

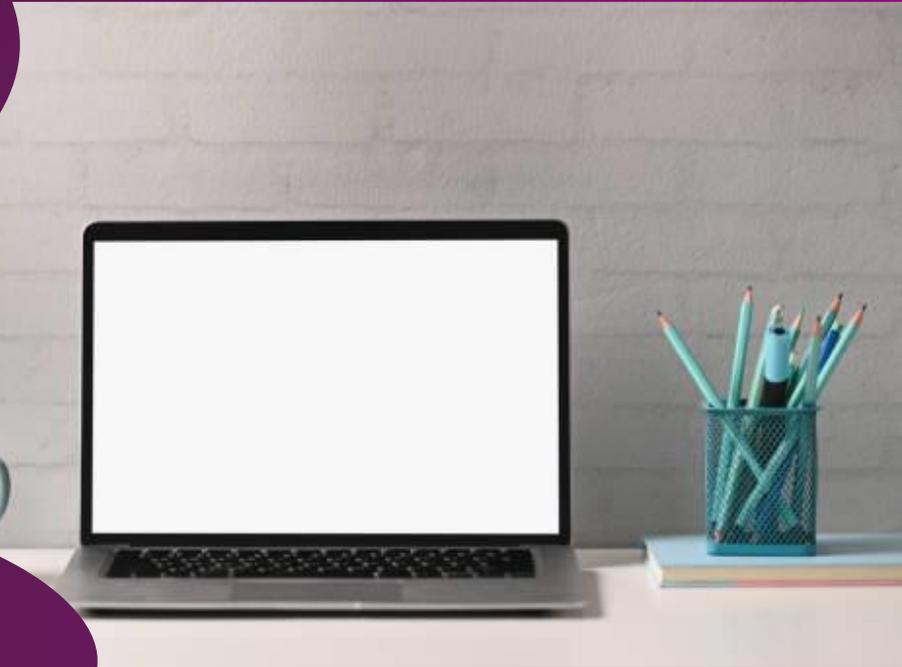


**WAILING WOMEN WORLDWIDE**

***Conference  
Departmental  
Training For The  
Nations.***

**May 21, 22 & 28, 2022**

***Step Up and Be Equipped To Serve!***



# Social Media & Publicity

Building a sustainable brand.

Training Facilitator:  
**Tenedee Ngito**



# Goals:

Understanding a brand, finding your place in a digital world and leaving a digital footprint.

- Brand loyalty
- Brand Elements
- Understanding Social Media
- Social Media Moments
- Promoting a conference
- Establishing an online presence



# Learning Objectives & Outcomes

## Objectives:

- Create Brand awareness
- How to identify with the brand.
- Managing a brand and a conference campaign

## Outcomes:

- Understanding a brand.
- Building brand loyalty
- Building a successful campaign.
- Having a sustainable media presence.





What is a brand identity?

Is this a brand identity?

Or brand is it a logo?

# What is a brand?

## Values

Impact and effect.

## Colour

Associated with the brand and their significance.

## Voice/Tone

What is the message?

## Logo

An image representation of the brand.

## Persona

Character and traits.

