

# The Value Proposition

OR...HOW TO SELL STUFF AND GOOD WILL

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**MARKETING IS...**  
*An exchange—  
something of value for  
something you need*

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**MARKETING IS...**  
*Good news!  
You have something of value  
that others need*

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**MARKETING IS...**  
*Exchanges happen because  
someone takes initiative*

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**MARKETING PLANNING**  
*Strategic and focused attempt  
to reach an audience with a  
consistent message*

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## MARKETING PLANNING

### Planning

*develop a system for making marketing decisions*

### Product

*implement system*

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## MARKETING IS...

*Understanding social norms v.  
market norms*

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## SOCIAL NORMS

*Because it's the right thing to do*

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## MARKET NORMS

*Because it's the right value  
for the money*

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**WHAT ARE YOU SELLING?**  
*Product sales calls for  
market norm thinking*  
*Fundraising calls for  
social norm thinking*

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**WELCOME TO THE TIGHTROPE**  
*Social enterprise calls for a  
combination*

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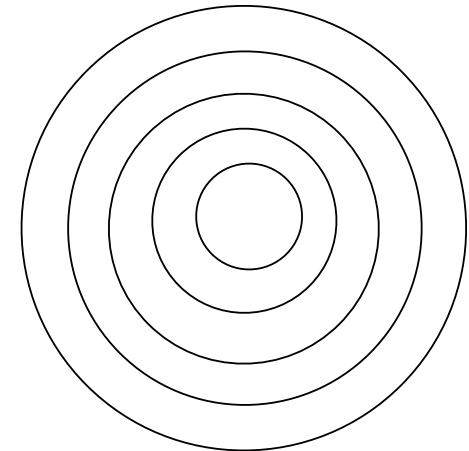
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**UNDERSTANDING YOUR AUDIENCE**  
*What group or groups are  
most critical to the realization  
of your social enterprise goals?*

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**WHO DO YOU  
KNOW?**  
**TARGET AUDIENCE  
MAPPING**



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## STAGES OF CONSUMER LOYALTY

STAGE	ACTIVITY
AWARENESS	Knows about the organization
INITIATE	Feels positive about the organization
FIRST CONTACT	First try or personal contact
SECOND CONTACT	Second try or personal contact
REPEAT CONTACT	Gives to organization, also gives to others
LOYAL DONOR	Gives to your organization and no other

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## DEFINITIONS

Mission statement  
Value proposition  
Positioning statement  
Tagline

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## WHAT IS A MISSION STATEMENT?

A statement that outlines strategic intent  
Internally focused

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## WHAT IS A VALUE PROPOSITION?

Market norms —  
what customers get for what customers pay

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## WHAT IS A VALUE PROPOSITION?

*Social norms —  
a bundle of experiences or benefits  
donors receive for giving gifts*

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## WHAT IS A POSITIONING STATEMENT

*How you want people to think  
Externally driven*

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## DEFINITIONS

*VALUE PROPOSITION —  
guiding message  
POSITIONING STATEMENT —  
marketing message*

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## DEFINITIONS

*TAGLINE —  
short, clever, audience-directed  
position statement*

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## BUILD YOUR BRAND

### Determine your value proposition

Answer these questions...

Who are we?

Who are our competitors?

How are we different from them?

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## BUILD YOUR BRAND

### Strong brands collapse distance between you and end user

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## KNOW YOUR MARKET

### Compete like a for-profit

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The screenshot displays the ReFresh website interface, which is a community-driven platform for a fashion coalition. The layout includes several key sections:

- This Week:** A featured post from October 11th, 2011, titled "It's a Look For Less week at [RE]FRESH! Come learn how to get great looks for less! This Saturday from 3 to 4 p.m., join us for a FREE Fashion Workshop and learn how to get fabulous styles for less. Space is limited, so please RSVP to Jen Frey at 314.881.0331 or jenfrey@refresh.org".
- Navigation:** A horizontal menu with links for "Blog", "Gallery", "Forum", "Events", and "Purpose".
- Location and Hours:** A sidebar box providing the address "1710 S. Brentwood Blvd St Louis, MO 63144" and operating hours: "Thurs, Fri, & Sat. 11 a.m. to 8 p.m. Sunday 11 a.m. to 5 p.m.".
- Store Events:** A section listing upcoming events, including "GalaxoSmithKline Volunteers @ [RE]FRESH" on October 14, 2011, and "Wymen Volunteer Group @ [RE]FRESH" on October 15, 2011.
- Lock of the Day:** A section showcasing featured clothing items, including a blue tank top, a green long-sleeve shirt, and a pair of red pants.
- Vote for your Favorite!:** A section for a "Style Contest" where users can vote for their favorite look from a gallery of photos.
- Recent Pictures:** A section displaying a grid of user-uploaded photos of clothing items.
- Giving Back:** A section featuring a post from October 10th, 2011, where a user shares a story about donating items to the organization.

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## WHAT NOT TO DO

- Sell products with social norms*
- Bury your social enterprise on your website*
- Use nonprofit domain name*
- Use boring marketing materials*
- Hire the wrong staff*

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# Thank You!

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