

7 Disciplines of Relational Marketing

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What are the 7 Disciplines?

Discipline	Definition	Biblical Example
1.		
2.		
3.		
4.		
5.		
6.		
7.		

A Biblical Approach -- This session is built around the assumption that:

- God does have a marketing strategy to accomplish his purposes.
- The life of Jesus Christ illustrates the principles that guided that strategy to success
- We can learn and apply these principles in our ministry and work life in ways that bring glory to God and marketplace success.

Why Disciplines?

1. _____
2. _____
3. _____

Messages

What is a Powerful Offer?

What is your Value Proposition?

Your offer creates a match between what you have and those who want what you have, and delivers value to the donor/customer.

Messengers

Qualities of an Ambassador

1. _____
2. _____
3. _____

Jesus Messengers

Prophets

- Created Awareness
- Built Anticipation
- Description of Authenticity

John the Baptist

- Answer to a Problem
- Created Awareness
- Built Anticipation
- Confirmed the Authenticity of Jesus Christ

- Wedding Attendees
- Disciples
- Woman at the Well
- Demoniac
- Crowds - WOM
- Every Encounter Induced a Response

Who are your messengers?

Organization Controlled/Scripted

- Leadership
- Spokesperson
- Endorsers
- Celebrities
 - Music Artists
 - Entertainment Stars
 - Authors

Non-Controlled/Scripted

- Press/Media
- Bloggers
- Social Media/Commentators
- Teachers
- Donors
- Users/Beneficiaries

Methods -- What methods are you using to market your organization?

Offline Tools

- TV
- Print
- Radio
- Billboards
- Guerilla
- Signage
- Public Speaking
- Networking
- Direct Mail
- PR
- Video

- Events

Online Tools

- Web site
- Search Engine Optimization – SEO
- Analytics
- E-Newsletters
- Blogs
- Facebook/Twitter/LinkedIn
- Email
- Podcasts

What method did Jesus use?

Word of Mouth – Three Types

Metrics -- What do you measure to ensure that your marketing plan is effective?

- ✓ # New Donors/Clients
- ✓ Retention Rates
- ✓ Reactivation Rate
- ✓ Gift/Purchase Frequency
- ✓ Annual \$ Volume per Donor/Customer
- ✓ Gift/Purchase Size per Engagement

Multiply

The ability of a person or organization to reproduce itself.

1. What is your multiplication model?
2. How do you multiply?