

Digital Comms Strategy



Make your supporter **feel** something





**Learn & practice
the traits of a clear
writing style**

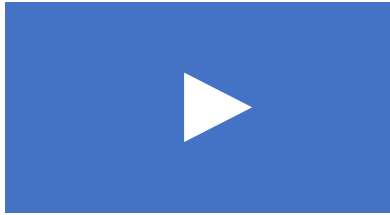


How to get your supporters to buy into your idea (as if it was their own)

Don't just tell supporters what to do.

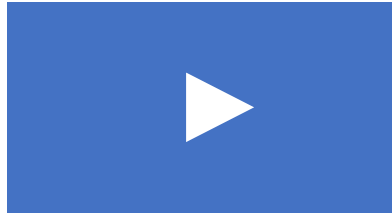
Tell them why.

And be convincing.



We urgently need you to **share this** important video with everyone you know!

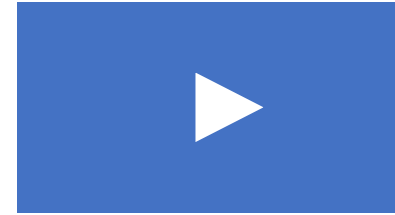
Do it



We urgently need you to **share this** important video with everyone you know!

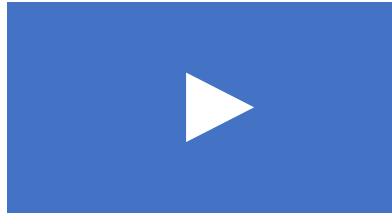
Do it

vs.



CruelCompany would rather animals suffer in silence. Will you **share this** and give animals a voice?

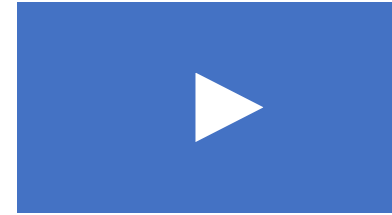
Do it



We urgently need you to **share this** important video with everyone you know!

Do it

vs.



CruelCompany would rather animals **suffer in silence.** Will you **share this** and **give animals a voice?**

Do it



Don't be a hero



Your **supporter**
is the hero

“Please donate now to support our critical investigations.”

vs.

“Your donation will enable us to send investigators to where animals need them most.”

Hero: organization

“Please donate now to support our critical investigations.”

vs.

Hero: supporter

“Your donation will enable us to send investigators to where animals need them most.”

Change story

“Your phone call could tip the balance and convince CruelCompany to let hens out of cages!”

Attack story

“They’re deleting comments on their facebook page. They want to silence your voice. We won’t let them!”

Victory story

“You did it!! Because you spoke up, millions of hens will soon be free from battery cages!”



**Beat the curse
of knowledge**



The
POLITICAL
curse



The
INDUSTRY
curse



The
LEGAL
curse



The
CAMPAIGN
curse



**Know what
not to say**



**Don't forget
the animals**

Process Only

“The egg industry is cracking under the weight of responses to the public consultation on battery cages. We can’t let up pressure now!”

(written for campaigners)

vs.

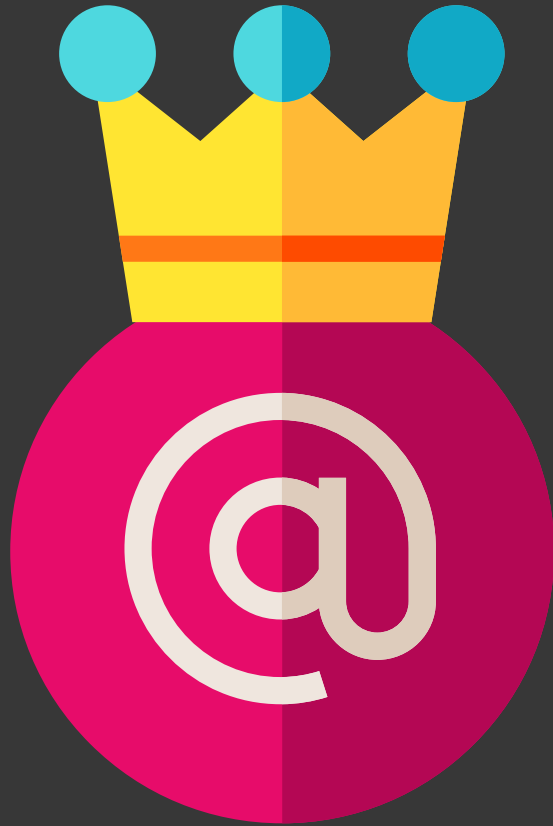
Process + Purpose

“The egg industry is cracking under the weight of responses to the public consultation on battery cages. The fate of millions of gentle hens hangs in the balance. We can’t let up pressure now!”

