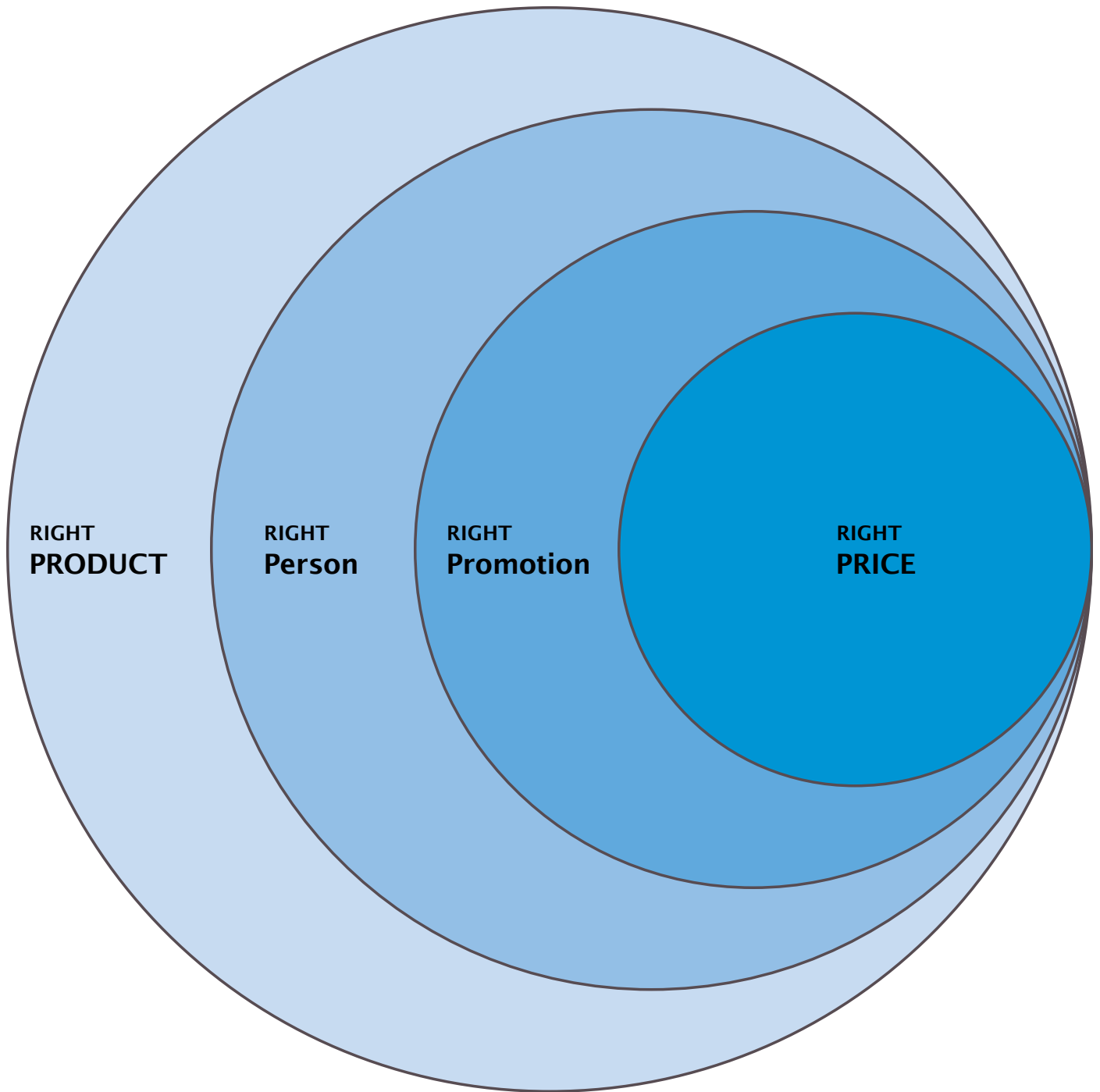


