

Does Your Marketing Matter?

Putting Marketing In Its (Valuable) Place

Missio Nexus Webinar Series

Marketing on Mission

Kumveka is a nonprofit
marketing agency exclusively
serving ministries.

kumveka.org

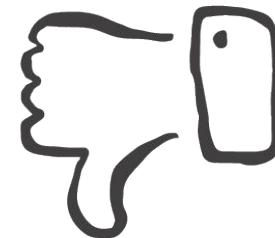
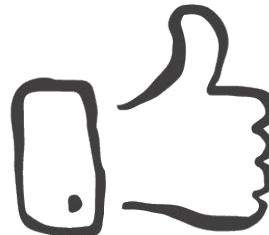


A quick poll...

Does Your Marketing Matter?

Is your marketing furthering your organization's mission?

How do you help others see the value of your marketing efforts?



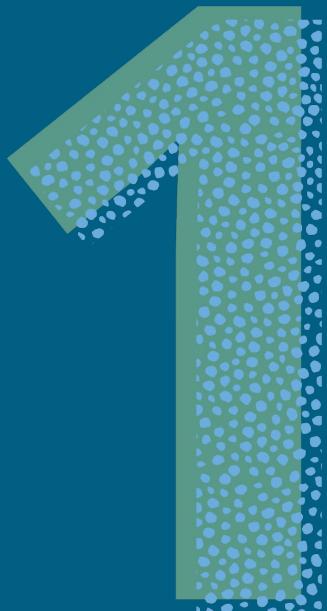
Today's Focus

Putting Marketing In Its (Valuable) Place

01 Anchor in Your Mission (*Key Metrics*)

02 Define Your Lane (*Marketing Objective*)

03 How We Get There (*Marketing Funnel*)



Anchor in Your Mission

KEY METRICS

—
Why is this important?

“

**If you don't
know what
you're aiming
for, you'll
never miss.**

**You'll also
never know if
you hit it.**

Implications

Every aspect of your...

Brand

Marketing

Principles



Measurement can be good.

And...

Principles



Measurement can be good.

And...



We need to be careful to measure the right things.

Our job is the inputs; we trust the true “outputs” to God.

Principles



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And...



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Our job is the inputs; we trust the true “outputs” to God.

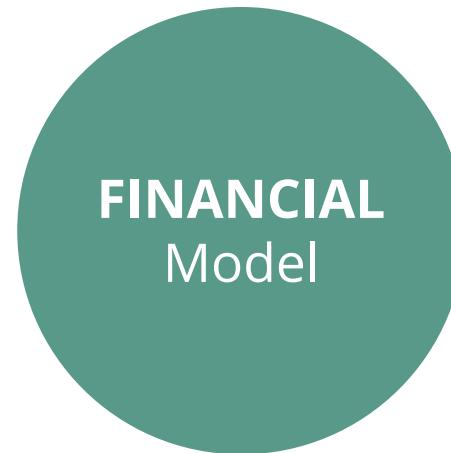


Focusing on a few things provides clarity to all.

Bringing simplicity out of complexity is key to leadership.

KEY METRICS

Framework



Definitions



Measurable progress
towards your **MISSION**



Measurable progress
towards **SUSTAINABILITY**

Inputs

What drives your
MISSION?

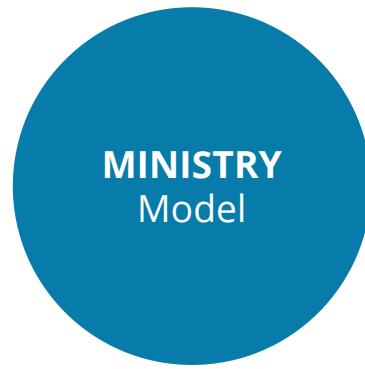


What drives your
FUNDING?



