



Marketing

Introduction

The purpose of this session is to develop alignment between marketing and prospective member motivations, develop channels for communicating value to prospective members, and identify tools and resources for marketing.

Overview

First, you will select a primary member goal from the 2020 Member Goals report and then outline how your club, directly and indirectly, supports members in achieving that goal. Then, you will select a member persona from the 2020 Member Personas Report. Then, you will identify how you can communicate with that persona and demonstrate you can help them achieve the primary goal. Finally, you will participate in a discussion on tools and resources that clubs can use for marketing.

In this session, facilitators discuss the following topics:

- Effective Messages
- “Speaking” to Prospective Members
- Tools and Resources

Objectives

After completing this session, you will be able to do the following:

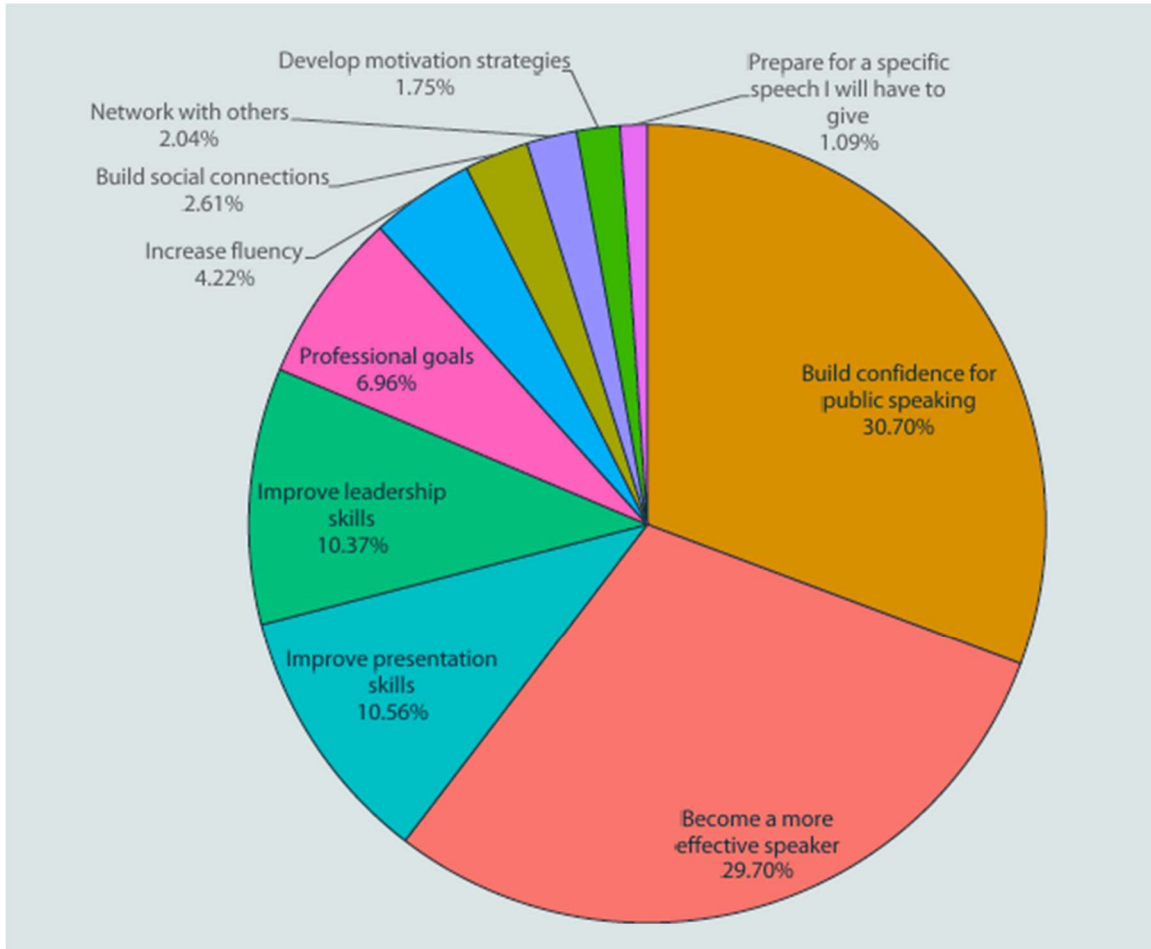
- Align marketing with prospective member goals
- Develop strategies for compelling communication with prospective members
- Identify resources available for club marketing

In meeting these objectives, you will be able to effectively demonstrate through marketing the value of joining your club to prospective members.

Effective Messaging

Breakout Room Activity: Crafting the Message (25 minutes)

Select a goal below that you believe represents a goal for most members in clubs represented in your group:



1. Selected goal:

2. Why do you think this goal is important to members?

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3. Make list of steps a member follows as a Toastmaster to demonstrate they have achieved this goal.

5. How does the goal you selected and how your club supports achieving the goal relate to the Club Mission?
6. Complete the following message:

Our club supports those who strive to

by

Be ready to share this in chat with the rest of the group in the main session room.

“Speaking” to Prospective Members

Breakout Room Activity Sending the Message (20 minutes)

Discuss and record your answers below.

Member Personas: The Student, The Early Career Enthusiast, The Striving Associate, The Social Professional, The Confident Leader, The Successful Leader, and The Retiree.

1. Use the goal that you chose in the first Breakout Room Activity:

2. Select a member persona from 2020 Member Persona Report that best represents

3. Why did you choose this persona?

4. Where do people represented in your member persona communicate with each other?

5. Where do people represented in your member persona go to research information?
Where do they find entertainment both online and offline?

6. What types of brands do you think interest this member persona?

7. How can you utilize marketing materials to show a prospective member who fits this persona that your club can help them achieve their goal?

8. Research shows that the most effective way to get guests and new members is through invites from current members; how can you get your club's members involved in recruitment?

9. Where are the best spaces to put marketing material offline and online to connect with this member persona? Explain why each space is an effective place to communicate with them.



Be ready to share the member persona you chose, the best places to communicate with them, and why you believe these marketing methods would be effective.

Tools and Resources

Toastmasters Magazine

[Be Our Guest](#)

[Spread the Word](#)

[Social Media Tips For Your Club](#)

[Give Members and Guest a Compelling CX](#)

[3 Social Media Platforms Every Club Needs](#)

Other Resources

[Toastmasters' Media Center](#)

[Club Marketing Guide](#)

[Find a Club Best Practices](#)

[Let The World Know](#)

[Social Media Workshop \(video\)](#)

Conclusion

Key Takeaways

What is one idea from this session that you plan to adopt in your club?

What are some other key takeaways from this session that will help you be successful?



Toastmasters Member Personas

April 2020

Identifying Personas

- 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

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

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

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

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

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

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

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