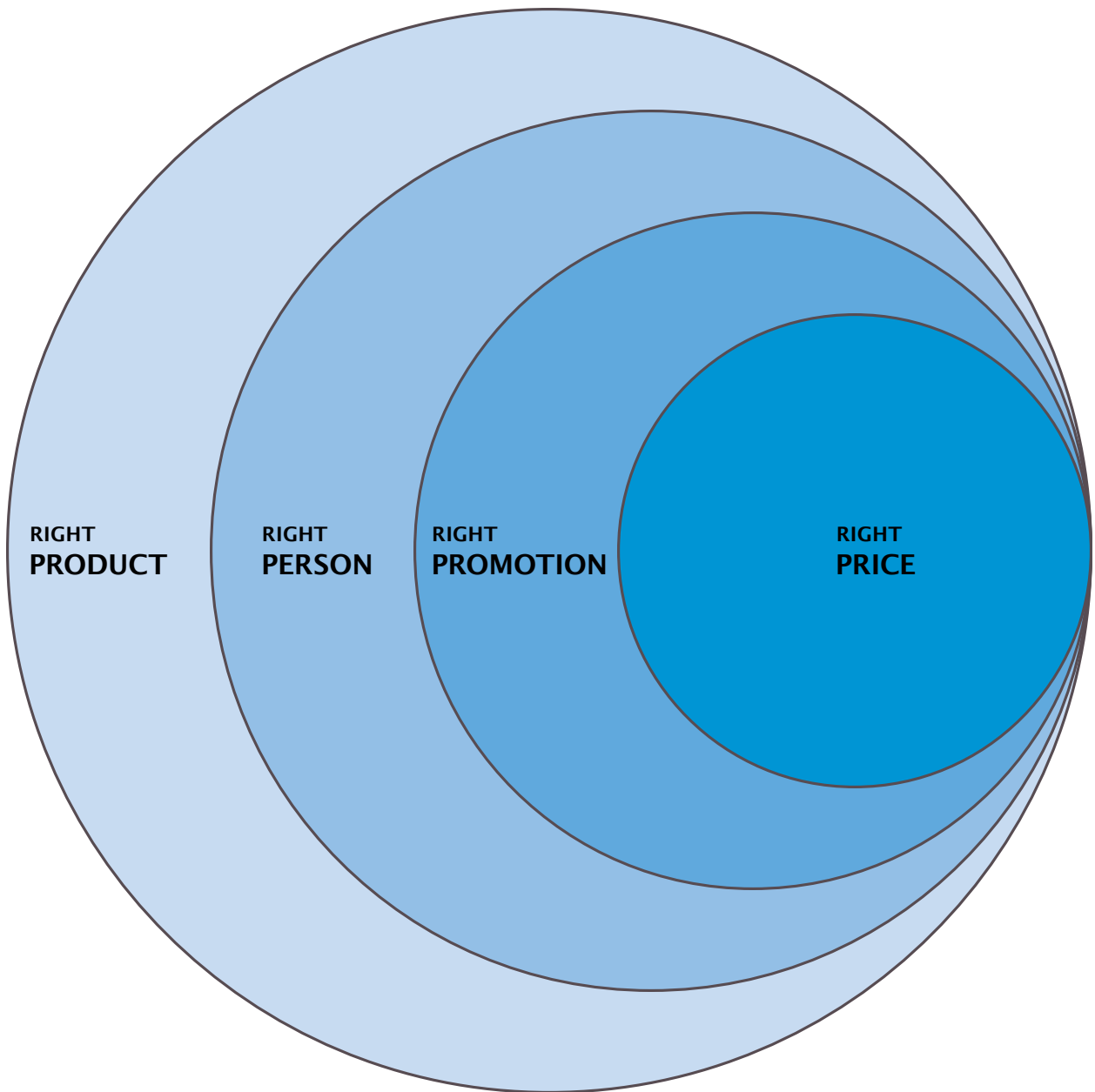
What Is Marketing?



