



Funnel Marketing Strategy: 2. Interest

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.



Think back to the first time you heard about BB? Maybe you don't remember, as your parents perhaps made the decision for you, at a young age, to send you along. My own story, being a mum to boys is that I'd heard of BB. There was a Company at my church. I saw the brigades march in at a church parade, dressed in uniforms, they'd maybe take a small part in the service. To be honest, it didn't look that interesting and I didn't come away from the church service any more enlightened about what they did. At the time, my boys were under anchor age, so I didn't invest much time in finding out about it and being a mum to young kids under the age of 5, well, that time of life is a bit of blur anyway. Fast forward a few more years and they heard their cousins talking about it, so I decided to give them a go at the Company their cousins went to, particularly as both BB and GB were on the same night.

How do people perceive The Boys' Brigade? Let's look at a church parade. Would every member in the congregation walk away from a church parade, enlightened about what the object of BB is, what the Company does, who BB reaches, how BB is part of the church youth ministry?

Each member of your church are your officers and helpers, skill teachers, devotion leaders, prayers, financial supporters, pastoral carers, the bridge that connects families to the church. Keep your church interested by giving them regular updates in the bulletin, share photos on the church social media and website, give them prayer points. From this, your church will be interested in what you do, excited to see what happens and will become your advocates within their circles of friends – telling others about the great boys group they have at church.

How Awareness. do we get people interested in BB in the community and beyond? Interest works hand in hand with You have to get from A to I in a very short time.

How do you get people to take a second look at what's on offer if you only have a few seconds to attract their attention? At an event, your display needs to be front and centre. Bring your table to the front of the tent, use the display boards to show pictures and signs, put up the tear drop banners, have a video loop playing BB videos on a big screen (bigger than a laptop). If you have space and energy, bring in a soapbox cart and/or canoe. Be ready to meet and greet. Stand out the front of your tent, to the side of your display so you can step up to the person and talk to them. Have a handful of balloons to give away.

If you are using the Giant Games, you'll need to change your set up to make the inside of your space inviting and fun. Stand at the front of your space and invite people in to play. While children are playing games, it's a great opportunity to attract the interest of the parents.

Reflect on how you like to hear about things. This will give you a guide on a good marketing etiquette. It's polite not to offend people's senses with marketing material. A good plan of how and when you release material and allowing a good period of time to promote will ensure you don't spam people, but gently create awareness and interest.

If people are spammed, they are more likely to be annoyed and become negative towards the group.

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



What do you do when you first meet someone and want to tell them about BB?

1. Ask the right question. There are right questions and wrong questions. Wrong questions don't give you the opportunity to give a response eg "Would you like a brochure?" If they say yes, you give them a brochure and then... awkward silence. If they say no, the door is closed and they wander off. A right question opens the door for you to give your 30 second elevator pitch or find out more about the person eg "Have you ever heard of Boys Brigade?" If they say No, you give them your 30 Second Elevator Pitch and can then ask do they have boys and questions move on from there. If they say yes, the door is open to say "where have you heard of it?".
2. Give them information. A pen, flyer, information booklet, with details about the Company. Giving them something to prompt their memory about BB is important.
3. Collect their contact information. Ask for an email address and offer to let them know of an upcoming special event or more info.
4. Follow Up. A few days after you meet the person, send them a short email letting them know it was nice to meet them, give them any information you promised. Connect them with your church and BBQLD website and social media.

Outside of an event, your connection with the community will be less structured and more random. You might meet a new family at church, sit next to someone on public transport, meet someone at a party. A simple question such as "what do you have planned for the weekend" becomes a lead in to what you might have planned with BB. Have a stash of brochures or some business cards in your car, briefcase or backpack to hand out. (Remember to get contact info).

Equip your boys and families with resources to share to invite others. Word of mouth will create the best interest.

Just another angle, this funnel strategy also works IN COMPANY. Do you market your Company Camp, Bible Quiz, Battalion and State Events, fun nights etc well? Do you create Awareness and Interest, encourage decision and action. Would your events be better attended if the boys know and anticipate the activity? Would parents get registration info in quicker if they have it early and are reminded through various platforms. Parents, too, need to know what their boy will be experiencing. Include them in the knowing of what its all about.

A personal story: I didn't see a Drill Comp, Great Canoe Race or Soapbox Derby until I began working for BBQLD. I had no idea how cool those events are, even though my boys (and husband) told me about it. Why did I never go before? Because I wasn't aware of what the event entailed and because of that, I had no interest. Your new boys and their families won't know about these things unless you can market it to them. It will be a game changer to the attendance of these events when you consider your marketing techniques to your Company boys.

Finally, be smart about how often you promote and the methods you use. Allow yourself time to market an event and use several methods to do it. To be fair to families, you need to let them know well in advance of upcoming events.