

Marketing for BXs



February 8, 2018

Agenda

The basics

- Membership is declining
- What is marketing?
- Marketing is hard
- Marketing v. branding
- Every “ing” is an opportunity

What to say

- Your value proposition
- Let’s build a value proposition
- Key messaging
- Two kinds of KMs
- Target audiences

How to say it

- Small & fast > big & slow
- Best practices
 - Effective emails
 - Productive print
 - All about social
 - Your website
 - Your members



Today's outcomes

- Today is a discussion about marketing strategies
 - Why marketing is important
 - How to approach it
 - Goal is to give you tools you can take away to improve your marketing collateral.
 - Open and lively discussion about marketing.
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The basics

The future of the association

- According to the ASAE, “association membership is declining”
 - *To Stay Relevant, Professional Associations Must Rebrand*, Harvard Business Review
 - Traditional engagement models are changing
 - Companies are cutting costs
 - Social networking is replacing regular networking
 - Information is everywhere
 - It's time for a change.
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What is marketing?

- **Definition 1:** Marketing is the act of selling products or services to customers.
 - **Definition 2:** Marketing is the process of teaching consumers about why they should choose your product over a competitor's.
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The 4 Ps of marketing

- **Product**
 - Your plan room
 - **Price**
 - The dues or subscription fees you charge
 - **Place**
 - The geographic territory you serve
 - **Promotional strategy**
 - How you tell your story to your customers
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Marketing is hard

- It costs money.
 - It requires expertise.
 - It never stops.
 - ROI can be slow.
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Marketing ≠ branding

- Marketing is about teaching customers why they should choose your product.
 - It's objective.
 - Branding is the set of impressions you leave with a customer once a transaction has ended.
 - It's more subjective.
 - The difference: control.
 - You control your marketing.
 - You have much less control over your branding.
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A note on branding

- Branding is all about the customer experience.
- What can you do to augment that customer experience every step of the way?
- You have to excel at the “ings”.



Every “ing” is an opportunity

- “-ing” is the suffix we attach to a progressive form of a verb.
 - it shows us that an action is in progress
 - Every time a member engages with you, an “ing” happens.
 - walking in the door
 - calling your office
 - browsing projects in your plan room
 - Each “ing” is an opportunity for you to augment your service.
 - Excellent “ings” make for better service and greater member retention.
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What to say

Your value proposition

- What's a value proposition?
 - A statement about the **features** and **benefits** that your exchange provides to its members in direct response to their **needs**.
 - A **feature** is what something has on board; a technical element
 - A **benefit** is the way that feature improves a user's life
 - A **need** is something someone values about your organization
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Your value proposition

- “The leaders in construction information in the state since 1943.”
- Your VP must clearly show a relationship between the needs of your audiences and the specific services or products you provide in response to those needs.



A value proposition formula

- For **[audience]** who want **[their needs and goals]**, the **[name of company]** offers **[features]** that feature **[benefits]**.
 - Unlike **[competitor services]**, our service is **[differentiators]**. These unique features ensure **[particular benefits]**.
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Let's build a VP for BXNet!

- For **[audience]** who want **[their needs and goals]**, the **[name of company]** offers **[features]** that feature **[benefits]**.
- Unlike **[competitor services]**, our service is **[differentiators]**. These unique features ensure **[particular benefits]**.



Key messages

- You can't be everything to everyone. Nor should you try to be.
 - Think about two things.
 1. What makes your service offering compelling?
 2. Who needs to know?
 - **Key messages** are ideas that drive the narrative about your exchange and help you to form the distinct impressions that are meaningful to your **audiences**.
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Key messages: Points of Pride

- PoPs are statements about your organization that make you different.
 - Authentic, compelling and distinct.
 - Some BXNet PoPs:
 - We are the only networking organization dedicated to executives and managers of local construction associations, builder exchanges and plan rooms.
 - We offer unparalleled industry intelligence.
 - We support professionals at all levels of our members' organizations.
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Key messages: Proof of Value

- PoVs are messages that contain facts that have meaning to your audiences.
 - They are the evidence points that support your Points of Pride.
 - BXNet is the only peer-to-peer organization of its kind.
 - Our members may access the intelligence of dozens of their peers across Canada and the USA.
 - We provide support and advice to not only exchange managers, but also plan room and operations personnel.
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Target audiences

- What to say is one thing. You also have to know who to say it to.
 - Target audiences are the groups of people that are critical components of your customer base.
 - They're often varied.
 - Your messages will vary too.
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What are your target audiences?

