

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

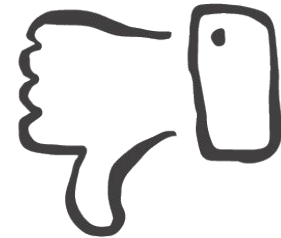
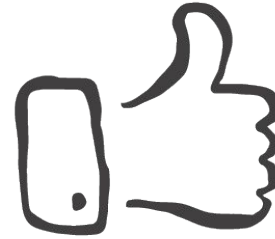


A quick poll...

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

KEY METRICS

Principles



Measurement can be good.

And...

KEY METRICS

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.

KEY METRICS

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.



Focusing on a few things provides clarity to all.

Bringing simplicity out of complexity is key to leadership.

KEY METRICS

Framework



MINISTRY
Model



FINANCIAL
Model

Definitions



MINISTRY
Model

Measurable progress
towards your **MISSION**



FINANCIAL
Model

Measurable progress
towards **SUSTAINABILITY**

Inputs

What drives your
MISSION?



MINISTRY
Model

What drives your
FUNDING?



FINANCIAL
Model

KEY METRICS

Outputs



MINISTRY
Model

Drives your
BRAND

FINANCIAL
Model

Drives your
MARKETING

KEY METRICS

Case Studies

A solid blue circle containing the text "MINISTRY Model".

MINISTRY
Model

*# of children released
from poverty*

A solid teal circle containing the text "FINANCIAL Model".

FINANCIAL
Model

*# 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

KEY METRICS

Workshop



MINISTRY
Model

01

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

KEY METRICS

Workshop



MINISTRY
Model

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*

KEY METRICS

Workshop



MINISTRY
Model

02
Rank them.

KEY METRICS

Workshop



MINISTRY
Model

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*

KEY METRICS

Workshop



MINISTRY
Model

03

Identify possible measures for the top 3.

KEY METRICS

Workshop



MINISTRY Model

Example

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

Workshop



FINANCIAL
Model

01

List all the ways your
financials are impacted.

KEY METRICS

Workshop



FINANCIAL
Model

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



FINANCIAL
Model

02
Rank them.

KEY METRICS

Workshop



FINANCIAL
Model

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



FINANCIAL
Model

03

Identify possible measures for the top 3.

KEY METRICS

Workshop



FINANCIAL
Model

Example

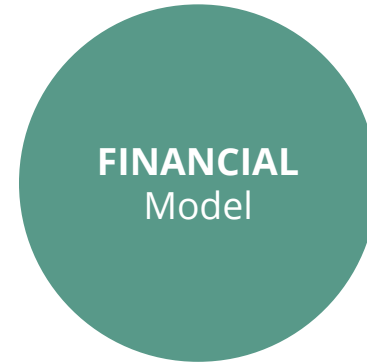
1. *Retention of current donors / **% retained***
2. *Acquisition of new donors / **# of new donors***
3. *Appeal of our message / **Net Promoter Score***

KEY METRICS

Example



communities
impacted



participants in
short term projects

Today's Focus

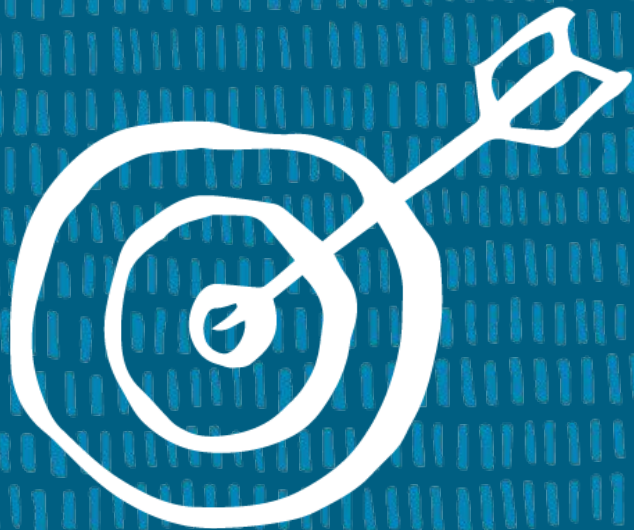
Putting Marketing In Its (Valuable) Place

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- 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

