



CREATING CARING COMMUNITIES

## SPIRIT-LED MARKETING PHILOSOPHY

Marketing is the process of building a bridge between product and service providers and customers in order to establish and maintain a mutually beneficial relationship. At the Hignell Companies, we desire to market our services in such a way that both depends on and properly represents the God that gives us life and from whom we receive the ability to produce wealth.<sup>1</sup> We believe God is our Provider and as we submit to Him, He will direct our paths<sup>1</sup>. We seek the guidance of the Holy Spirit to direct our marketing actions and campaigns knowing that sometimes God directs us in ways that are counterintuitive. This is the essence of Spirit-Led Marketing.

The fact that we serve a unique God who calls us to divine wisdom, against the wisdom of the world, provides us with the building blocks of a unique story. If one accepts the sacrificial selflessness of God as that which characterizes his loving nature, then communicating and modeling such a counterintuitive concern for others over self should be our mantra.

As consumers, we can all testify to the fact that most contemporary marketing resembles a clanging gong. We mute & fast-forward through commercials because we can no longer tolerate the hyperbole. But we have a unique story to tell – a company that actually lives genuine care. We provide services with excellence for the sake of excellence, motivated by a divine calling. As marketers, our charge is, in part, to tell the distinct story that we live – motivated by doing “good” as that for which we were created.<sup>1</sup> Our marketing philosophy truly values people, the act of service and the process of relationships above all else.

Our marketing efforts are committed to highlighting our own qualities while honoring our competitors. We communicate the benefits and excellence that our company offers the marketplace without demeaning the competition in any way. Our overarching marketing philosophy is best understood as a combination of clear, consistent and intentional *communication*, *relationship management*, and *viral marketing* - all of which lead to a *societal marketing concept*:

- Marketing begins by “telling a story” that clearly *communicates* the services we provide in a way that honors people rather than manipulating them. It applies the natural God given principles of communicating while measuring all messages to the standards of scripture. This is commonly done through traditional advertising channels.
- *Relationship management* is a critical feature of this philosophy as well. Simply put, when decisions are made regarding the budgeting of marketing related resources, simple preference is given to those activities which directly affect the initiation, maturation or restoration of trusting personal relationships (meals, gifts, visitation, etc.)
- *Viral* (or “Buzz”) *marketing* is a fancy term for “word of mouth” advertising – letting satisfied customers and employees do your advertising for you. We are intentionally active rather than passive with our efforts to create a ‘buzz’ worth talking about. We do so by delivering on promises of excellence, defining and communicating a clear message (ex: uncommon concern) and providing stakeholders with the tools to participate in the program throughout spheres of personal influence.
- The basic premise of the *societal marketing concept* is that it adds to the traditional model (balancing customer desires with corporate objectives), a level of social responsibility to improve the overall well-being of employee, customer and society as a whole. This connects marketing to our purpose statement of “creating caring communities that transform lives”.

Our marketing efforts are most effective when we are providing customers with an experience that they are compelled to share with their friends. It is advertising that communicates a genuinely unique message. It is running a promotional special that is actually “special”. It is relationship management that cares about more than just business in tangible ways. Spirit-led Marketing is about diligently communicating, relentlessly pursuing relationships, and demonstrating the love of God that has been poured into our hearts by the Holy Spirit<sup>1</sup> – and so the next chapter of the unique story is written.

<sup>1</sup> Acts 17:28; Deuteronomy 8:17-18; Ephesians 2:10

<sup>1</sup> Proverbs 3: 5-6

<sup>1</sup> Ephesians 2:10

<sup>1</sup> Romans 5:5