



Funnel Marketing Strategy: 4. Loyalty and Advocacy

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.



Now that you have a good grip on the Funnel Marketing Strategy, you will begin to see that your current members are your greatest advocates for BB. As you prepare your marketing strategies, keep in mind how they will be used. Will they be shared to friends and families?
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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. You also want the boys to return each year.

Each Company is different, with different perspectives and interests. Keep your Company fresh with new activities and creative ways to do your programs. Don't get stuck in a rut, doing the same routine year after year. If a boy is in BB from the age of 5 to 18, mixing up the program and way you do things will keep them interested and excited to come back.

Keep your promises. Whatever you have claimed BB is, you need to make sure you live up to that promise, if not exceed it. If you state you will start and finish at a certain time, respect the caregivers and be ready to start and finish when you say, especially the finish time.

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

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

Equip your boys and families with marketing material and plan events and activities they can invite their friends along to.

Plan ahead. Know what is coming up so that you can effectively promote events. Give people fair warning so they can make plans to attend. Promote in several different ways, so that the message gets across.

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.

Within your Company, use the Funnel Marketing Strategy to Create Awareness and Interest to increase attendance for Company, Battalion and State Events (See Info sheet on Funnel Marketing Strategy: Within Company)

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