Umoor Iqtesadiyah

Marketing & Communications for TWT

Importance & Role of communications

- Communication is the bridge that connects intention with action.
- Without effective marketing and structured communication, even the best initiatives can remain unnoticed.
- As committee members, you are the messengers of this initiative, ensuring that every Mawaaze is engaged, every Mumin is informed, and every effort contributes towards the greater goal.

TWT 1446H and its key initiatives

- Ashara Azaim
- Qardan Hasana Collection
- Training and Acceleration Program
- Partnership
- HR Consultancy
- SHND Counseling
- Dbohra
- Industry Development Division
- Economic Well Being
- Renewable Energy

Marketing strategies with TWT's objectives

○ How marketing and communications contributes to them.

  ○ Creating Awareness
  ○ Drive Participation
  ○ Clear doubts
  ○ Build credibility for TWT

  ➢ Targeted Marketing can maximize participation

    ➢ Eg. IDD, partnership

      ➢ Create separate whatsapp groups if possible

Optimizing Digital Media & its Outreach

- Access and download collaterals provided by the Idaarah
- Keep messaging uniform – throughout the month
- Edit files to add time venue (For TAP Programs)
- Posting time – you know your audience and their behaviour
- Standard posting time – 8pm onwards
- Encourage interaction – ask questions to clear doubts

- Do not bombard jamaat groups with messages – people may start ignoring them after a couple of days.
- Draft a message which talks about multiple topics/activities under one subject

