

# Relationship Era Marketing

Why a New Era of Marketing Will Benefit  
All Stakeholders



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# ***Open Q&A with the Audience***

**Type your questions into  
the question box on the  
right panel.**

**We will pose them to the  
speakers for everyone to  
hear.**



# Audience Poll

How would you most closely identify your current sector?

- For Profit
- Non Profit
- Other

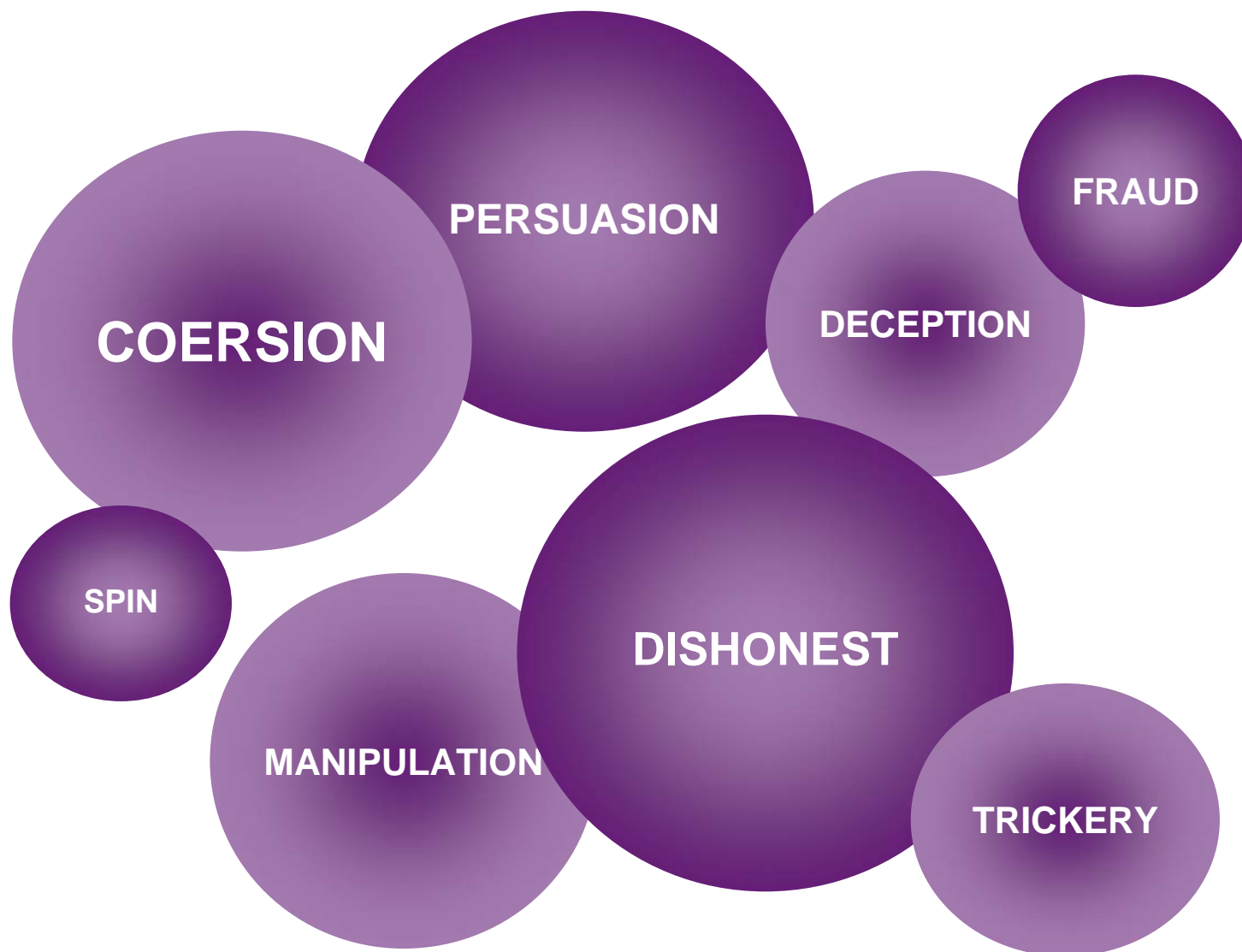
How would you most closely identify your current position?