KEY METRICS

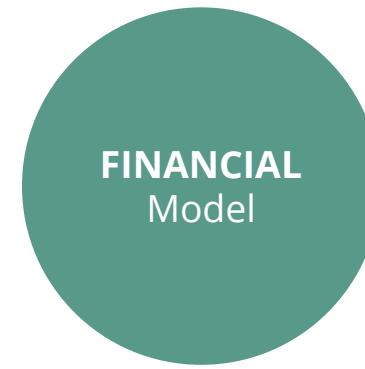
Outputs



MINISTRY
Model



Drives your
BRAND



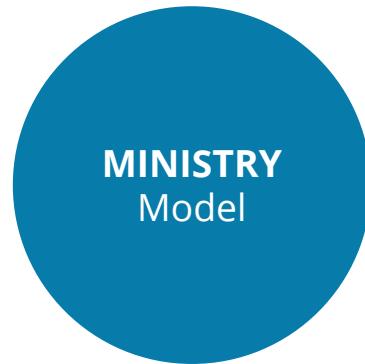
FINANCIAL
Model



Drives your
MARKETING

KEY METRICS

Case Studies



*# of children released
from poverty*



*# of child
sponsorships*

KEY METRICS

Case Studies



VERITAS

MINISTRY
Model

*# of students reflecting the
'portrait of the graduate'*

FINANCIAL
Model

*# of student
enrolled*

KEY METRICS

Case Studies



MINISTRY
Model

*% change in spiritual
growth 'score'*

FINANCIAL
Model

of subscribers

Workshop

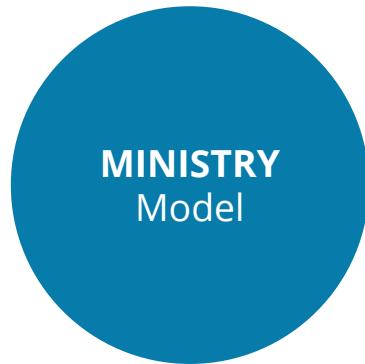


01

List all the ways you see your mission coming true in the life of *ONE* person.

KEY METRICS

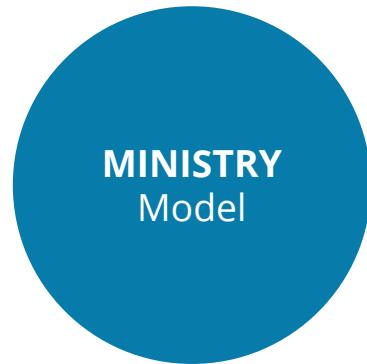
Workshop



Example

- *Got a job*
- *Obtained access to safe water*
- *Attended school*
- *Equipped to lead*
- *Received biblical training*
- *Utilized health care*
- *Planted church*
- *Felt loved in the process*

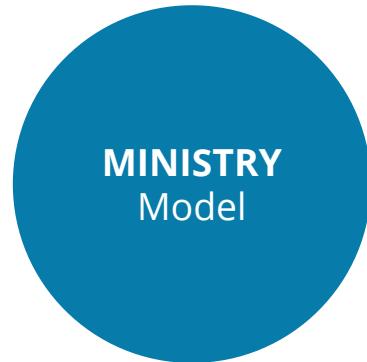
Workshop



02
Rank them.

KEY METRICS

Workshop



Example

1. *Planted church*
2. *Received biblical training*
3. *Felt loved in the process*
4. *Got a job*
5. *Obtained access to safe water*
6. *Attended school*
7. *Equipped to lead*
8. *Utilized health care*

Workshop

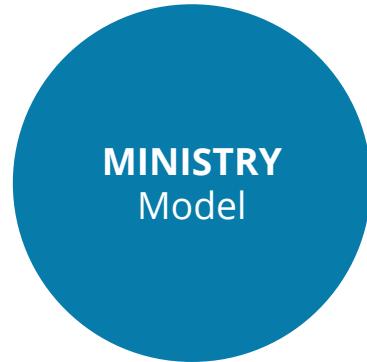


03

Identify possible measures for the top 3.

KEY METRICS

Workshop



Example

1. *Planted church / # of churches planted*
2. *Received biblical training / # of certificates given*
3. *Felt loved in the process / 'Experience Rating'*

*Bpovt: This is the start to your
BRAND SCORECARD*

Workshop



01

List all the ways your financials are impacted.

KEY METRICS

Workshop



Example

- *\$ per donor*
- *# of events*
- *Retention of current donors*
- *# of volunteers*
- *Frequency of donor contacts*
- *Clarity of our message*
- *Sale of resources*
- *Acquisition of new donors*
- *Ease of giving*

KEY METRICS

Workshop



02
Rank them.

KEY METRICS

Workshop



Example

1. *Retention of current donors*
2. *Acquisition of new donors*
3. *Clarity of our message*
4. *\$ per donor*
5. *# of events*
6. *# of volunteers*
7. *Frequency of donor contacts*
8. *Sale of resources*
9. *Ease of giving*

Workshop



03

Identify possible measures for the top 3.

