



# Marketing

## Introduction

This pre-work provides knowledge that supports the experiential learning that will take place in the live sessions at Club Officer Training. By completing it, you will be prepared to participate in discussions and activities with fellow club officers. This information will be utilized but not presented in the session.

## Time Investment

- 30 to 60 minutes

## Instructions

1. Review the 2020 Member Goals report excerpt (below)
2. Review the 2020 Member Personas excerpt (below)
3. Complete the Club Snapshot (below)
4. Complete the Online Media Audit (below)

# Club Snapshot

1. How does a new member (one who has been a member for 6 months or less) benefit from being in your club?

2. How does a member who has been in your club for roughly one year benefit?

3. Where do most of your members live and work geographically?

4. How did they find your club? List the most popular ways.

5. Do your best to breakdown your membership into percentages by persona.

6. Do your best to breakdown your membership in percentages based on their primary goal. Consider slides 7-14 of the 2020 Member Goals report (below)

7. Why do you think the majority of your members joined your club?

8. List out the features of your club (this may be your mentor program, convenient location for meetings, member education, awards, fun meetings, etc.).

9. Where do your members communicate online?

10. Where are you currently marketing your club online? In-person? What have been your results?

11. What does your club do on social media? Do you post content? How often? What kind of content do you post? Where does it come from?

## Online Media Audit

Fill out the table below to audit your club's online presence. Add sites and platforms to the table as needed (YouTube, WhatsApp, etc.).

Website	Is there a plan to drive more members and/or prospective members to view content?	Most recent update	Target # of updates/week	Does the site have the meeting date/times/link to other media/articles/events?	Who is responsible for this space?
Blog	Is there a plan to drive more members and/or prospective members to read, comment, and submit content?	Most recent update	Target # of posts/week	Does the site have the meeting date/times/link to other media/articles/events?	Who is responsible for this space?
Facebook	Is there a plan to drive more members and/or prospective members to follow and comment?	Most recent Post	Target # of posts/week	Does the account information have the meeting date/times/link to other media?	Who is responsible for this space?

LinkedIn	Is there a plan to drive more members and/or prospective members to connect and comment?	Most recent post	Target # of posts/week	Does the account information have the meeting date/times/link to other media?	Who is responsible for this space?
Twitter	Is there a plan to drive more members and/or prospective members to follow?	Most recent post	Target # of posts/week	Does the account information have the meeting date/times/link to other media?	Who is responsible for this space?
Instagram	Is there a plan to drive more members and/or prospective members to follow?	Most recent post	Target # of posts/week	Does the account information have the meeting date/times/link to other media?	Who is responsible for this space?

Easy-Speak	Is there a plan to drive more members and/or prospective members to utilize?	Most recent update	Target # of updates/month	Does the account information have the meeting date/times/link to other media?	Who is responsible for this space?