*A Working Definition for Understanding the Art and Science of
Matching What We Can Offer with What People Want*

*by
Craig McClurg*

MARKETING IS NOT



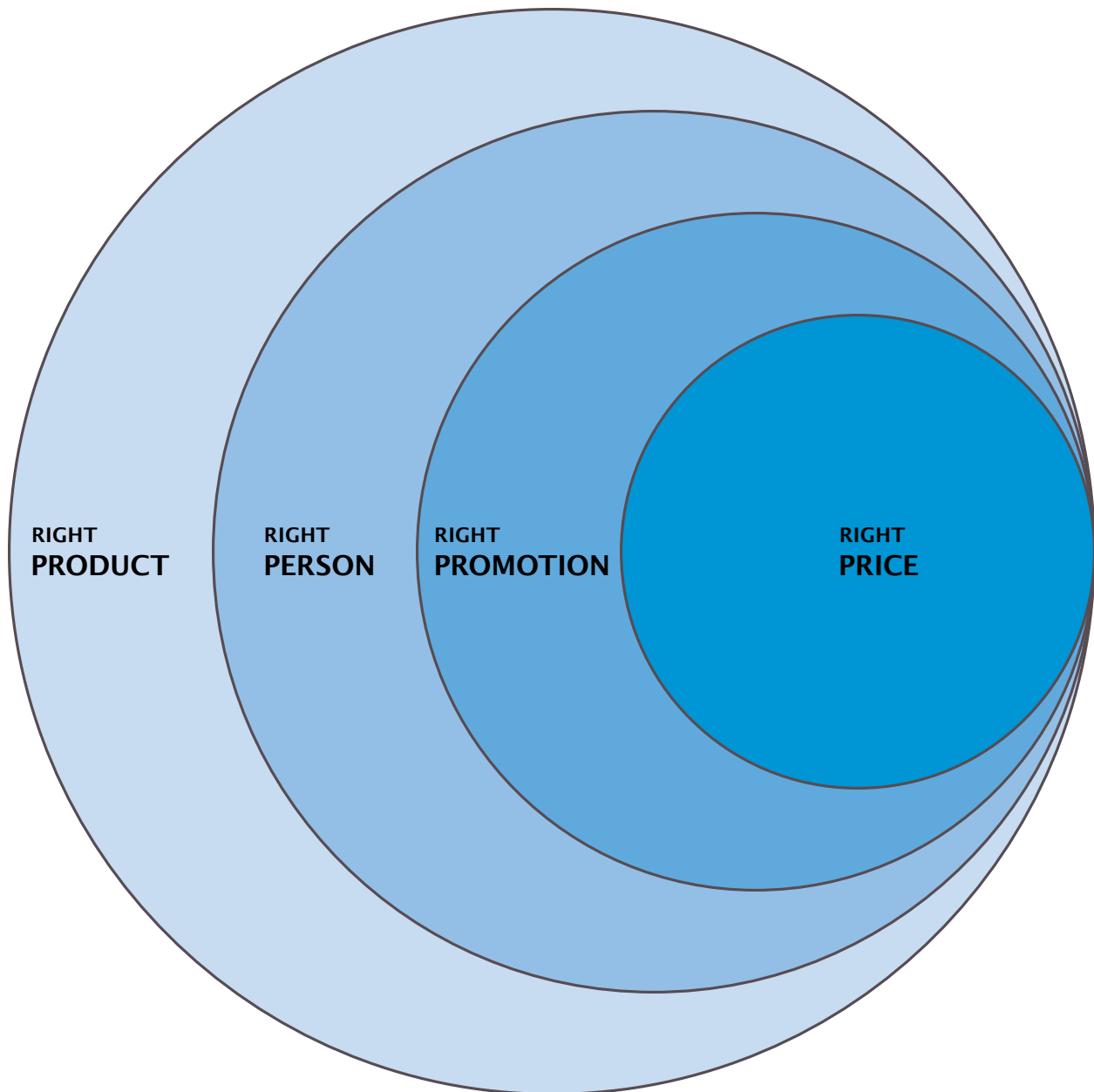
It is sometimes helpful when defining a fuzzy thing like marketing by considering what it is not.

Marketing is not a department. All staff have a role to play in drawing more people to participate with us in our ministries.

Marketing is not a dirty word. Sometimes among us we see it as something that the world does that we

Marketing does not have to be manipulative.

