



Benefits of a Marketing Plan

Webinar



Overview

- ▶ Best Practices
- ▶ Template
- ▶ Elements of plan
- ▶ Your Marketing Team
- ▶ Measurement
- ▶ Next Webinar



Best Practices Defined

- ▶ Technique or methodology that, through experience and research, has proven to reliably lead to a desired result
- ▶ Content derived from experts in the field and coalesced into practical use
- ▶ Club Growth Director Handbook was the end result

Template

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](#)

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

2. **Situational Analysis:** A description of the state of your district.

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

i. Last Year's Status

- a. District Marketing Team/Management Structure

- b. Club Numbers

- i. Clubs Chartered =
- ii. Clubs that became "Inactive" =

- c. Memberships Numbers

- i. New Memberships Inducted =

- d. Membership Building Recognition Programs

- i. What proved successful?

- ii. What proved unsuccessful?





Successful Plan Elements

- ▶ Executive Summary
- ▶ Situational Analysis
- ▶ Market Analysis
- ▶ SWOT analysis
- ▶ Market Segmentation
- ▶ Market Strategy
- ▶ Your Marketing Team
- ▶ Measurement



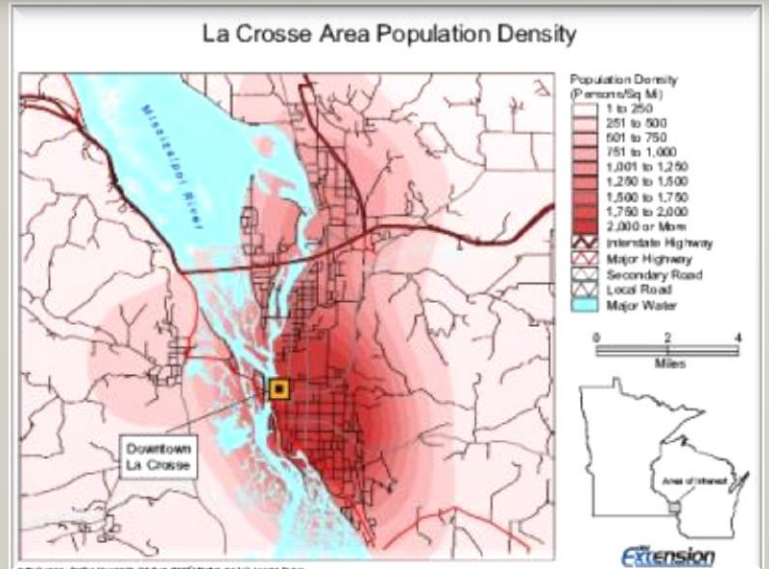
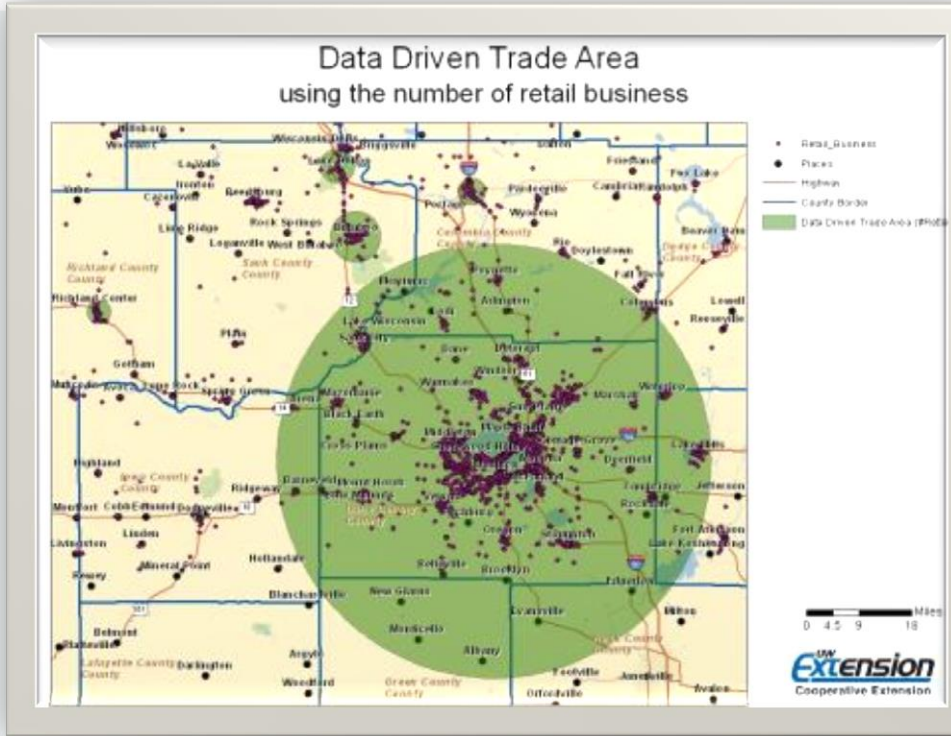
Situational Analysis