- Corporate Social Responsibility
- Human Relations
- Marketing/Communications/PR
- Volunteer Coordinator/Community Outreach
- Development/Corporate partnerships

# Enter the Relationship Era

## Why a New Era of Marketing Will Benefit All Stakeholders

September 9, 2010



***“To change something,  
build a new model that makes  
the existing model obsolete.”***

**R. Buckminster Fuller**

**PRODUCT ERA**  
1900s-1960s

**ME**



**YOU**

MARKETING IS:  
**Informing people  
about products**

**CONSUMER ERA**  
1960s-2000s

**YOU**



**ME**

MARKETING IS:  
**Persuading  
people to buy**

**PRODUCT ERA**  
1900s-1960s

**ME**



**YOU**

MARKETING IS:  
**Informing people  
about products**

**CONSUMER ERA**  
1960s-2000s

**YOU**



**ME**

MARKETING IS:  
**Persuading  
people to buy**

**RELATIONSHIP ERA**  
2000s-NOW

**ME**

**+**

**YOU**

MARKETING IS:  
**Fostering  
sustainable  
relationships**

**Campaign** → **Always on**

**Buy** → **Join**

## Stakeholder Definition

Society	Local and broader communities and the shared resources, such as the environment
Partners	Upstream partners such as suppliers, horizontal partners, and downstream partners such as retailers
Investors	Individual and institutional shareholders, lenders
Customers	Individual and organizational customers, current, future, and past customers
Employees	Current, future, and past employees and their families

(Source: Adapted from "Firms of Endearment" by Raj S. Sisoda, David B. Wolfe and Jag N. Sheth)

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**Sustainable  
relationships**  
involve high levels of  
**transaction and trust.**

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# Trust and Transactions

**Trust** has three core components:

*Resonates with my values*

*Understands my needs*

*Delivers on its promises*

TRUST

TRANSACTIONS

**Transactions** are exchanges between two parties, where each receives something of value commiserate with the value they have provided.

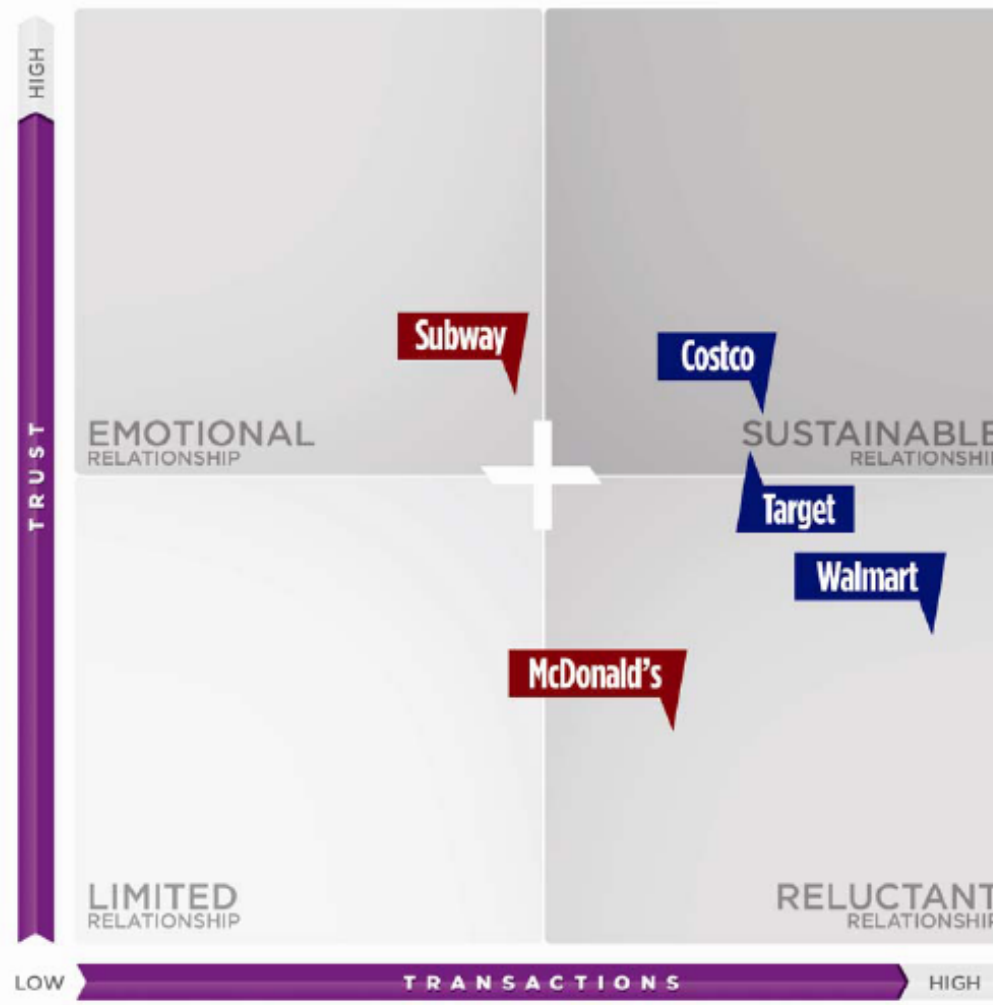
# imc<sup>2</sup> Brand Sustainability Map



