CREATING A MARKETING PLAN

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KNOW YOUR AUDIENCE

Who Do You Serve?
- Non-Members
- Club Members
- Sister Club Members
- Relatives
- District Leaders

Ask Yourself…
- What demographics does your audience fit into?
- What does your audience want or expect from you?
- What style or approach is best for your audience?
- What media does your audience have access to?
- What medium is ideal for your audience?

What You Need to Know
- Profile
- Goals & Values
- Sources of Information
- Challenges & Pain Points
- Objections & Process of Joining Roles

Helpful Demographic Info
- Name
- Age
- Gender
- Marital Status
- # / Age of Children
- Occupation
- Hobbies
- Level of Education
LOCAL & SOCIAL MEDIA

Keep It Local
- Newspapers
- eMagazines
- Bloggers
- Podcasts
- Radio Stations
- High School & College Media

Build a Relationship
- Know your contact
- Know the decisionmaker
- Understand submission rules
- Present only NEWS-worthy press releases
- Focus on how you can help them

Ranked by Use
- Facebook
- YouTube
- Instagram
- Reddit
- Snapchat
- Twitter
- Pinterest

A Few Tips
- Pick the number of platforms your team can manage consistently
- Pick a weekly release date for posts
- Only post valuable content
- Respond to direct comments

Facebook half-life is 90 minutes, but Pinterest half-life is 3.5 months. (Wisemetrics and Piqora)
CREATE A PR CALENDAR

Steps to Make It Happen

- Review last year’s PR plan and results. Set new goals for the coming months.
- Create a rough 12-month plan. Schedule a 6-month plan. Review your plan every 3 months and tweak accordingly.
- Review last year’s media coverage. Determine what worked and what didn’t. List journalists who reported your news and introduce yourself.
- Take advantage of Toastmasters International’s PR resources.
- Meet with your officers and determine the group’s overall objectives for the year. Conform your plan to the objectives.
- Establish a publicity calendar to keep track of what’s happening in your club and in social media.
- Include events, projects, district conferences, announcements, anniversaries, open house meetings, milestones, and member achievements.
- Indicate your selected social media, news outlets, and e-blast lists that will be used for press releases.
- Research local news outlets and journalists’ deadlines. Study the topics key journalists write about and tailor your pitch and/or news release to it.
- Include contact information of everyone you need to reach, what needs to get done, who’s responsible, and the deadlines.
- Create your own calendar or start with Toastmaster’s sample. https://www.toastmasters.org/~media/8ACCFDE6D3CB44A080BE261C6506FFCB.ashx
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LINKS OF VALUE

Sources to Republish

- Repost D30 blog posts
- Contest links and info
- Educational links for training, etc.
- Conference information
- Any and all Registration links for D30 events

Links to Remember

- https://www.d30toastmasters.org/blog/
- https://www.d30toastmasters.org/calendar/
- https://www.d30toastmasters.org/pr-media/monthly-calls/

Additional Links

- Let the World Know Handbook
  https://www.toastmasters.org/~medi/a/4961f7be4b244a12a39426d0c9193cd1.ashx
- Brand Guidelines
- Public Relations Resources
  https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations
- Logo, Images and Templates
  https://www.toastmasters.org/resources/logos-images-and-templates
- Sample News Releases
- Toastmasters Media Center
  https://mediacenter.toastmasters.org/