MARKETING REQUIRES:

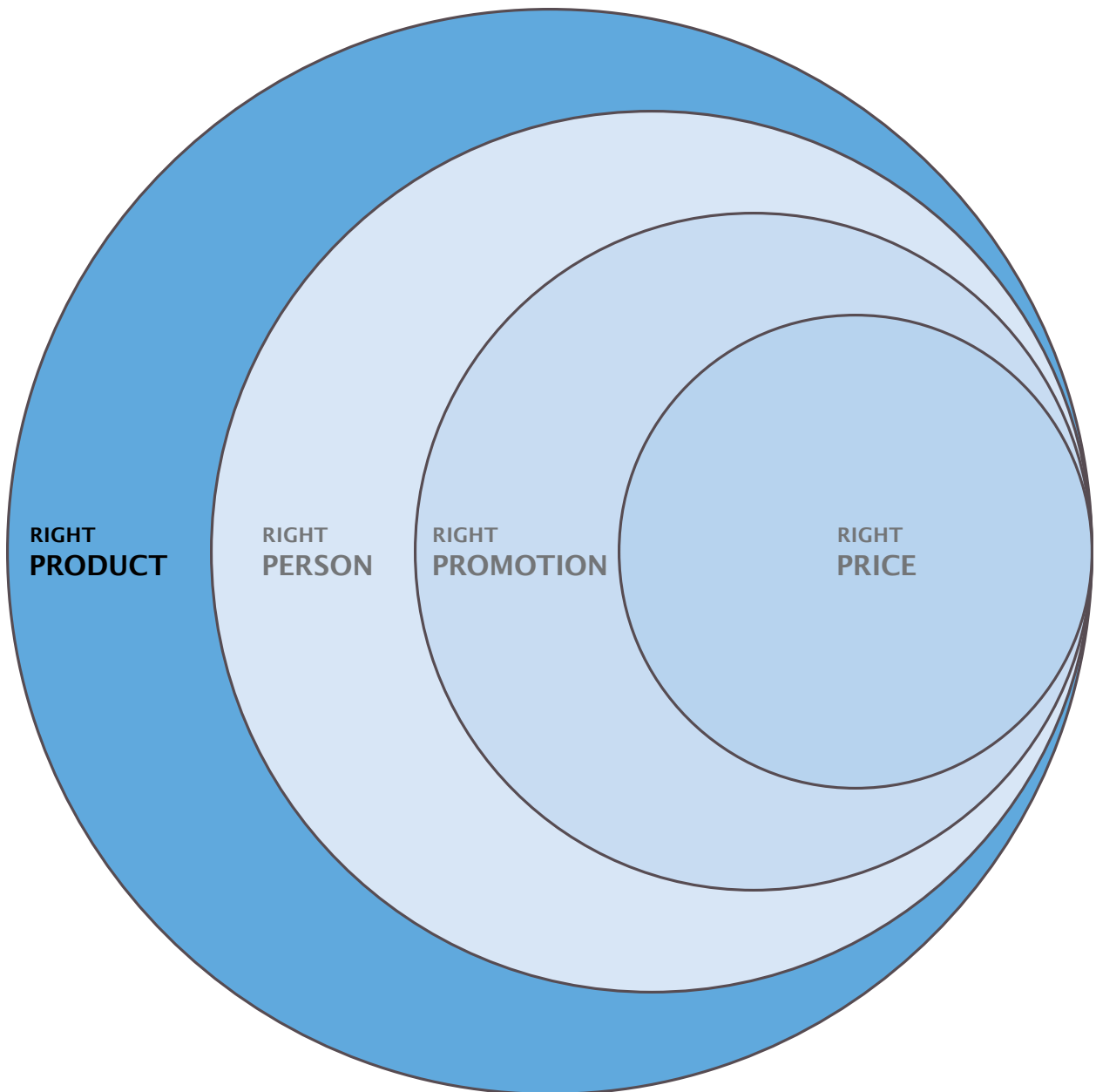


Marketing requires insight into what our customers want. (Which means we need to know who our customers are!)

Marketing requires competitiveness. We need to have a great product at a great price because our customers see alternatives.

Marketing requires awareness. Our customers need to understand who we are and what we are about.