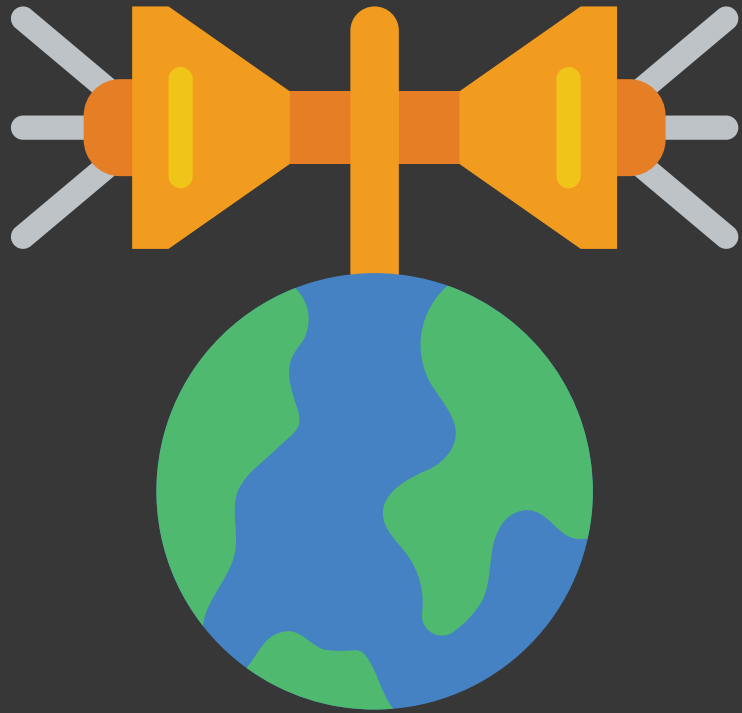
(written for supporters)

Email Broadcasts

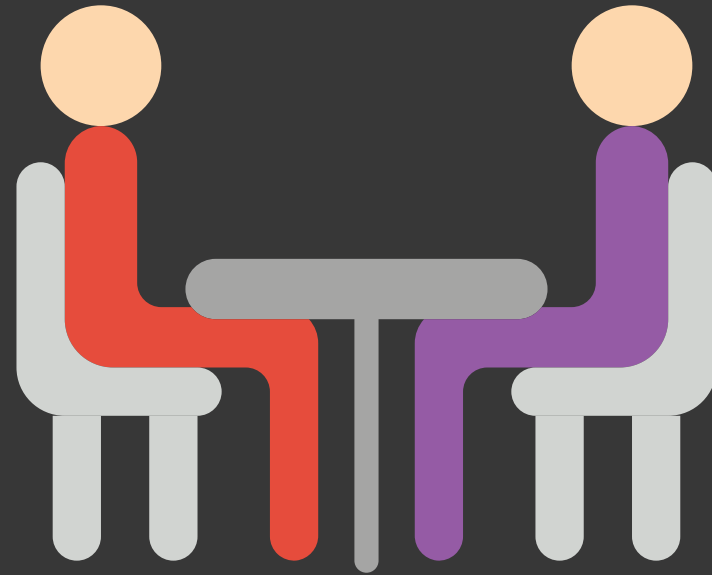
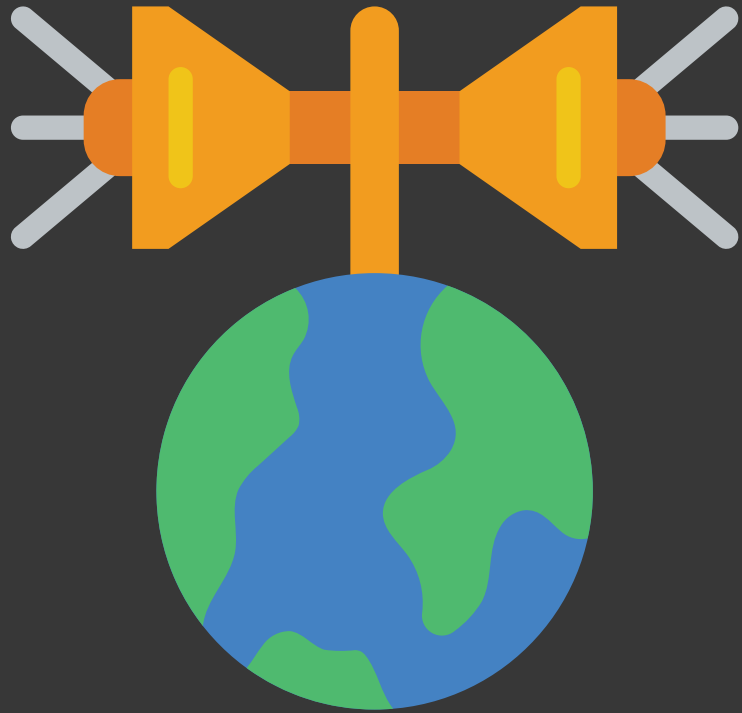




**Has social media
dethroned email?**







EMAIL:

The trick to taking full advantage of this broadcast medium is to stop thinking about it as a broadcast medium.



