

MARKETING A NEW PERSPECTIVE

NOVEMBER 2017

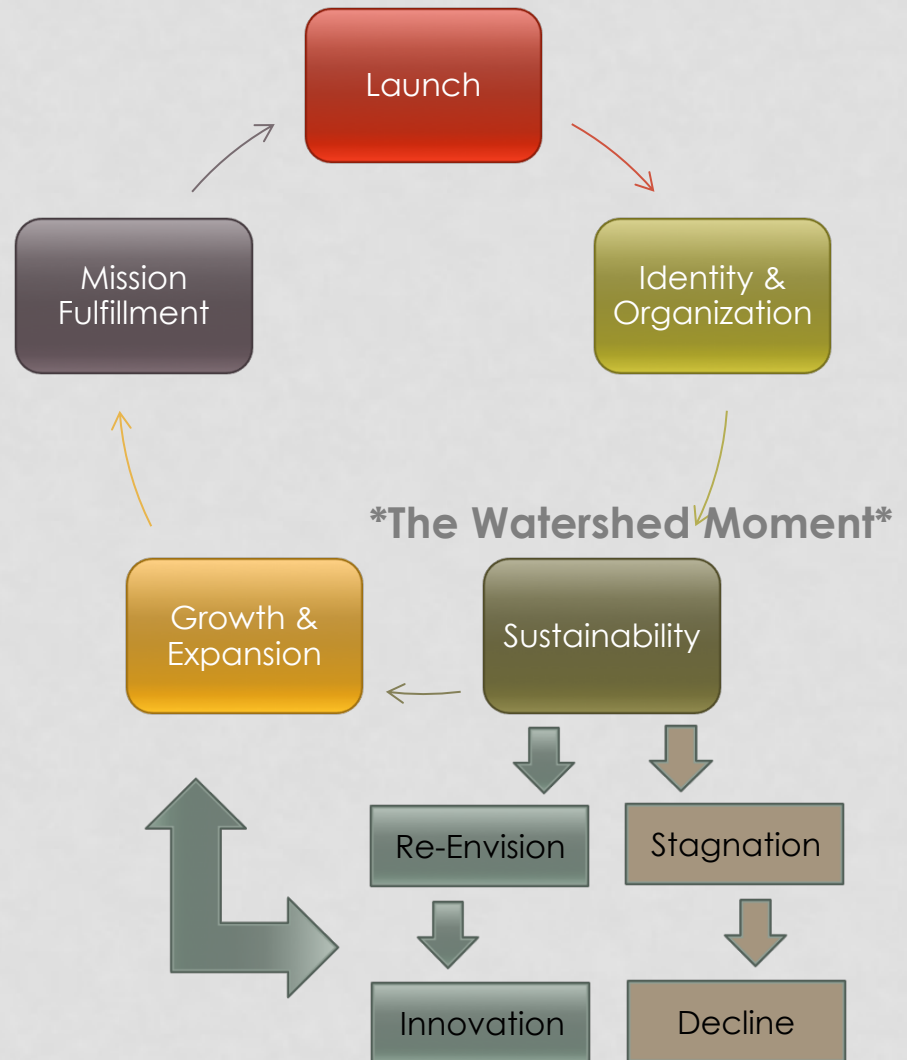


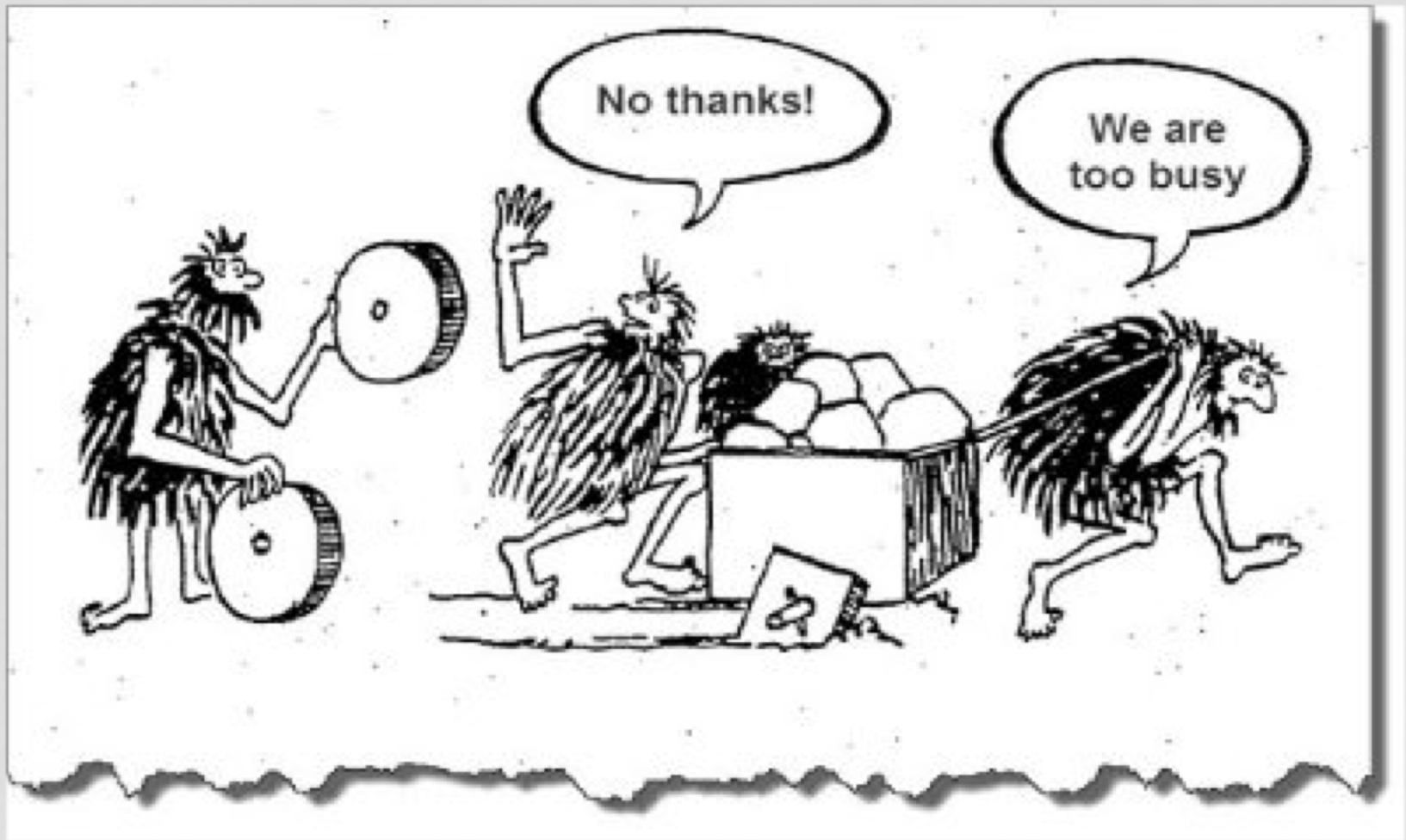
Kennedy
Brownrigg
Group

STRATEGIC MARKETING,
COMMUNICATIONS & MANAGEMENT

ORGANIZATIONAL LIFE CYCLE

*5 Primary Life Stages of
a non-profit
organization within the
Catholic Church*





TOO BUSY TO MAKE THE RIGHT PLAN?

WE'LL NEVER FULFILL OUR MISSION THIS WAY!



TAKING IT TO THE NEXT LEVEL

AND HOW TO GET THERE

OVERALL

There's an assumption that your content is all that is needed to engage your audience.

To take your marketing to the next level, you must go beyond what you think your listeners **should** have and really find out what they **want** and **need**.

What makes you relevant to their lives beyond learning about their faith? They can get that from a book, or a podcast, or a YouTube video. Why should they come to you?

Serve them in a way that speaks to them. Become their friend that really gets them. Become indispensable to their lives.

THE DIFFERENCE

Most radio stations

- Main goal is to make \$\$.
- Practical application = Focus on superserving the audience already listening to them in the hopes of attracting more listeners like them.

Catholic radio

- Main goal is evangelization.
- Practical application = keeping existing listeners while attracting new listeners with the intent to evangelize

THE BEDROCK

- Mission
- Target audience
- Brand

TARGET AUDIENCE

Know what your audience is thinking and what they want and need.

