

Marketing Advice To Small Business and Professional Associations From An Actual Marketing Professional

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A note from Nancy:

It's the bane of the Marketing and Advertising professional's existence that there is no professional "designation" after our names — no "Esq. no CPA" — and therefor just about anyone (and their teenage son who "does websites") knows what's right in marketing. The odd thing is...everyone really is a marketer. It's just that not everyone knows the strategy behind the marketing or the importance of message creation. But I (and others like me) do, despite the lack of alphabet soup following our names.

Nancy Brockman, _____, _____, _____
(Random Letters Here)

Forget the three "Ps" you learned in Marketing 101 in college (if you went to college when they were still teaching these - Product, Price, Promotion). Those days are gone. The world of marketing has changed. For awhile we called it Mar-Com because marketing people and the business world love to put a label or trendy-name on just about everything. Marketing-Communications. Yes. Better. But in today's world of social-consumerism, when every single person is working for you as a "marketer" (a transferrer of your message), it simply has to be bigger than that.

As an Executive Director or Chief Executive Officer YOU are the Chief Marketing Officer of your organization. You may have team members with Marketing in their titles. And indeed, every single person who works with you has "marketing" in their job-description (or should). It might come as a surprise that every member/customer/client you have is also on your marketing team. The biggest job you have as the CMO? To make sure all of these marketing people are **telling the same story.**

What's first? *Get your story straight.*

The Brand Story

A logo is an empty vessel, it's what you fill it with that is your brand. And let's remember, your brand is only as successful as the personal brands of your audience. Your audience (clients, members, customers) have to WANT you, NEED you, better yet would LOVE YOU to be in their inner brand circle. So your story needs to be filled with messages that are relevant and meaningful to them...as well as truthful to who your organization portends to be.

All successful communications/marketing/stories start with something true. And when we say "successful," we mean the message gets through to your audience and sparks a behavioral response (sign up for membership, attend a workshop, buy your product or service, etc.).

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Action Item:

Have a brainstorming meeting/sessions/research where your marketing team figures out your “truths.” Bring into that team the opinions of some of your customers — as they will provide you with the Out-Sights™ you will not have being an insider.

Once you have your brand truths — your job simply becomes...telling the truth. Easy (well, for most people).

Up Next: *Package Up The Truths*

With confidence in your brand message, your next step is to package it up. The package (regardless of whether this is a newsletter, an e-blast, a poster, an invitation, a lobbying effort) requires three simple steps.

Wrap up your brand story with 1. surprise 2. relevance and 3. emotion.

Do this and your brand story will cut through the clutter of messages out there, be relevant to those you seek, and will cause an emotional response that leads to the behavior that is your goal.

SURPRISE — Pay attention to your creative process (including headlines, copywriting and graphic presentation). Hire people to help you do this. It will save you money in the long run. Find a gifted, trained graphic designer who knows how to place things in the right places so that eyes are drawn to the focus area. All of this effort will get people to stop — decide to read, listen and engage further. Surprise provides a way through the consumer-firewall humans have erected for themselves because we’re bombarded with too much information.

RELEVANCE - Know your audience. Know what is important to them. And market how you attend to (how you take care of) what is relevant to them.

EMOTION - Add humor, pull on heart strings, create connection. Emotion is what makes people change...all business decisions have some emotion tucked inside...it’s a fact. Because people make business decisions and people are made up of emotions. Tickle an emotional response and you will get a reaction.

Omnichannel Marketing: *Labor and Delivery*

To create the right message and deliver it at the right time, in the right place, to the right people takes some work. The way you accomplish this delivery is by diving into Marketing Channels — and there are a ton of them.

Not all marketing channels are useful, some dives are too deep, some have you hitting your head. With likely limited budgets, it’s important to choose the marketing channels that will provide the best return on investment.

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First Job: Make a list of what is available to you — analog and digital. Despite what you might hear, traditional marketing channels (print, radio, outdoor, tv) are not dead. So include them in your

evaluation. Your available channels will include Social Media, Public Relations, Content Marketing and Search Engine Optimization, Social Influencers, Websites, Email Marketing, Digital Advertising, Affiliate Marketing, Print, Radio, Collateral and OTT (over the top tv) and CTV (connected tv), video, presentations, community outreach, heck...a person to person phone call or video chat....consider them all.

Second Job: Target, target, target. Figure out who your audience is for the particular message you are delivering. Then review the available channels that are most likely to reach that audience. Determine your budget and choose the channels that will provide the best return. Sometimes making 20 phone calls will produce a greater response than sending out an email blast, purchasing paid search, spending time on social media and running a print ad. Sometimes not.

Doing the labor in channel determination will save you time and money, deliver your message, and produce results.

Measurement: Customer LOYALTY is your greatest asset

Measurement of campaign effectiveness is easier than ever now. Real-time data tells us who opened emails and what they did after they opened them. Our websites and google analytics track every user move. Social media delves deep into our lizard brains and triggers responses that are unconscious. Measure your marketing results through these mechanisms. Create a budget and be ready to change it based on what you learn. But DO NOT forget the ultimate measure of success - customer loyalty. If you have not researched implementing a Net Promoter Score® (or NPS®) measurement system and program, you should. This simple scoring system measures the answer to one “Ultimate Question” — How likely is it that you would recommend [brand] to a friend or colleague?. The scoring system puts your clients in three categories - Detractors, Passives and Promoters. A simple calculation will give you a score that you can then review and analyze success based on industry competition.

DO NOT forget the ultimate measure of success — customer loyalty.

This core metric tells you whether all the efforts of brand truth discovery; surprise, relevance and emotion packaging; and labor and delivery of channel choice actually worked. This tells you whether your brand has made it to your audience member’s inner brand circle. If so, you just grew your marketing team and they are paying you to be on it. Boom.

The Three Ps – People. People. People.

Unless you are trying to get inanimate objects to make decisions, join your association, or buy your product or service, let’s forget the 80s definition of the Three Ps of Marketing (Product, Price, Promotion), shall we? Let’s make the letter C the new P — and there are a whole bunch of C words... (if you went there, it’s your fault, not mine)...

B to B • B to C • *the new* P to C

The 17 C Words of Marketing:

Be **CHILDLIKE** in your ability to uncover and tell the real TRUTHS of your organization.

Be **CREDIBLE** and **CANDID** as you adhere to these truths in your everyday work life.

Use **CREATIVITY** to develop surprise.

Use **CLEAN, COHERENT** design in your message packaging.

Use **COMMUNICATION** to **CONNECT**.

Be **CLEVER**, and **COLORFUL** and **CONSCIENTIOUS** as you illicit emotion from your audience.

Be **CALCULATED** in your **CHOICE** of marketing channel mix.

Create Happy **CAMPERS** and take **CARE** of these loyal people, people, people (there's your 3 Ps).

And **CUDDLE-UP** to **CHANGE**...because it's the only way you'll grow.

To sign up for an !DEA Bar session for your company or to get on our White Paper List, email nancy@chimeracom.com or call 970.382.2647