[Target Audience] Journey



Unpacking Your Audience's Journey: *Example*

Prospective Participant Journey



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

Unpacking Your Audience's Journey: *Example*

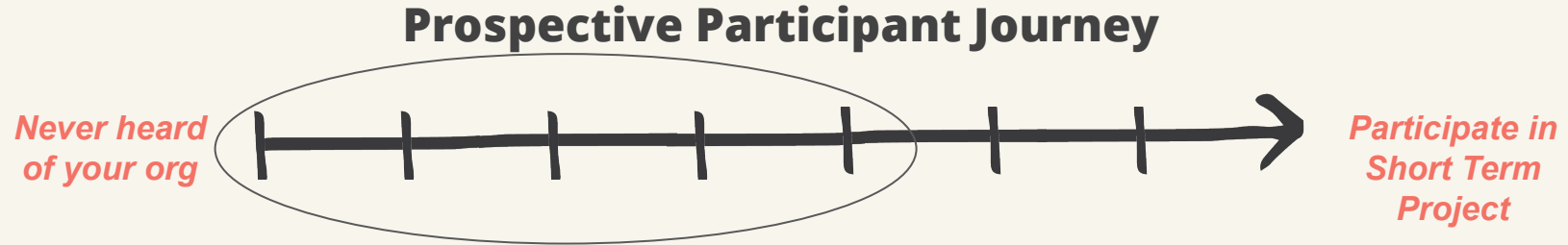
Prospective Participant Journey



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

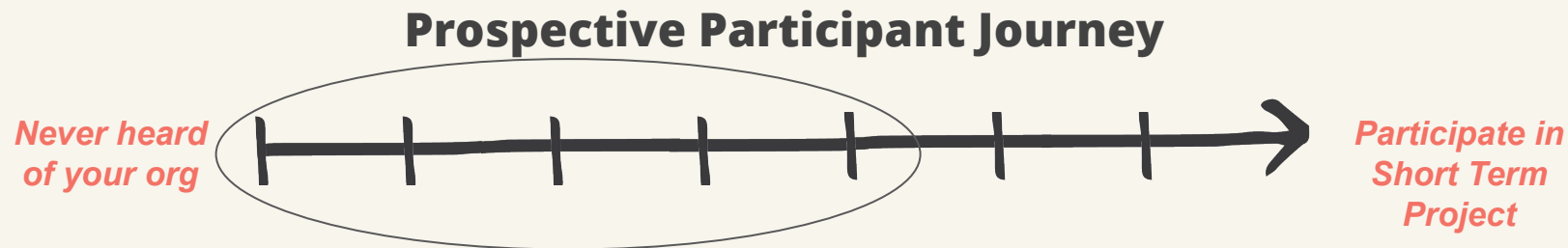
Visit an event
Request info from Mobilization Staff
Submit Application
Interview
Confirm Participation

Unpacking Your Audience's Journey: *Example*



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

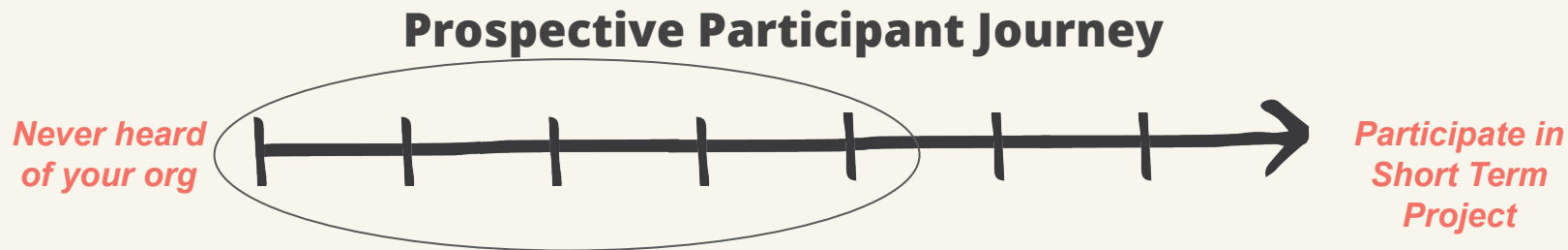
Unpacking Your Audience's Journey: *Example*



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*



Marketing Objective:

Deliver leads to Mobilization Team

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

Unpacking Your Audience's Journey: *Other examples*

Target Audience's Journey



Unpacking Your Audience's Journey: *Other examples*

Target Audience's Journey



Unpacking Your Audience's Journey: *Other examples*

Target Audience's Journey



Unpacking Your Audience's Journey



Goal of this exercise:

