



Marketing on Purpose with the Relational Marketing Roadmap

Ben Stewart
louderagency.com



It was around 2004...



Marketing is like dating



The goal of **relational marketing** is to build positive and valuable long-term relationships between you and your audience.



CARE → CONNECT → CONVERT



CARE → CONNECT → CONVERT



Give, Give, Give, Ask.
—Gary V.



Give, Give, Give,

—Alex Hormozi



**Give, Give, Give,
Give, Give, Give,**

—Alex Hormozi



**Give, Give, Give,
Give, Give, Give,
Give, Give, Give,**

—Alex Hormozi



**Give, Give, Give,
Give, Give, Give,
Give, Give, Give,
Get.**

—Alex Hormozi



What does all this have to do
with a **marketing roadmap**?

STRANGER



SUBSCRIBER
(COMMUNITY / LEAD)



SUPPORTER
(CONTRIBUTOR / CUSTOMER)



**BRAND
EVANGELIST**

**Trust
Affinity
Excitement**

**Ascension
Retention
Identity**

STRANGER

SUBSCRIBER

(COMMUNITY / LEAD)

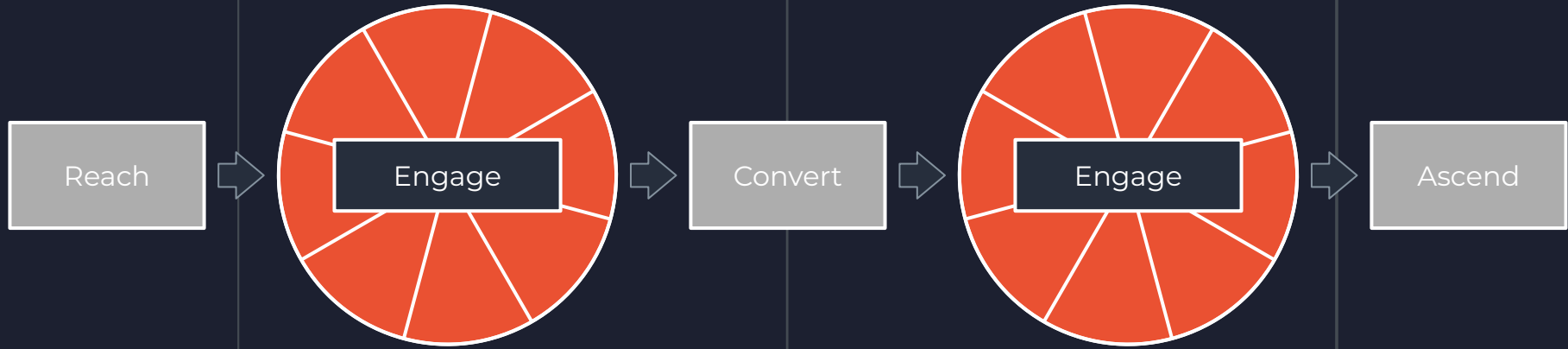
Trust • Affinity • Excitement

SUPPORTER

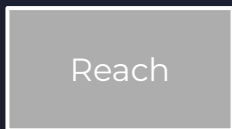
(CONTRIBUTOR / CUSTOMER)

Ascension • Retention • Identity

**BRAND
EVANGELIST**



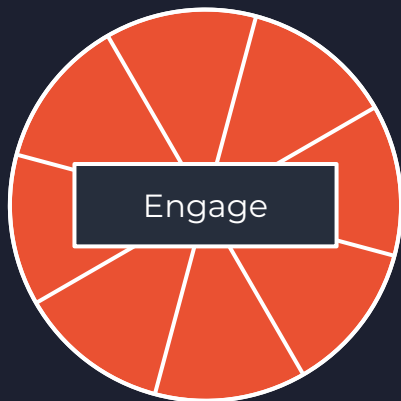
STRANGER



Paid Ads

Organic /
Owned

Earned
(Other People's
Platforms)



HIGHER COMMITMENT →

SUBSCRIBER (COMMUNITY / LEAD)

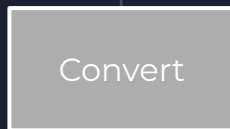
Trust • Affinity • Excitement

1:1 Contact

Register /
Attend

Subscribe /
Download

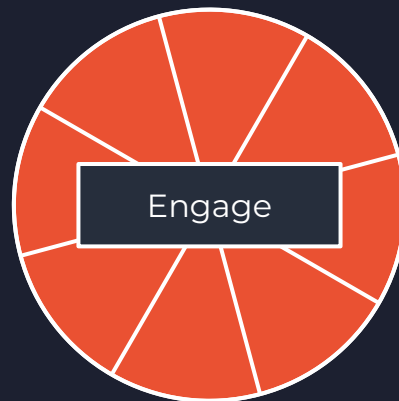
Read / Watch



Entry-Point
Offer

Core Offer

Ascension Offer

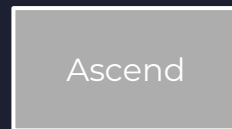


1:1 Contact

Register /
Attend

Subscribe /
Download

Read / Watch



Upgrade

Expand

Recurring

Testimonial

Share / Refer

BRAND EVANGELIST



Reach	
Paid Ads	
Organic	
Earned (OPP)	



Engage	
1:1 Contact	
Attend	
Register	
Download	
Subscribe	
Watch	
Read	



Convert	
Entry-Point	
Core	
Ascend	



Engage	
1:1 Contact	
Attend	
Register	
Download	
Subscribe	
Watch	
Read	



Ascend	
Upgrade	
Expand	
Recurring	
Testimonial	
Share / Refer	



Now what?