I'm pretty average



Guess
what
I'm
thinking

AVERAGE PARISH

2011 CARA Study

1167 households = 3000 adults/per parish

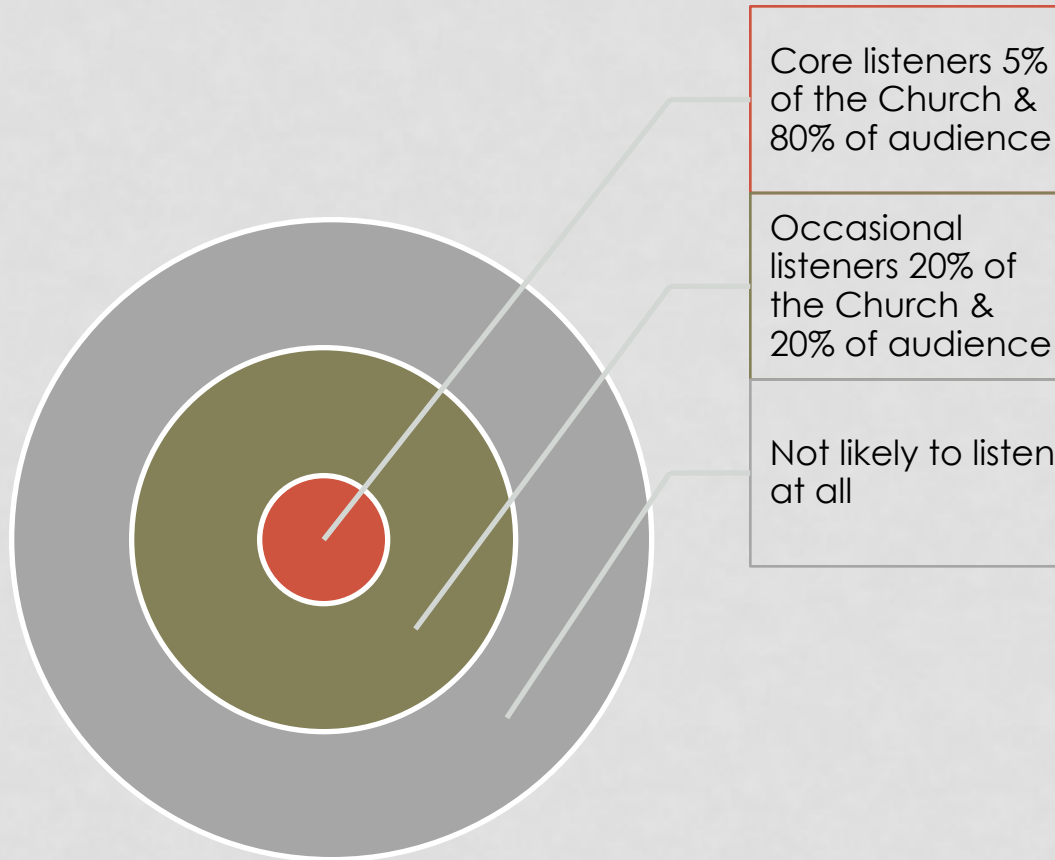
Disengaged Faithful = 30-90 adults

Engaged Faithful = 90-150 adults

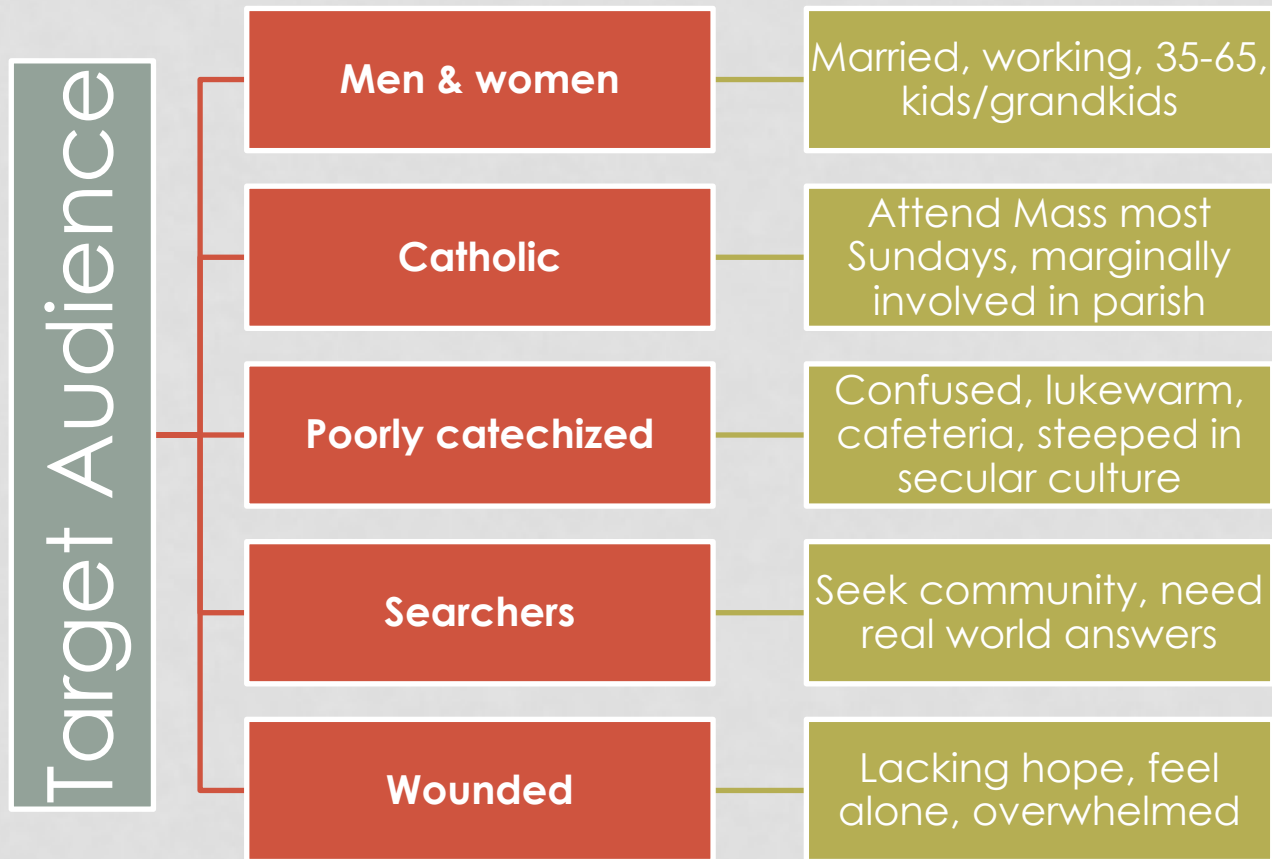
Potentially Faithful = 600 adults

Church-at-Large = 2280-2160

LISTENING AUDIENCE



DESIRED TARGET AUDIENCE



BRANDING

- **A brand lives in the heart and minds** of those who come into contact in any way with your apostolate.
- Marketing is what you do. Branding is who you are.
- Your brand is your promise.



Welcoming

- Family, compassionate, encouraging, shelter, healing, humility, genuine

Authentically Catholic

- Trustworthy, orthodox, in union w/Bishops, Eucharistic, catechetical

Informative

- Clarity, a resource, a destination, responsive to culture

Local

- Hub for the community, grateful, stable, enduring

Evangelizing

- Planting seeds, hopeful, popular w/both sexes, engaging, joyful, practical, challenging, open to growth

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BRANDING REVIEW

DO YOUR EFFORTS REFLECT YOUR BRAND?

BRAND PROMISE

Examples of great brand promises



Authentic athletic
performance



Fun family
entertainment



Inspire moments of
optimism and uplift



Think different

BRAND PROMISE

Examples of great brand promises

Feeling at home in the family of Christ

- Doing marketing well for Catholic radio
- Everything is about you
- Eblasts and newsletters lack engagement for the reader – still about you
- Website – all about you
- Website lacks social links
- No email signup on website
- Website features only Catholic news
- Website homepage is not arranged with your audience in mind
- Website lacks relevance
- Need more and varied community engagement
- Need more local activity in all touchpoints
- More local specific to the market
- Lack of listener input
- Somewhat dated branded swag
- Social is lacking original content

BRAND & MARKETING AUDIT

HIGHLIGHTS