**People don't have
time for robots.**



**They pay attention
to humans.**

10 ways to personalize emails

1. **Send from a person**
2. **Be conversational**
3. **Welcome feedback**
4. **Use first names**
5. **Use 1st & 2nd person pronouns**
6. **Show up**
7. **Be current**
8. **Ask questions**
9. **Don't address your supporter as a 'group'**
10. **Hone your voice**



**6 hurdles that stop
people opening
emails**

6 hurdles that stop people opening emails





1. **An unknown sender**
2. **Delivery time**
3. **Preview text**
4. **List health**
5. **Deliverability**
6. **Subject lines**

SUBJECT



PREVIEW TEXT



This is a really big deal - Can't see this email properly? View in a web browser	11:43 am
RE: Tuesday's catch up - Uhm.. Once more with the attachment this time 	9:05 am
Thank you, Karen! - See how your donation is making a difference 	Yesterday

On the subject of subjects...



**Golden rule:
create consequence**

1. Urgency



TONIGHT: don't miss this on TV

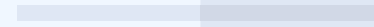
Last day to RSVP

5 hours left to have your say!

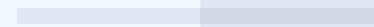
2. Immediacy



This just in...



BREAKING:



It's happening...

3. Secrecy



Exposed! ...

They tried to ban
this TV ad

In confidence -

4. Missing out

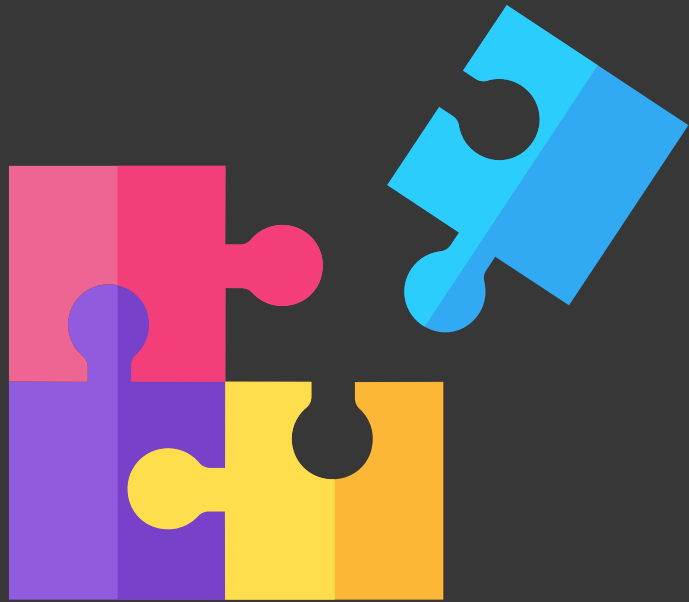


Only 20 tickets left!

**Our fastest-growing
petition EVER**

**20,000 people have
already signed!**

5. Knowledge gaps



I have no words...

This should be
ILLEGAL

Trump said **WHAT!?**

6. RE's & FWD's



RE: Live Export

**FWD: Investigation
Photos**

7. Personal nudges



Just checking...

Hey

Did you see my
last email?

8. Invoke your reader



**{Name}, your
signature is
missing!**

A gift for {Name}

9. Good news



VICTORY!

**Thank you {Name},
we did it!**

Rescued! [+photos]

10. Vulnerability



I'm scared

We messed up

I was wrong

11. Accountability



**Your 2020
membership is
about to expire**

**Final reminder:
please update your
credit card**

More tips for writing clickable subject lines

1. **Keep it short**
2. **Use emojis** 🥰
3. **Use numbers**
4. **Go easy on caps**
5. **Engage the emotional brain**
6. **Don't get too clever**
7. **Brainstorm 10+**
8. **Send it to yourself first**
9. **Split test**
10. **Borrow *steal* ideas**



Free eBook

- + Checklists
- + Formatting hacks
- + List-building
- + Segmentation
- + Profiling & pipelines
- + Pro tips

www.digital-advocacy.com



Digital Strategy Tip of the Week

www.digital-advocacy.com

**THANK
YOU!**

