

## Let your target audience be your driving force to success

*Article by Jasper Van Beurden of 4P square*

It was that time of the year again: the BAM congress at Brussels Expo. An event where speakers, with decades of experience, try to convey how to attract, retain, predict or persuade consumers to buy into their brand or product. But one particular set of speakers put out another message: "How to realize an efficient marketing campaign for a brand, and at the same time be socially involved". This message was put forth by Elisabet Lamote and Jan Dejonghe of Trooper.

Trooper is a platform where you can find web shops for the products you want to buy whilst also supporting an association or organisation of your choice. At first, Trooper might seem as a small company with just 7 employees of which only 5 work full time. So how can a company with that few employees make an impact for over 3.000 associations in Flanders? There are two answers to that question and they coincide with one another:

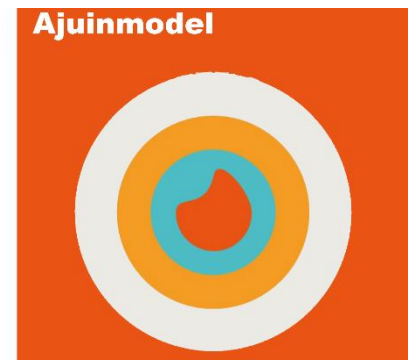
1. The use of an onion model with Trooper employees in the middle and the different types of people in associations around them.
2. The self-interest of the participating associations, members of associations and associated web shops.

7 UBERTROOPERS

3.900  
SUPERTROOPERS

45.000  
TROOPERS

600.000  
SYMPATHISANTEN



### **“We try to be the binding agent in the world of associations”**

The idea behind Trooper is genius in its simplicity. In essence, Trooper is not that different from a normal platform for web shops. However, on this platform you support an association or organization of your choice with each purchase. It's this last part that differentiates Trooper from other platforms out there. That's because associations are incentivized to promote the platform on their own, so that they might profit from it as well. That is the key to Troopers success: a target audience, being the associations, that spreads the word about your brand. This allows them to retain such a small staff, because all the 'heavy lifting' is done by the associations themselves.

### **How does it work?**

On one end, an association or organization sets up their page on Troopers webpage ([www.trooper.be](http://www.trooper.be)). On the other end, any web shop, or company that uses one, can ask to be put up on the website.

Now, if a person knows Trooper or is directed to Trooper's website by an association, they can choose an association they want to support on Troopers website. On that associations page, the person can select a web shop on which they want to buy something. They purchase the desired product and pay the

price they would normally pay. Trooper receives a percentage of that amount. Of that percentage, which is about 5%, 75% goes to the associations and 25% goes to Trooper.

For example, in one case Trooper helped out the association 'Chirojongens Humbeek'. Their gathering room burned down. By starting a campaign through Trooper, and with the help of Bol.com, they were able to raise €300 (in two weeks) in order to build a new gathering room for the association.

In what turned out to be a really entertaining presentation, I learned that by working smart you can use your audience as a tool to advance your business whilst also keep an intimate relationship with that audience. And that is why it comes as no surprise that Trooper won the Belgium's New Brand of the Year at the BAM congress.

