was 5,000 squats during November, so it's 5,000 squats. But if it's 10,000 steps a day, just make sure you don't just put 10,000,

Kamie Kilty: but you make sure that you calculate for the full the full month. So 300,000 steps, too, because otherwise, when your supporter goes into log. It will say that they've they've completed it. And if it's just for the

Kamie Kilty: the date and target that you've popped in there

Katriana Ciccotto: That can be an easy point to Miss

Naz Sadati: And one thing for me as well, just based on the type of questions that we get coming in, is

Naz Sadati: make sure that you do upload a photo when it comes to your campaign settings. Without the photo those fundraisers cannot be created. So sometimes we'll have a charity where they've completed all the settings. Everything is perfect, and then they say.

Naz Sadati: but the fundraisers aren't being created, and it's just simply because there is no photo in the settings, yet so make sure that you are doing that

Katriana Ciccotto: Lovely. Another great point. Thank you.

Katriana Ciccotto: If we go back to the presentation we'll move on from the campaign settings.

Katriana Ciccotto: part of build and into registration forms.

Katriana Ciccotto: Thanks. Kami. So this is a screen grab of our registration form builder. And on the left hand side there, left hand side. There you'll see. Our building blocks. And they're really easy to use. You simply click on

Katriana Ciccotto: the plus sign beneath the section. And once you click on that. A box appears on the right hand side, where you can easily amend text, amend, dropdown menu options. And I think our biggest

Katriana Ciccotto: pointer when it comes to registration forms. And we we've mentioned it before. Is to really keep it simple. Only ask for the data points that you that are essential here that you really need because we want to remove

Katriana Ciccotto: any friction for registrants, you can have the most compelling ads. But if your Reg form is too long, you will see. Drop off at this point in the journey. So that's definitely

Katriana Ciccotto: biggest pointer here.

Katriana Ciccotto: Next slide, please.

Katriana Ciccotto: This is where the multi-platform

Katriana Ciccotto: fundraising element comes in. So you simply hit settings in the Reg form builder. And here is where you can give supporters the choice of how they'd like to fundraise where they'd like to fundraise

Katriana Ciccotto: so it suits them best. And it's it really is as easy as toggling on the platforms that you'd like to use. And we know at social mind that participants fundraising on more than one platform go on to raise 79% more

Katriana Ciccotto: than those who fundraise on just one. So this

Katriana Ciccotto: this Reg form builder really is multi-platform fundraising at its best, and super easy to use for us.

Katriana Ciccotto: Next slide, please.

Katriana Ciccotto: So once you've built your Reg form, the kind of final element to that is the success page, and it looks a little bit like this. All of the fundraising platforms that you've selected will appear here. You'll see in the text above that we kind of

Katriana Ciccotto: frame it as you're almost there, or there's 1 final step to go. Even though the supporter is kind of registered at this point. And this is to really encourage whatever call to action you've suggested in the buttons. So you can amend and edit

Katriana Ciccotto: your call to action. And you can have different call to actions for different fundraising platforms. If you just select the dropdown menu you can choose between off the top of my head, share.

Katriana Ciccotto: visit and claim. If I've got that correct and

Katriana Ciccotto: we would recommend starting with share your page

Katriana Ciccotto: here to encourage that early activation. But one of the great things about our Reg form builder is that you can ab test different registration forms. You could ab test different call to actions. So you can have different versions of your Reg form. You could

Katriana Ciccotto: test different lengths. You could test including some questions like around motivation and see what impact that has on registration rate, for example.

Katriana Ciccotto: So many possibilities with this.

Katriana Ciccotto: Anything else, Naz or Kami, you'd like to add, before I move on to form duplications



Naz Sadati: There was one thing that I wanted to point out. If you move back to the previous slide, Kami, you raised Catrion a really important. Stat, earlier you mentioned, was it 79% increase in donations received when those multiple fundraisers are enabled. So if you have a look, there is a tick box

Naz Sadati: within the settings so enable multiple fundraiser creation. And the difference between leaving that on and off. So if that tick box is off, what you're basically doing is you're giving your audience the option to choose which fundraising platform is created for them. So you know, if that's off at the bottom of the form. They can either submit by social sync

Naz Sadati: or via Facebook. If we're going with this example that we can see on the screen because they're the 2 toggles that have been switched on. However, if you

Naz Sadati: switch that tick box on, if we tick that box, what happens is we create both of them for the supporter

Naz Sadati: and the reason, and correct me if I'm wrong, Catriona. But I think the reason that we see that 79% increase is because it gives the donors the choice of which platforms to donate to, because we all know kind of everyone has their own preference. I've got my own preference. For you know, when I go to donate to a charity which platform I'm donating on. And it's just purely based on.