imc<sup>2</sup> BRAND SUSTAINABILITY MAP™



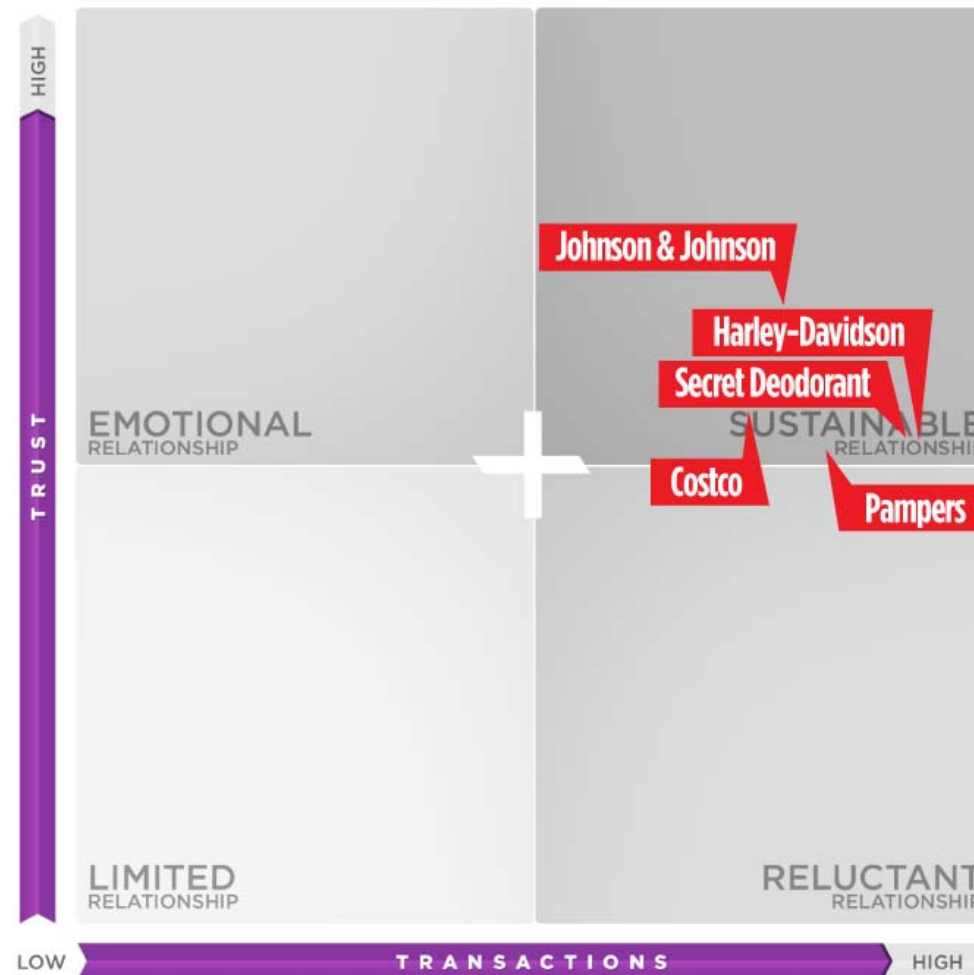
### Imc<sup>2</sup> BRAND SUSTAINABILITY MAP™



