

Marketing Roadmap For RU Recovery Ministries

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The goal of this marketing roadmap is to get the RU Products and Services in front of new audiences and to break out of our current customer base.

First we need to cover the basics.

BRANDING

I am just about finished with solidifying our brand and brand elements. It is important that the brand of RU feel and look solid. That our brand has a quality to it. There is some brand reputation that needs to be repaired. This can be done through defining the promise of our brand and building trust that we are going to follow through.

RU WEBSITE

The RU Website is our home base and will remain our home base. However we can't rely on our website to sell itself. I am working to solidify the customer experience and the user interface of our website in anticipation of gaining new traffic and fresh customers while also taking care of our base.

SEO

Search Engine Optimization is not something we can be passive about. Our content must address what people are looking for and must be properly structured to be read and promoted by search engines to people searching. I have done a lot of work in this area, but there is much left to be done.

SECURITY

Security of our website is also very important. We are not too small to be a target for hackers. Right now our website is encrypted with SSL certificates 128bit standard encryption. WP-Engine our website host also provides basic security as well as backups and support if something goes wrong. I have also started using a WordPress security plugin called Wordfence which protects our WordPress Install. Currently we are using the free version and I would like to upgrade to the Premium for \$100/year. On average we are blocking about 1,500 hacking attempts on our website per month.

New Markets

Amazon

I want to list our basic books and curriculum on Amazon for sell. Also we need to offer our ebooks through Amazon. We already have an account with Amazon to do this it is a matter of investing the time. At least 40-80 hours of work to do the do diligence to offer the best product listings.

Walmart

We need to create an account to list our basic product line on walmart.com There are no monthly fees and they deduct 15% from sales. We set the price and we ship, but the orders come through walmart.com Also about 40-80 hours of work to get setup.

Christian Book Distributers

In order to get your books listed in their catalog you must attend one of their conferences and talk to them in person, but if we could list our core products in the CBD catalog this is one of the biggest catalog that bookstores and evangelical Christians buy from.

Google Ads

We have a google ads grant that we could take advantage of if we had a legit script certification. Google Ads could get our services like our homes and our chapters in front of thousands searching google for faith-based help. We just need to invest into LEGITSCRIPT. Google and Facebook will not allow the advertising of Addiction Services without one.

Application
\$1,495.00
Subscription
\$2,875.00 DUE YEARLY

Advertising

Our advertising needs to focus on Core Curriculum, or Core Services such as chapters and the homes.

We also need to get a completed video that breaks down the who and what we are simply and quickly.