



Marketing Funnel Strategy – Within Company

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.

Marketing within your Company is just as important as marketing outside your Company. As a parent, especially one that had no contact with Brigades before my children attended, I had no idea about what to expect when it comes to what happens on Company night, along with all the other activities Companies get involved in. Parents and kids nowadays have so many other commitments, and their schedules are so tight, that they need to know what is planned with BB plenty of time in advance.

Creating Awareness and Interest is key to the boys and their families, funnelling them into making a decision to come each week, attend other activities. You will generate loyalty from the parents and the boys.

Constant communication is time consuming. Who can you delegate this role to? A parent or Officer who is passionate about communication would be ideal. If it's a parent, pass their contact info on to the BBQLD State Office, so they can be included in the weekly leader email, which will let them know all the information they require to promote upcoming events.

Start of the Year:

At your first planning meeting, plan out your big events for the year (Company Camp, Seniors Camp, Church Parades etc). Include Battalion and State events you are planning to attend as a company. Make a calendar of dates for parents. Give them a printed copy and email a copy. Printed copies are great to stick on the fridge for easy reference.

If you communicate with parents via email every week or month, include upcoming events in your email.

Term by Term

At the start of the term, highlight again in a communication – both on paper and electronic – what is planned for the term, including your Company night program. Its even helpful to give a general plan for each night, so boys can come prepared. Consider giving the boys the bible reading for your planned devotions so they could read it with their families beforehand. If you are doing something special for craft or learning a skill, boys might look forward to coming along more regularly to be involved.

Steps to Market within Company

1. **Plan ahead. Plan your events for the year and give parents all the dates for the events at the start of the year. Repeat at each term with term events.**
2. **Educate: Help parents and boys understand what the event is about and why it is important to attend**
3. **Communicate: Consider weekly emails, a day or two before your Company night, informing parents of what's coming up that week and beyond. Give parents paper copies for the fridge. Use Social Media to enhance your email information.**
4. **Church: Keep your church family up to date with what you do at BB.**
5. **Delegate the role of Communications to an officer or parent.**

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



Information Sheet

The Boys' Brigade Qld

#theboysbrigadeqld

Education

Parents need to know the details, well in advance. Why is it important for them to make the effort to get their boy to an event? What exactly is the event?

Talk up the event. Tell parents how much fun it is to go to State Juniors Camp and what they will get to do. Video montages and photos of what happened at events previously are great visual aids.

I had heard my boys talk about Drill, but I didn't know a thing about it. I'd seen them as Juniors do figure marching, but I hadn't seen them do drill. When I saw it, I learnt a lot! The teamwork, the discipline! I was impressed with the efforts. I realised how important it was to have boys turn up and participate. Boys could run their routine at end of night, for the parents, Anchors and Juniors.

Get promotional material and registration info into the hands of the parents early. Include reminders in regular communications. Don't depend on the boys to pass on information.

Social Media and Email

Social Media is a great tool to keep people up to date. It is important to make sure your families know about your Social Media profiles and follow you. Many parents, especially mums, will be on Facebook. The boys, more likely on Instagram, Snapchat or possibly Tiktok. Two different target audiences, two different strategies of promotion. Refer to Info Sheet on Social Media.

You must also assume that parents may not be on or even be very active on Social Media. Email is still the most important form of communication. Email everyone all the information and use social media to enhance the information in the email. You can put up reminders about what's happening on Company Night or on the weekend.

Easy Emails

Mailchimp is a great tool to make great emails. The free version is more than adequate for your needs. Import your contacts, create an email and send it out. You can use tags to allow you to select the audience e.g. if you just wanted to send an email to parents of Seniors, you can use the tag "Seniors". Replicate the email each week, so you can reuse information or delete what has passed. Don't forget to include photos of the boys at Company Night or at the event. Parents love to see what the boys get up to.

Refer to the Info Sheet on Using Mailchimp for more detailed information on how to use Mailchimp.

Church

Don't forget to let your church know what activities you are doing. Help them to understand that BB goes beyond just what you do at the church, but is part of a broader community. Share photos of the boys for inclusion in their communications as well.

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