

Marketing Malpractice



Reasons & Remedies

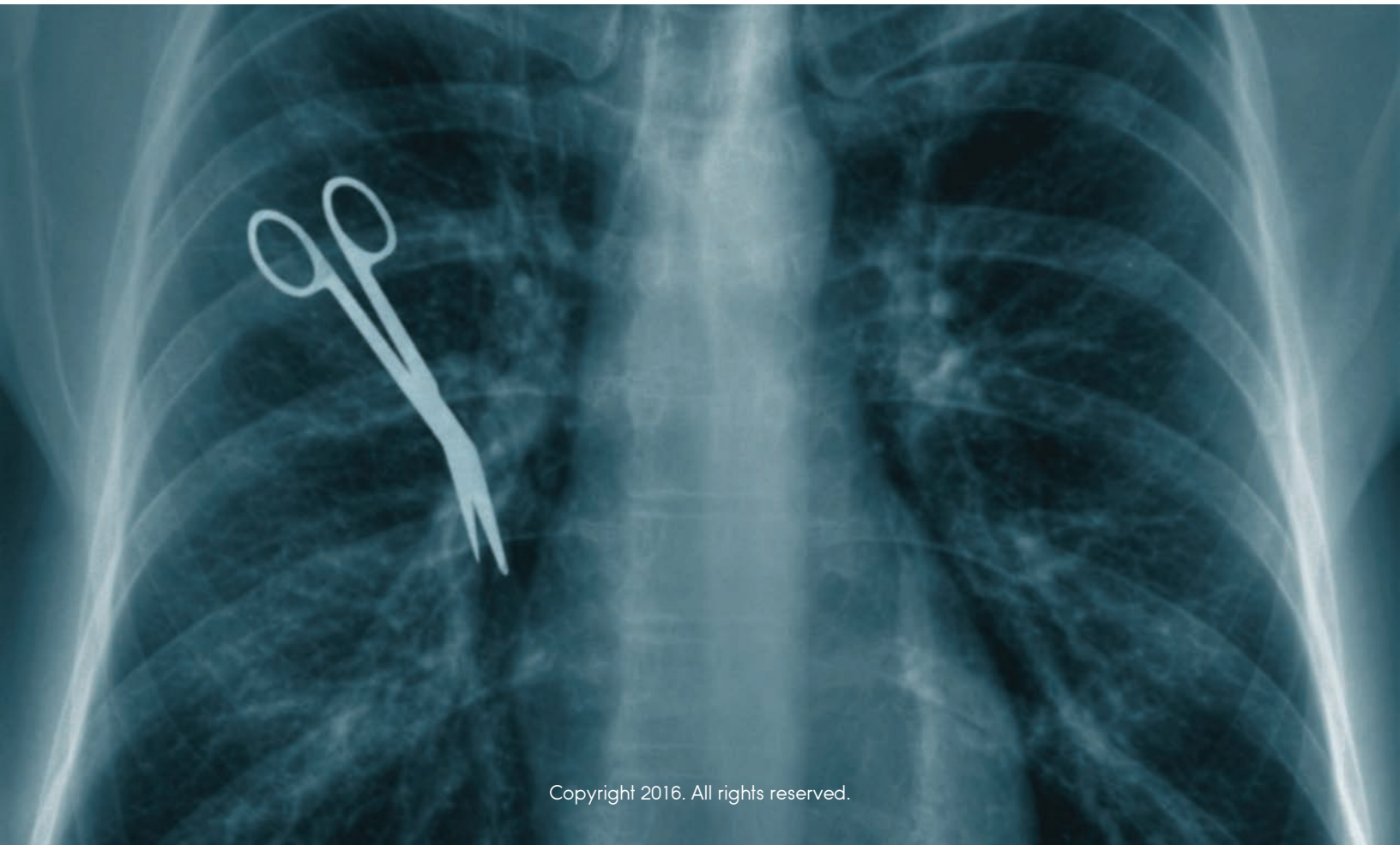
by Dr. Steve Greene

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*

1

“Your message is your magnet.”

— Dr. Steve Greene

No Message Focus



PRESCRIPTION TIP:

There will never be a more powerful magnet than a message to meet felt needs. Your message should help people.

Symptoms:

Your message ...

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

2

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

— Dr. Steve Greene

Lack of Frequency



Symptoms:

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



PRESCRIPTION TIP:

Show up on your platform every day with your message.
Embrace repetition.

3

“Your core audience wants to hear more. People with needs crave information.”

