



# Marketing Your Emerging Congregation

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United Synagogue  
Web/Conference Call Resource  
June 13, 2007



# Agenda

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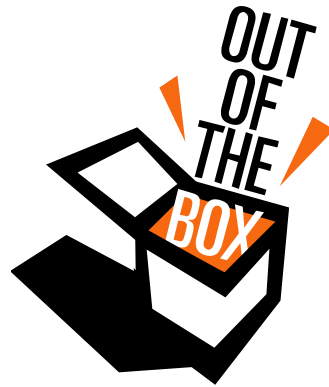
Who? What?

# Session Goals

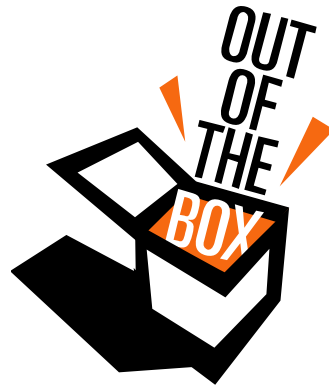
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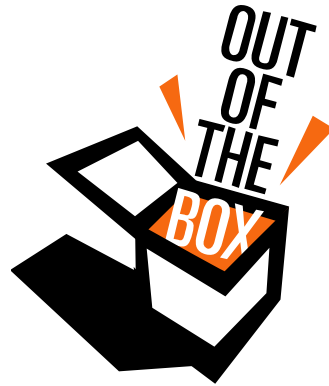
- ▶ Understand core marketing concepts.
  - ▶ 4 P's
  - ▶ 3 C's
- ▶ Learn the key questions a leadership group needs to address to successfully market a program or idea.
- ▶ Apply the principles to a congregational start-up environment.
- ▶ Discuss the core elements of a marketing action plan.



**What is marketing?**



**What is branding?**



**What is your group's brand?**



# Personal Stories

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▶ Understanding individuals.

# Personal Histories

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- ▶ What was the first event or meeting you attended related to your congregation?
- ▶ Why did you come?
- ▶ Did it meet your expectations?
- ▶ What do you say to a friend or acquaintance to get them to attend one of your events?

# Judging Messages

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- ▶ Attention-getting?
- ▶ Motivating?
- ▶ Relevant?
- ▶ Jewish?
- ▶ Transformational?
- ▶ Defensible?
- ▶ Savvy?
- ▶ Memorable?
- ▶ Educational?
- ▶ Soulful?
- ▶ Truthful?
- ▶ Useful?
- ▶ Affordable?
- ▶ Tasteful?
- ▶ Ethical?
- ▶ Consistent?
- ▶ Unique?

# One-to-One Marketing

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- ▶ Know your audience.
- ▶ Listening, not selling.
- ▶ Addressing objections: feel-felt-found.



# Marketing Planning

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▶ A recruitment “must do.”

# The 4 P's

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- ▶ Product
- ▶ Place
- ▶ Price
- ▶ Promotion

# The 3 C's

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- ▶ Customers
- ▶ Core Competencies
- ▶ Competition

# Part 1:

## Target audience

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- ▶ Who is your primary audience?
- ▶ Who is your secondary audience?
- ▶ Who will you sacrifice – the non-members of your target audience – so you are not distracted?

# Part 2:

## Desired behavior

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- ▶ What SPECIFICALLY do you want the audience to do?
- ▶ What are the milestone actions that they will need to take before they can behave as you wish?

# Part 3:

## What are we selling?

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### Tangible

Actual products  
and services.

### Intangible

The emotional  
promise you make.

# Part 4:

## Image *(of your group)*

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- ▶ What is the current image?
- ▶ What should the image be?

# Part 5: Buy-ins

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- ▶ Why do prospective attendees/members want to buy-in?  
*(Refer back to your target markets.)*

# Part 6: Resistances

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- ▶ Why are prospective attendees/members resistant to your message?  
*(Refer back to your target markets.)*

# Part 7:

## Competition

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- ▶ What does the primary target audience think are suitable substitutions to attending or belonging?  
*(Refer back to your Tangibles/Intangibles)*
- ▶ What are the decision-making factors that the audience uses to compare and contrast their alternatives?

# Part 8:

## Measuring Results

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- ▶ How will you know how well you have done?
- ▶ What will you do to celebrate and adjust for the future?

# Next Steps

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- ▶ Review questions with your key leadership team prior to Marketing Teleconference #2
- ▶ Come to consensus on key issues raised
- ▶ Set a “reach” goal for your marketing efforts
- ▶ Identify resources you currently have available including:
  - ▶ Lay Leadership
  - ▶ Spiritual Leadership
  - ▶ Organizational Resources
  - ▶ Materials
  - ▶ Programming
- ▶ Attend Marketing Teleconference #2 – Marketing Synergy Cycle



# Questions

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▶ An open forum.



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**Los Angeles, CA**

**Phone/Fax: 818-985-9971**

**E-mail: [jonathan@ootba.com](mailto:jonathan@ootba.com)**

**Website: [www.ootba.com](http://www.ootba.com)**