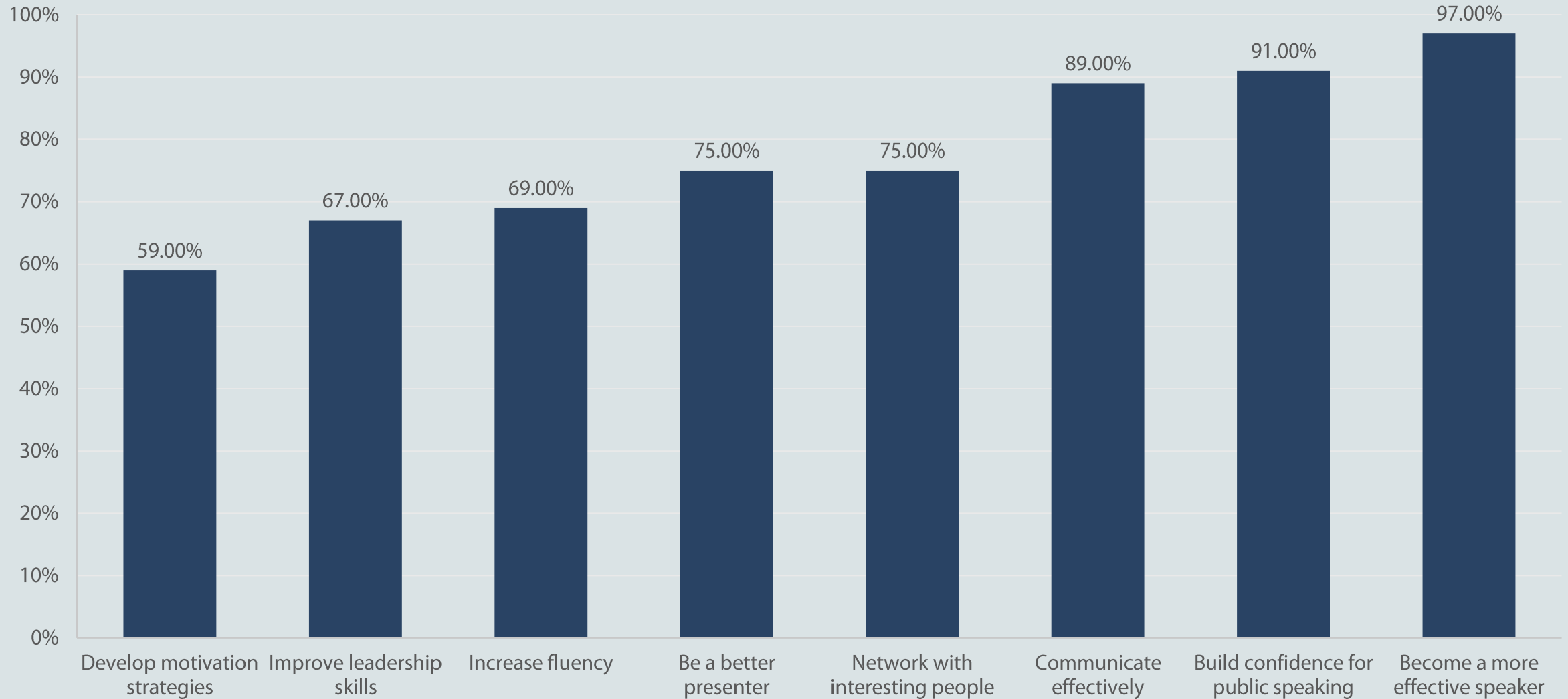


## **Member Goals Study**

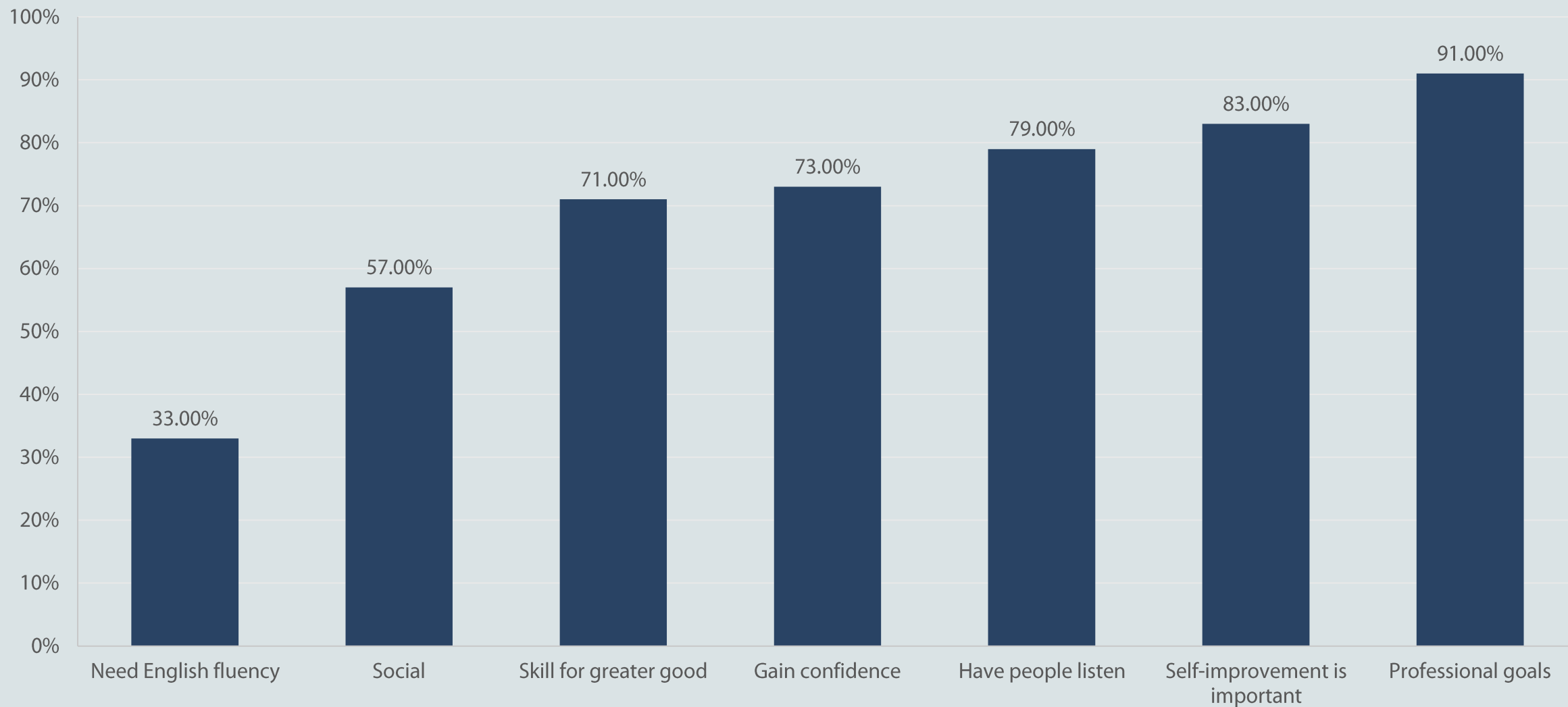
2019–2020



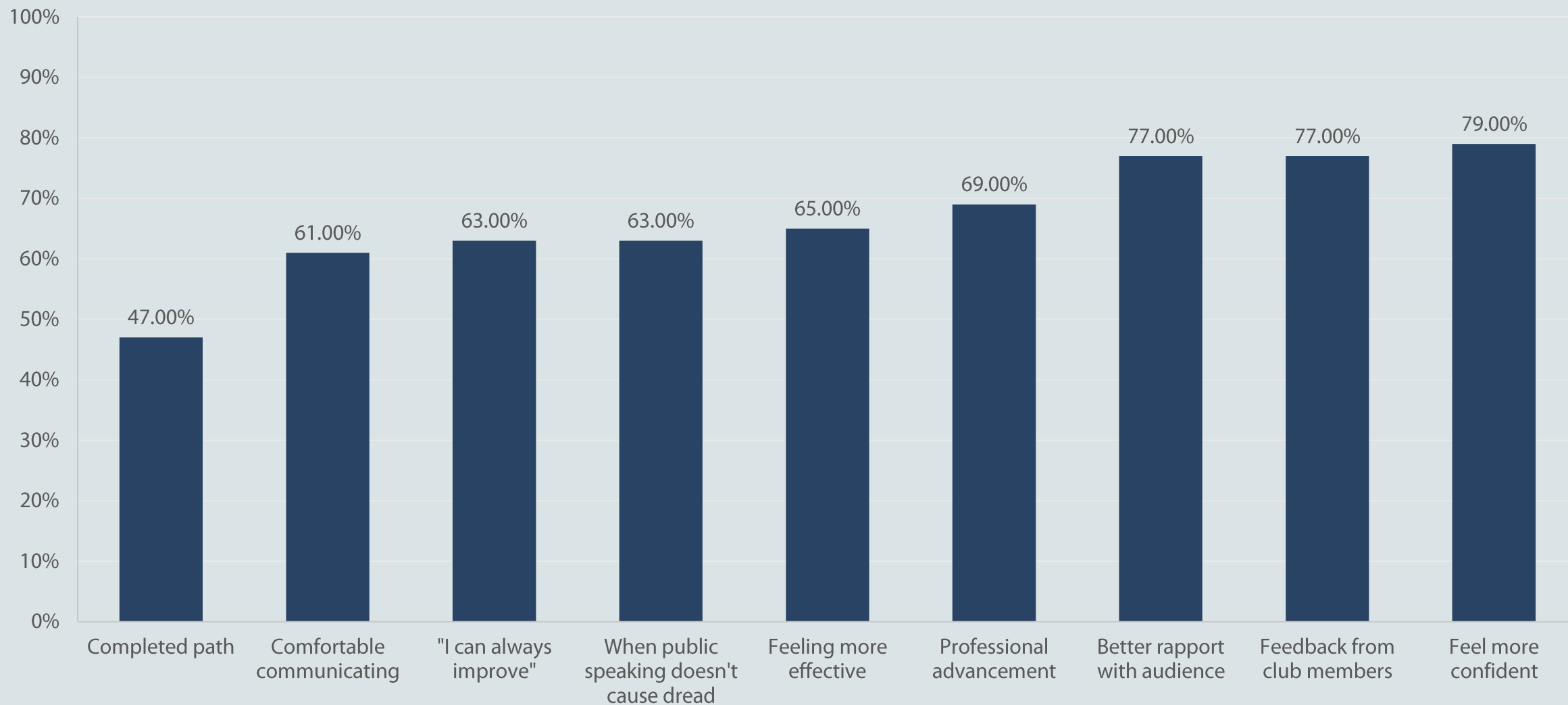
# Member goals with the most support



# Reasons members believe their goal is important

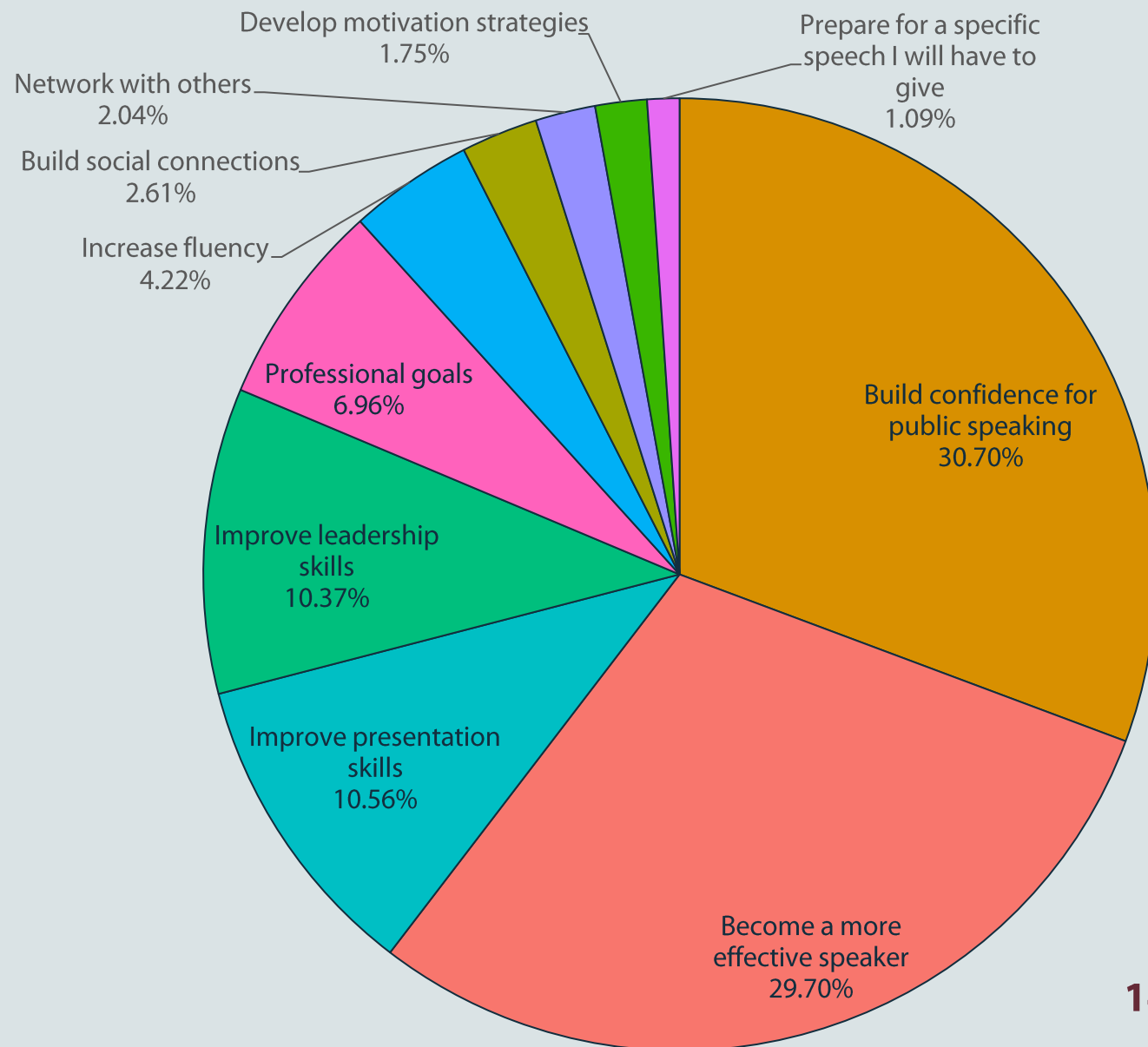


# How members will know when they've reached their goal



# Primary goals

- ▶ Be a more effective speaker and Build confidence for public speaking together comprise **60%** of new members' primary goals
- ▶ Only **1.09%** of all member primary goals was to prepare to give a specific speech





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## Conclusions

# Primary member goals

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- ▶ New members provided ten (10) primary goals, listed in order of how often they are a new member's primary goal:
  1. Build confidence for public speaking
  2. Become a more effective speaker
  3. Improve presentation skills
  4. Improve leadership skills
  5. Professional goals
  6. Increase fluency
  7. Build social connections
  8. Network with others
  9. Develop motivation strategies
  10. Prepare for a specific speech I will have to give

