



## Clover Marketing Manifesto

Most new businesses start with a lot of baggage. Unfortunately, this baggage tends to dictate how customers are treated. Whether there are investors who want to make their money back, or there's an outstanding debt from a bank- this pressure can lead a company to try to force a "quick sale" without ever asking the question, "Is this right for the customer?". Clover was started without any investors or loans. It was started to truly help ministries. We never expected it to take off, so there was never any weird pressure placed on it to shape our culture. This allowed us to create a marketing approach that we wanted- with a foundation of love and care.

We have created a culture and marketing approach based on 4 main principles: Being Friendly, Being Smart, Being Intuitive, and Being Loving. The rest of this document will guide you through each of these principles that we want you to follow when presenting Clover.

# Intro: Why Do We Care?

Why do we care so much about how you present Clover? I mean, really. If you sell websites for us, you get paid, we get paid, people get an awesome tool... Why should Clover care about the process? There are car companies across the US who make a killing (or at least used to make a killing) every day by making people believe they “need” the leather seats, or “need” a brand new model with a sunroof instead of last year’s model that didn’t have one. The car companies get paid, the salesman gets commission, the consumer gets a brand new car (that they can hopefully afford). What’s wrong with that? Well, we think everything is wrong with that. To sell someone a high-priced item that they don’t need simply to make a buck is both selfish and wrong. There is no real love or care shown for the consumer, and as Christians we are called to love our neighbor as ourselves. We believe this must be exemplified in our customer care.

When you are selling a Clover website, you are selling much more than a product. You are not only selling them a solution that will save them tens of thousands of dollars of wasted and frustrated money, but you are inviting them to be a part of a community of people that genuinely care for them and their ministry. We’ve stated this before, but Clover was started because the web solutions out there that are available for ministries either look horrible, require a programmer to manage, or are affordable only for the elite. We created Clover out of necessity. We really believe this tool is the best solution for most churches.

We care about how you present us because we want people to not only associate Clover with a great web solution, but also with a caring community. This can only happen when we are all on the same page when showing off the product. If we all have the same priorities in mind when sharing Clover, we present a unified message to the consumer, along with (hopefully) the Gospel. When we are genuinely caring for each other’s needs and not our own benefit, we are essentially preaching the Gospel to each other, and then to the world (1 John 4:12).



# Principle 1: Being Friendly

**Friend** |frend| - noun: A person who is not an enemy or who is on the same side.

## What are their core needs?

We are all on the same side. Whether you are in ministry, have a small business, are a mom of 3, or you're in high school, as believers we share the same goal of being Christ to this world and making His name known. With that same goal in mind, we have to have the mindset of "equipping" rather than "selling". When sharing Clover with someone, it's absolutely essential that the first subject on the table is "What do you need in your presence on the web?". If we don't ask questions, we won't have the right answers. So be a true friend to them and make sure Clover can best help them accomplish their goals. One of the first steps in the process might be helping them identify their goals. That's great- that's what a friend would do.

## Kill the agenda.

Friends don't have agendas when talking to other friends. If your primary goal is to equip ministries with the best tool to further the Gospel, you are a partner rather than a pusher. It's amazing how quickly people see through people who are talking to them with selfish motives. Having an agenda when talking to people creates a foundation of mistrust and paranoia. Really partnering with someone builds a foundation of trust that will create friendships that will outlast Clover.

## Take a cue from YouTube

The world has been changed by the 5 minute video. Think about how different YouTube would be if they only allowed 10 or 20 minute videos... They would probably have a tenth of the viewership. We just don't have that long of an attention span. When presenting Clover, start by solving the core needs of the individual, and do it quick. Don't have a "spiel". If you can solve their problems through Clover *without* going into all the amazing things Clover has to offer, everything else is icing on the cake. Shoot for under 5 minutes. Also, if you ever notice "glazing over", ask questions. The worst thing for both of you is to talk with no one listening. Sometimes people just don't get it, and that's OK. They might just not be ready to get it.

## It's OK to say "No".

We really believe that Clover is best for most people. That being said, there are times when after hearing what a ministries's core needs on the web are, we have said "No, we don't do that." The amazing thing is that most times they have still purchased a site. Honesty that can say "no" will only produce trust. Most people will trade trust over features any day.



# Principle 2: Being Smart

**Smart** |smärt| - adj: Having or showing quick intelligence or ready mental capability.

## **Created intelligently for ministries.**

Clover was created completely for ministries. It was not created with the intention of taking over the world. By narrowing down the reach of Clover to just Evangelical Christian ministries, we are able to provide the best product we possibly can. When showing off Clover to people, be confident in that. It was created specifically with their needs in mind. Sometimes people need help in clarifying what their core needs are and how to accomplish them. But the ability to help them distinguish what their core needs are requires you to be smart. You need to be able to think through their unique needs.

## **Clover is all beauty and all brains.**

There were 2 areas we focused on when designing Clover. We wanted to make sure Clover was a web solution for churches that was elegant and beautiful, coupled with the most intuitive content management system ever. Even after hitting both these marks with our initial designs of Clover, we went way beyond those goals. Clover has introduced to the world the ability to have a beautiful Flash website, combined with ideal search engine optimization as well as an unequalled mobile version (that we're releasing shortly). We have gone over and above, pushing technology further than it's gone before-- for the church. When representing Clover, have confidence that we are on the forefront of design and programming, and that ministries are taken care of.