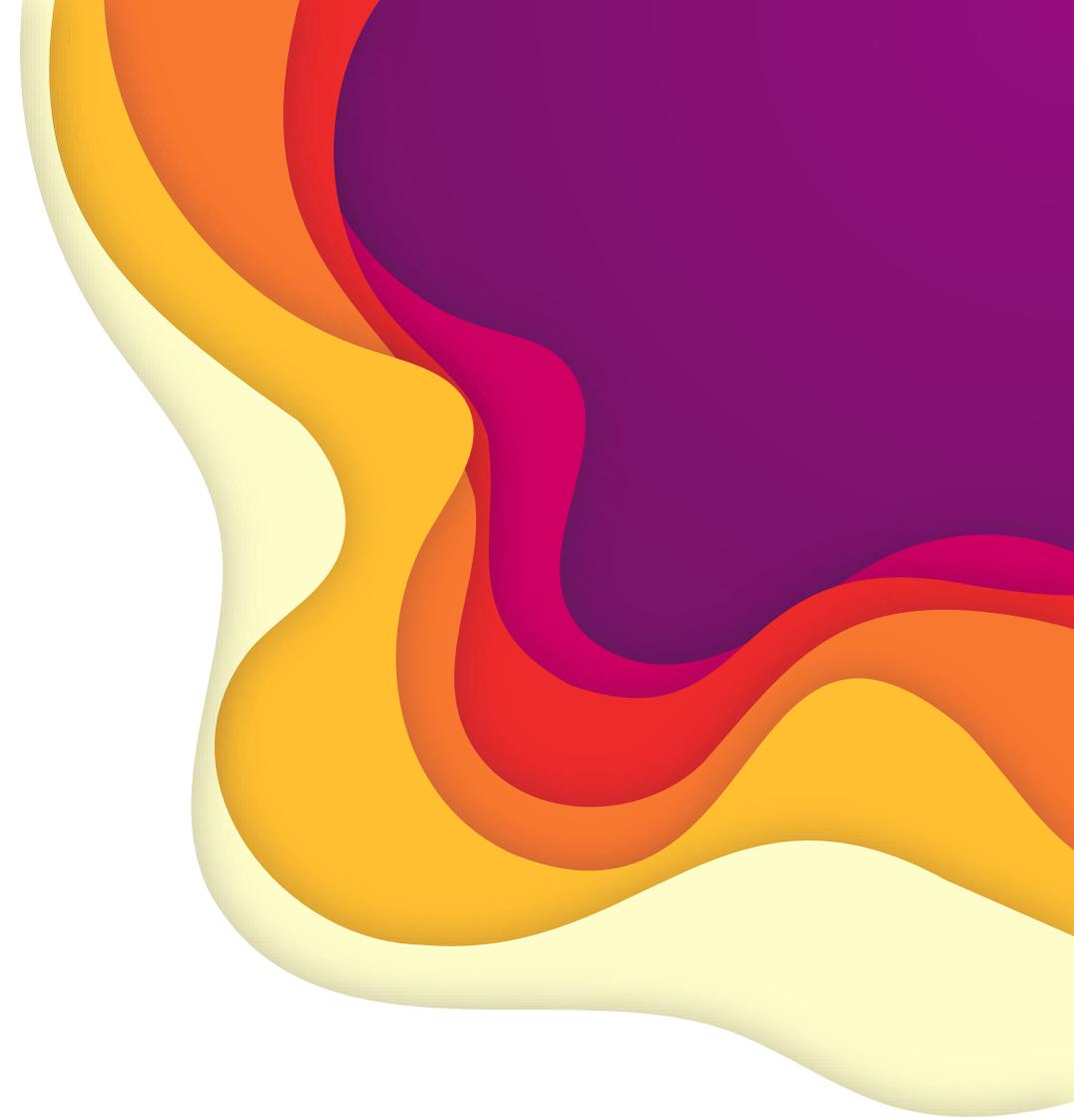
## Consistency

It must be consistent across all platforms.



## Brand Loyalty

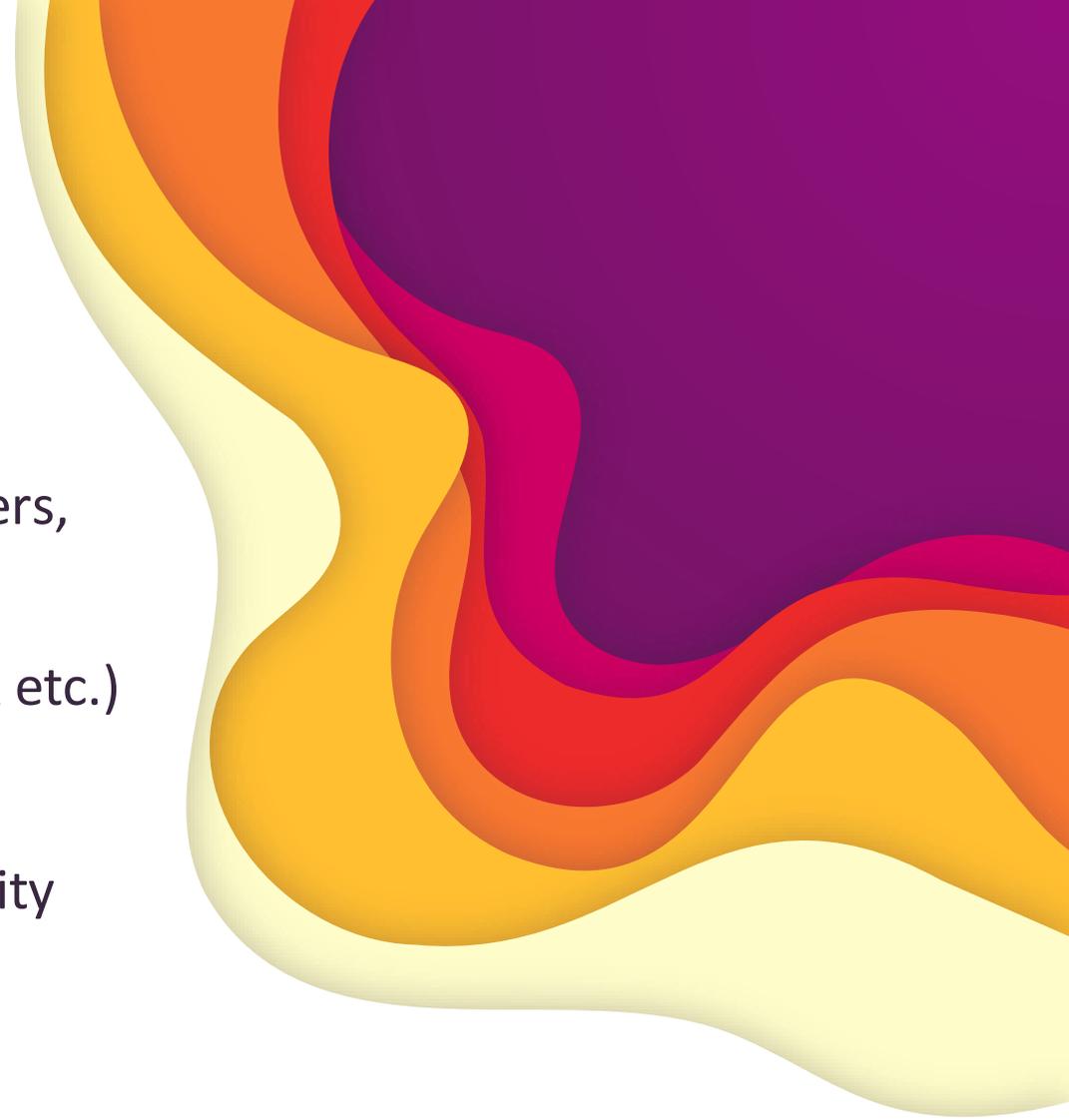
- How do people identify with the brand?
- Building brand ambassadors.



