



Mark Roberts - CSR In The Digital Age

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Conscious Creatives - What we do

Triple bottom line storytelling



How should CSR be communicated?

Brand integration

- Align CSR with company core values
- Communicate with internal and external stakeholders
- Apply new branding concept to all channels

Build legacy and sales

- Use social media channels to engage 'millennials' and 'gen z' to ensure long term engagement
- Use CSR specific marketing campaigns and measure them as any other marketing campaign

Consider mobile & video

- Use your existing work to inspire new assets or rework existing assets to meet a mobile first world
- Consider at the start of your CSR project how you might be able to use all types of content for digital consumption



The role of storytelling in CSR

Communicate the why

- Use your brand positioning to tell the story of why you have created this project
- Ask users to be part of the story rather than just listening to yours
- Ensure to create stories for both internal and external stakeholders for maximum engagement

Tell your unique story

- Be authentic and actually care about the program
- Separate yourselves from your competitors with ease
- Drive meaningful engagement and build legacy
- People want honesty not perfection

Create a win win

- 48% of millennials and rising would prefer to buy from an ethically transparent company
- 76% of millennials check the authenticity of companies using CSR projects
- Break the 90 day cycle by creating campaigns that drive revenue by doing the right thing



Using social media for great CSR campaigns

Always consider the platform

- Think about all types of assets for use later in the campaign
- Know where your current and future buyers are hanging out
- Thinking mobile and video first

Consider internal social media

- How are you working with the internal social networks to ensure engagement of your campaign?
- Your stakeholders are your greatest and most trusted storytellers, empower them

Extend your brand with people

- User 'influencers' that turn down jobs and can actually prove their engagement
- Think about a wider inclusive campaign that tackles problems high on your materiality
- Community first, engagement second, sales third

