What is Marketing Malpractice?

Marketing mistakes which result in damage to a ministry or organization.

Waste of...

Time, Money, Resources, Market Share, Energy
7 Reasons Your Organization Suffers From Marketing Malpractice

plus

3 things to do NOW to prevent further damage

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No Message Focus

Symptoms:
Your message ...

• is not evergreen • is inconsistent
• is out of context • doesn’t meet a felt need
• is delivered with poor frequency

“Your message is your magnet.”
— Dr. Steve Greene

PRESCRIPTION TIP:
There will never be a more powerful magnet than a message to meet felt needs. Your message should help people.
Lack of Frequency

Symptoms:
- Growth is not sustainable
- Lack of audience engagement
- Your audience lacks understanding

“Simple actions, repeated with frequency, seem to make the most impact on an organization.”

— Dr. Steve Greene

PREScription TIP:
Show up on your platform every day with your message. Embrace repetition.
Promoting Product Over Benefit

Symptoms:
• Low audience engagement
• No intent to act
• Message fails to address a felt need
• Website doesn’t convert visitors

“Your core audience wants to hear more. People with needs crave information.”
— Dr. Steve Greene

PRESCRIPTION TIP:
Connect people to solutions for their felt needs.
How can you help them?
The very best social media tool for just about any relationship-building goal is email. — Dr. Steve Greene

Unrewarding Emails

Symptoms:
- Gray emails
- Low open rate
- No call to action
- Small text
- Bad subject line

"The very best social media tool for just about any relationship-building goal is email." — Dr. Steve Greene
“Content is King. Frequency is Queen. Your list is the horse and carriage.”
— Dr. Steve Greene

No Lead Generation

Symptoms:
- Your list isn’t growing
- People on your list don’t have an affinity toward your message
- Low engagement or click-through

PRESCRIPTION TIP:
There is no junk email, only junk lists. Develop a strategy to grow your list with people that your message can help.

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Use of Push Over Pull

Symptoms:
- Your marketing is interruptive
- Lengthy emails with too much information
- Focus is on product or promotion over customer

“...we don’t push our message; they pull it from us.”
— Dr. Steve Greene

PREScription Tip:
When your audience decides to act, will your message be there to pull it down? Keep showing up.

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Marketing Planning is Weak or Missing

Symptoms:
- Strategy confused with tactics
- No written plan or calendar
- No contingencies
- Lack of message frequency

“Building a powerful platform is a long-term strategy to connect more people to your message.”
— Dr. Steve Greene

PRESCRIPTION TIP:
Every platform needs an invitation strategy. Be intentional about growing your platform.
3 Things to Do NOW to Reverse Cell Damage
1. Define your message — meet a felt need
2. Write and publish content daily — frequency matters
3. Grow your list — start a drip campaign
We can help you get your message to more people.

Speak with a team member today to learn about our advertising opportunities:

407-333-7155