

DISTRICT _____ MARKETING PLAN



Contributors:

- ▶ Club Growth Director _____
- ▶ Club New Source Research Chair _____

Reviewers:

- ▶ Region Advisor _____
- ▶ District Director _____
- ▶ Program Quality Director _____

District Mission:

Resources: *Club Growth Director Handbook; District Leader Handbook*

I. The Executive Summary: A high-level, one paragraph summary of your marketing plan. This should be written after the plan has been developed.

II. Situational Analysis: A description of the state of your district.

Resources: Distinguished Performance Reports (DPR) **Dashboard** and **Daily Reports**

- A. Last Year's Status
 - 1. District Marketing Team/Management Structure

- 2. Club Numbers
 - a. Clubs Chartered = _____
 - b. Clubs that became "Inactive" = _____

- 3. Membership Numbers
 - a. New Members Inducted = _____

- 4. Membership Building Recognition Programs
 - a. What proved successful?

- b. What proved unsuccessful?

B. Current Status

- a. Total Clubs = _____
- b. Total Memberships = _____
- c. Total Prospective Clubs = _____

III. Market Analysis: A description of your district organized by geographic area, industry size and type, and population. With this information, you can generate an assessment of the opportunities to build community and corporate clubs based on that data. The final step is to segment major industries into vertical markets.

Resources: Email List Request to ask for the “Current Sponsors of Toastmasters Clubs” and the “Club Meeting Details” reports for your district. Find a Club’s “Google Maps” feature can be used to quickly determine your clubs’ geographic distribution.

A. Geographic Area

- 1. How is your district laid out in terms of divisions and areas, and how can you leverage your district roles to be your marketing arm?

B. Industry Size and Type

- 1. What are the main types of companies in your district?

- 2. Do these companies sponsor clubs outside your district?

- 3. Do they have existing clubs, but have additional offices/branches without clubs?

C. Population Densities

1. Where do you have a high population, but a low number of clubs?

D. Club Meetings

1. What areas have gaps with club meetings not occurring? Mornings? Evenings? Tuesdays?

IV. SWOT Analysis: An analytical assessment of your district's current state. Use both your situational and market analysis as reference.

- A. What are your district's membership strengths?

- B. What are your district's membership weaknesses?

- C. What are your district's membership opportunities?

- D. What are your district's membership threats?

V. Market Segmentation: Based on your previous analysis, segment your district into key vertical markets or business types. A vertical market is a market in which vendors offer goods and services specific to industry, trade, profession or other groups of customers with specialized needs. (e.g., automotive, banking, financial, etc.)

- A. Segment 1

- B. Segment 2

C. Segment 3

VI. Market Strategy

Resource for the District Success Plan (DSP): Reference and utilize what you input here when completing the *District Success Plan* with your team (page 48 of the *District Recognition Program* manual.)

Resources: District Leader Tools Resource Library; *Membership Growth Manual*; Club Sponsor, Mentor and Coach Training Webpage; Division and Area Director's Training Materials; District Marketing Team Webpage

A. Best Practices Provided by Region Advisor

B. For each segmented market

1. Building new member clubs

a. How will you generate new club leads?

b. How will you qualify new club leads?

c. How will you convert a new club lead to an opportunity or prospective club?

i. Demonstration meetings?

ii. Buy-in from HR executive?

d. How will you convert a prospective club to an officially chartered club?

2. Increasing in individual membership

a. How will you help your clubs generate new member leads?

b. How will you help your clubs qualify new member leads?

c. How will you help your clubs convert a new member lead to an opportunity or prospective member?

d. How will you help your clubs convert a prospective member to an official member?

3. Forming specific membership building recognition programs

a. How will you motivate and recognize your clubs for their membership building program performances?

4. Increasing the retention of clubs

a. How will you help increase the retention of clubs in your district?

C. Execution and your District Marketing Team

a. How will you recruit your District Marketing Team?

i. Club Extension Chair?

ii. Club Quality Chair?

iii. Club Retention Chair?

b. How will you train the following District Marketing Team members on your plan and how their role is involved?

i. Club Extension Chair?

ii. Club Quality Chair?

iii. Club Retention Chair?

c. How will you motivate the following District Marketing Team members on your plan and how their role is performed?

i. Club Extension Chair?

ii. Club Quality Chair?

iii. Club Retention Chair?

d. After you're done

a. Feedback from Region Advisor

VII. Results: Evaluate the outcome of your marketing initiatives for effectiveness and return on investment. Use lessons learned to reposition your efforts and materials to achieve more targeted results.

Resources: Toastmasters Lead Management (TLM) System; District Performance Reports

- A. Reporting to District Executive Council
 - 1. Use the TLM to quickly generate reports on Leads and Opportunities for clubs in the district
 - 2. Use the District Performance Reports to quickly generate reports on club status and membership numbers for the district

- B. Mid-Year
 - 1. Review your progress with the marketing strategies you have created for the district and make necessary changes to keep the district on track toward success

- C. End-of-Year
 - 1. Record what strategies worked, why and the result of your efforts
 - 2. Record what you wish you had done or known in the beginning
 - 3. Provide any and all information or recommendations to the next incoming club growth director for continuous improvement for the district