

Make a Strong Value Proposition

ACTIVITY 3: CRAFT CONTENT FOR A MARKETING FUNNEL

Background

A strong value proposition is crucial for establishing long-term partnerships that promote sustainability. Organizations offering nonmedical volunteer assistance can make effective value propositions by emphasizing how they meet the needs of community members and their volunteers' positive impact on the lives of care recipients and society as a whole using qualitative, quantitative, and economic data. By combining strategic data, compelling storytelling, and effective communication strategies, organizations can present their collected stories and data in a way that fosters the partnerships necessary for long-term sustainability.

Introduction

The marketing funnel is a structured approach that can be used to deliver your value proposition to potential partners. At the start of the funnel is the awareness phase, where you use high-level, easy-to-understand communications to raise awareness of what your organization does. Once they are aware of your program, in-depth and tailored communication materials can convince them further to consider partnering with your organization. The narrowest point of the funnel is the decision phase, where highly personalized gentle pushes finally convince potential partners to support your organization. Continuous performance measurement can help you refine your communication funnel and maximize your chances of landing a partnership.

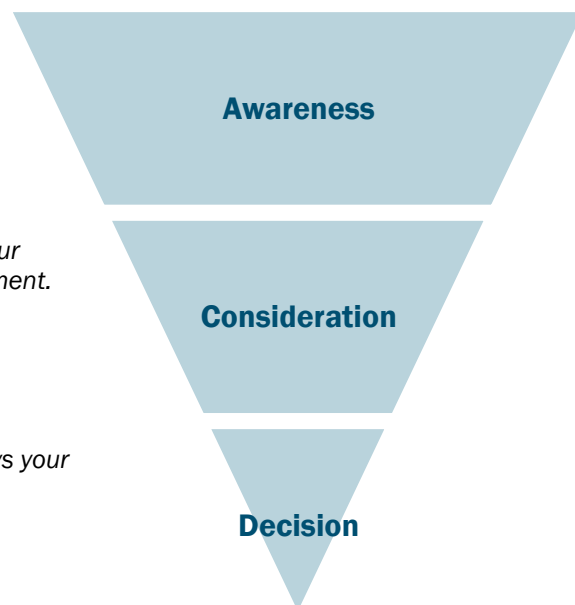
Instructions

1. Consider a potential audience or partner and brainstorm communications to move them from awareness to a final decision to partner with your organization.

Example: brochures describing who your organization serves, their challenges, and how your program addresses them.

Example: a webinar focused on the impact of your program on loneliness and nursing home placement.

Example: A personal meeting describing the ways your program aligns with a potential partner's goals.



2. The following are example performance metrics to track the success of marketing communications. Using these examples as a reference, brainstorm ways to evaluate the success of the marketing materials you developed above.
 - *Social Media: followers, reach, impressions, engagement, and click-through rate.*
 - *Website Traffic: unique visitors and visits to a specific page.*
 - *Email: opens, clicks, and unsubscribes.*
 - *Earned Media: mentions, quotes, and features.*
 - *Conversion: partners, funding, donations, volunteers, and referrals.*