KEY METRICS

Workshop



Example

1. *Retention of current donors / % retained*
2. *Acquisition of new donors / # of new donors*
3. *Appeal of our message / Net Promoter Score*

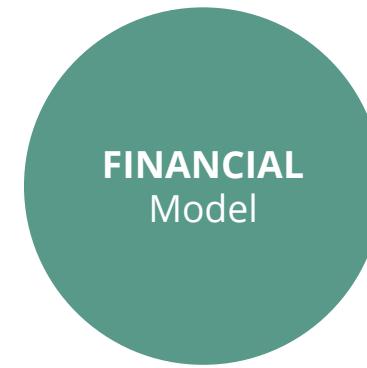
*Bpovt: This is the start to your
MARKETING SCORECARD*

KEY METRICS

Example



communities
impacted



participants in
short term projects

Today's Focus

Putting Marketing In Its (Valuable) Place

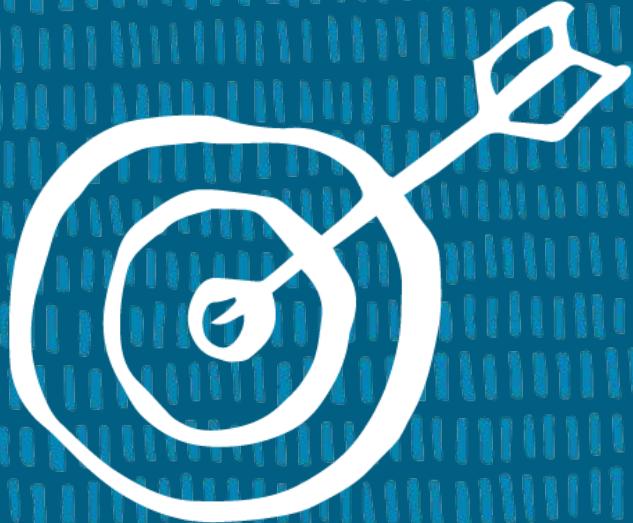
01 Anchor in Your Mission (*Key Metrics*)

02 Define Your Lane (*Marketing Objective*)

03 How We Get There (*Marketing Funnel*)



**Define
Your Lane
MARKETING OBJECTIVE**

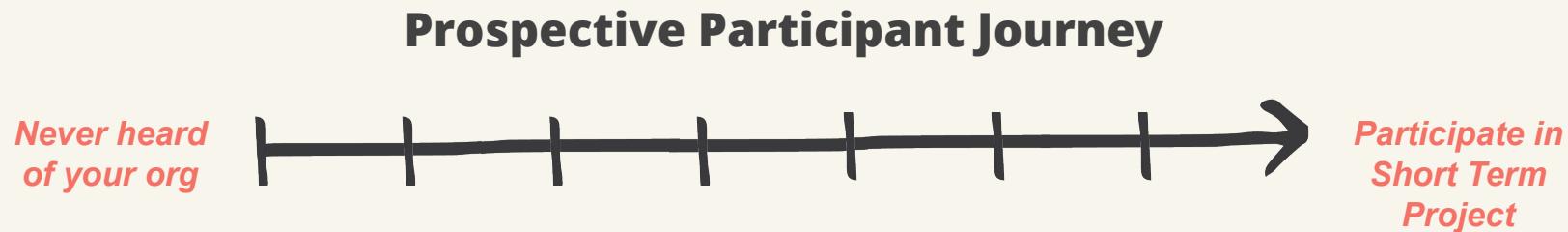


How do you **define success** for your Marketing?

