



WHY

Marketingship: Simplicity versus Complexity

<http://www.marketingship.com>

Why Marketingship

Simplicity versus Complexity

Friction.

Look it up on Wikipedia, you'll get Physics. Search for Friction and Economic and Google will serve up irrational behavior in Labor Markets. Change the 2nd word to Cost and you'll be introduced to something you already know:

Friction Cost is a measure of Cost, both implied and direct, associated with a transaction. Friction costs include time, effort, money, and labor associated with gathering information and making a transaction.

That may seem abstract so allow me to provide an example or three.

1. *The morning spent cutting and pasting Names and corresponding Addresses from 3 or 4 different sources into Excel and fixing them so all the fields match for the Mail Merge you are planning is a Friction Cost.*
2. *Opening envelopes and manually registering respondents for an upcoming lunch on a different Excel sheet and driving the checks to the bank before it closes is a Friction Cost.*
3. *Matching those 2 (or more) Excel sheets so you can mail event information to attendees is a Friction Cost.*

Figuring out who gets a discount to something. Figuring out who missed early registration and doesn't get a discount. Figuring out who didn't send a check and chasing them down before, at or after the event. Handing out Satisfaction surveys at the end and trying to make sure everyone has a pen so they don't have to wait (because people don't wait, they leave). Going through those surveys and manually entering the data in yet another Excel sheet to tally the feedback. Friction Costs.

Looking at this list I'm reminded that the Friction Costs which really frustrate me are not simply financial but productivity based, having to repeat the same time and effort on the same work twice or three times because organizational data is spread across different systems.

Getting the working data of your organization out of silos and into a central access point is the first step to removing the Friction from your day. Making sure the data in that central access point is capable of replacing an existing task (Defining a Mailing List by committee membership) is the second step. Automating repetitive tasks is the third Friction reduction method.

- *If you use email or the Web to communicate with large pools of people, the Marketingship Suite can help reduce the Cost of Friction.*
- *If you organize the planning and hosting of any size event, the Marketingship Suite can help reduce the Cost of Friction.*
- *If you coordinate information or activities for any group from a PTA committee to a PBS membership base, the Marketingship Suite can help reduce the Cost of Friction.*



The 5 Individual Tools

MailCraft, EventCraft, CommunityCraft, ContactBase, and MediaBase are the 5 tools you can find within the Marketingship Suite. ContactBase and MediaBase are the two core elements common to and shared between our three Craft disciplines.

MailCraft and EventCraft can help you generate interest and awareness in your endeavors by helping spread your message using attractive designs:

- *The intuitive design of the MailCraft and EventCraft workflow will guide you and lead you through each process to start your email and event campaign with ease*
- *MailCraft and EventCraft save you effort by tracking the elements you'll re-use beginning to end*
- *MailCraft lets you present your message as personal, professional, artistic, or however you think will resonate with your audience. Increase the personal feel with shared videos, audios, photos, Facebook, and Twitter links on your newsletter*
- *EventCraft automates your event's lifecycle from auto-reminder, registration, ticket sales, online payment processing, capacity tracking, to post-event segmentation*
- *ContactBase allows you to know your contacts like never before through the robust search feature and segment your contacts the way you prefer using self-define customized fields and event activity related tracking criteria*
- *MediaBase enhances your interaction with members by helping you build a sustainable ecosystem that holds your organization's entire knowledge base allowing you and your members to upload and share files*

Don't Multi-Task, Multi-Tool

Using Marketingship's toolkit to organize and manage your businesses, clubs, nonprofits, organizations, and associations is about reducing Friction Cost in the same way a Multi-Tool can help you from having to carry a whole toolbox for a simple task. One of our key considerations is the time savings for our users because of the benefits from integration. At Marketingship, we are dedicated to assist you build an organic community and make collaboration efficient. We believe we've created a web-based Suite which acts as:

- *A community building tool*
- *A collaborative platform*
- *A social campaign management assistant*
- *A customer/member data hub*
- *A social engagement initiator*
- *A collaborative portal for internal communication and data sharing*



How the Tools can reduce Friction:

We believe this Suite could serve you to make things better because it

- *Ensure greater accountability*
- *Enable real time management*
- *Enhance relevance and personalization*
- *Improve data and process integration*
- *Foster collaboration*
- *Simplify and automate administrative functions*
- *Create a member portal for self-service and communication*
- *Create an online member or business directory*
- *Begin or improve online fundraising*

You could use Marketingship as a communication platform to publish your tennis club member directory, store training materials and member surveys, discuss user experience on the latest tennis racquet with your members, organize tournaments, announce exciting club events, publish member news, track your member's enthusiasm of getting involved so that you could serve them better, and manage your member data and make the most use out of it.

The MarketingShip Suite won't solve all the problems in the world but applied properly to the right problems it can reduce many Friction Costs which you experience today.

Save Time. Save Money. Eliminate Headaches.

MailCraft EventCraft CommunityCraft

From Marketingship

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