## Brand Elements

- Conference websites (Inbound e.g. Blogs, Newsletters, Earned media)
- Social Media Channels(Facebook, Instagram, TikTok etc.)
- Local Media( Radio, Tv, News papers, Billboards)
- Influencers (Churches, church leaders and community leaders)

Paid Media(Sponsored ads and campaigns)

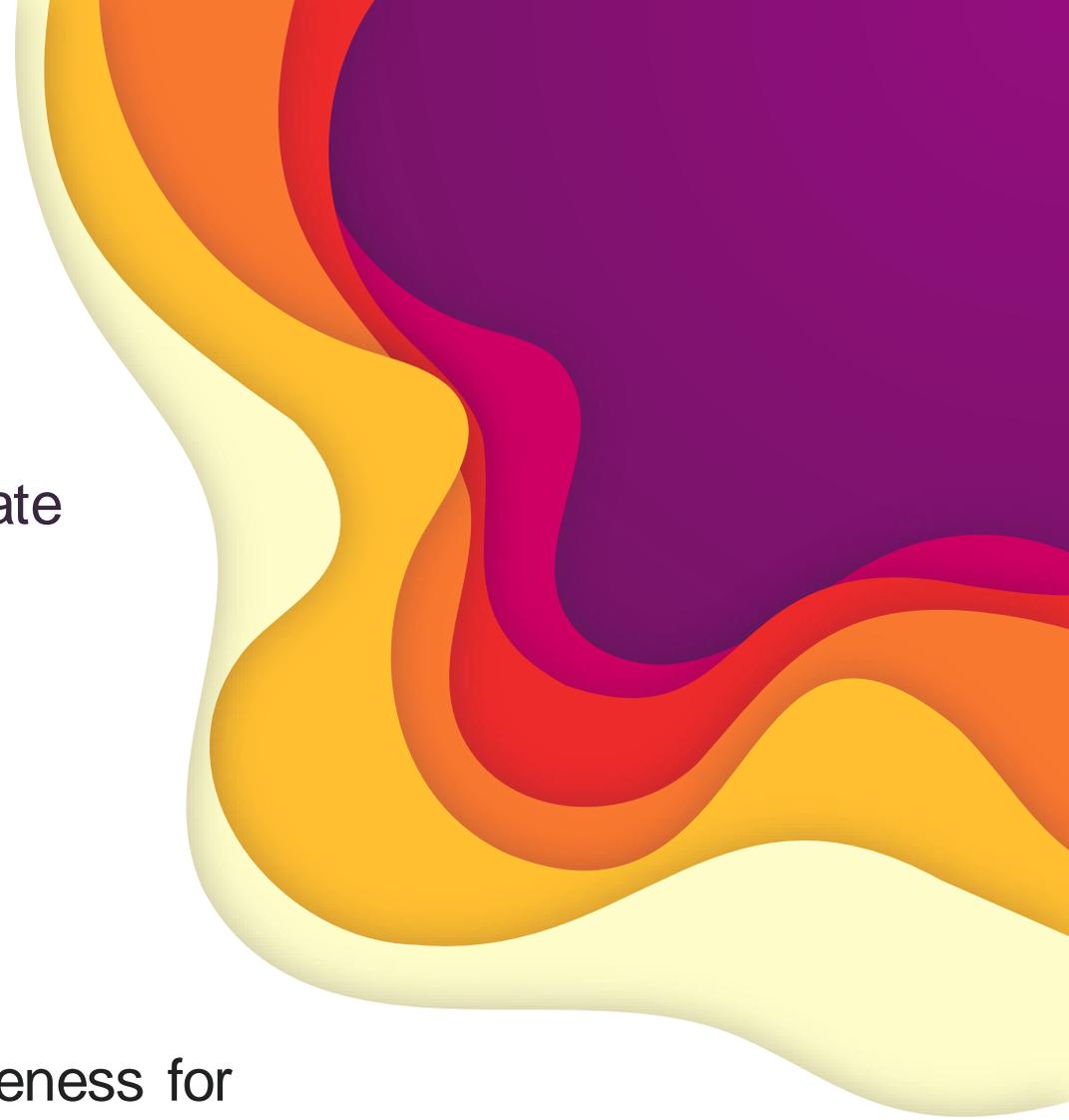


## **What is Social Media?**

Websites and applications that enable users to create and share content or to participate in social networking.

## **What is Publicity?**

In marketing, publicity is the public visibility or awareness for any product, service, person or organization.



## Social Media Moments?

### Before

Build Anticipation

And drive  
registration.

Leverage from  
past events.

