



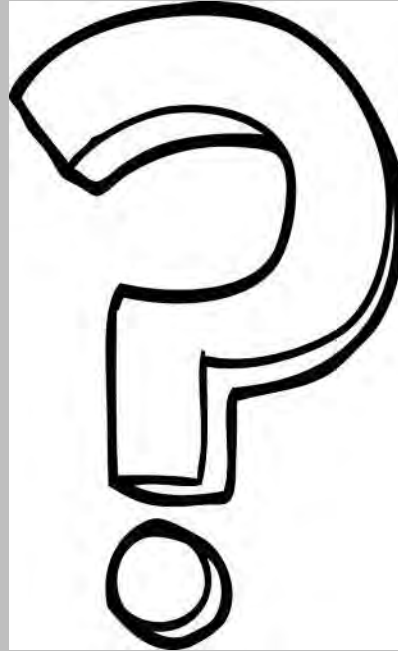
How to market your FLAG

Richard Freeman, FAMENET Support Unit

Agenda

- *What are your understandings of marketing*
- *Theory and definitions*
- *Starting with a 'why'*
- *Icebreaker exercise*
- *'Customer' journey mapping*

Marketing



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Marketing is...



Marketing is...





Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.



The Chartered
Institute of Marketing

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.



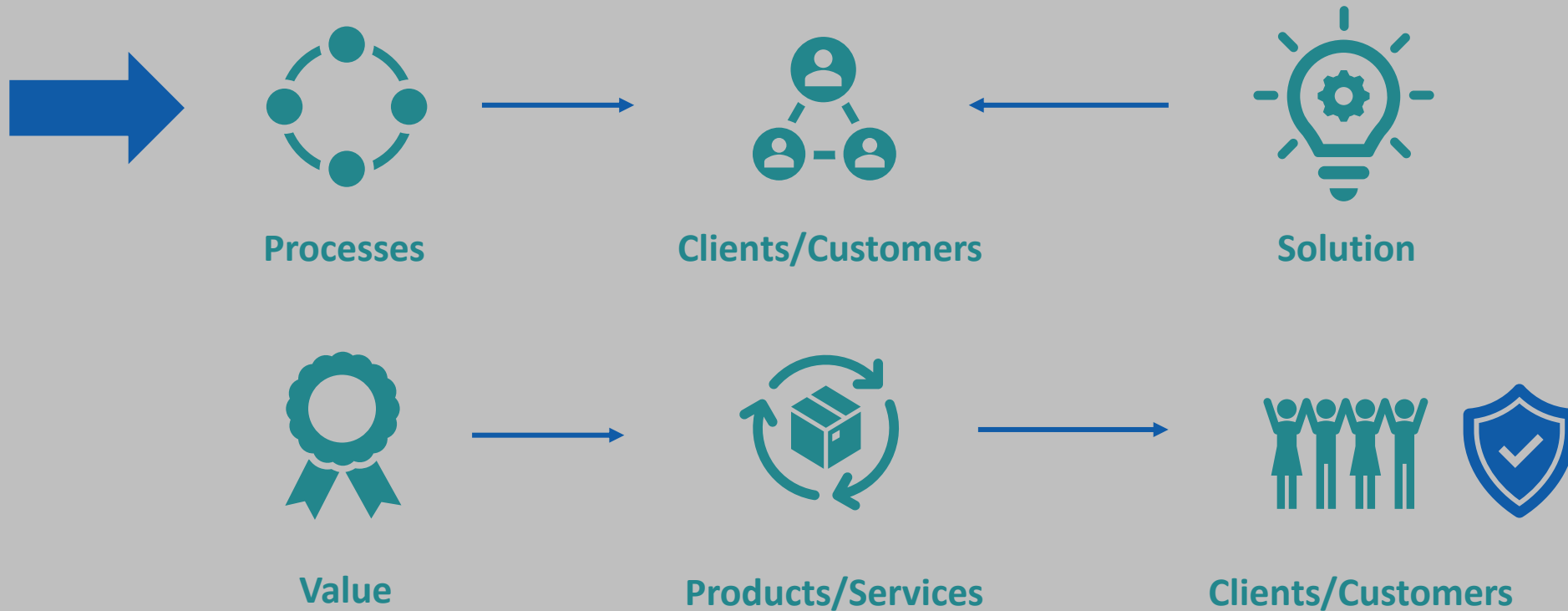
AMERICAN MARKETING
ASSOCIATION

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

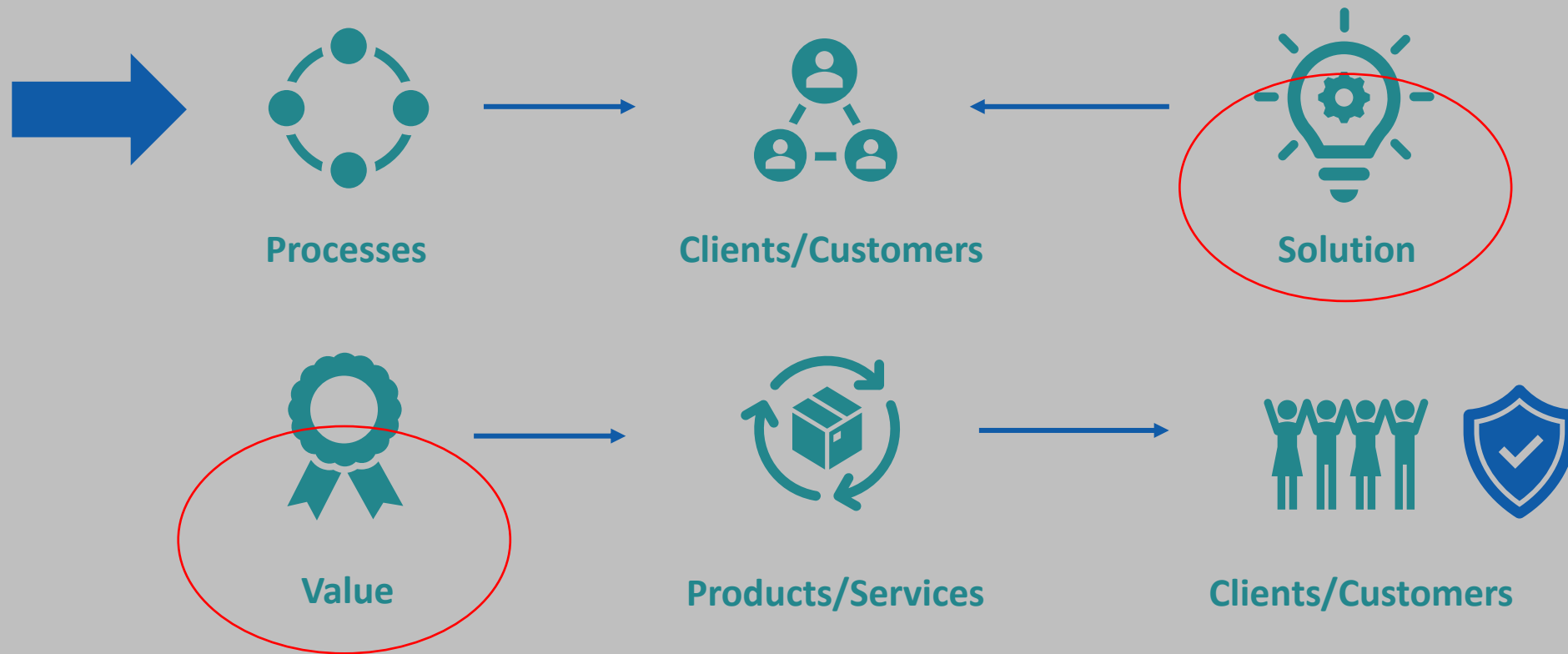
“Many organisations – especially small ones – are already marketing without realising it.”