- Owners
 - Designers
 - GCs
 - Subtrades
 - Suppliers
 - Affiliated businesses
 - Non members
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How to say it

Small & fast > big & slow

- Smaller communications sent out on a regular basis are more effective than large clumps of information sent out every once in a while.
 - They see you're out there!
 - People don't read.
 - **Best practice:** at least one communique a month
 - Make it short. Make it relevant!
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Best practices: effective emails

- News and information from your industry, your exchange, your community, your members.
 - Some rules:
 - Not all content has to be internal to your operations.
 - Not all content has to be original.
 - All content must be relevant to your audiences.
 - Short and sweet is best. Summary text + link.
 - Someone's reading this on their phone!
 - At least every month. Maximum every week.
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Best practices: productive print

- Print is not dead!
- Some rules:
 - People look for quality productions
 - Depth of information is key
 - Bring in a variety of voices
- At least quarterly. Monthly or bi-monthly should be your goal.



Best practices: sharable social

- Social is a worldwide sharing of knowledge and ideas.
 - It's a conversation, not a PR wire or a soapbox.
 - It is the most relevant extension of your brand today.
 - It's relaxed, gentle and humble.
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Best practices: sharable social

- In other words, not this:



Donald J. Trump ✓

@realDonaldTrump

....to President of the United States (on my first try). I think that would qualify as not smart, but genius....and a very stable genius at that!

4:30 AM - 6 Jan 2018

Why social?

- Because everyone else is!
- All kinds of conversations are happening right now about your industry, your community and your members. You should be contributing to it.



How do you use social?

- The rule of thirds:
 - 1/3 of your content promotes your exchange and its work
 - 1/3 shares knowledge and ideas, and promotes others
 - 1/3 is about engaging with your followers



Best practices: your website

- When did you create your website?
 - When did you last overhaul it?
 - People's expectations of your site change constantly.
 - the content they consume
 - the number of clicks they want to make
 - they expect everything to work on mobile
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Website usability

- Who's this guy?
- Jakob Nielsen
- The world's foremost expert in website usability.



The Nielsen Norman Group

NN/g Nielsen Norman Group

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- writing for the web
- user experiences
- information architecture
- social media

Nielsen's rules for corporate sites

- Be a good story teller.
- Know your visitors' personas.
- Don't annoy.

Website SEO

- No magic bullet for SEO.
 - It's a combination of techniques you use to get your site found organically.
 - How a search engine works.
 - Search engine relies on an index of pages that it builds over time.
 - You input a search query.
 - The engine scans its index for pages that match that character string.
 - Returns a list of pages to you that have been prioritized.
 - Google's tool is PageRank
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Page rankings

- Search engines' criteria and algorithms:
 - are proprietary
 - change fast
- Broadly speaking, ranking is based on:
 - frequency and location of keywords
 - how long the page has existed
 - the number of pages that link back to that page



Optimize your SEO

- Good SEO is baked into good writing.
 - SEO is more than what you say.
 - responsiveness
 - time to load
 - good user experiences
 - properly tagged images
 - descriptive headlines
 - comment sections
 - It's all about usability!
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Your members as marketers

- Your members are your champions.
 - get them hooked
 - credible sources
- Engage young people especially.

Conclusion

Marketing doesn't have to be hard

- When you fail to plan, you plan to fail.
- Marketing has to be carefully planned and executed.
 - It has to be credible and relevant.
 - It has to be targeted and authentic.



Questions?