Naz Sadati: you know, really simple things like, which platform I find user friendly. So by giving donors that option, that's the reason why we see that big increase. So I always recommend switch on

Naz Sadati: that tick that tick box for enable multiple fundraiser creation because it won't really impact the supporter. They will.

Naz Sadati: you know, they they have the social sync fundraising Hub, or they'll have their Facebook fundraising page, which they will be using. But it's more for the donors.

Naz Sadati: So yeah, that's just one thing that I am

Naz Sadati: I always try to really communicate to our clients

Kamie Kilty: Yeah. And you might wanna with that, with your campaign, you might want to lead with a specific fundraising platform. So maybe it's a Facebook challenge that you're running. So you want to lead with Facebook. So when your email journey you're leading with, here's your Facebook fundraiser. And then maybe

Kamie Kilty: a secondary email introduces them to their fundraising hub, which also shares the link to their social sync page. So it's kind of like a have friends and family who are not on Facebook, but still want to donate, not to worry. Here's an option for you, and it makes it super simple and super clear for that supporter. So, yeah, and that's another another top tip as well with enabling that kind of multi platform fundraiser creation

Katriana Ciccotto: Thanks both.

Katriana Ciccotto: So

Katriana Ciccotto: form duplications. This is one of the features I love about our Reg form builder. So once you've created a form that you're happy with. And this is something we build into all of our campaigns at social mind

Katriana Ciccotto: is form duplication by channel, so that we can easily track how each channel is performing. So we just duplicate the initial registration form and then rename it, just adding, the specific channel, whether it's yeah. SMS

Katriana Ciccotto: email group, and so on. And you can quite

Katriana Ciccotto: easily and quickly see where I'm highlighting there on the screen, how each channel is performing, and you can consequently pivot your strategy in that early stage of your campaign. Accordingly. So, for example, if

Katriana Ciccotto: you know SMS SMS read.

Katriana Ciccotto: Reg form rates are low, you can ask yourself.

Katriana Ciccotto: is the is the copy in the SMS compelling enough is is the link working? Or if the reg rate is higher

Katriana Ciccotto: in messenger, for example.

Katriana Ciccotto: could we drop? Could we create more content in the Facebook group driving people to messenger, etcetera? Or, you know if there's a higher conversion rate in Instagram, do we need to move some budget around and put more budget behind Instagram, for example. So this is really helpful tool, and definitely something I'd recommend looking at

Katriana Ciccotto: once. Your campaign is built, and in the early stage of it being live.

Katriana Ciccotto: Any additional points at this stage up.

Katriana Ciccotto: So moving on, then.

Katriana Ciccotto: I just in my final couple of slides, really want to summarize and highlight our favorite features about campaign builder and reg form builder, Naz Kami, please feel free to chip in as I go along. But firstly, it would be, how easy it is to use the user flow. As I mentioned.

Katriana Ciccotto: you know how it just kind of intuitively takes you through campaign target dates, fundraising, platforms, fundraiser titles, activity, logging, etc. It kind of does all the heavy lifting for you. The content blocks, as I mentioned.

Katriana Ciccotto: super easy to use at the click of the plus button. They just appear on the right hand side. And then finally, what I just touched on the the test and learn approach. So creating multiple

registration forms,

Katriana Ciccotto: spit testing reg forms that ask for more data points to to further understand. The impact on your registration rate

Katriana Ciccotto: and moving on to the next slide. Thank you.

Katriana Ciccotto: So yeah, again, to summarize what we've spoken about super important to keep your registration form short and remove any barriers to entry with a Reg form that only asks for key and essential information. You can. We didn't mention this before, but there's a toggle that you can make

Katriana Ciccotto: they can use to make fields required or not required. So one to think about is phone numbers. For example, if it isn't required. Just make sure that required toggle is off.