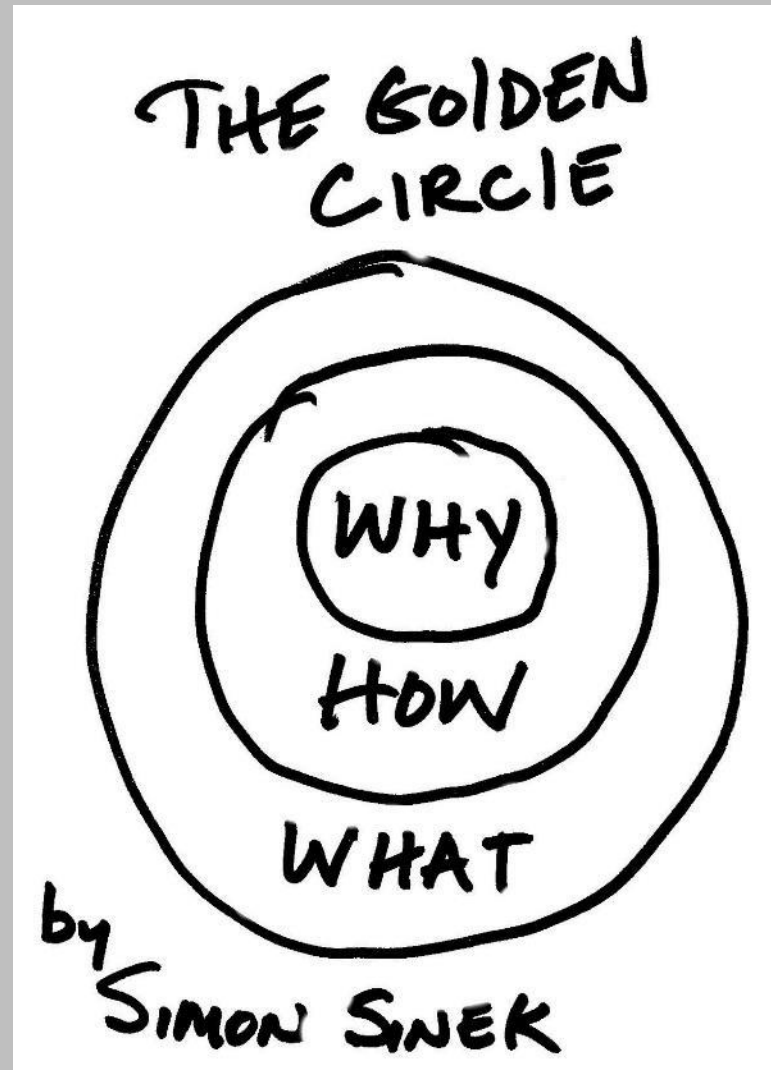
(CIM, 2024)

Marketing is...



Marketing is...





The Big Three questions

1. What do you as a FLAG do?



The Big Three questions

1. What do you as a FLAG do?

- We network local stakeholders.*
- We are a public-private partnership.*
- We implement CLLD under the EMFAF.*

The Big Three questions

2. How do you do it?

The Big Three questions

2. How do you do it?

- *We develop a local development strategy.*
- *We select and fund local development projects.*
- *We network and communicate the above.*

The Big Three questions

2. Why are you doing it?

The Big Three questions

2. Why are you doing it?

- ... a more difficult question to answer.*
- ‘Because we have to?’*
- What we mean by ‘why’ requires answering questions such as...*

The Big Three questions

2. Why are you doing it?

- *What drives us?*
- *What is our purpose?*
- *What is our passion?*
- *What are our beliefs?*

In answering these questions – we start to understand the value we offer

Fun Exercise

- *Get into groups of 4-6.*
- *Select an object from the box.*

How would you market this object?

How would you market this object?

- *Who is the target 'customer/client'?*
- *What problem does the product solve?*
- *What is its value?*
- *How might you communicate this?*

'Customer' journey mapping

- *Powerful tool for understanding if we are meeting needs*
- *Creates visual representations of interactions with your brand*
 - *YES – your FLAG is brand!*
- *Purpose:*
 - *To gain insights into behaviours*
 - *Motivations, awareness, actions, 'touch points', 'pain points'*
 - *Issues and problems*
 - *To ensure we are providing 'value'*

Customer journey matrix

Stages >	Motivation	Consideration	Application	Implementation	Advocacy
Customer Actions					
Touch points					
Pain points					
What solutions/value do you offer?					

Real world example...



Real world example...