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

Today's Focus

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How We Get There

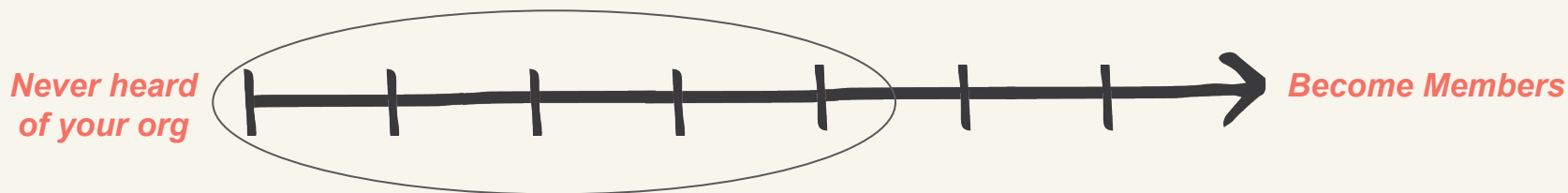
MARKETING FUNNEL



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

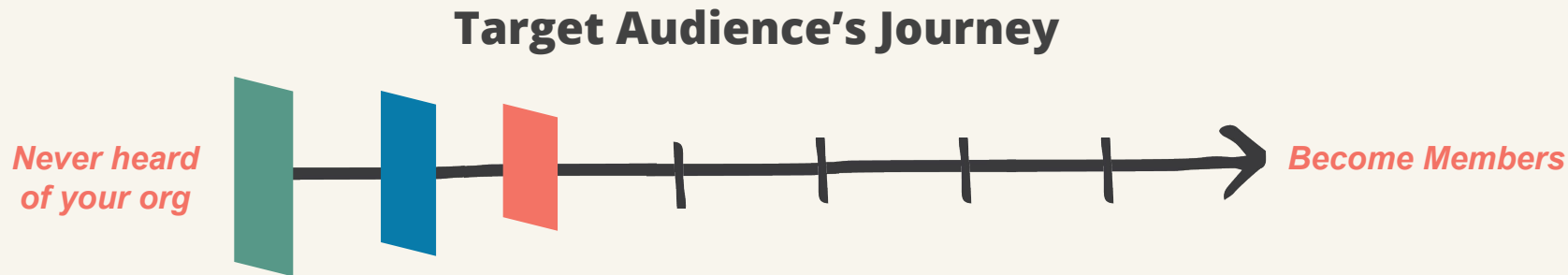
Unpacking Your Audience's Journey

Target Audience's Journey



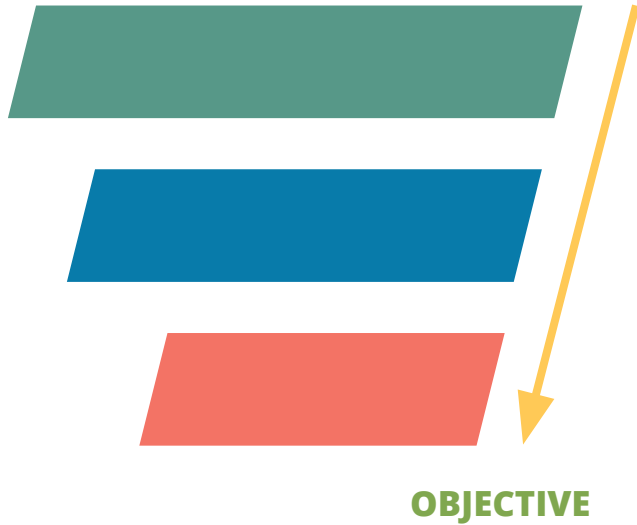
The beginning of your audience journey
becomes your marketing funnel.

Unpacking Your Audience's Journey

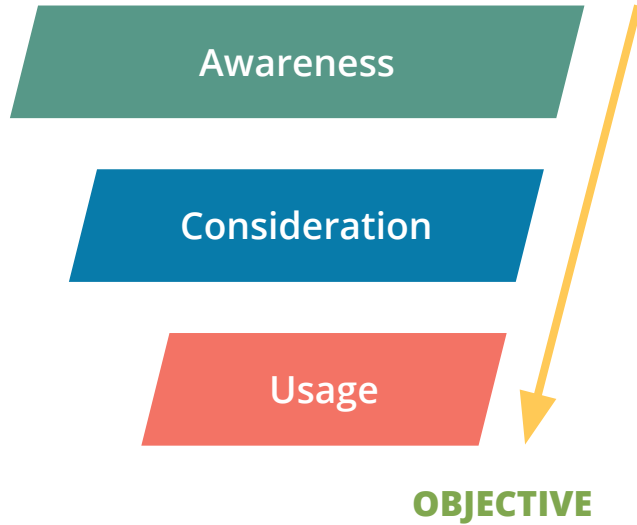


The beginning of your audience journey
becomes your marketing funnel.

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...

Awareness

Have you heard of this org?

Consideration

Are you considering serving with this org?

Usage

Will you reach out to learn more?

LEADS

WHAT ARE THE STAGES FOR MOVING AUDIENCES TO OUR OBJECTIVE?

At each stage, your audience says **"yes"** to...

Awareness

Have you heard of this org?

Consideration

Are you considering serving with this org?