Katriana Ciccotto: Removing some friction there. Potential friction.

Katriana Ciccotto: Again, there's that powerful stat on multi-platform fundraising towards the end of the slide.

Katriana Ciccotto: And of course we know that those logging their activity go on to raise more, too.

Katriana Ciccotto: Next slide, please. Thank you.

Katriana Ciccotto: So similarly to my pre campaign setup checklist, a really important step

Katriana Ciccotto: that myself and the team go through before we set a campaign. Live is having a pre go, live, checklist. So once your campaign is built, your Reg form is built, success pages built, all your different versions set up. You want to go everything, go through it through everything again with a fine tooth comb. So testing the registration form the multiple versions. If you can get a couple of people on your team to do the same.

Katriana Ciccotto: You know, keeping an eye on things of making sure each of the fundraising platforms you've selected are generating pages. So make sure that if you have connected to just giving, making sure that that's all pulling through correctly.

Katriana Ciccotto: if you're using branded social sync pages, making sure that the donation form is set up, and that the gift aid block appears as well, I think. That should automatically pull through now, but always good to triple and quadruple. Check. These things. Campaign, start date and end date, as we mentioned at the beginning. And finally, as can you mentioned

Katriana Ciccotto: just ensuring that the total activity mount is correct. So the kind of across the month activity rather than the daily target.

Katriana Ciccotto: that brings me to the end of everything that I wanted to share. Thank you for listening. I hope that was a helpful insight into my thought process as a campaign manager and our best practice. I will hand back over to Naz and to anyone who has any questions

Naz Sadati: Thanks, Catriana.

Naz Sadati: right? Let's move on to our second poll. So let me. In fact, I'll launch that poll at the end, just in case there are any more questions coming through.

Naz Sadati: I know there are a couple of questions that we have still to get around in the chat, so we will move on to that at the end. So if you, if there are any questions that are kind of floating around in your head at the moment, feel free to pop them in there, or you can wait until we get onto our Q&A, we will be answering those. So maybe just have a think if there's anything that you'd like to ask us, we're all on the call. Make use out of all of our knowledge. Then, yeah, do do have a think and pop them in.

Naz Sadati: If we move on to the next slide we'll just go through a couple more things. So we have what's coming up now rather than what's coming up. It's more

Naz Sadati: what has happened over the last month, because you might have noticed hopefully, you've noticed, because I have sent out some emails and some kind of platform pop ups here and there. So if you have logged on to social sync recently, you will have seen that. I notified everyone that we do have our brand new email templates, which is very exciting.

Naz Sadati: and actually catching up with the social mind team. I think it was last week. The email templates have been really, really helpful in just kind of streamlining the whole pathway building process, making sure that you know emails have that cohesive branding throughout. If you haven't used email templates yet, I am just going to do a very quick demonstration of how simple and easy it is to use.

Naz Sadati: just so that we are all kind of clued up on how to use it in case you haven't. So Kami, is it? Okay? If I take over sharing the screen, thank you and let me head into our test account.

Naz Sadati: Fab, right, I am going to share my screen. Now.

Naz Sadati: cool.

Naz Sadati: Here we go. It's never easy moving from like Google meets to zoom to teams. Right?

Naz Sadati: Let's share screens.

Naz Sadati: Okay, can you all see my page

Katriana Ciccotto: Yes, that's come up now.

Naz Sadati: Lovely. Okay? So the whole purpose of email template templates is like, I said, just making the process of building and adding emails into your pathways easier and quicker, because we know that, you know, going into pathways and doing it all manually can take a lot of time. So we've set this up to save you some time.

Naz Sadati: and all you need to do is head into your library, and your library is going to be really your library of all of your templates. And you can see that your templates are split up into email templates and

also fundraiser message templates. So I'll just start off with the email templates.

Naz Sadati: and all you need to do very self explanatory to create a new template.

Naz Sadati: We just hit, create, template, and then you'll see that the typical kind of email pop up will pop up. And you can just go ahead. And as you would do with any normal email, you can start building your email out so you will have all of those same blocks that you've seen before.