'Touch points'

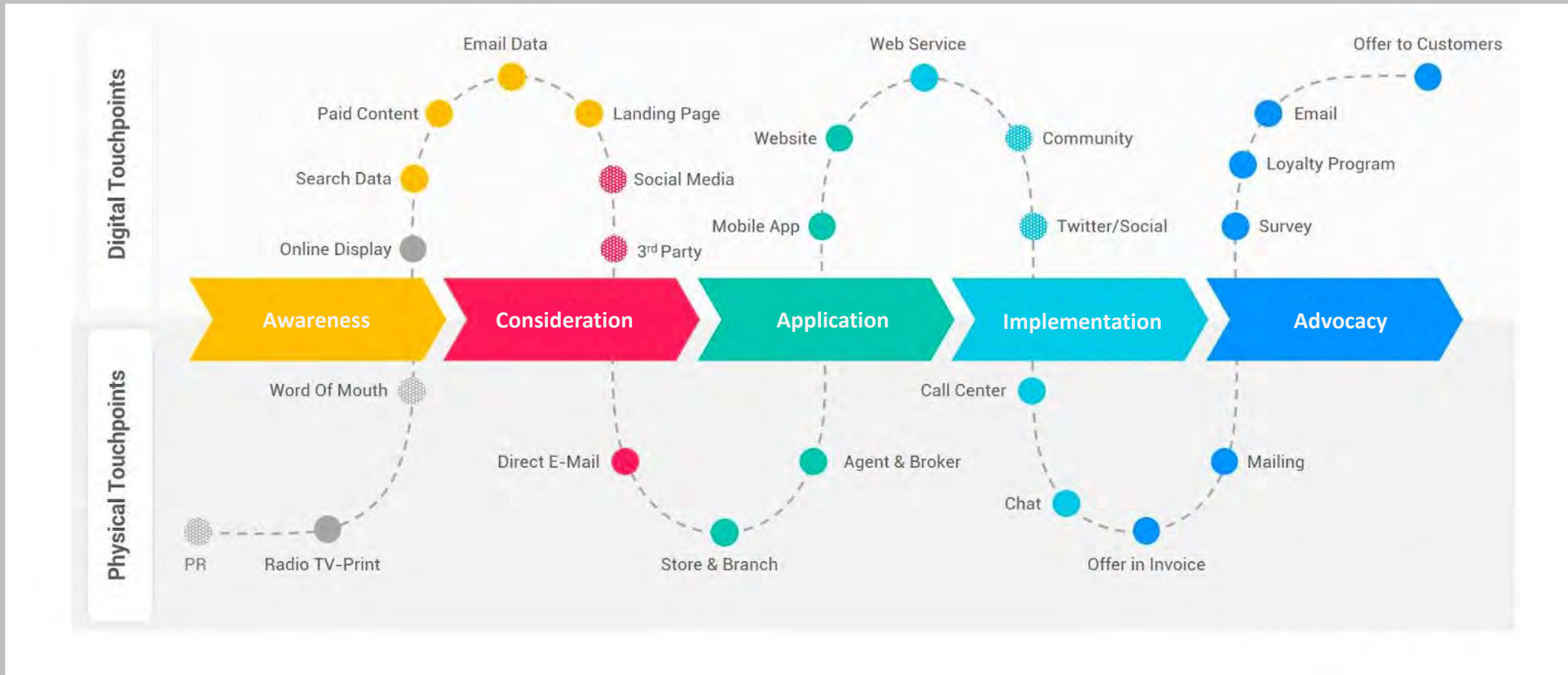
- *Refers to any interaction with your organisation*
- *A FLAG meeting*
- *An in-person meeting with the manager*
- *A visit to your website*
- *A visit to your social media*
- *A project application*
- *A project visit*



Customer actions

- *What do they do along their journey?*
- *Click a link?*
- *See an ad?*
- *See a call for projects?*
- *See a good practice or success story?*

'Touch points'



'Pain points'

- *Refers to any problems they encounter:*
- *Lack of information*
- *Lack of follow-ups*
- *Lack of networking*
- *Administrative burden*
- *Funding delays*
- *Lack of knowledge and/or support*