Different audience segments

Tailor message for different segments

      Professionals
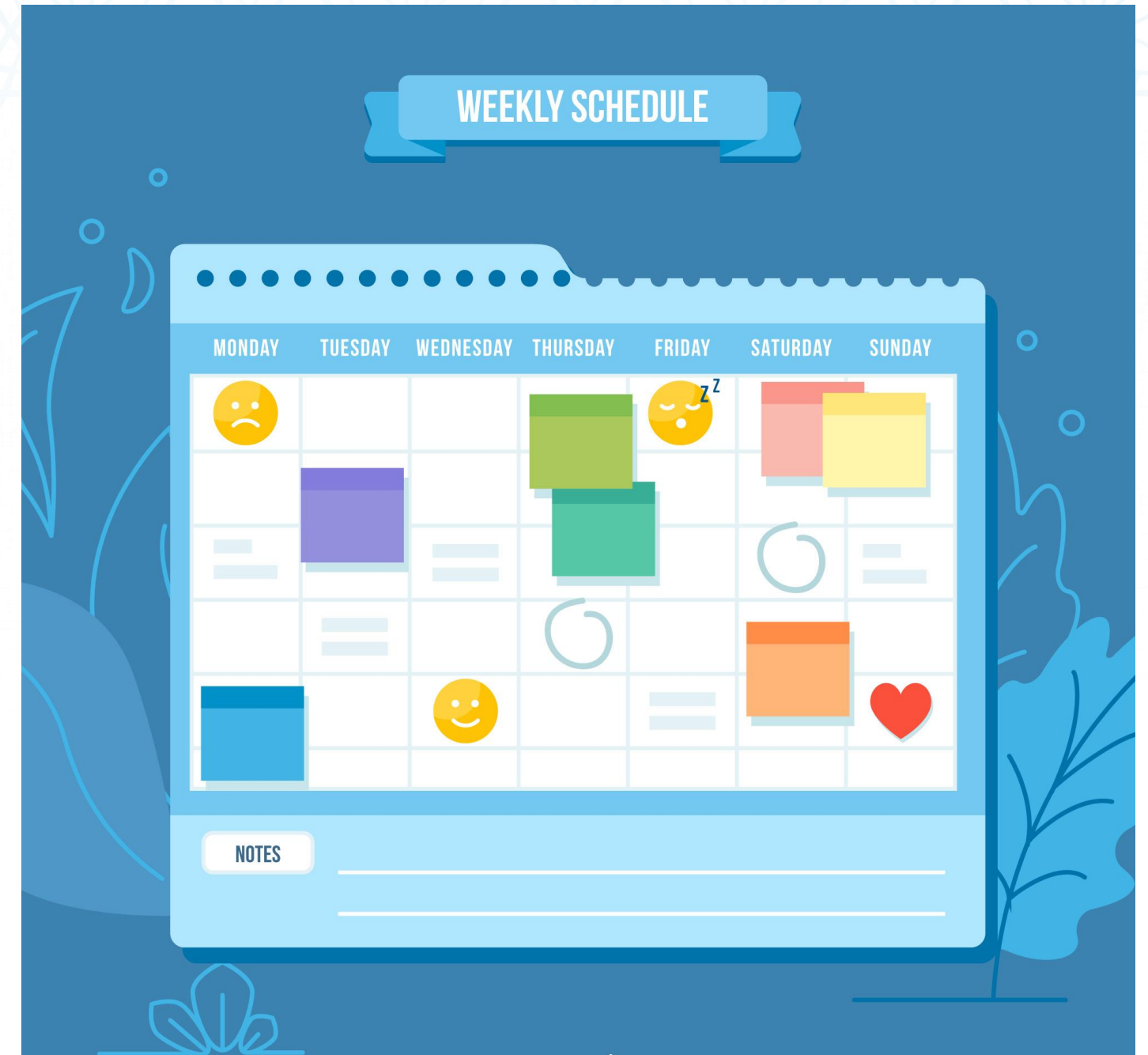   IDD
      Students

Communicate in local language

Use local language transcripts to communicate effectively

Consistency and Frequency of Posting

- Create a posting schedule

- Calendar for committee members is prepared

- Regular posting builds credibility and helps in decision making for participation and enrolment

Crafting messages for different segments

- Repurpose Idaarah content, Instagram, Whatsapp forwards
- Share program photos locally with highlights and take away to build anticipation for future programs
- Share testimonial videos of the participants
- Share videos of opinion leaders to promote the program locally

- **Set up help desk** to address queries, and guide mumineen
  - Dbohra registration, partnership deed filling, QH profile and husain scheme contro and other registration
  - Make regular announcements about the overall program and specific activities, take help from khidmat guzar/amil saheb
  - Encourage recommendations and referrals for participation and enrolment (Word of Mouth)
    - Partnership deed, IDD, QH – Husain Scheme etc
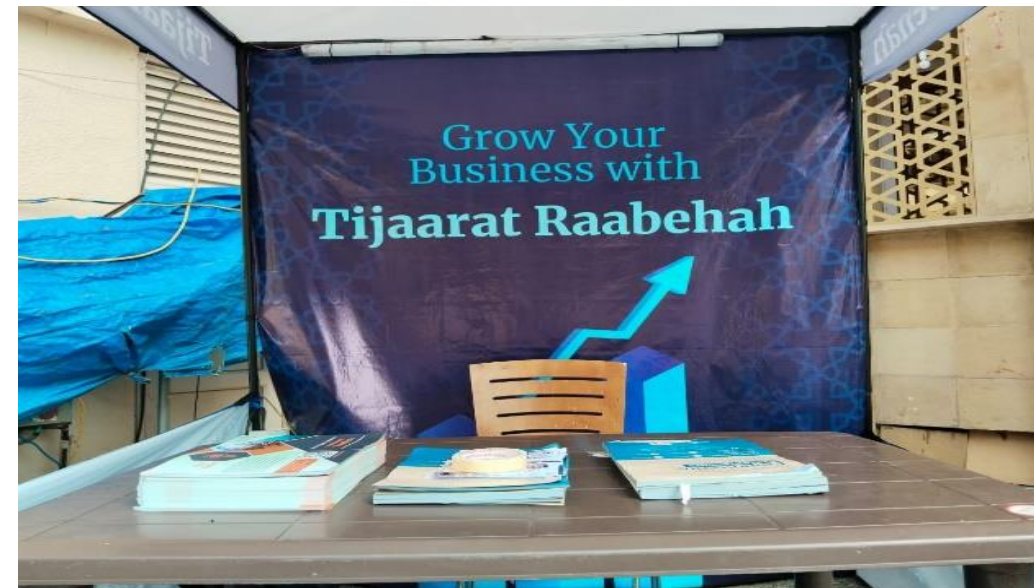
Other communication tips

- Use real life example and stories from within the mauze to communicate
- Use story telling to build interest and then
- Use jamaat announcement boards, other prominent place in the masjid complex

Resources

- https://www.canva.com/design/DAGCvmvlpRs/x-K0YO7peg2RO4NgUAdmOg/edit?utm_content=DAGCvmvlpRs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- https://drive.google.com/drive/folders/1hoDyVYD5Ztcifmg6n0LAeHqfoYsIJDLS?usp=sharing

Summary

Marketing strategies to help achieve TWT's objectives

- **How marketing contributes to them.**
  - Creating Awareness
  - Drive Participation
  - Clear doubts
  - Build credibility for TWT

Optimizing Social Media &

Digital Outreach
- access and download static posts provided by the head office
- Uniform messaging
- Edit files to add time venue
- Posting time – you know your audience and their behaviour
- Standard posting time – 8pm onwards
- Encourage interaction – ask questions to clear doubts

Consistency and Frequency of Posting

- Create a posting schedule
- Calendar for committee members is prepared
- Regular posting builds credibility and helps in decision making for participation and enrollment

Tailor message for different segments

Use local language transcripts to communicate effectively

- Use real life example and stories from within the mauze to communicate
- Use story telling to build interest and then

- Take help of opinion leaders in spreading awareness and driving participation