Naz Sadati: You can add in your text. You can add in any of your dynamic fields, for example, 1st name, etc. You can add them all here, and when you come to add it into your pathways later on all of those elements will pull through. So if you are using any dynamic fields, if you are adding any forms, any buttons, anything like that, they will all pull through.

Naz Sadati: A really great feature of this which I really like is, if you add a campaign banner at the top, and you simply leave it as this campaign banner, it will actually pull through the campaign banner from your settings. So.

Naz Sadati: for example, if you have the same registration, welcome email across your campaigns. When it comes to building your template for it. You don't need to go and add those images manually, it will pull through from the campaign setting. So again, just making sure that that process is much easier and quicker for everyone.

Naz Sadati: because

Naz Sadati: everything pulls through from your templates. You know whether you're adding any dynamic fields, whether you're adding any forms. This all pulls through. So one thing that is really important to note is where you are adding links where you are adding forms where you are adding anything personal to the supporter. Make sure that

Naz Sadati: when you are adding it to a new campaign, that all of those links, and all of those forms are relevant to the new campaign. Because if not, then it's just going to pull through from old campaigns. Hopefully, that makes sense.

Naz Sadati: But the point that I'm making here is, please make sure where you are adding these new templates into your pathways. You do still go in and check all of the links and all of the forms that are being attached to them.

Naz Sadati: Once you're happy with your email template, you can click, save.

Naz Sadati: and if we head out I'll show you exactly how easy it is to actually add those into your pathways. So if we go to just any random campaign here and go to pathway builder.

Naz Sadati: You can see now where you come to add an email.

Naz Sadati: You now have a small dropdown menu, so you can either choose to build a new email, or you can select from one of your templates that you have just built. And it's just a case of then selecting which

template you'd like to use.

Naz Sadati: so just wanted to show that quickly to everyone, so that you all know

Naz Sadati: if you've got any questions on that. Then please do reach out to me after this session. I'm more than happy to go through that process again with anyone.

Naz Sadati: But we'll go through those final questions now, and I can see Alice. You popped in a question in the chat earlier, and I'm not ignoring it. I just think it would be really helpful if we could answer that out. Live for everyone to hear. Because I think that's actually a really important and really useful question for everyone to hear the answer to. So Kami Catriana, I'll throw this out to you both.

Naz Sadati: But Alice has asked here, can you explain a bit more about multi event campaigns and how they work. Would you need to create different registration forms for each event within the campaign?

Naz Sadati: but you'd be able to view all the activity within the one campaign on the platform. So, yeah, how do these multi event campaigns work

Kamie Kilty: Yeah, really, really great question. And Catriana feel free to jump in at any point. So

Kamie Kilty: to 1st of all, set up that multi event campaign at the very beginning, when we went through that when Katrina went through the step-by-step guide of setting up your campaign in this settings area, you want to toggle on the multiple Events

Kamie Kilty: section 1st and foremost. And the great thing is is that you don't need to create a registration form separately for each event. So you can create one registration form. But you'll have a slightly. You'll have a unique link for each event. So I'm just gonna share a live

Kamie Kilty: campaign from January, where we had, like our business as usual, execution. And then we also tested Tiktok ads as well. So we wanted to have

Kamie Kilty: that's why we set up as a as a multi event campaign. Essentially. So when you go into the the campaigns and the campaign that you're looking at the form section here you can see here. I've just gone to the messen. We had a messenger journey, so we were tracking how many people were registering through messenger. If you do the dropdown, you can see that there's 2 forms here. So if you had say this was a

Kamie Kilty: various distance, like a 2 kilometer and a 5 kilometer. These would be the registration forms. And and then you could just copy the the unique link. So again, it's great because you don't need to create a different registration form for each event, you create one, and then it will automatically have a version of that for each. So, for example, if you had 2 kilometers, 5 kilometers, 10 kilometers, you just have to create one, and it would have a version for each with a unique, a unique link.

Kamie Kilty: and I hope that I hope that helps. If there's further questions to that, let us know, Alice, be more than happy to help, or Naz Katrina, if there's anything else you want to add there on multi event campaigns too.