imc<sup>2</sup> BRAND SUSTAINABILITY MAP™



### Imc<sup>2</sup> BRAND SUSTAINABILITY MAP™



## Five Principles for Breakthrough Success in The Relationship Era

**1. Clarify Purpose**

**2. Commit to Sustainable Relationships**

**3. Connect with Authenticity**

**4. Treat Customers as Partners**

**5. Engage**



# Collaboration in “The Relationship Era”



Be REAL.

Be *RELEVANT.*



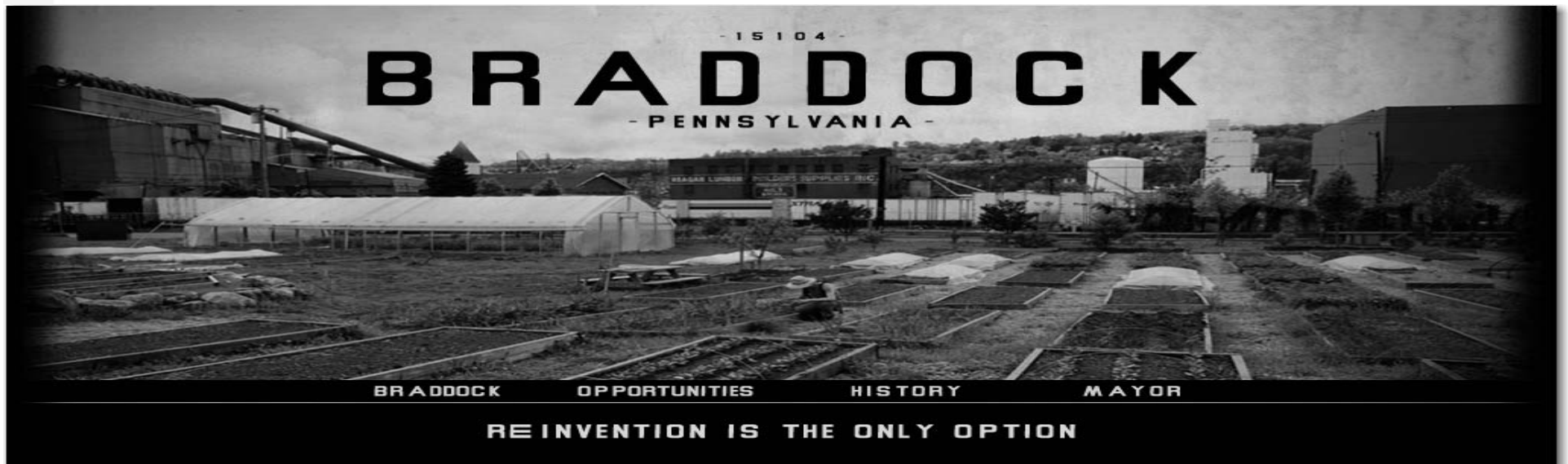


*CROWDSOURCE*

*your cause.*



*Make your cause your*  
**PARTNER.**



**What does this shift mean  
for stakeholders?**

A blurred background image showing the faces of several people, likely in a crowd or meeting, with a focus on the central figures.

OUR **IDENTITIES** AS CITIZENS,  
EMPLOYEES, CONSUMERS,  
VOLUNTEERS, AND DONORS ARE  
**CONVERGING.**



**CSR** **is**  
**INTEGRATING**  
**INTO CORE BUSINESS**  
**FUNCTIONS.**



**NONPROFITS** WILL INNOVATE OR DIE.

**VolunteerMatch**  
*Solutions*

***BPN***



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