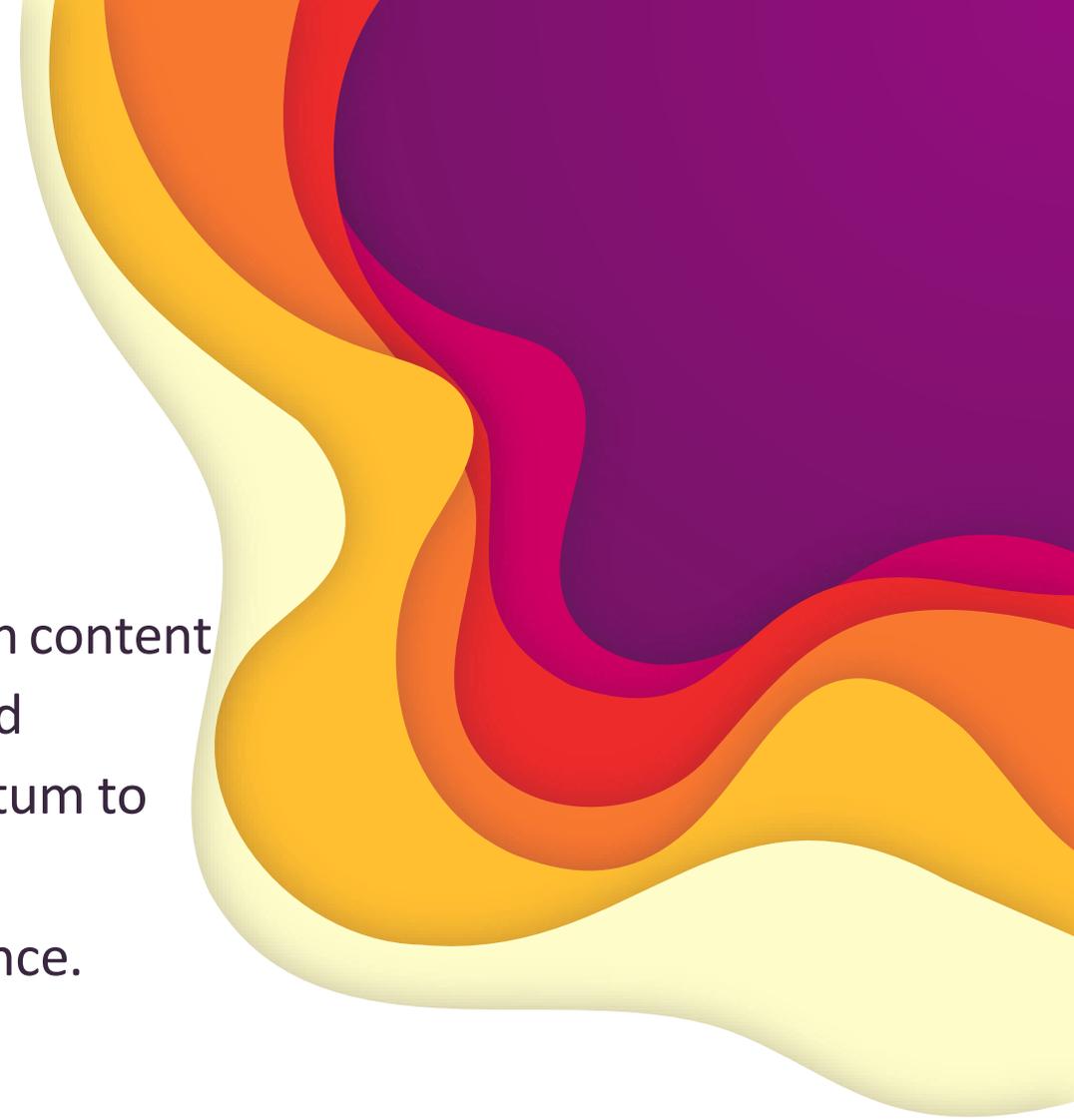
### During

Capture and  
generate user  
generated  
content from  
event.

Encourage  
content sharing.

### After

Maintain content  
and build  
momentum to  
the next  
conference.





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Do different annual  
themes make the  
conference an isolated  
event?

## 2022 CONFERENCE

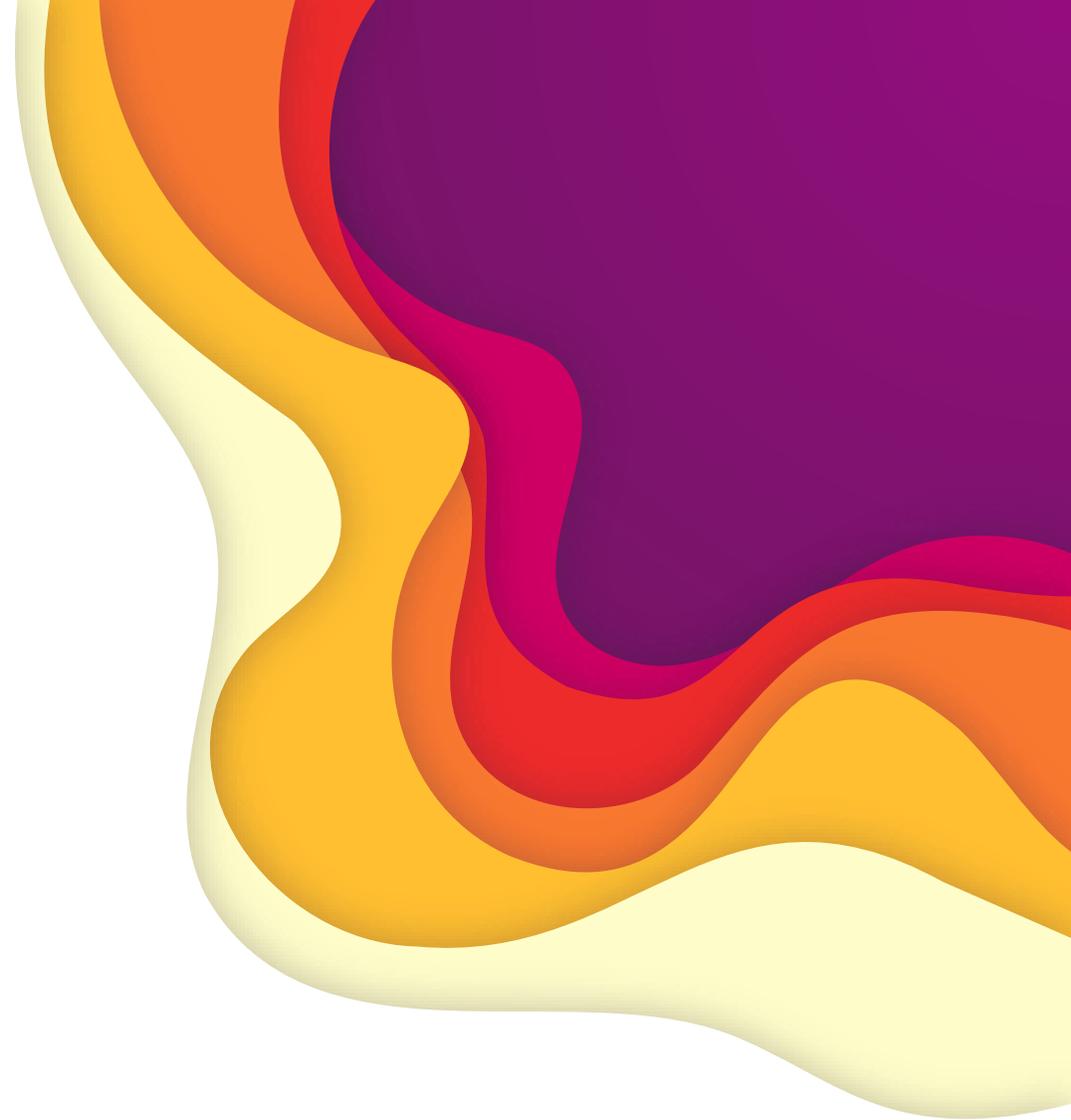
The journey thus far! The Covid effect.

