



Funnel Marketing Strategy: Awareness

THE BOYS' BRIGADE OBJECT

The advancement of Christ's Kingdom among Boys, and the promotion of habits of Obedience, Reverence, Discipline, Self-Respect and all that tends towards a true Christian Manliness.

How many times have you mentioned BB to someone, only to see a blank look come across their face? Or you hear the question "What's Boys' Brigade?". And after you explain what BB is (hopefully using a 30 Second Elevator Pitch), what do you usually hear next? "Oh, its like Scouts", they nod knowingly.

Why do people know more about Scouts than BB? Over time, there has been an AWARENESS built about Scouts. From their branding, a physical presence of a Scout Hut in a local community, acknowledgement of the groups in movies are just ways that the world has become aware of Scouts. A person may be prompted to look up a local Scouts group after seeing it in a movie. Perhaps they were a Scout in the past. It is mostly likely the first group a person might think of when they consider a group for their child.

Many people who used to go to BB are surprised its still around. How can we make people aware that BB is a great choice for their boys?

BBQLD has a social media strategy of "Creating Awareness". Through our FB posts, we try to be relevant and show off what BB does.

The BBQLD strategy is reasonably effective. We can create a general awareness in the public, and then filter any enquiries towards Companies. BBQLD will often boost a Facebook Post to a target audience to increase awareness. This is a cost-efficient way to advertise.

The BBQLD strategy is quite general. How effective it is depends on one thing – The Next Step. The next step is twofold: Will a person go the next step and contact the Captain after initially responding to BBQLD and will a Captain or contact from the Company follow up after receiving info from BBQLD. It will never be as good as a local Company creating awareness in their local community. If there are too many steps, its quite hard to get through the funnel.

A Company strategy would be to let your community know about BB and what it offers. Be part of community events, letterbox drop, get to know the school chaplain, put up posters, displays and signs etc.



Interesting Facts

Developing a Boys' Brigade that
Partners with Churches, Supports Leaders, Engages Boys

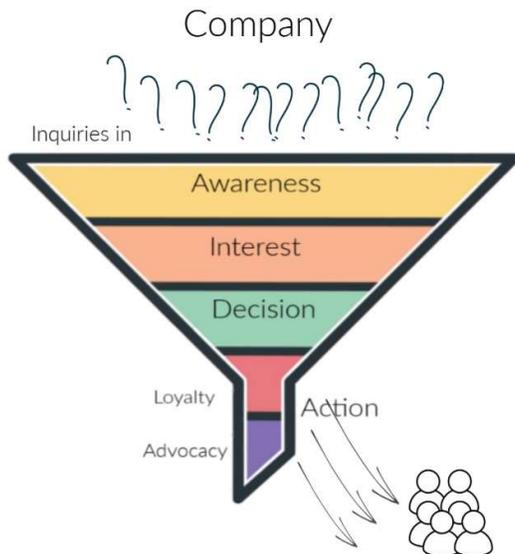
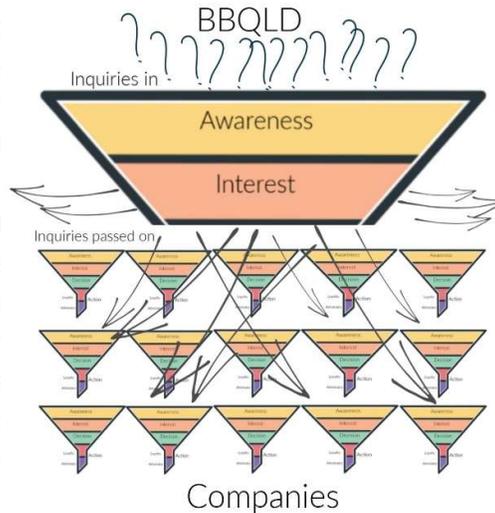


The Boys' Brigade Qld

#theboysbrigadeqld

Information Sheet

Imagine Qld is an ocean and you want to catch a certain type of fish. BBQLD throws out a net to try and capture interested people and draw them through the funnel. If we get 30 enquiries from one FB campaign that means, on average, a company might get just ONE enquiry. In reality, some Companies get a few and many Companies get none. It's quite hard to catch a certain type of fish in the ocean. From BBQLD's perspective, we can create awareness and interest and then funnel the inquiries to the Company, where the process starts again.



Imagine your community is a pond. You throw out the net into your Church community. Here's an example of "throwing the net". Let's imagine you are at the local show. Your display has Giant Games, balloons, photos, and the very important action video. 30 families stop to talk to you while their kids play a game or get a balloon. You give out 15 brochures and collect their contact info. You have just created awareness to 30 families and have a chance to contact 15 families and invite them to BB, Holiday Kids Club, Christmas Carols and let them know what your church has to offer.

Also, next time you are representing your Company at an event and these people come along, they know about BB! They will recognise the setup, the name, hopefully you! You will start to build a relationship. They might drive past the church and remember they met you. It is a lot easier to catch a certain type of fish in a pond.

Everything you do to create awareness works together to build a brand. This same strategy can be applied to your church and your church ministries. How would it be to combine with your men's and ladies' groups, youth group, care ministries and shout out to the community that your church is welcoming and caring.

Follow up is CRUCIAL! If you say you are going to get in touch, then do so. Strike while the iron is hot, while the interest is high. Read the info sheet on Follow Up for more details.

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