THE RIGHT PRODUCT

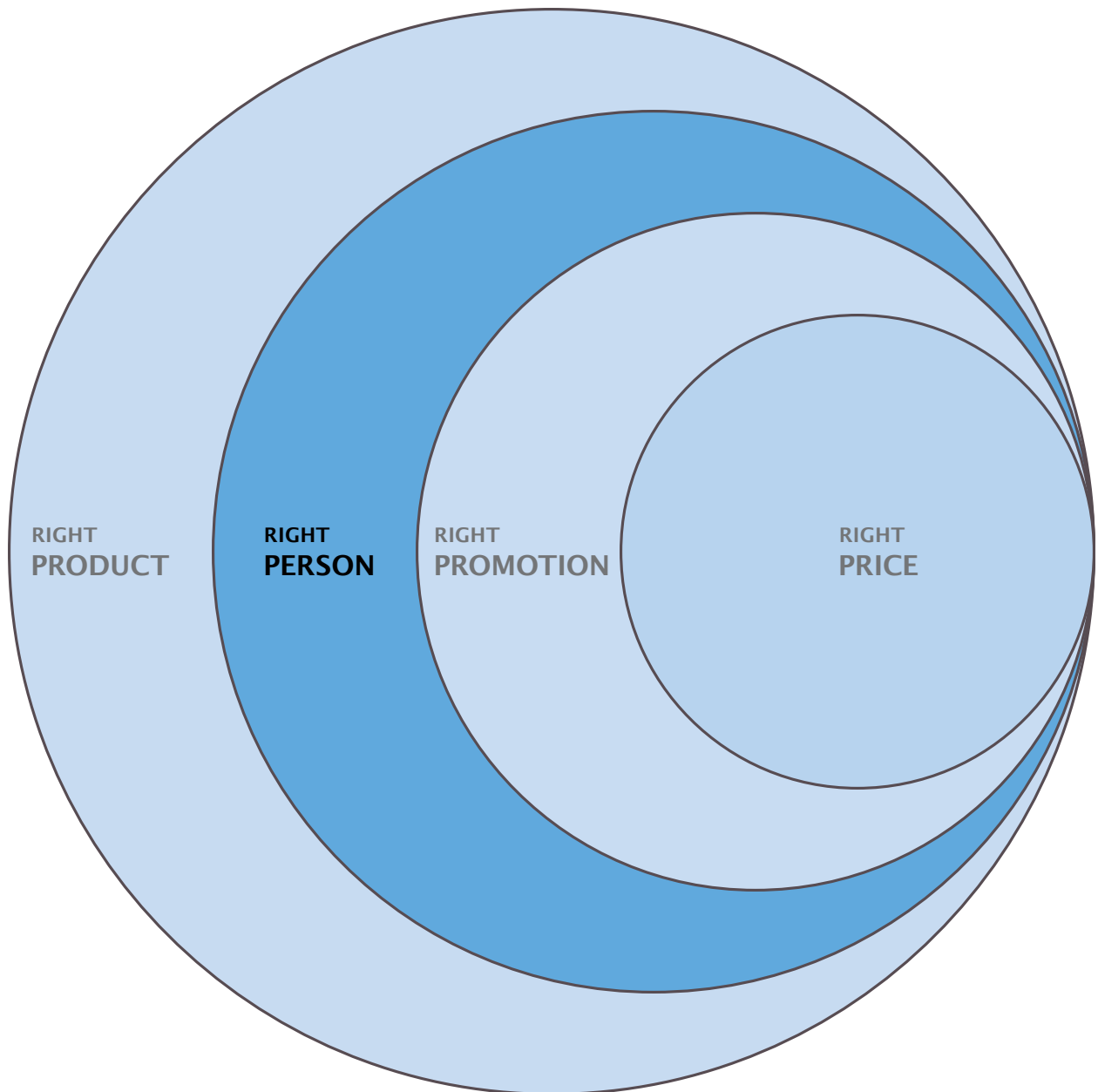


We have a Homes of Hope product, (several actually). We have a DTS product. We have Mission Adventures products. What makes them *right*?

The right product is much more than the sum of food, housing, transport and ministry set up. We offer a whole experience.