Where is the world going?

Why do major brands keep advertising?

- Coca-Cola

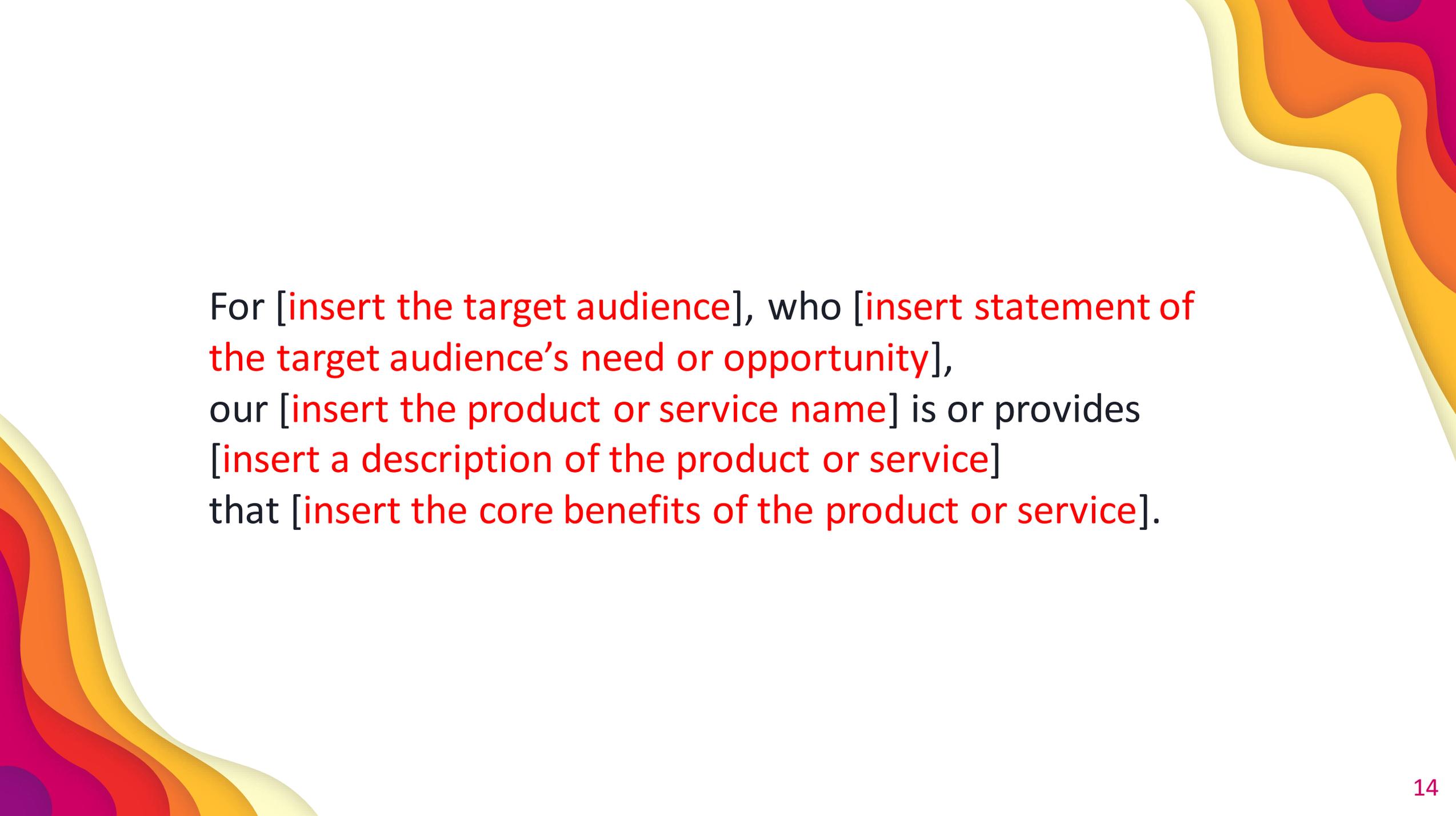
Maintaining your identity in fast pace changing world?





“

What is the conference  
value proposition?



For [insert the target audience], who [insert statement of the target audience's need or opportunity],  
our [insert the product or service name] is or provides  
[insert a description of the product or service]  
that [insert the core benefits of the product or service].

