

A new way to visualize Relationship Marketing strategies.

The Situation

In this example, you are a nonprofit zoo. Your ultimate goal is to mobilize zoo members to help promote the turtle exhibit launch party.

Step 1: Determine Objectives

GOAL(S): Generate awareness thru members

AUDIENCE: Current members (donor level)

CURRENT RELATIONSHIP: They purchased a membership, we have their contact information

DESIRED RELATIONSHIP: Help promote exhibit launch via social

Step 2: Apply The Wheel

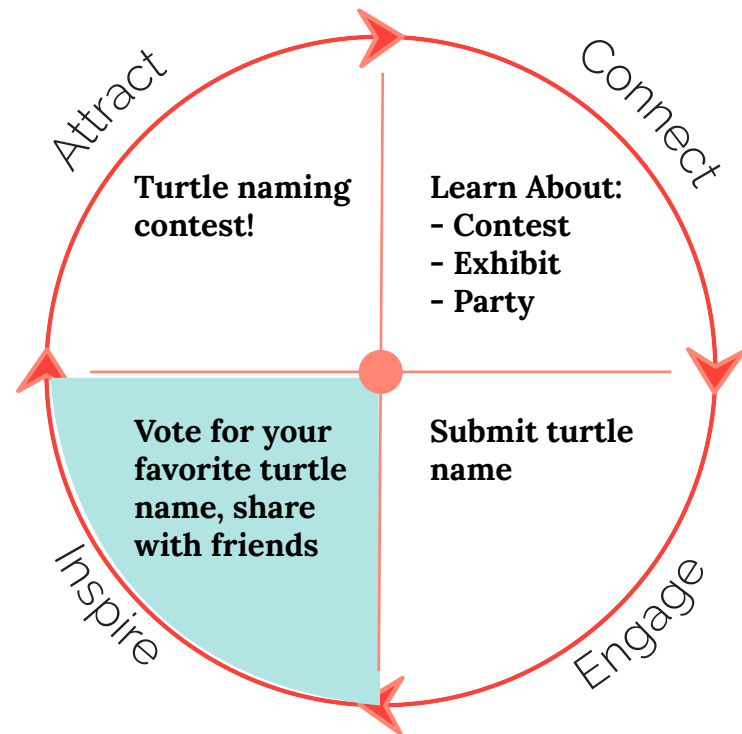
QUESTIONS:

How do you **ATTRACT** interest in our launch party? How can your members help **ATTRACT** others?

How will you **CONNECT** with people who say they are interested?

What ways can a person **ENGAGE** that achieves your goal of raising awareness?

How do you **INSPIRE** that person to **ATTRACT** others?



Example: Applying The Relationship Marketing Wheel

Step 3: Build Execution Plan

In this example, the launch party is April 20.

	<i>TOOLS</i>	<i>TIMING</i>	<i>MESSAGING</i>	<i>DESIGN</i>
Attract	Social media Email (x3) Mailer	Social: Feb 22-Apr 15 Email: Mar 25-Apr 10 Mailer: Mar 1 drop	Submit a turtle name for a chance to win tickets to the launch party!	Logo for contest; social media & email graphics, mailer
Connect	Website landing page, link to existing exhibit page	Landing page live Feb 22 Exhibit page live Feb 22	Contest directions Exhibit info Launch party info	Wireframe for new webpages, contest graphics
Engage	Web form with automation embed in landing page	Web form live Feb 22	No more than 3 fields; require email address	N/a
Inspire	Email to vote for favorite name	Automatic: after ticket purchase or name submission	Thank you with ask to vote and share favorite name!	Email layout and graphics

Notes
