

A biblical case for effective marketing

Christian business and ministry leaders often wrestle with balancing the need to promote their business or ministry with the need to stay true to their faith. Many Christian leaders agonize over how much promotion is too much.

In chapter 14 of 1 Corinthians (NLT), Paul talks about the importance of communicating your message clearly:

7 Even lifeless instruments like the flute or the harp must play the notes clearly, or no one will recognize the melody.

8 And if the bugler doesn't sound a clear call, how will the soldiers know they are being called to battle?

9 It's the same for you. If you speak to people in words they don't understand, how will they know what you are saying? You might as well be talking into empty space.

In his very simple analogy Paul shows that even the most basic inanimate objects must make their purpose and position clear.

When the trumpeter makes his music, he plays to touch the heart of those who want to hear and who are moved by the particular type of music he plays. Depending on the notes, the tempo, and the tone conveyed by the musician, the trumpet's music inspires joyful dancing, moves the heart to tears, or leads troops to battle.

Just as the musician must clearly determine and communicate the message to motivate the appropriate action, so too must we as business and ministry leaders determine and communicate our unique message to inspire the desired action from our core target. If we don't boldly and clearly state what we offer and why we're different, then how will they know who is the best choice for them?

In "the Sermon on the Mount" in Matthew 5:15-16 (NLT) Jesus states that "No one lights a lamp and then puts it under a basket. Instead, a lamp is placed on a stand, where it gives light to everyone in the house. 16 In the same way, let your good deeds shine out for all to see, so that everyone will praise your heavenly Father."

From the visual identities we use to the copy we write our messages that are clear, consistent, and compelling effectively communicate the purpose and position of our brands. It's how we inspire our ideal target to take action, just as the trumpeter inspires the desired action in the listener.

From first persons' first exposure to your brand messages to their contact with your employee/staff Brand Ambassadors, and the creation of Brand Champions the strongest brands are grown by clearly and consistently communicating the value you offer.

Your next step: Review the steps in your communication funnel to identify inconsistencies in your messaging and take action to unify the visual, verbal, and human contact points.

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