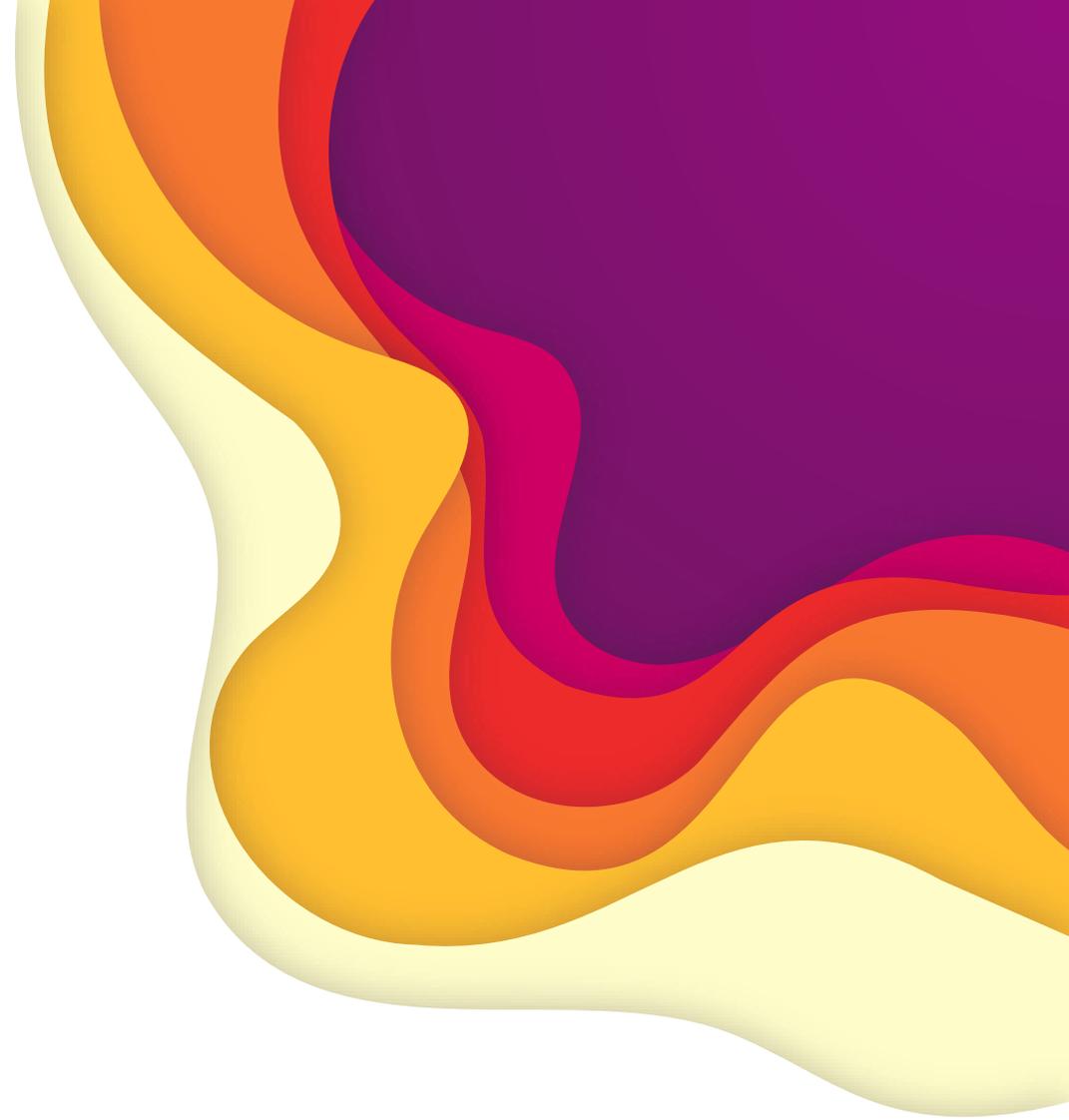
# HELP! I don't know what to post!

How do we get content?

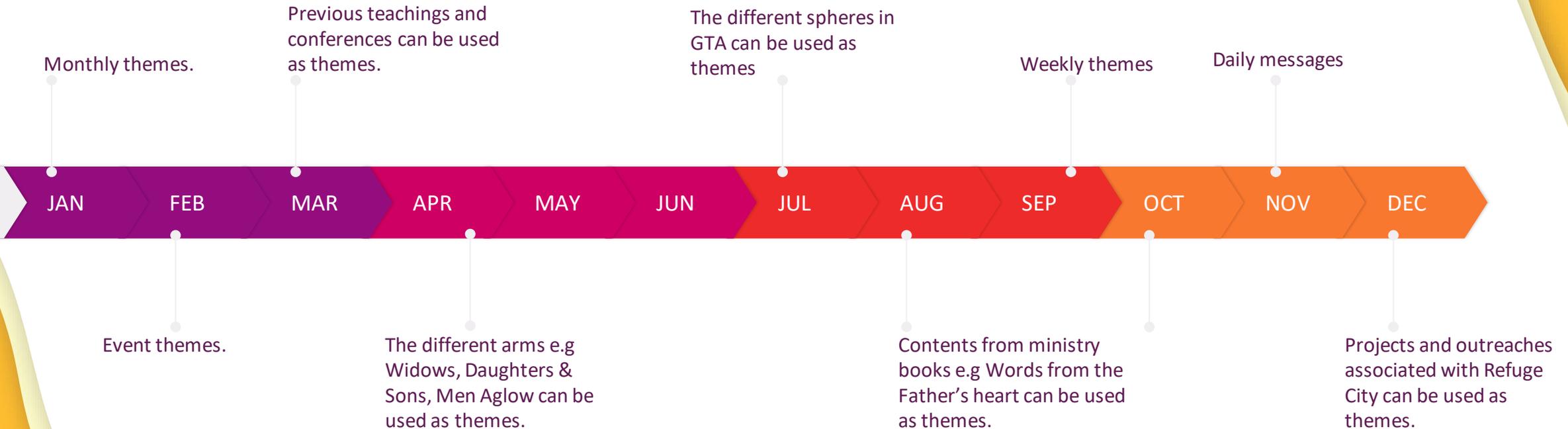
- Information sorting.
- Functional database.

Building Approval processes.

What is social media calendar?