- ▶ Last year status
 - District marketing team structure
 - Club numbers
 - Member Numbers
 - Membership building recognition programs
- ▶ Successes or Challenges
- ▶ Current status
 - Club numbers
 - Member numbers



Market Analysis

- ▶ Geographic area
- ▶ Industry and type
- ▶ Population densities
- ▶ Club meetings

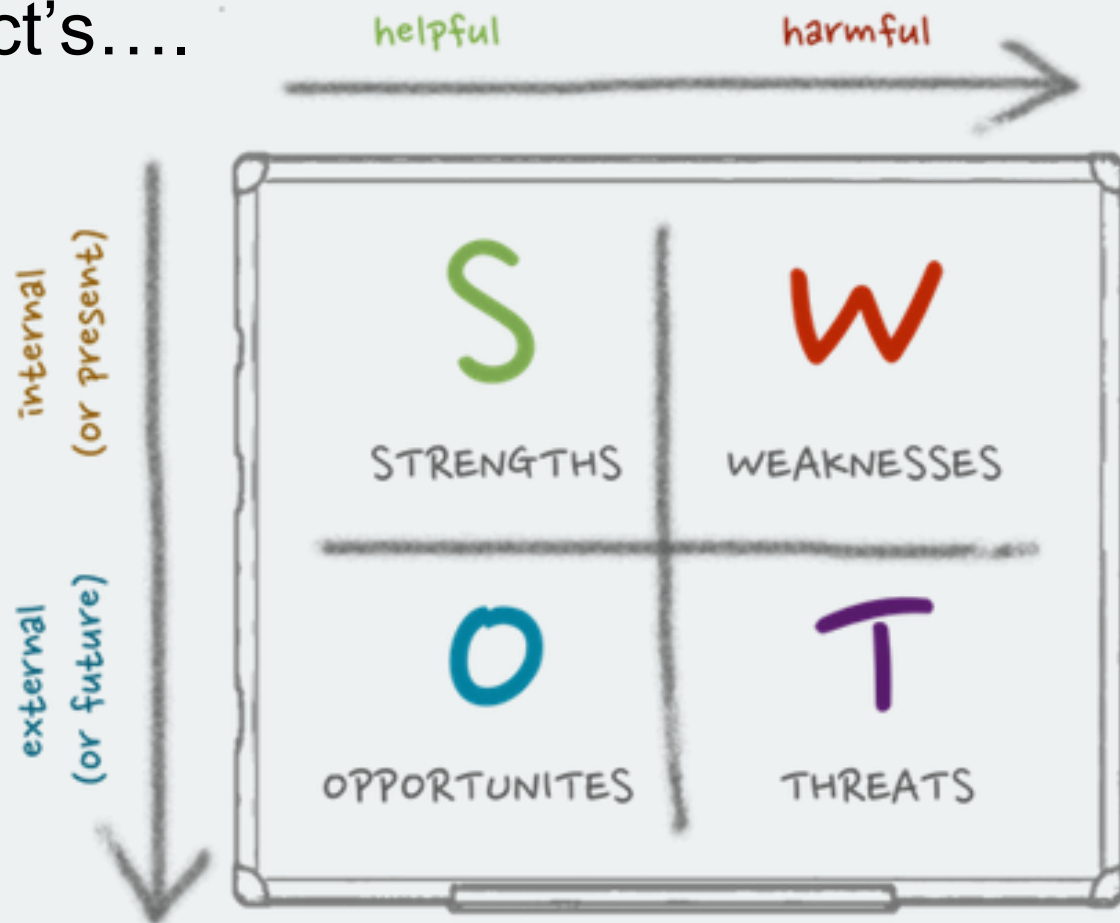




SWOT Analysis

What are your District's....

- ▶ Strengths
- ▶ Weakness
- ▶ Opportunities
- ▶ Threats





Market Segmentation

- ▶ Segment district into market verticals
 - By industry
 - By type (corporate or community)





Your Marketing Team

Roles to fill

- ▶ How will you recruit your team?
- ▶ Training
- ▶ Region Advisor review

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➡ Leadership central

➡ District leader tools

➡ Leadership roles

➡ District marketing teams



District Marketing Team

- ▶ Club New Source Research Chair
- ▶ Club Extension chair
 - Club Extension Committee
 - Club Sponsor Committee



District Marketing Team

- ▶ Club Quality Chair
 - Club Mentor Committee



District Marketing Team

- ▶ Club Retention Chair
 - Club Coach Committee



Measurement

- ▶ Reporting to District Counsel
 - Use TLM to generate reports
 - Use District Performance Reports
 - Club status and membership numbers
- ▶ Monthly or Quarterly
 - Review progress and make changes
- ▶ End-of-Year
 - Record results and recommendations



Next Webinar – July 25th & 26th

- ▶ Leveraging the Toastmasters Lead Management System
 - Overview
 - Work flow
- ▶ Lead creation
- ▶ Lead/Opportunity management



Questions

