MiSSION OF LIVE BEGINNER CALL #18 - TRIBAL MARKETING

Most of my client's barbershop are connected with football (they play football, they are Ultras for example of HJK, stuff of football but usually they are connected with football) so here is my mission:

What tribes are your customers already part of?

- Football Fans and Players:
    - Values: Passion for football, team spirit, community engagement.
    - Status Building: Achieving recognition through support, playing skills, and team involvement.
    - Product Alignment: Show how my client's barbershop enhances their football identity, special offers on match days, HJK-themed designs, or haircuts inspired by football trends.

Why should they join my client's tribe?

- Barbershop Community:
    - Interest & Remarkability: Offer exclusive match-day events, player appearances, or screenings in the shop.
    - Strength Positioning: Highlight connections with local football heroes, sponsorships of local teams, or partnership with HJK.
    - Test Phase Experience: Provide a loyalty program that rewards frequent visits with football-related perks (e.g., tickets, merchandise).

PS-What specific steps can you take to increase your earned status in the tribes you're a part of?

- Community Engagement: Sponsor local football events, support youth leagues, and be active on social media celebrating local football achievements.
- Exclusive Offers: Create special promotions for football fans, such as discounts on match days or unique styles named after famous players.
- Collaborations: Partner with HJK for cross-promotions, host events, and offer exclusive barbershop services to the team.