# Content Calender



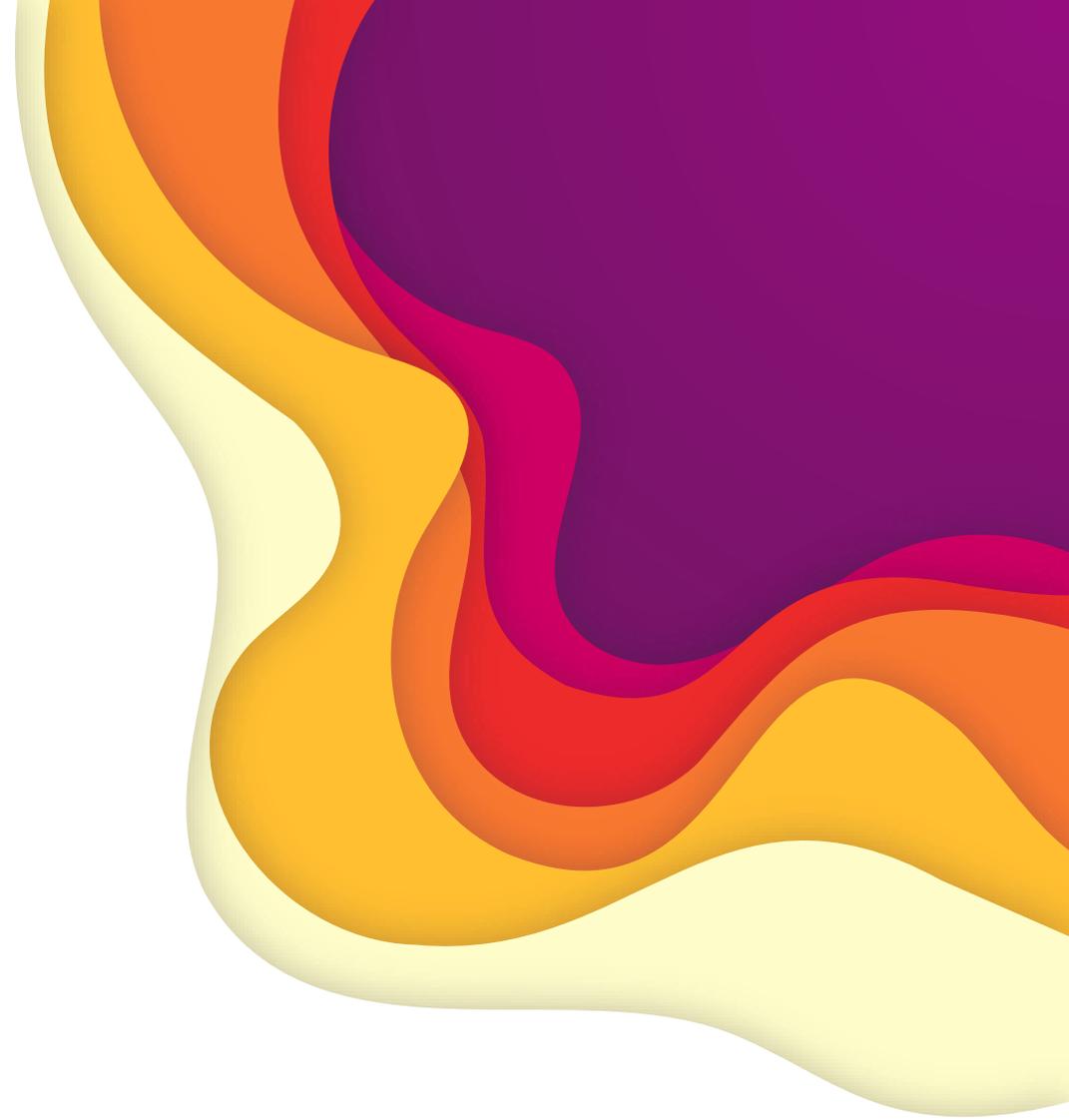
If we have these activities, the annual conferences will only be highlights of events for that month.

**When do we start campaign or publicity?**

**Never too early!**

**What to promote?**

- The experience
- The testimonies
- The teachings (transformational)
- The impact