The right product is the perfect blend of meaningful ministry, feasibility, appropriate expectations and top notch execution

TO THE RIGHT PERSON

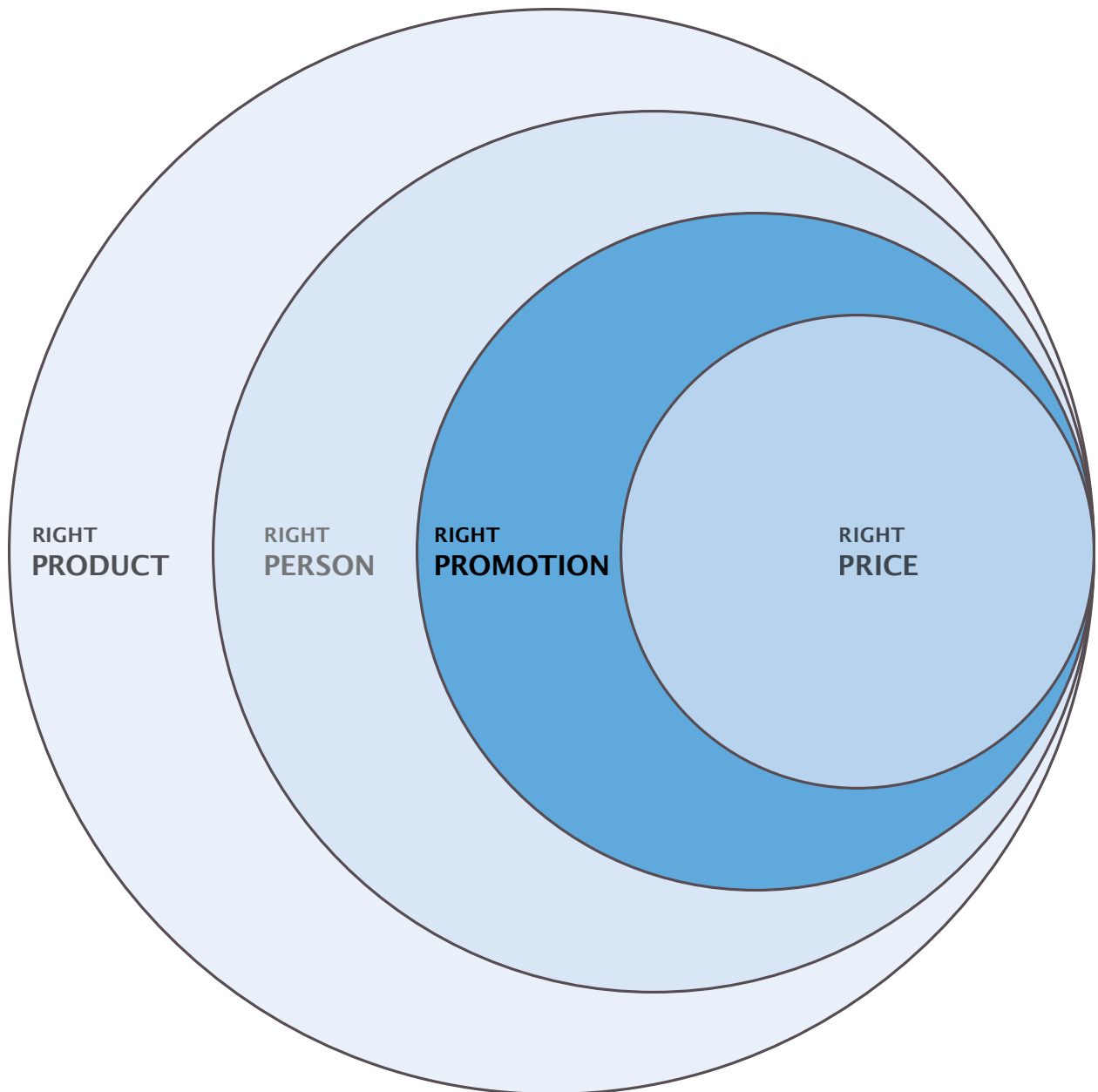


Different products are designed with different people in mind. DTS does not really work for a youth group.

We rely on God to divinely inspire people to work with us—to walk out those good works He's planned for them through our ministries.

Even though God inspires the right person, it's up to us to do everything possible to identify them and communicate our products to them.