CURRENT MARKETING ACTIVITY

Magnets	\$ 12,100.
Jackets	\$ 3,600
Apparel	\$ 3,000
Pens	\$ 2,250
Pencils	\$ 25
Brochures	\$ 5,500
Billboards	\$ 53,184
Parish Stands	\$ 1,050
Newspaper ads	\$ 1,000
(3) Postcards	\$ 3,000
(3) Newsletters	\$ 3,500
Website	\$ 5,000
App	\$ 2,000
	\$ 95,209

- Broadcasting live events
- Parish presentations
- Parish reps
- Pilgrimage
- Banquets
- Social media
- Live drive
- On-air

PLAN & DISCERN

Opportunities will come up that you want to take advantage of, but plan the majority of your marketing strategy and tactics.



MARKETING CHECKLIST



Does it help us achieve a larger marketing or other goal?



Does it fit our brand?



Is it relevant to our target audience?



Can we implement it properly?



Can it be promoted/used in multiple platforms?

THE DISCERNMENT PROCESS



Define the goal(s)



Run the idea through your
marketing checklist



Define success



Plan for implementation



Analyze the effort

Lead
generation

- Sign up for email list or provide info

Audience
engagement

- Engage with social, ask question on a show

Attract new
listeners

- Parish talks, billboards, anywhere you talk to people who aren't listening to you now

Specific
action

- Download a podcast, become a grassroots marketer

Solidify brand

- Anything that helps listeners/potential listeners get to know you better

TYPICAL MARKETING GOALS

WHY IMPLEMENT A MARKETING TACTIC?

LOOK FORWARD

Always work to grow your audience – never assume that because you build it your audience come. Or that they will stay just because you are there.



Goal 1

- Internalize brand promise across the apostolate

Goal 2

- Track metrics & gather audience feedback

Goal 3

- Implement consistent planning and approach to marketing

Goal 4

- Implement marketing that focuses on your desired target audience

Goal 5

- Develop process of discernment and prioritize

Goal 6

- Create & implement a strategic marketing plan

STRATEGIC MARKETING GOALS

WHAT DO YOU WANT TO ACCOMPLISH IN 2018?