Unpacking Your Audience's Journey



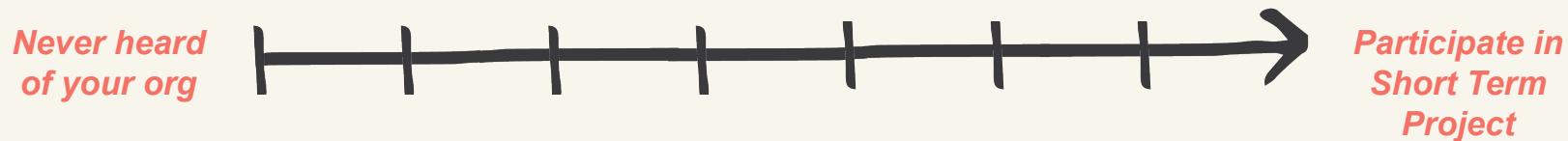
Unpacking Your Audience's Journey: *Example*



Write down 10 significant **milestones** along the way...

Unpacking Your Audience's Journey: *Example*

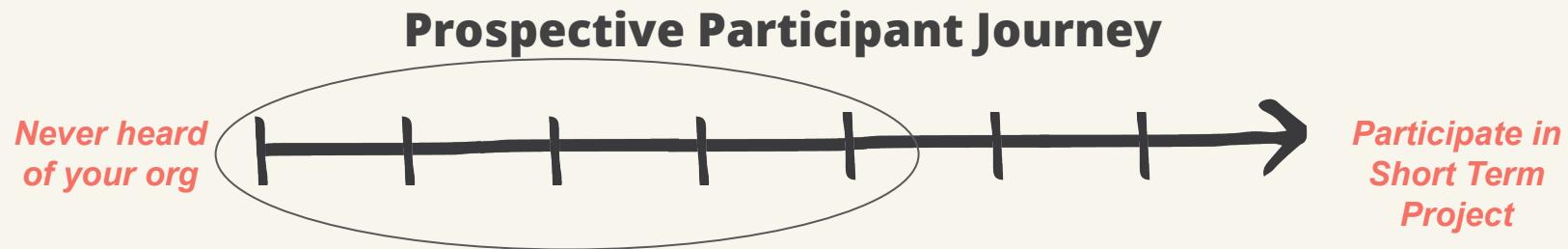
Prospective Participant Journey



Hear about organization at church
Visit website
Follow on social media
Download a resource
Sign up for email list

Visit an event
Request info from Mobilization Staff
Submit Application
Interview
Confirm Participation

Unpacking Your Audience's Journey: *Example*

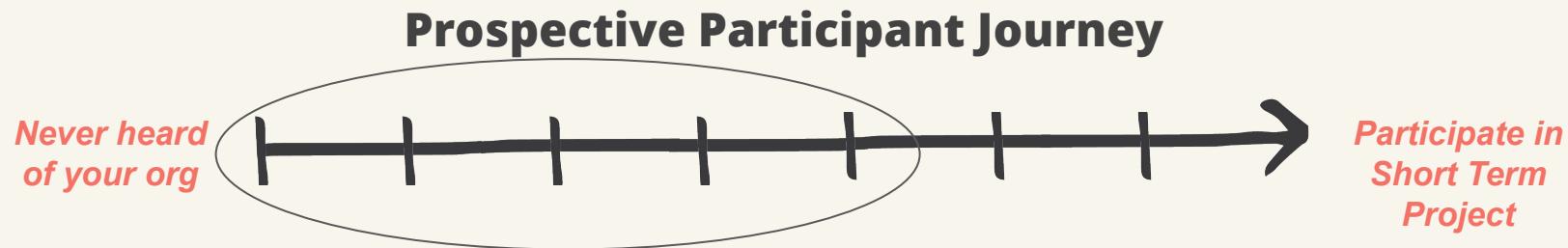


Which part of this belongs to **marketing**?

Unpacking Your Audience's Journey: *Example*



Unpacking Your Audience's Journey: *Example*



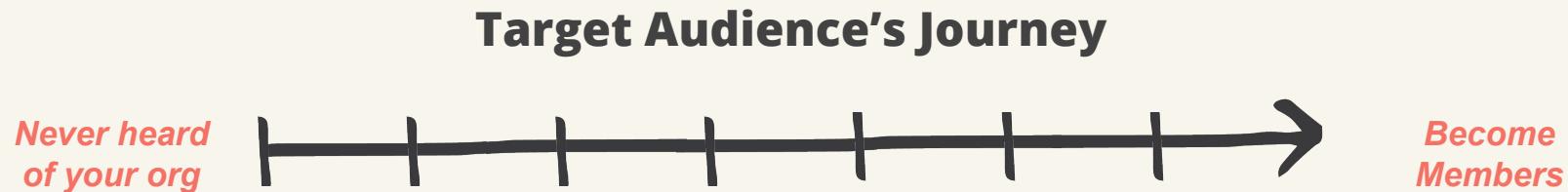
Marketing Objective:
Deliver leads to Mobilization Team

- Via emails
- Event traffic
- Phone calls, etc.