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY

TRAFFIC

CONVERSION

NURTURING

REPORTING

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY	TRAFFIC	CONVERSION	NURTURING	REPORTING
Brand Pillars (mission, vision, values)				
Visual Identity Guidelines (logo, fonts, colors)				
Ideal Audience Personas				
Ideal Audience Before & After Grid				
Brand Messaging Strategy				
Relational Marketing Framework				
Annual Campaign Calendar				

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY	TRAFFIC	CONVERSION	NURTURING	REPORTING
Brand Pillars (mission, vision, values)	Paid Traffic (social, search, video)			
Visual Identity Guidelines (logo, fonts, colors)	Organic Traffic (social, search, podcast)			
Ideal Audience Personas	Earned Media Traffic (interviews, events, posts)			
Ideal Audience Before & After Grid	Intentional Word-of-Mouth			
Brand Messaging Strategy				
Relational Marketing Framework				
Annual Campaign Calendar				

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY	TRAFFIC	CONVERSION	NURTURING	REPORTING
Brand Pillars (mission, vision, values)	Paid Traffic (social, search, video)	Conversion-Focused Homepage		
Visual Identity Guidelines (logo, fonts, colors)	Organic Traffic (social, search, podcast)	Lead Magnet Opt-in Page (subscribe incentive)		
Ideal Audience Personas	Earned Media Traffic (interviews, events, posts)	Conversion Page (donate/register)		
Ideal Audience Before & After Grid	Intentional Word-of-Mouth	Ascension Page (increase/recurring)		
Brand Messaging Strategy		Standalone Lead Generation Campaigns		
Relational Marketing Framework		Standalone Conversion Campaigns		
Annual Campaign Calendar		Standalone Ascension Campaigns		

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY	TRAFFIC	CONVERSION	NURTURING	REPORTING
Brand Pillars (mission, vision, values)	Paid Traffic (social, search, video)	Conversion-Focused Homepage	Retargeting Ads	
Visual Identity Guidelines (logo, fonts, colors)	Organic Traffic (social, search, podcast)	Lead Magnet Opt-in Page (subscribe incentive)	New Lead Welcome Email Series	
Ideal Audience Personas	Earned Media Traffic (interviews, events, posts)	Conversion Page (donate/register)	New Contributor Email Series	
Ideal Audience Before & After Grid	Intentional Word-of-Mouth	Ascension Page (increase/recurring)	Ongoing Lead Content Schedule	
Brand Messaging Strategy		Standalone Lead Generation Campaigns	Ongoing Contributor Content Schedule	
Relational Marketing Framework		Standalone Conversion Campaigns		
Annual Campaign Calendar		Standalone Ascension Campaigns		

"5-PILLAR" MARKETING FOUNDATIONS AUDIT

STRATEGY	TRAFFIC	CONVERSION	NURTURING	REPORTING
Brand Pillars (mission, vision, values)	Paid Traffic (social, search, video)	Conversion-Focused Homepage	Retargeting Ads	Google Analytics w/ Goals
Visual Identity Guidelines (logo, fonts, colors)	Organic Traffic (social, search, podcast)	Lead Magnet Opt-in Page (subscribe incentive)	New Lead Welcome Email Series	Tracking Pixels + Events
Ideal Audience Personas	Earned Media Traffic (interviews, events, posts)	Conversion Page (donate/register)	New Contributor Email Series	Weekly Scorecard
Ideal Audience Before & After Grid	Intentional Word-of-Mouth	Ascension Page (increase/recurring)	Ongoing Lead Content Schedule	KPI Dashboard
Brand Messaging Strategy		Standalone Lead Generation Campaigns	Ongoing Contributor Content Schedule	
Relational Marketing Framework		Standalone Conversion Campaigns		
Annual Campaign Calendar		Standalone Ascension Campaigns		

START HERE

→ Traffic Channels

Reach more of the right people to raise awareness about your mission using a mix of paid, organic, and earned traffic sources.

→ Opt-In Funnels

Build your community of subscribers by offering specific value to new subscribers and starting with a welcome email series.

→ Nurture Emails

Foster relationships with those subscribers sending valuable content via email on a consistent basis.

→ Convert & Ascend Campaigns

Provide opportunities for your subscribers to convert into supporters, and continue to engage your supporters to ascend their involvement by giving more and promoting the mission.



Funnels & Campaigns



This is **relational marketing**.

We build marketing relationships just like any other human relationships. Your relational marketing journey is a “love story” between your brand and your ideal audience.



QUESTIONS?

Get these slides and more resources at:

louderagency.com/story2022