# General goal patterns

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- ▶ Network with others is most often a goal for young new members
- ▶ When members identify auxiliary goals, they tend to indicate specific skill building: Improve presentation skills, Improve leadership skills, Increase fluency, and Professional goals
- ▶ Members joining company clubs are likely to focus on business-related goals, including: Improve leadership skills, Improve presentation skills, Network with others, and Professional goals
- ▶ Members are least confident that Toastmasters will help them reach social goals: Network with others and Build social connections
  - They also lack confidence that Pathways will help them reach these goals



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# Toastmasters Member Personas

April 2020



# Identifying Personas

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- Characteristics of each **Persona** (class) identified in the Latent Class Analysis were collected and grouped
- Named **Personas** highlight the differentiating qualities of each group

1	The Student	5	The Confident Leader
2	The Early Career Enthusiast	6	The Successful Leader
3	The Striving Associate	7	The Retiree
4	The Social Professional		

- In each **Persona** description, defining characteristics are included

# The Student

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## Likely to...

- ▶ be female or male
- ▶ be in age group 18–24
- ▶ be a student
- ▶ have a high school education, some college but no degree, or a bachelor's degree
- ▶ be unemployed and looking for work
- ▶ self-describe as enthusiastic, socially awkward, and talkative
- ▶ be searching for answers/meaning and want to learn the newest skills
- ▶ need to build soft skills
- ▶ want to improve presentation skills
- ▶ have heard of Toastmasters from a friend, family member, or on social media
- ▶ want to join either a formal or an informal club

Makes up 6% of the member population



# The Early Career Enthusiast

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## Likely to...

- ▶ be male
- ▶ be in age group 25–34 or 35–44
- ▶ have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic
- ▶ be looking to move up in career
- ▶ be ambitious in their job
- ▶ join to network, adapt to new cultural techniques and values, advance career, and practice English or another language
- ▶ need to build soft skills
- ▶ have heard of Toastmasters from a friend or coworker
- ▶ not speak English as a primary language
- ▶ want a formal club

Makes up 12% of the member population



# The Striving Associate

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## Likely to...

- ▶ be female
- ▶ be in age group 25–34 or 35–44
- ▶ to have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic, shy, and socially awkward
- ▶ be looking to move up in career and searching for answers/meaning
- ▶ be looking to build their confidence to move up, gain momentum at work
- ▶ join to improve presentation skills and to advance career
- ▶ have heard of Toastmasters from a coworker or manager
- ▶ want an informal club

Makes up 19% of the member population



# The Social Professional

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## Likely to...

- ▶ be female or male
- ▶ be in age group 35–44 or 45–54
- ▶ to have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic
- ▶ be looking to move up in company career and learn the newest skills
- ▶ join to improve presentation skills
- ▶ have heard of Toastmasters from a friend
- ▶ not speak English as their primary language
- ▶ want a formal club

Makes up 22% of the member population



# The Confident Leader

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## Likely to...

- ▶ be female
- ▶ be in age group 35–44, 45–54, or 55–64
- ▶ to have a bachelor's, master's, or doctorate
- ▶ be a paid employee
- ▶ have a high income
- ▶ self-describe as enthusiastic and self-confident
- ▶ be looking to move up in career or be a mentor and advisor
- ▶ be looking to network, improve presentation skills, give back to others, join for fellowship, and to advance career
- ▶ have heard of Toastmasters from a friend
- ▶ want an informal club

Makes up 9% of the member population



# The Successful Leader

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## Likely to...

- ▶ be female
- ▶ be in age group 45–54 or 55–64
- ▶ to have a bachelor's, master's, or professional degree
- ▶ be a paid employee or self-employed
- ▶ have a high income
- ▶ self-describe as enthusiastic, self-confident, and traditional
- ▶ be happy where they are at or want to become a mentor and advisor
- ▶ join to improve presentation skills
- ▶ have heard of Toastmasters from a friend, coworker, or online search
- ▶ want an informal club

Makes up 19% of the member population



# The Retiree

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## Likely to...

- ▶ be female or male
- ▶ be in age group 55–64 or 65+
- ▶ to have a bachelor's or master's degree
- ▶ be retired
- ▶ self-describe as enthusiastic, self-confident, and traditional
- ▶ be happy where they are at or want to become a mentor and advisor
- ▶ join to improve presentation skills and for fellowship
- ▶ have heard of Toastmasters from a friend or saw a flyer in the community
- ▶ want an informal club
- ▶ be willing to travel to club meetings

Makes up 14% of the member population

