Marketing Malpractice



Reasons & Remedies

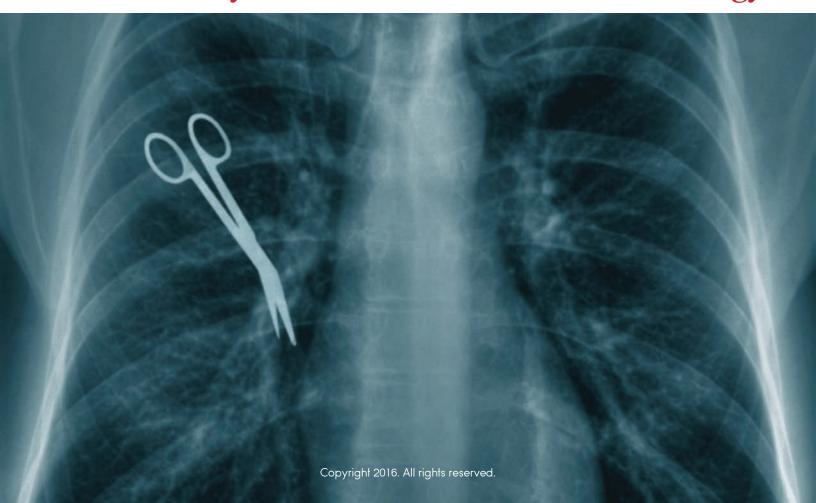
by Dr. Steve Greene

What is Marketing Malpractice?

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

Waste of...

Time, Money, Resources, Market Share, Energy



Reasons Your Organization Suffers From Marketing Malpractice



No Message Focus



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

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

Dr. Steve Greene

Lack of Frequency



- Lack of audience engagement
- Your audience lacks understanding

66 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

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66 The very best social media tool for just about any relationship-building goal is email. 99

- Dr. Steve Greene

Unrewarding Emails

To:	tom@gman.com		
Cc:			
Bcc:			
Subject: Please respond			
≡ ▼ From:	Jonathan DeVore <jonathandevore1@me.com> ‡</jonathandevore1@me.com>	Signature:	None ‡
	,		
In consideration of the day and hour of my birth, it was declared by the nurse, and by some sage women in the neighbourhood who had taken a lively interest in me several months before there was any possibility of our becoming personally acquainted, first, that I was destined to be unlucky in life; and secondly, that I was privileged to see ghosts and spirits; both these gifts inevitably attaching, as they believed, to all unlucky infants of either gender, born towards the small hours on a Friday night. I need say nothing here, on the first head, because nothing can show better than my history whether that prediction was verified or falsified by the result. On the second branch of the question, I will only remark, that unless I ran through that part of my inheritance while I was still a baby, I have not come into it yet. But I do not at all complain of having been kept out of this property; and if anybody else should be in the present enjoyment of it, he is heartly welcome to keep it. I was born with a caul, which was advertised for sale, in the newspapers, at the low price of fifteen guineas. Whether sea-going people were short of money about that time, or were short of faith and preferred cork jackets, I don't know; all I know is, that there was but one solitary bidding, and that was from an attorney connected with the bill-broking business, who offered two pounds in cash, and the balance in sherry, but declined to be guaranteed from drowning on any higher bargain. Consequently the advertisement was withdrawn at a dead loss - for as to sherry, my poor dear mother's own sherry was in the market then - and ten years afterwards, the caul was put up in a raffle down in our part of the country, to lifty members at half-a-crown a head, the winner to spend five shillings. I was present myself, and I remember to have felt quite uncomfortable and confused, at a part of myself being disposed of in that way. The caul was yon, I recollect, by an old lady with a hand-basket, who, very reluctantly, produced from it the st			
on it. There is some with his white grave	lerstone, in Suffolk, or 'there by', as they say in Scotland. I was a posthumous child. My father's eyes ha sthing strange to me, even now, in the reflection that he never saw me; and something stranger yet in th »-stone in the churchyard, and of the indefinable compassion I used to feel for it lying out alone there in e doors of our house were - almost cruelly, it seemed to me sometimes - bolted and locked against it.	ne shadowy rer the dark night	my first childish association
poor mother always herself, who was v	er's, and consequently a great-aunt of mine, of whom I shall have more to relate by and by, was the prin- s called her, when she sufficiently overcame her dread of this formidable personage to mention her at all ery handsome, except in the sense of the homely adage, "handsome is, that handsome does" - for he wa- disputed question of supplies, made some hasty but determined arrangements to throw her out of a two	cipal magna I (which war as strongly pair of sta	SCRIPTIC

Symptoms:

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

Reward your audience with short, interesting their needs. Don't punish them with long,

66 Content is King. Frequency is Queen. Your list is the horse and carriage. "?

- Dr. Steve Greene

There is no junk email,

only junk lists. Develop

a strategy to grow your

list with people that

your message can help.

No Lead Generation



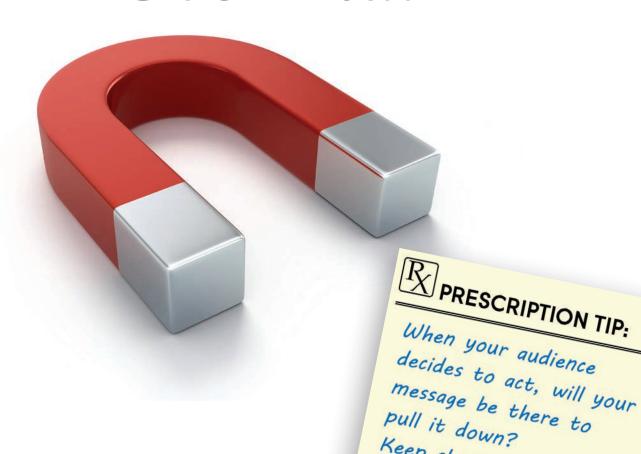
Symptoms:

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

Keep showing up.

- Dr. Steve Greene

Use of Push Over Pull



Symptoms:

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

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66 Building a powerful platform is a long-term strategy to connect more people to your message. 99

- Dr. Steve Greene

Marketing Planning is Weak or Missing



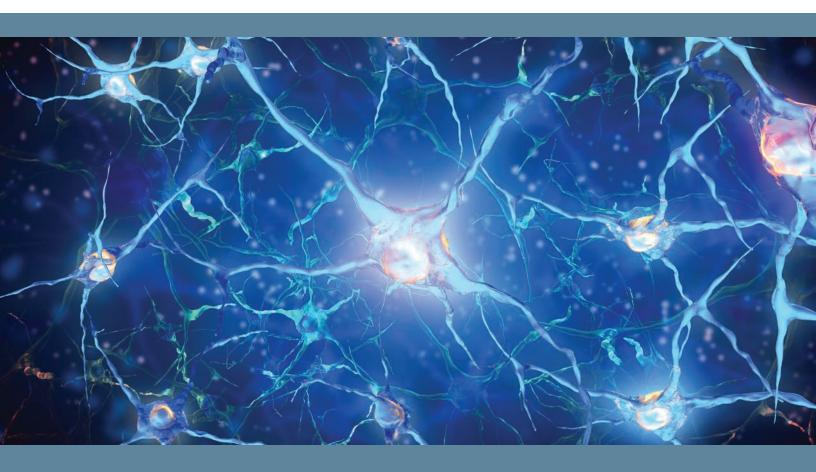
Symptoms:

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

R 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