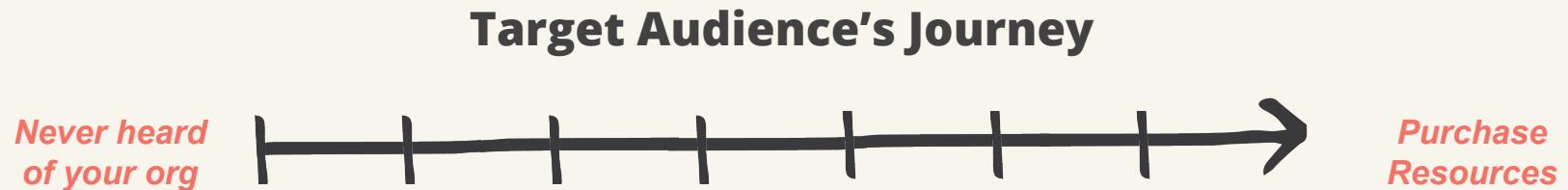
Unpacking Your Audience's Journey: *Other examples*



Unpacking Your Audience's Journey: *Other examples*



Unpacking Your Audience's Journey: *Other examples*



Unpacking Your Audience's Journey



Goal of this exercise:

Define marketing's objective as it relates to achieving Key Metrics.

Today's Focus

Putting Marketing In Its (Valuable) Place

01 Anchor in Your Mission (*Key Metrics*)

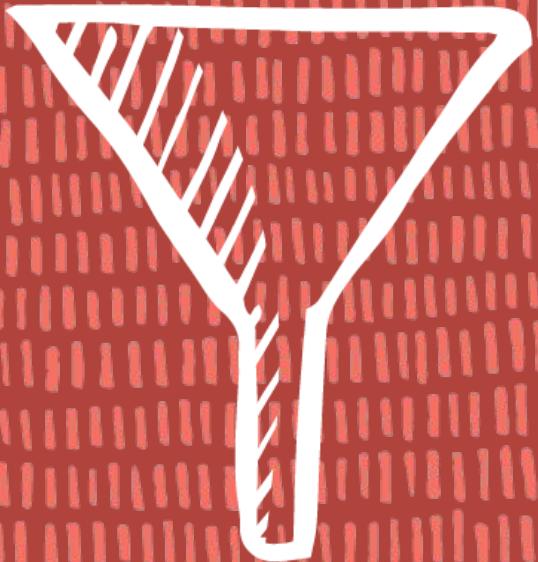
02 Define Your Lane (*Marketing Objective*)