Usage

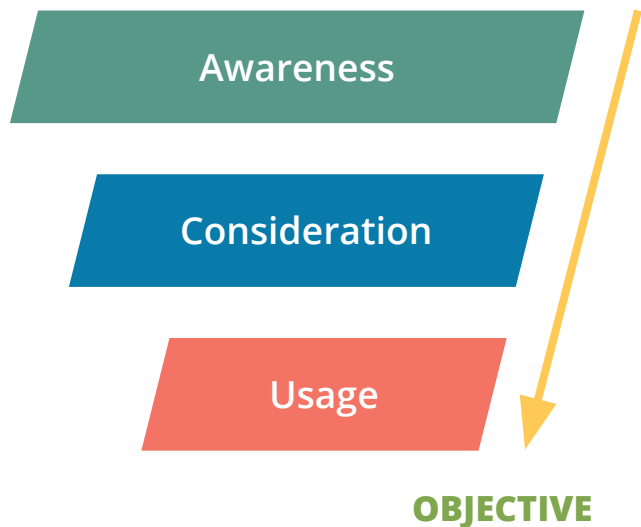
Will you reach out to learn more?

LEADS

Engage w/
Mobilization

Will you apply?

BUILDING A MARKETING FUNNEL



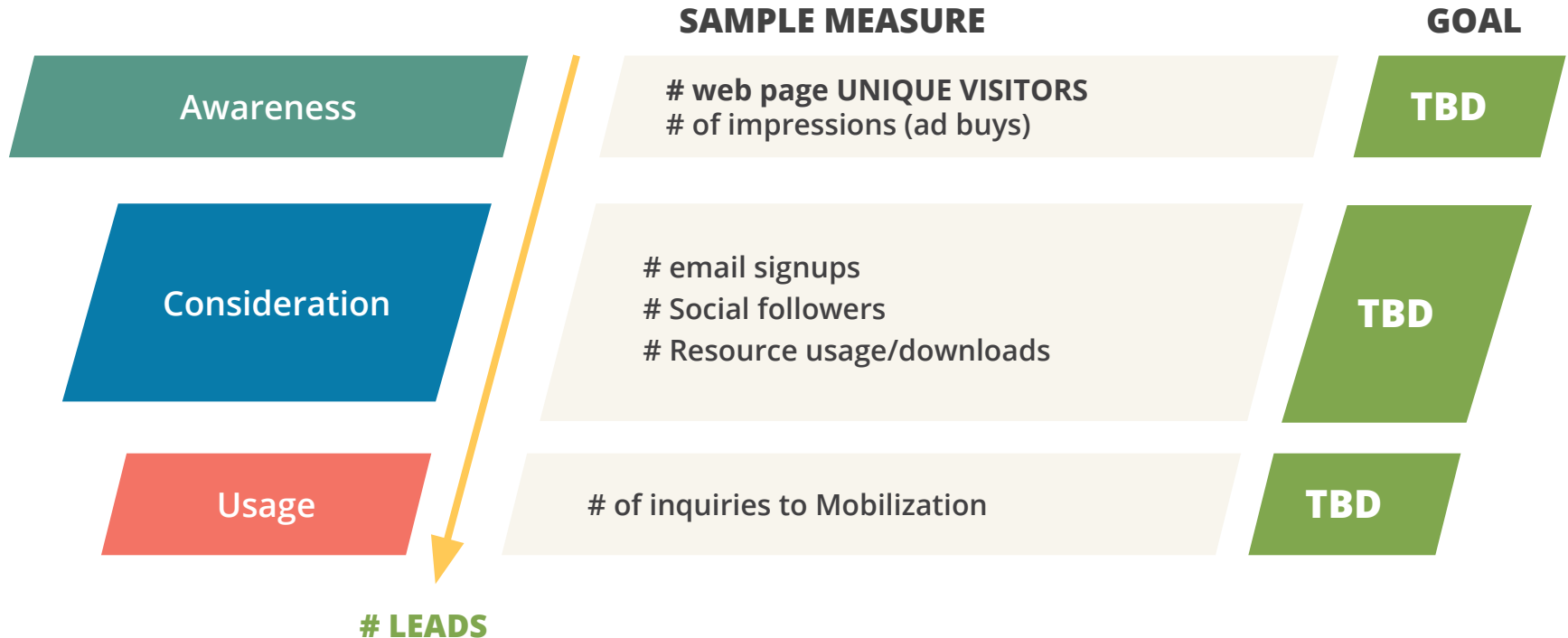
Check-in:

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		

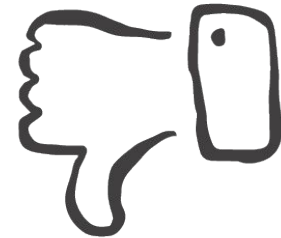
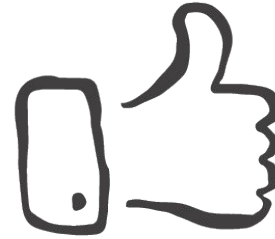


Next Steps

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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