



Funnel Marketing Strategy: 3. Decision and Action

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.



The hardest part of the Funnel Marketing Strategy is Creating Awareness and Interest. It's a lot of hard work to be creative and consistent in your efforts. Everything you have done is pointing to the person you have attracted making a decision in your favour and the corresponding action of joining the Company.

As we have seen in the previous info sheet, we can ask the right question to get them interested, give them information and follow them up, but you can do this until the cows come home and still not get a response. Some people might come straight out and say no, it's not for them or it doesn't work for them. If this is the case, then be friendly and release them. You could ask if they'd like to be kept up to date with future church events. Always respect their decision and if they say no, delete their contact info from your regular communications.

In order to turn their interest into a "Yes", there are a few tactics you could employ. Your Company is probably already doing some.

1. Offer a free trial. Make it clear the boy can try BB for a certain number of weeks. Be sure to follow up at the end of the time to make sure he and the parents are happy.
2. Have a sign up night for new boys and families, the week prior to your company start up. Play some games, have a talk about BB, a Q&A time and supper. Have uniforms available to purchase, along with info on how to sew on badges. Offer a special deal for signing up that night.
3. On-line registration. Set up an online registration form, which you send out in your communications. Parents are more likely to click a link and sign up when they are prompted, rather than print out a form and fill it out or do it at the sign in desk. For more info on online registering platforms, contact the BBQLD Office.

Once your prospect makes the positive decision, you need to ensure that you don't just tick the box and forget about them. You want to build a relationship with the boy and their family. That boy is just as important as each of the other boys in your company. You want him to keep on coming back and you want his family to continue to bring him.

Keep your promises. Whatever you have claimed BB is, you need to make sure you live up to that promise, if not exceed it.

Be organised. Keep your program running smoothly. Be well prepared with your activities.

Be purposeful. Have a purposeful and well thought out program.

Busy families will make BB a priority each week if the boys are excited to attend. The biggest success is them making the decision to come back EVERY WEEK.

The decision to commit to BB is not just a once off decision. It is a regular weekly decision made by families, along with the decisions to attend weekend events. Your funnel market strategy still works internally, within Company, to ensure you continue to get people to BB and events.

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