— Dr. Steve Greene

Promoting Product Over Benefit



Symptoms:

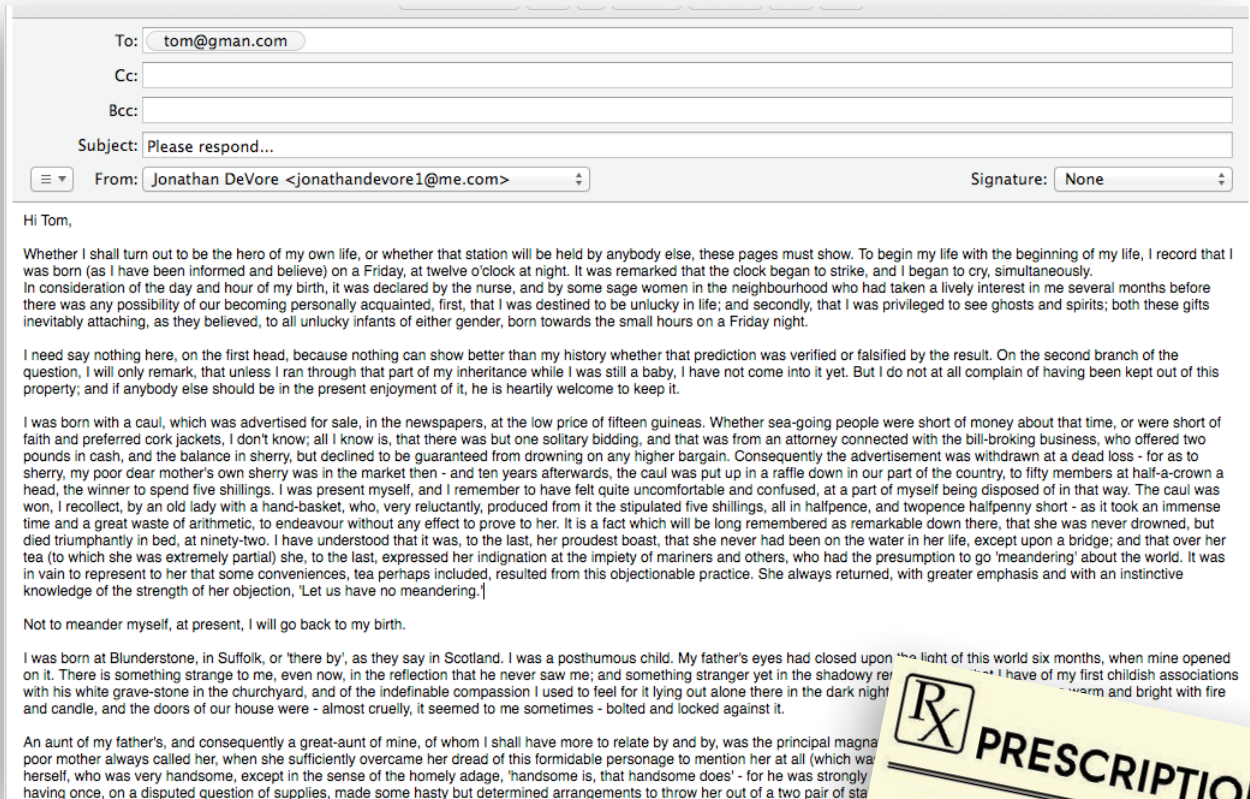
- Low audience engagement
- No intent to act
- Message fails to address a felt need
- Website doesn't convert visitors



PRESCRIPTION TIP:

*Connect people to solutions for their felt needs.
How can you help them?*

Unrewarding Emails



Symptoms:

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

Rx PRESCRIPTION TIP:

Reward your audience with short, interesting emails that speak to their needs. Don't punish them with long, gray emails.

“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



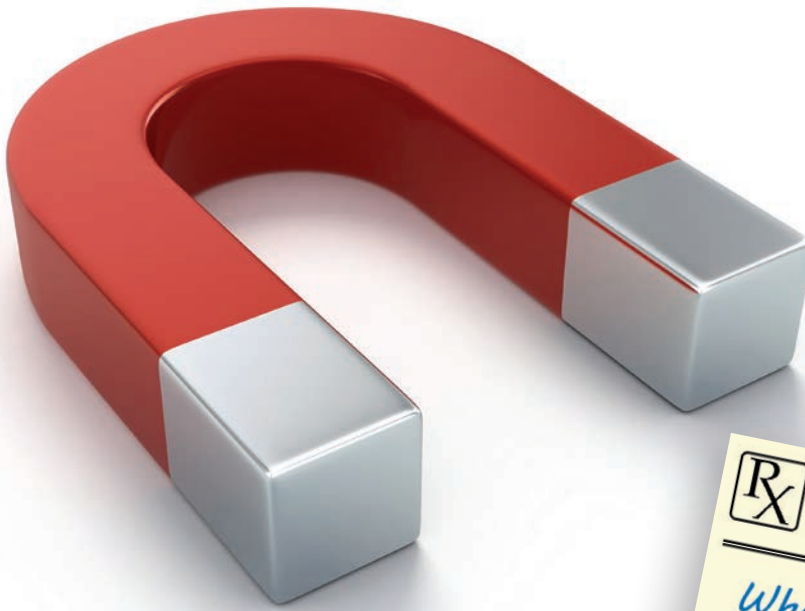
PRESCRIPTION TIP:

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

“ We don’t push our message;
they pull it from us. ”

— Dr. Steve Greene

Use of Push Over Pull



PRESCRIPTION TIP:

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

Symptoms:

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

7

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

— Dr. Steve Greene

Marketing Planning is Weak or Missing



Symptoms:

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




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