## What options are available?

Prints

Flyers

Billboards

Local network

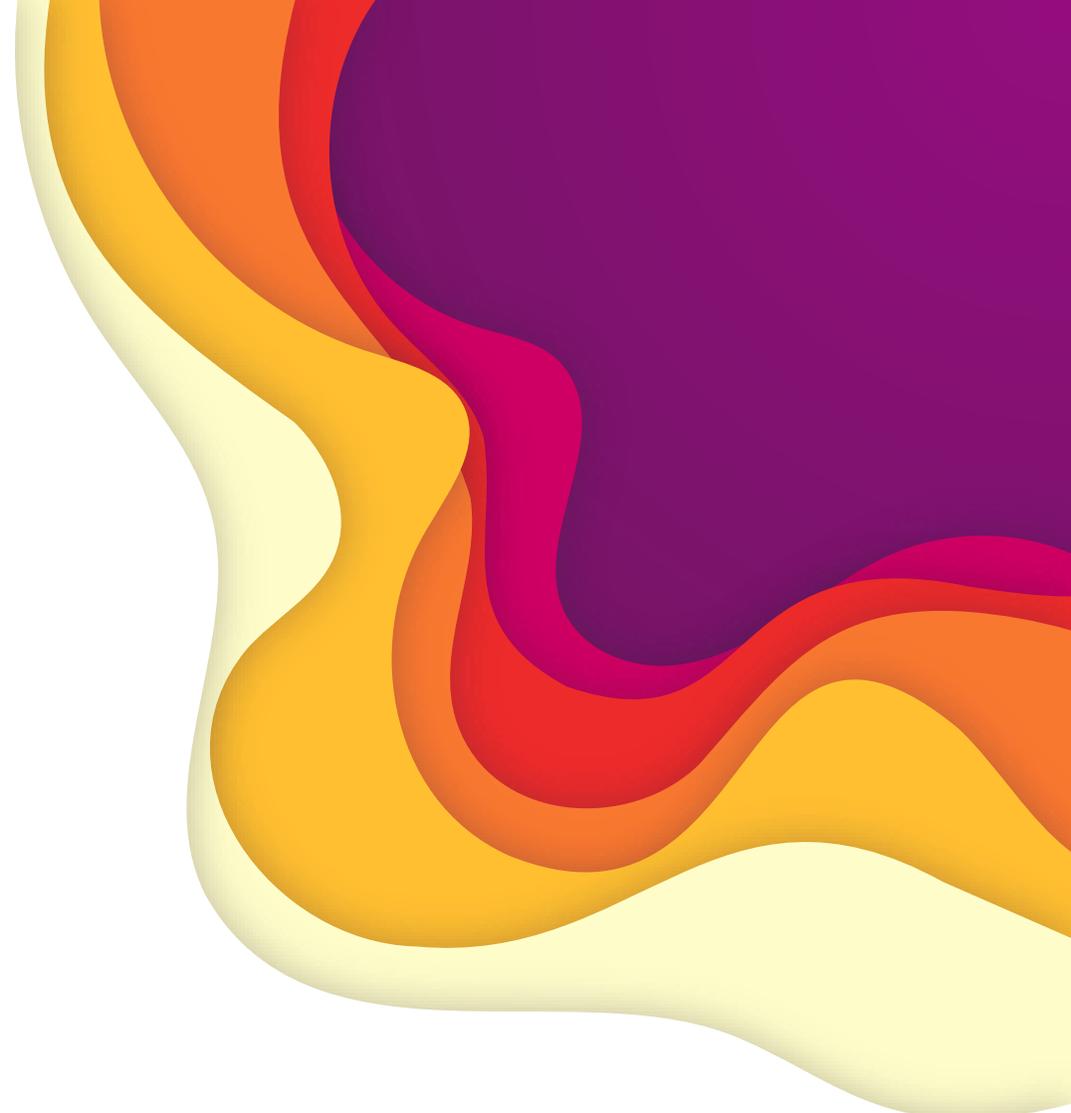
Blog Post

News letters

Social Media platforms

Websites

Infographics.



# How do we get following?

How do we build and maintain followership?

Importance of quality content.

- Impactful
- Relevant
- Educative

Creating Hashtags!

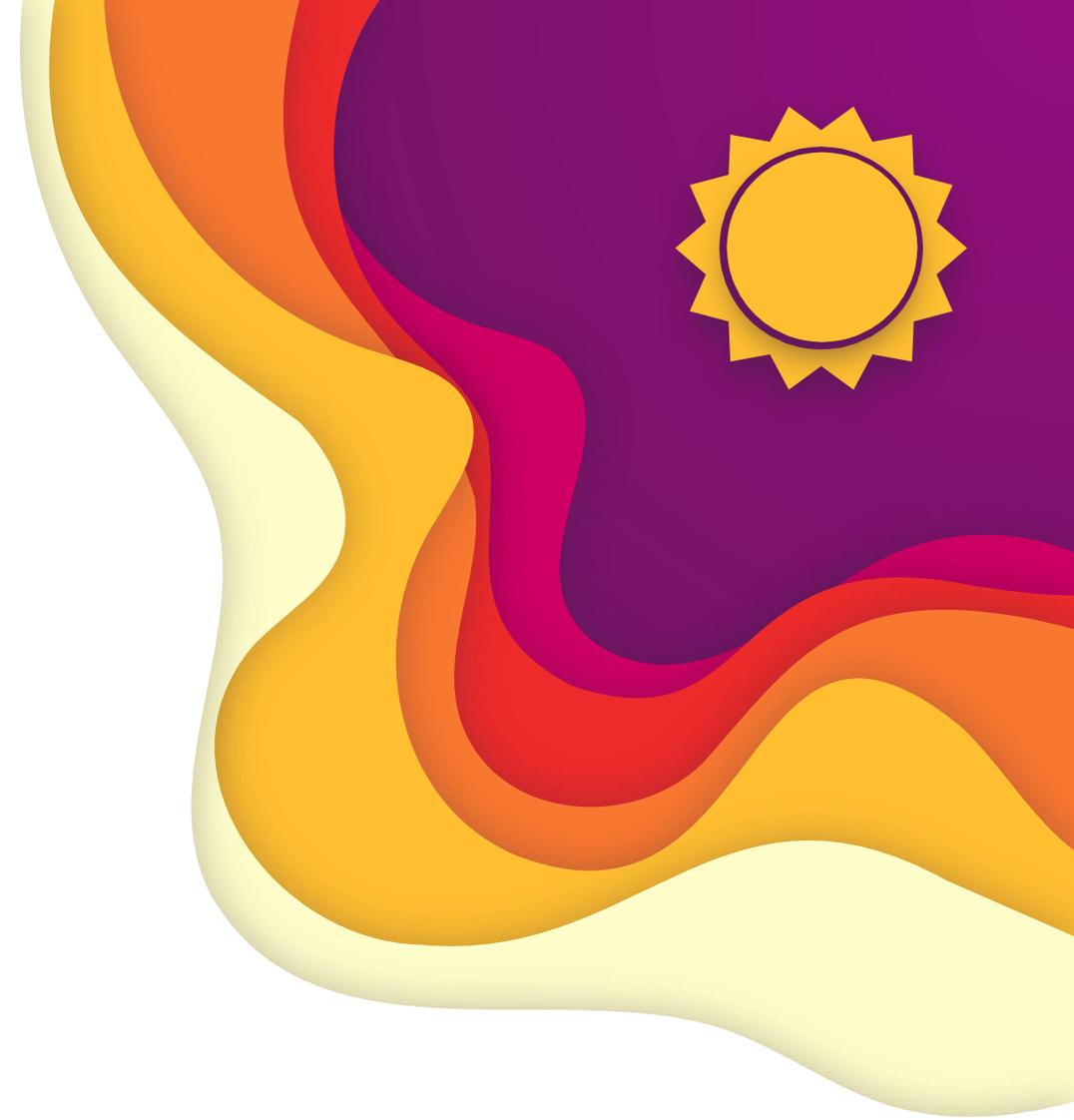
Examples: #TGIF, #MotivationalMonday, #Letthefirefall

#WWW2022conference etc.

ESTABLISHING ONLINE PRESENCE

## Discussion Page

- Does a ministry have to advertise?
- What is there to gain?
- What do we have to lose?



“

Leaving a digital footprint



# Thank You!

**Any questions?**

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