## **It's all about value.**

Clover was created to be inexpensive for ministries. We thought it would be dumb to create something specifically for ministries that they couldn't afford. We made the price ridiculously lower than we think it's actually worth. That being said, we are not the most inexpensive web choice out there (at least up front- I think we're the cheapest monthly...). We will never get into a bidding war over a prospective customer. If price point is everything, and our price tag is over their budget, Clover is not the right call for them. We focus on VALUE. With Clover, you are getting a \$20,000 website for 1/20th the price. Really- we didn't just make that number up. As a custom web company prior to Clover, developing a fully Flash website (with an HTML front to search engines) with a super easy and intuitive back end content management system made for non-techie people, we would have easily charged \$20K. Probably closer to \$25-\$30K. So don't argue about price- you probably won't win. But we always make sure customers understand what they are getting for their money. We guarantee it will destroy any other web solution out there.



# Principle 3: Being Intuitive

**Intuitive** |in-too-i-tiv| - adj: Using what one feels to be true even without conscious reasoning.

## **Made for people, not programmers.**

Gone are the days where you have to know code to move about on the internet. Technology is officially good enough to where you don't need to be a programmer to design a website. Clover was designed for a 65 year-old, non tech-savvy church secretary (really-- her name is Sandy). A real, living, breathing person. So with that being said, talk to prospective customers like people, not programmers. Typically techie talk only isolates people into thinking they are not as smart as the "expert" (which unfortunately is the goal most times). The most intuitive way of approaching a future customer is as a friend-- not someone you are trying to impress with your knowledge. This will develop a long-lasting relationship cultivated in honesty and trust.

## **Get them to demo.**

Most web solutions out there don't allow a prospective customer to demo their product without a sales rep from their team walking them through the process. This allows the sales rep to "show how easy everything is" under completely controlled circumstances. Unfortunately, once you purchase the site, the sales rep is no longer there to help you create your site. Our biggest sales tool with Clover is to point people to the demo portion of our website to try everything out for themselves, and experience exactly what it will be like to create their own site. We've even redesigned Cloversites.com to push people through the demo because we are absolutely confident that The Greenhouse is the most intuitive CMS ever invented, and that there is no need for someone to walk people through designing a site. So encourage them to demo... We'll do the rest!

## **Cloversites.com is designed intuitively.**

When all else fails, point prospective clients to Cloversites.com. We were recently at a conference where we were the "opening party" sponsor. We weren't exactly sure what that meant, except that we were giving stuff away and throwing a big party-- which we're pretty into. When talking to the party host he asked the question, "What to you want me to say about Clover?". We told him that all we wanted him to say was "cloversites.com" 10,000 times through the course of the night. Our team has put a TON of time and money into developing our website to really walk people through the Clover experience, and are confident that a prospective customer will get a great picture of Clover by just checking out our site. So, point them to Cloversites.com. Cloversites.com. Cloversites.com. Clover...



# Principle 4: Being Loving

**Love** is patient, kind, doesn't envy or boast, is not proud or self-seeking, and it rejoices in truth.

## **Love others as yourself.**

The bottom line is that we have been commanded to do two big things with our lives. 1) Love God with everything, and 2) Love our neighbor as ourselves. At the end of the day, this is what our lives boil down to. Websites don't really matter, companies don't matter, and money for sure doesn't matter. What matters is how we love God and people. At Clover, loving God and people is the foundation of everything we do. Caring for others as ourselves is something very practical we can do when talking about Clover. Listening and not having an agenda is foundational in really caring for your "client". When all is said and done, what matters is that you've treated them as you would want to be treated-- as a Child of God. Everything else tends to fall into place.

## **Equip ministries.**

Clover's goal is to equip ministries to do the work God has called them to do. Although we believe that we are the best solution for the majority of the ministries out there, there are times when people think otherwise. Although we might essentially disagree, our primary concern is that they are equipped for ministry. If there is better solution for a ministry out there that helps them accomplish their goal on this earth, we are all for it... And you should be too. This does not mean that there haven't been times when we have told prospective customers to really think through their needs and repercussions for not going with us-- but the warning is always founded in the desire to truly equip the ministry. Allow this to be your primary concern too.

## **The word "love" is in the middle of Clover.**

Super cheesy, I know. I kinda wrote that as a joke...

But the truth of it is that as a company, our goal is to genuinely love every individual and ministry we come into contact with. Whether it be a church planter, missionary, or competitor-- our goal is to love them as Christ loves us. I know for a fact that all of our client relations people pray for and encourage pastors in their ministries. That's what it's about it-- loving people. We are praying that you do the same when representing us. Not just because we want you to represent us right for branding purpose, but because Christ asks us to be a light to the world. So be his light!





## Final Thoughts

Our goal with this document is not to overwhelm you, but encourage you. When we “love our neighbors as we love ourselves”, we can’t help but have a genuine concern for people and their ministries. So don’t worry about having all the right answers to all the questions-- our client relation folks on staff have no problem saying “I don’t know, let me check!”. Just worry about loving people and really wanting to equip them for ministry. The rest will work itself out.

As always, if you have any questions about anything in this document (or Clover for that matter), please give us a call at 805-527-8900 or email us at [friends@cloversites.com](mailto:friends@cloversites.com). Thanks again for repping us!