WITH THE RIGHT PROMOTION

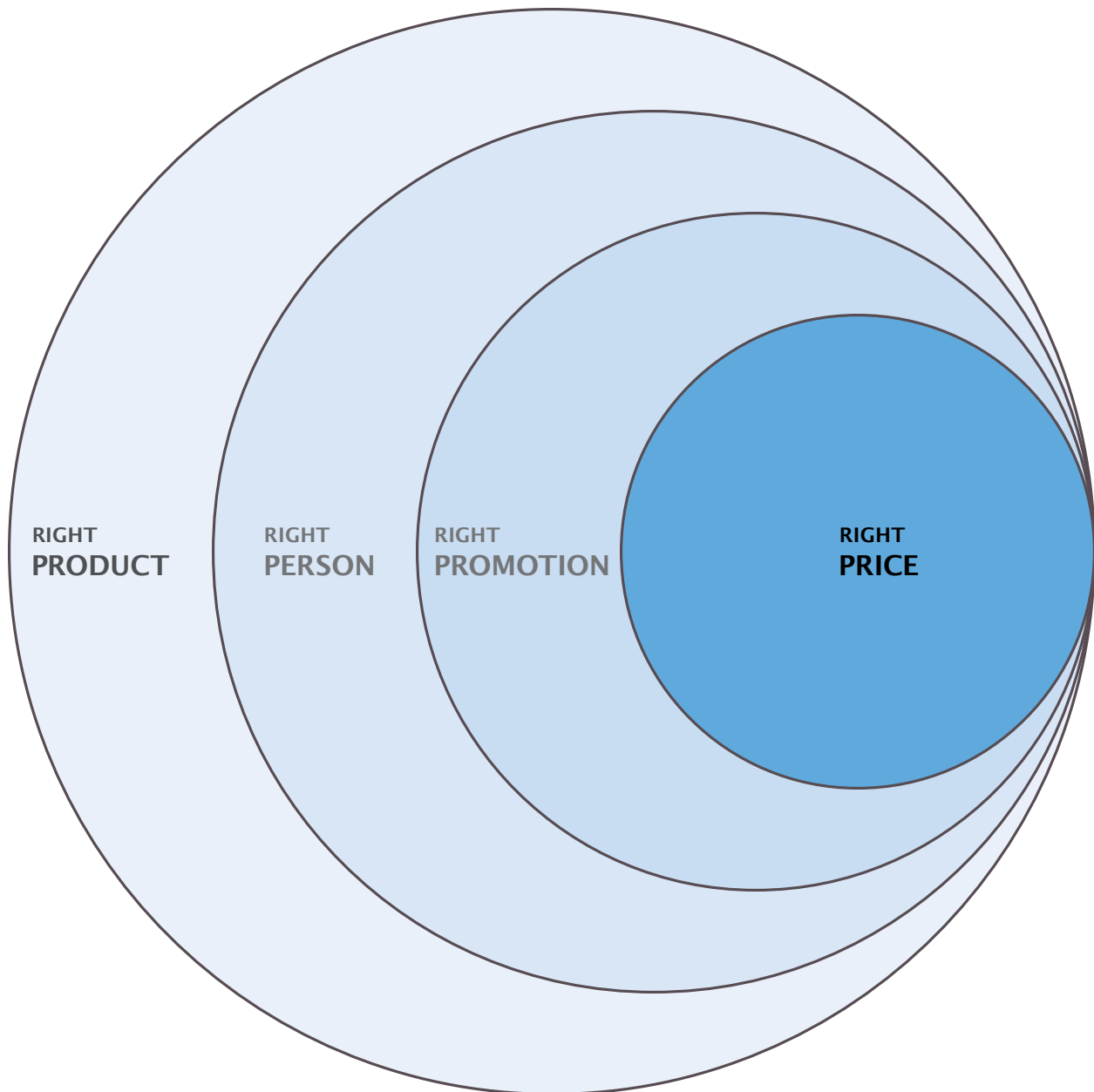


Promotion is the medium and method that encourage the decision to buy the product or attend the event.

There are many mediums, tv ads, print, direct mail, email, conventions, etc. The right one matches medium with product

The right promotion is influenced by the product and the person. It's a link between the two—like a bridge.

AT THE RIGHT PRICE



We are more price sensitive than our Users. They live in a transactional universe of “You get what you pay for.” We live in a transformational levitical calling.

The world gouges, competes and sacrifices everything to the idol of the bottom line. We are not that way.

This is the best place to make a profit—all of it gets re-sown into ministry—not a penny goes into our pockets. Users may buy, in part, to support our ministry.