Workshop

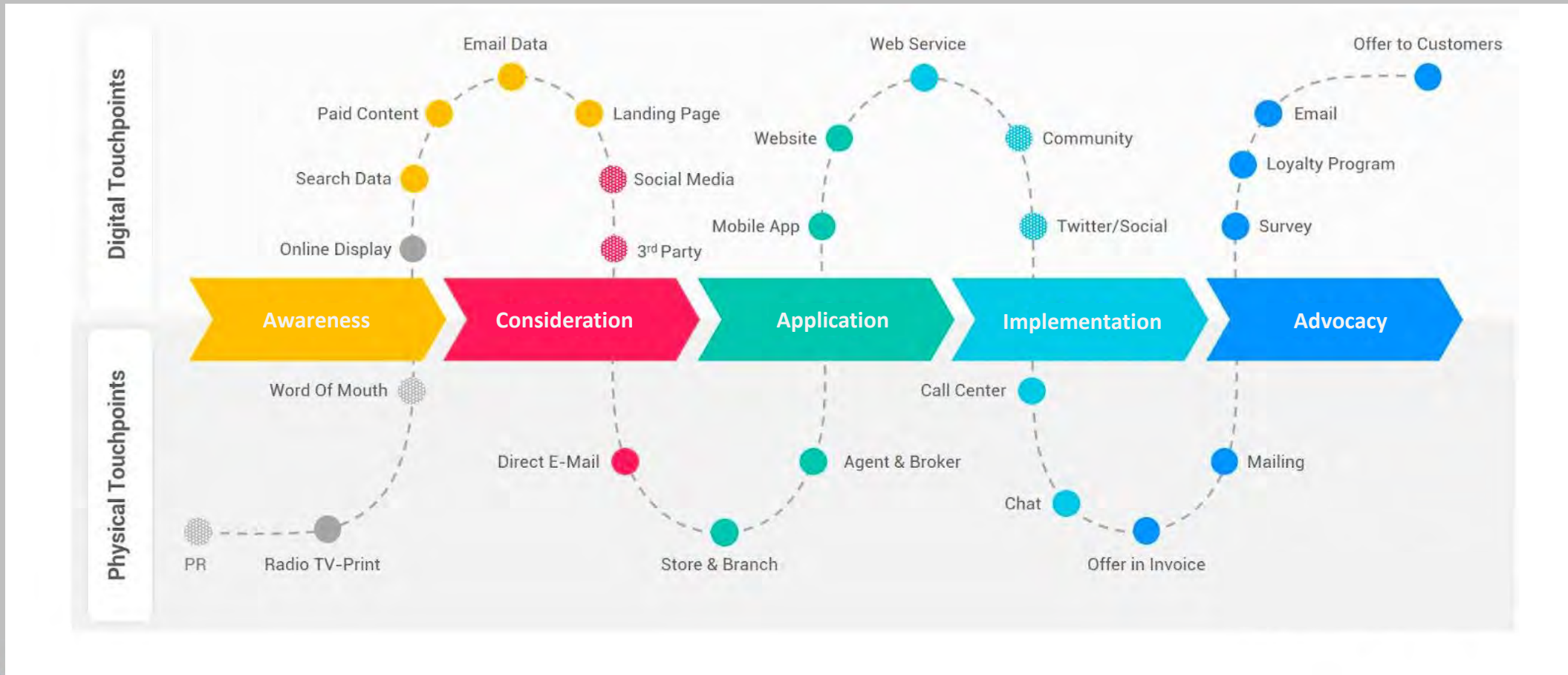
- *Get into groups of 4-6 (different groups).*
- *First – define your ‘customer’*
- *Second – map the typical ‘customer’ journey for a FLAG.*
- *Third – try to visualise this journey.*

What is their journey with you?

Customer journey matrix

Stages >	Motivation	Consideration	Application	Implementation	Advocacy
Customer Actions					
Touch points					
Pain points					
What solutions/value do you offer?					

Touch and pain points



Feedback and conclusions

- *Key 'touch points'*
 - *Where can you really add value?*
- *Key 'pain points'*
 - *What are your solutions?*