

Marketing for a Mission:

The Formula for Social Businesses
and Nonprofit Causes



Socially Responsible Marketing is...

Authentic communication and engagement between a do-good company and its constituents. It drives passion for purpose, creating positive returns for business, society and the environment.

The Formula:

Set Strategy.....	page 1
Shape Story.....	page 2
Engage Communities.....	page 3
Build Platforms.....	page 4
Get Results.....	page 5
About GmG.....	page 6





strategy



“If you don’t know where you’re going, you’ll end up someplace else.”

-- Yogi Berra

It sounds rather basic to point out that a smart approach to marketing your socially responsible business starts with setting a strategy. That before you do anything else, you must deeply understand your business objectives, your stakeholders, what success looks like and how to measure it.

But whether you are a nonprofit, a small company or even a large enterprise, having a strategic plan in place is less common than you might think. If you have one in place, the key is to make sure it fully incorporates the rest of the discussion to follow. If you don’t, let’s talk for a minute about what it might look like.

At the most basic level, building a strategy is all about being S.M.A.R.T. Most organizations are familiar with SMART Goals (specific, measurable, achievable, relevant and timely). Clearly charting the path to success using these guidelines will pay off big time. With this best practice in hand, we’d also suggest you consider three keys to building an effective strategy:

The first key to a smart marketing strategy is to make sure it’s a business strategy. That you are focused on outcomes, not activity. That you are measuring things that matter. At the end of the day, getting 1 billion impressions, doubling your website traffic or selling out your special event don’t really mean that much if the activities don’t lead to results that positively impact your business.

The second key is to gain commitment and buy in from your organization. If marketing is not a priority, it won’t matter how smart your strategy is. You need senior leaders and your board to believe in the plan you’ve developed and understand how it will help the company achieve success.

The third key is what we like to call “controlled velocity”. Being smart in marketing is very much like the concept of speed. There are many different aspects to it. With speed, it’s not just how fast you can go. It’s also important to understand how long it takes you to hit your top speed, how long you can maintain that momentum, how quickly you can change directions. And how effectively you can adjust your speed based on the circumstances (sometimes faster isn’t better).

A well-designed marketing strategy gets you smart quick, ensures that you sustain momentum for a long time and creates the ability for you to be flexible and opportunistic as circumstances in your environment change. It also balances your smartness with swiftness so that you move at a pace that is urgent yet thoughtful.



With strategy in place, it's time to find your voice. There's a story inside every organization, and this is even truer for nonprofits, social businesses and wellness enthusiasts. Telling that story can be tricky. For some starter advice, we've included some helpful tips on the right.

When considering your story, there are two big areas for concentration:

1. Make sure you have a clear picture of those who will hear your story: what they're like, what their emotional drivers are, what problems they are trying to solve, and so on. Don't discount this step and assume you "know your customer" because the truth is, you probably don't have as firm a grasp on what makes them tick as you think you do.
2. Make sure you focus on your entire story, not just your mission statement and intro presentation. Everyone needs an elevator pitch, but your organization's story goes way beyond that.

Telling your story also involves mapping for consistency across multiple touch points and over time. It impacts your content strategy: what will you talk about, when, how, why? Story is also involved in articulating your value and communicating the impact of your organization.

Story is the main way you express your brand, advance your cause and bring your strategy to life.

How to Tell a Story: Connect – Engage – Excite

Connect

To initially connect with your stakeholders and capture their attention, you have to resonate and be relevant. Marketing Guru Seth Godin once said that, "The best stories don't teach people anything new. Instead, the best stories agree with what they already believe and make them feel smart and secure when reminded how right they were in the first place."

Engage

Once you have your their attention, you must keep it. To do that, you need to deploy all the usual tricks of the trade in storytelling. Drama. Plot. Suspense. Humor. Conflict. You have to map your story strategically to make sure you keep them informed and entertained.

Excite

Before your story ends, you have to transcend attention and interest and propel them into action. Friar Pedro Arrupe said that "what seizes your imagination affects everything." We all make decisions based on emotion over rational thought. You have to make people think "**what if**". If your entire strategy is not centered on building toward that seminal moment, you're missing the true power of story.



community



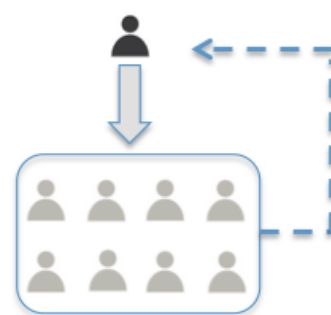
Audiences are extinct. In today's world, it's all about community. Whether engaging your workforce, donors, volunteers, customers, prospects, consumers, or all the above, success requires that you create engaged communities around your brand.

Social media has severely limited the ability to control anything, to keep anything separate, to truly have one way communication, or even two way communication. It's every way communication now.

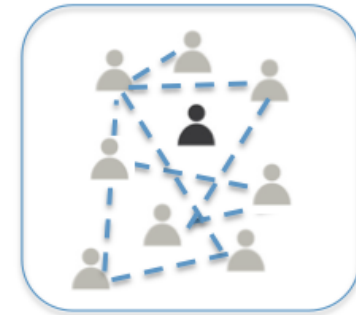
With the pervasiveness of social networking and technology, your stakeholders are constantly connected in community, whether you choose to be a part of it or not.