03 How We Get There (*Marketing Funnel*)



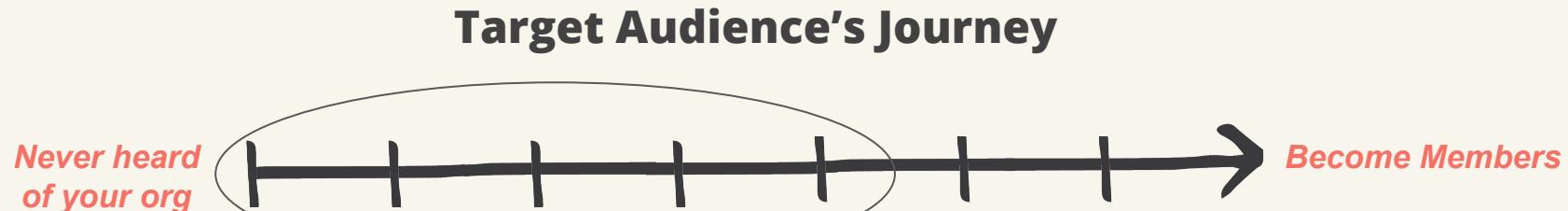
How We Get There

MARKETING FUNNEL



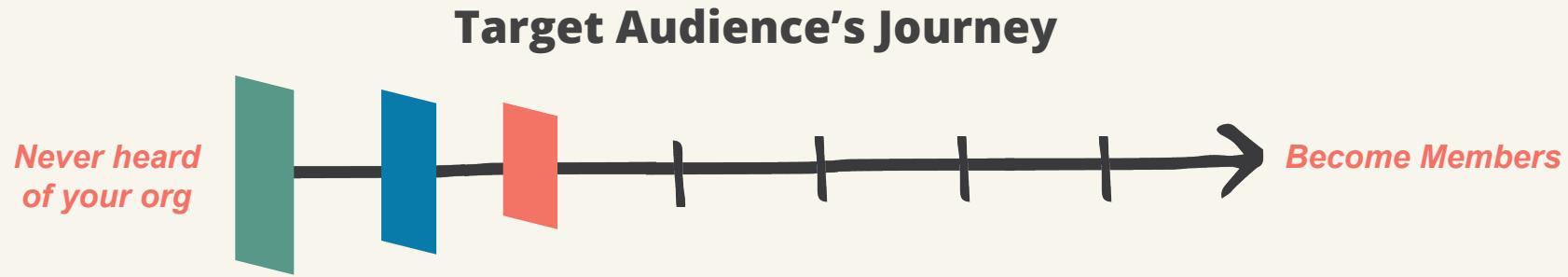
What are the **stages** for
moving audiences towards
your Marketing Objective?

Unpacking Your Audience's Journey



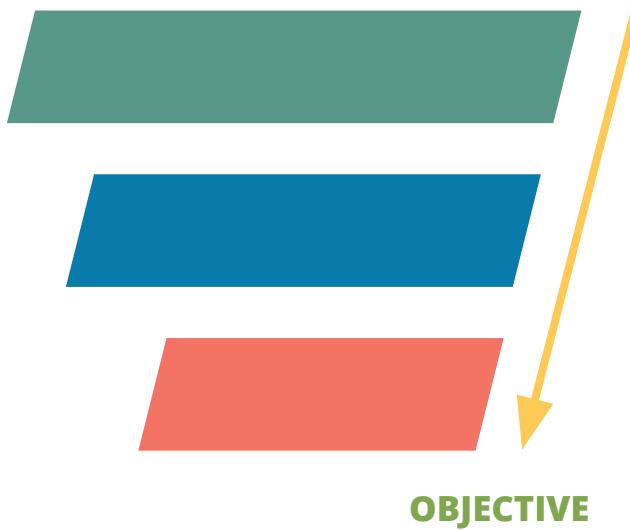
The beginning of your audience journey
becomes your marketing funnel.

Unpacking Your Audience's Journey

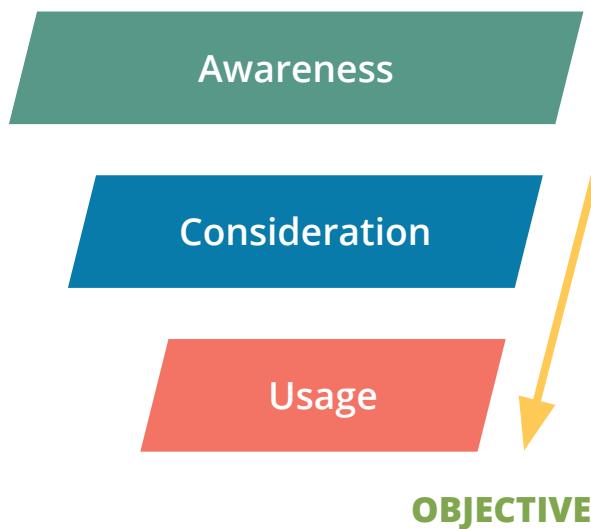


The beginning of your audience journey
becomes your marketing funnel.

WHAT ARE THE STAGES FOR MOVING AUDIENCES TO OUR OBJECTIVE?