Naz Sadati: And the data as well, Kami, that you track for those multi events is all within kind of one campaign, isn't it? It's not think? Alice asked her. You'd be able to view all the activity within one campaign on the platform

Kamie Kilty: Yes, yes, that's right. Yeah. So in your campaign dashboards you would see it for for all within that multi event, campaign

Naz Sadati: Perfect as I think you've just followed up with another question here. Would we need to push participants to the relevant registration form, then, or how do they choose which event they're taking part in?

Kamie Kilty: Another great follow up question. So there's different ways that you can do this so, and depending on how, I guess, depend on the registration flow. So is there a Facebook group? And is it an email journey for your leads? You could share the 3 say it was 3 different distances. So 2, 5, and 10 k. You could share 3 different forms if you wanted to, or to keep it super simple for your supporters we do have when you toggle

Kamie Kilty: on that multi event, you can actually drive people to like a micro site within social sync. And they could choose their distance so.

Kamie Kilty: And I'll just see if I can find that, and I will share my screen again to show you.

Kamie Kilty: And yes.

Kamie Kilty: again, this this wasn't cost. We didn't use this one supporter facing because it was a different ad strategy that we were in executing. But if you were doing different distances, then you could use this for supporter facing.

Kamie Kilty: And so

Kamie Kilty: hoping you can see this. This is the micro site. So you could link just to this page. So register here, link to here, and then you would have say, for example, you'd have your choose your event. You could have 2 kilometers, 5 kilometers, or 10 kilometers, however, many

Kamie Kilty: different distances, and then the support would just hit register, and that would take them to the relevant registration form. Again. You could track, you could have a registration form. That was I don't know. June challenge micro site. And then again, you could track how many people were registering through this micro site for each each distance, each execution of your campaign.

Naz Sadati: Lovely? Are there any other questions?

Naz Sadati: Feel free to come off mute as well? You don't have to put your questions in the chat.

Naz Sadati: no worries. If not, I'm going to launch just a couple of

Naz Sadati: final polls. So we have one just asking how confident you now feel about building a campaign

on social sync. And please be honest, if you're still not feeling confident that's absolutely fine, let us know

Naz Sadati: and if we move on to, I think there's just one slide came with some contact details on if anyone does want to reach out to me directly or to the team directly, then please do so. Don't feel like you need to sit with all these questions.

Naz Sadati: and not get the answers to them. We are always all of us. All of us are always more than happy to help. So please do reach out if you are currently on the free plan of social sync, and you would like to upgrade to the pro account to access full functionality and full features. Then please do contact Marissa, our head of growth at Marissa, at Socialmindio.

Naz Sadati: and she'll be able to support if you've got any questions around the platform, around anything we've discussed today. Then you know where I am. Hopefully, you've all got my email. If not, I'll just pop it in the chat for anyone who might not have it.

Naz Sadati: Here we go.

Naz Sadati: I can't type and talk at the same time. I'm terrible at multitasking. There we go! I'll just pop that in the chat.

Naz Sadati: and also you can reach out to me via intercom, which is our in App widget. So once you log into social sync, you'll see in the bottom right hand corner. That is just a little Icon, where you can ask your questions, and that will also come through directly to me.

Naz Sadati: Thank you for everyone who has just voted in that poll. I do have one final one, and I promise this is the last one I love polls.

Naz Sadati: And this final poll is just asking how useful you found this session. And again, please be honest.

Naz Sadati: lovely.

Naz Sadati: Thank you.

Naz Sadati: If there aren't any other questions I'll let you all go 10 min early. It was lovely to see you all.

Naz Sadati: Thank you for all attending hopefully. You found it useful. Details on the next. Webinar will be shared with you shortly, so that will be in April end of April. If you have any topics that you would like us to cover to discuss.

Naz Sadati: Please do let us know. Always happy to kind of get your thoughts, get your opinions, and see what you'd like us to kind of share with you all. So just let me know. Contact me again directly, and share those thoughts with us.

Naz Sadati: Otherwise I'll let you all go hopefully. Yeah. You found that session useful, and I hope everyone has a lovely rest of their day and week, and see you all very soon.



Naz Sadati: Take care, everyone. Thanks, Kami, thanks, Katyana, bye.