D54 2018-2019
Strategic Marketing Action Plan

- Called by the Strategic Planning Committee
- Funds were budgeted to help market Toastmasters clubs in District 54
- The plan would benefit all D54 Clubs
- An advertising blitz is to be launched in February-March of 2019
Through Strategic Marketing and Advertising We Hope to Achieve the Following:

- People will gain awareness about Toastmasters
- People will visit the D54 and club websites for more information
- Prospective members will visit clubs in their areas
- Guests will have positive experiences in Toastmasters club meetings
- Guests will discover the benefits of Toastmasters and become members in YOUR CLUBS
Comprehensive Strategy
In Three Phases

Phase 1: Preparation, Research & Education
Phase 2: Implementation
Phase 3: Review & Refocus
Targeted Objectives:

- Completion of each phase will provide a several-pronged approach to help market clubs and increase membership.
- Actions to complete the project are assigned to District 54 members, club officers and district leaders.
- The 3-phase project was designed to be repeated year after year.
Preparation, Research & Education

D54 Committee

- Update the D54 Website from a prospective member’s view
- Update other D54 social media sites
- Launch the club video Toastimonial contest
- Purchase and distribute marketing and club promotion kits
- Provide digital press packets
- Provide media contacts and create more detailed media contact lists
- Educate and provide support to all club officers and members
- Research advertising options and do a cost/benefit analysis

D54 Clubs

- Update club websites and other forms of social media and report progress to Area/Division Directors
- Participate in the club video Toastimonial contest!
- Make sure you receive the marketing/club promotion kits and update fliers and brochures with club information
- Prepare club guest packets
- Attend special district training sessions for the latest information
- Let your members know about the plan and let us know if they would like to help!
Implementation

- **D54 Committee**
  - Purchase and run media ads in conjunction with club promotional events
  - Obtain information from Club and District officers

- **D54 Clubs**
  - Personally invite prospective members to club meetings
  - PROMOTE and hold an Open House, Guest Night, or other club promotional event(s) – specifically in the February/March time frame
  - Follow up with guests
  - Collect guest contact information using the Google Form
  - Sign up some new members!
Review & Refocus

- **D54 Committee**
  - Analyze feedback about the marketing campaign and implement suggestions for the next year

- **D54 Clubs**
  - Provide feedback about the marketing campaign in the form of success stories and/or suggestions for improvement
How Do We Plan and Promote Open House/Guest Night?

- Pick a Date, Time, and Location (February-March)
- Publicize it!
  - Send press releases and post club events in the local newspaper calendar
    - Utilize press release kit/templates
    - Utilize media contact list
      - Link: www.USNPL.com
      - Ongoing HPL Project – Ron Korte
  - Utilize the marketing kit from the District
  - Investigate public service announcements with local radio station
  - Create Social Media posts.

Need help? Contact Public Relations Manager, Becky Zentko.
REMINDERS - Let’s Get Ready!

D54 Committee

- D54 Website
  - What is a Toastmaster?
  - District Vision Statement
  - Club Mission Statement
  - District Logo
  - Toastimonial Video – Front Page Contest Winner!

D54 Clubs

- Club website
  - Do you have a website?
  - Are your meeting days/times/location in a prominent location on your Webpage?
  - Do you have officer contact information available?

Need help? Contact PRM Becky Zentko or IPDD Angie Mullin
REMINDERS - Let’s Get Ready!

D54 Clubs

- It’ll be fun! Enter the Toastimonial Video Contest!
- Update other forms of club social media
- Update marketing kit fliers/brochures with club information
- Create/update guest packets
- Plan and promote your Open House/Guest Day(s)!
- Gather guest information
- Fill out Google Form
It will take effort from EVERYONE to support the project’s initiatives
Open Discussion Questions?