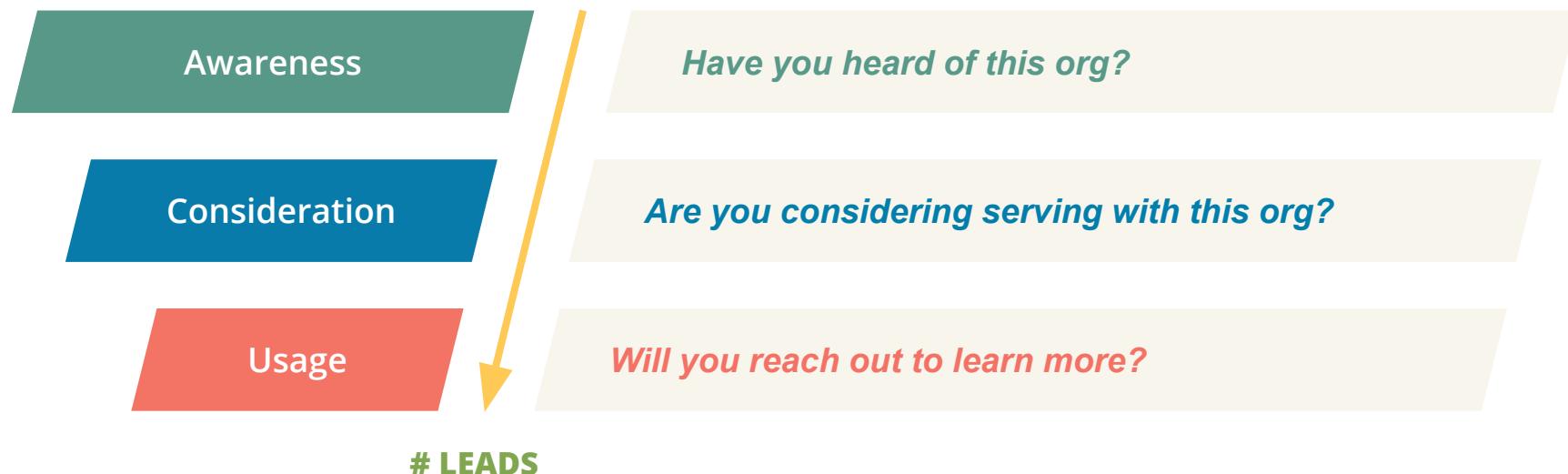


WHAT ARE THE STAGES FOR MOVING AUDIENCES TO OUR OBJECTIVE?



WHAT ARE THE STAGES FOR MOVING AUDIENCES TO OUR OBJECTIVE?

At each stage, your audience says “**yes**” to...

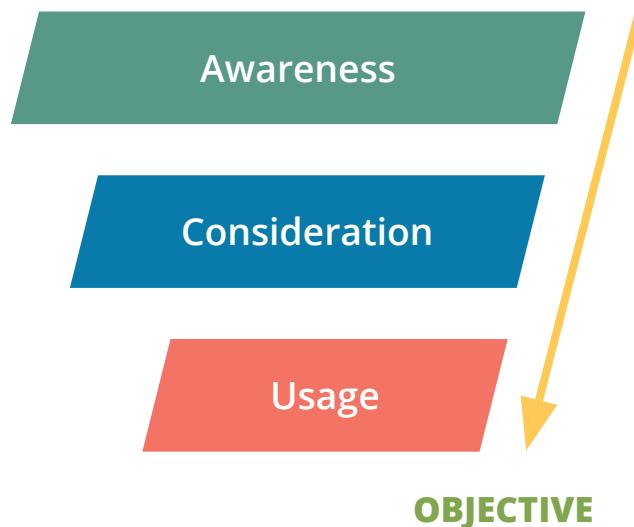


WHAT ARE THE STAGES FOR MOVING AUDIENCES TO OUR OBJECTIVE?

At each stage, your audience says “**yes**” to...