The distinction between audience and community is an important one. Many organizations today are still operating as if their stakeholders are patiently waiting for their next newsletter or press release. That's simply not the case. Today's consumer wants engagement and is actively seeking it out whether you offer it or not.

A world where community is king has a significant impact on your strategy, as well as how you shape and share your story. Communities are interactive. They thrive on shared experiences. They respond well when you try to engage them.



Audience: Predictable information flow. One-way communication with limited opportunities for feedback. Controlled messages. Role is largely listening.



Community: Interacts with some degree of shared space. Dynamic information flow. Real-time feedback, co-creation and collaboration. Organic and participatory.

Activating your communities should be a fundamental business objective for your organization. Significant time must be spent nurturing these relationships through content, conversation and positive interactions.

Make it easy for your communities to serve as groups of ambassadors for your brand, carrying your story forward. Your supporters want to tell others about you and to get positive affirmation that they are a part of something special. You just need to equip them through shareable content and consistent outreach.



platforms



In addition to igniting and growing your community, you should also actively seek ways to spread your message to the people who don't know you, yet.

Using your organization's content, expertise and point of view, your story can be magnified through inbound marketing, news media, social media, speaking opportunities, the blogosphere and key influencers.

It could even be park benches, billboards and Super Bowl ads. However, in most cases, a do-good company with a story to tell and a limited budget is likely going the route of earned attention and guerilla type platforms. If you succeed in building your platform, you will see a return on your investment of time and money.

Platforms create the opportunity to:

- *Expose your story* to big crowds over a short timeframe
- *Create buzz* for your brand that spurs word of mouth
- Leave *breadcrumbs* online for people to find you
- *Reinforce positive engagement* among your communities
- *Generate content* that can be used across other initiatives
- *Establish credibility* for your organization as a leader
- *Effectively position* your brand and your value

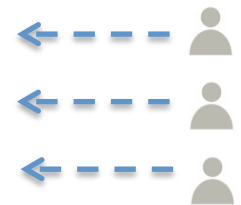
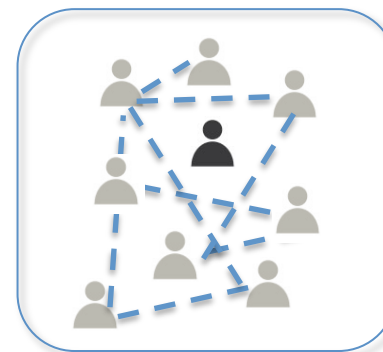
Original Content | Expertise

ebooks – whitepapers – blogs – research

Results | News | POV | Trends

Speaking
News Media
Webinars
Influencers

Advertising
Publications
Website
Events



Use smart content + thought leadership, deliver through a mix of existing and self-built platforms & watch your communities grow and your brand spread like fire.

This is the fun part. You get to watch your organization grow. Celebrate the success. And look closely for ways to improve your approach. This isn't a one-time event. You should be analyzing and examining all along the way. Adjusting as needed to ensure the job gets done.

Just to recap how you get there:

- It all starts with strategy. Deeply understanding your business objectives, your stakeholders, what success looks like and how to measure it.
- Effectively shaping and sharing your story is job number one. Story is the main way you express your brand, advance your cause and bring your strategy to life.
- Activating your communities should be a fundamental business objective for your organization. Significant time must be spent nurturing these relationships through content, conversation and positive interactions.
- Use smart content + thought leadership, deliver through a mix of existing and self-built platforms & watch your communities grow and your brand spread like fire.
- Rinse, adjust, repeat.

How NOT to Measure

Don't make these mistakes when evaluating your marketing efforts

The N of 1 - "We tried that, and it didn't work." Whenever someone says that to you, the first thing you should ask him or her is this: How many times did you try it? In most cases, that someone will respond with "once." That's a dangerous way to make decisions.

The Pile On - This happens when you introduce too many variables into your experiment, and you can't clearly evaluate what's working and what's not. Throwing one more log on the fire can quickly burn down the forest of insight you're seeking.

The ROI Trap - Sometimes tactics can be wildly successful in "influencing" specific actions and buying decisions without getting credit for "closing the sale." Don't focus myopically on ROI.

The Blink - Just because it works for Malcolm Gladwell doesn't mean you should apply it to measurement. Don't pull the plug at the first sign of trouble. Instead, allow time to capture enough data to make informed decisions.

The Gut Check - This is when someone blatantly disregards what the data shows, because it doesn't validate his or her gut. Marketing is both art and science. But sometimes we default to our gut, even when there's ample proof that it's wrong.

The Missing Link - Sometimes we fail to identify how we're going to measure success in the first place. And then halfway through, we realize we don't have all the data we need to truly evaluate the campaign.

about GmG



At Good.Must.Grow. we are helping create a world where there's no business like good business. That's why we are obsessed with helping good companies grow. We provide strategic marketing support for socially responsible businesses, nonprofit causes and organizations that are committed to making our world a healthier place.

We want to be part of a revolution that drives societal change by sparking increased charitable giving and community involvement as well as unprecedented levels of corporate social responsibility. In addition to taking after-tax profits and re-investing in worthy causes, we'll be actively fundraising through the GmG Fund to make strategic marketing affordable for do-good organizations.

Contact: Heath Shackleford
Founder/Kick Starter
615-545-2398
heath@goodmustgrow.com

Company: www.goodmustgrow.com
@goodmustgrow
info@goodmustgrow.com