BUILDING A MARKETING FUNNEL



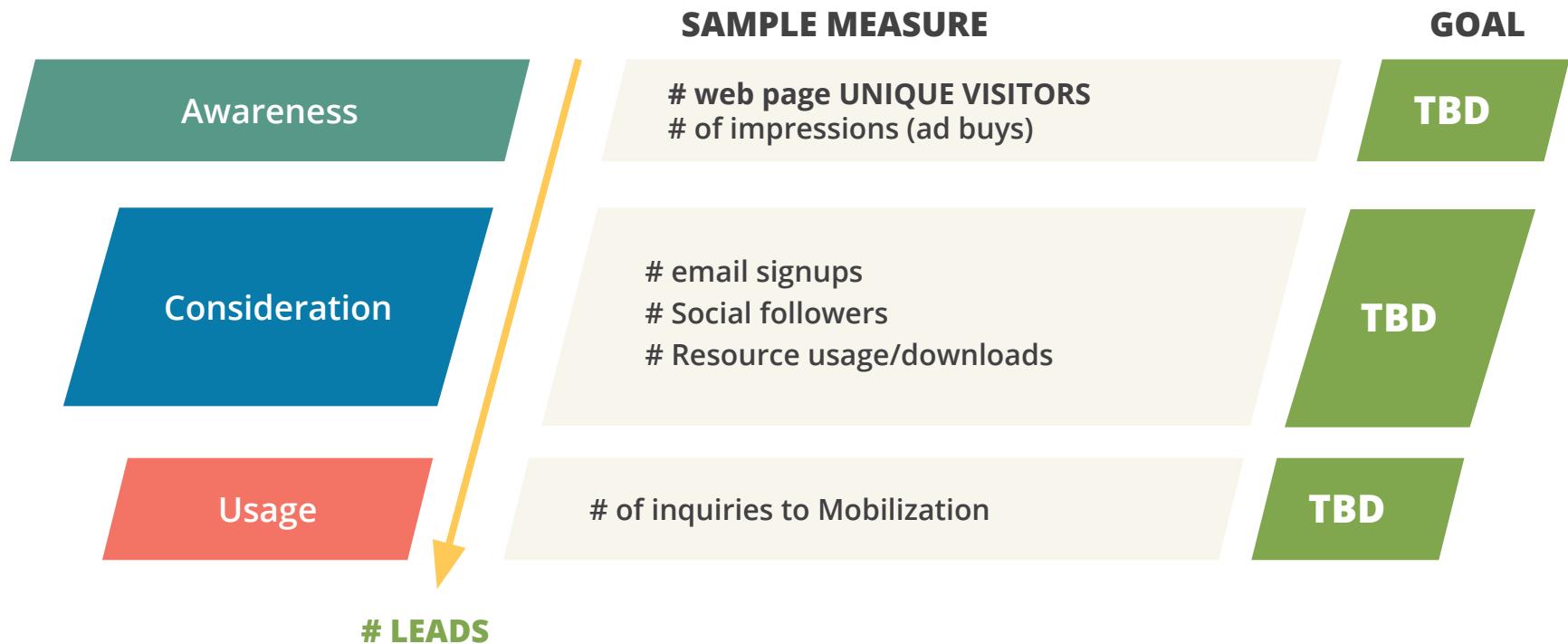
Check-in:

All of your marketing efforts should fit into one of these categories.

Ask:

- *What is the goal of this tactic?*
- *How do I know if it's successful?*

HOW DO WE MEASURE EACH STEP? WHAT IS THE SPECIFIC GOAL?



Scorecard

Simple tool for helping your team and others' see marketing's value

Sample Scorecard

(benchmark + goals)

Funnel Stage	Measure	SubMeasure	Benchmark	Goal
Awareness	# web page UNIQUE VISITORS			
Awareness	# of impressions			
		PAID - Google ads		
		PAID - Instagram ads		
		PAID - Facebook ads		
Consideration	# of email signups			
		via website		
		via social		
Consideration	Social followers			
		Facebook		
		Instagram		
Consideration	# of resource downloads			
		Type of Resource		
Usage	# of inquiries to Mobilization	Leads		

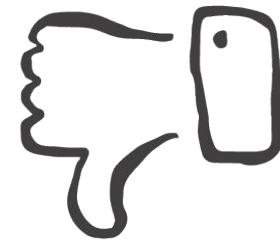
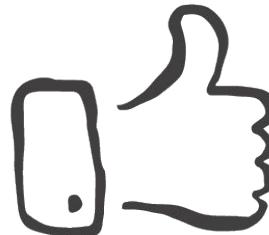
4

Next Steps

Does Your Marketing Matter?

Is your marketing furthering your organization's mission?

How do you help others see the value of your marketing efforts?



Next Steps

- 01 Establish a connection between org's mission to marketing**
(Tools: *Key Metrics, Audience Journey Map*)
- 02 Define marketing objective**
- 03 Start measuring a few things and talk about them**
(Tool: *Marketing Scorecard*)
- 04 Prioritize areas to improve; build strategies to deliver that metric**



MISSIO NEXUS WEBINAR

Does Your Marketing Matter?

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Marketing on Mission