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# Marketing tools to boost your Club

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# Marketing tools to boost your Club

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- Membership Campaign using social media
  - Who is your target?
  - Facebook Campaigns
  - Extend to Twitter/Instagram/LinkedIn
- Promote your meeting
  - A free tool
  - T.I. Leads: don't lose them
  - Make your own materials
  - Make a video

# Select your target

Youth groups

University students

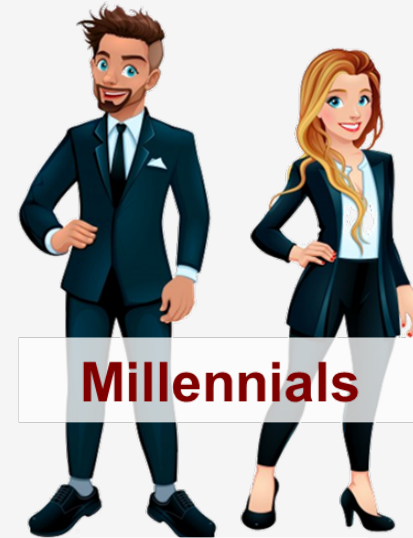
Young working professionals

Housewives

Retirees

Senior citizen centers

Local clubs



**Millennials**

**25/34**



**Generation X**

**35/44**

Corporations and businesses

Community service groups

For target groups description and characteristics  
see the MOONLIT project material

# Facebook Campaigns: Ready To Use

MOONLIT project produced:

- Made for specific Target Groups
- Ready to use Facebook campaigns
- Complete with text (in your language) and pictures

# Example Facebook Marketing Plan

Plan parameters			Marketing Plan - Target:35/44 - Channel:Facebook - Duration:20 days						
Target	12-35/44	12	This template Marketing Plan addresses the target group '35/44' and foresees Facebook as the main channel, for a duration of 20 days and making use of the 'Standard' key message developed in the MOONLIT Project.						
Main channel	Facebook	FB,LinkedIn	Make sure to: - adapt your call to action and add a link to your club meeting on the day after the end of the plan; - adapt to your specific target, to your club and local culture and revise the texts (translations are done by Google translate)						
Language	English	En	[Developed by the MOONLIT Project Team - to provide feedback email moonlit@toastmasterseurope.org]						
Type	Standard	Standard, Online, Additional							
Duration days	20	1-31							
Plan details									
Date	KeyMessage	Type KeyMsg	# KeyMsg	Channel	Media file	Detailed message	Hashtags	What strength/opportunity does it relate to?	Call to action
Day 1	Receiving and giving back skills and support	Standard	1	Facebook	<a href="https://drive.google.com/file/d/1P4nt6CAjSt7giMRB_9mw8FWkdmID9x7u/view?usp=sharing">https://drive.google.com/file/d/1P4nt6CAjSt7giMRB_9mw8FWkdmID9x7u/view?usp=sharing</a>	Sharing your knowledge and skills is an opportunity for you to grow as a person, to better understand how you fit into the world. Giving back is also a great way to grow your own network.	#givingback #giveback #platform #transition #communities #skills #knowledge #support #giving #localcommunities #localcommunity	A platform for easy transition from receiving to giving to the professional and local communities	Visit our next meeting. / Learn more at our website
Day 2	Share your wisdom in an environment open to change and growth	Standard	2	Facebook	<a href="https://drive.google.com/file/d/10dMRnWJ818YKSxFUeNx dip5yrJkeRE1w/view?usp=sharing">https://drive.google.com/file/d/10dMRnWJ818YKSxFUeNx dip5yrJkeRE1w/view?usp=sharing</a>	Looking for a unique place where to gather and share your wisdom? Don't miss Toastmasters next meeting.	#unique #toastmasters #platform #wisdom #environment #growth #opportunity #knowledge #meeting #meetings #gather #sharing #share #change #offer #looking #uniqueplace #nextmeeting #sharingwisdom #sharingknowledge #shareknowledge #shareyourwisdom #place #offering	A platform for gathering and sharing "wisdom"	Visit our next meeting. / Learn more at our website

# Example Facebook Marketing Plan

<u>Plan parameters</u>		
<b>Target</b>	<i>12-35/44</i>	12
<b>Main channel</b>	<i>Facebook</i>	FB,LinkedIn
<b>Language</b>	<i>English</i>	En
<b>Type</b>	Standard	Standard, Online, Additional
<b>Duration days</b>	20	1-31

# Example Facebook Marketing Plan

	<b>Key Message</b>				<b>Detailed Message</b>		<b>Strength</b>		
<b>Day</b>				<b>Picture</b>		<b>Hashtags</b>		<b>CTA</b>	
<b>Plan details</b>	<b>KeyMessage</b>	<b>Type KeyMsg</b>	<b># KeyMsg</b>	<b>Channel</b>	<b>Media file</b>	<b>Detailed message</b>	<b>Hashtags</b>	<b>What strength/opportunity does it relate to?</b>	<b>Call to action</b>
<b>Day 1</b>	Receiving and giving back skills and support	Standard	1	Facebook	<a href="https://drive.google.com/file/d/1P4nt6CAjSt7giMRB_9mw8FWkdmID9xZu/view?usp=sharing">https://drive.google.com/file/d/1P4nt6CAjSt7giMRB_9mw8FWkdmID9xZu/view?usp=sharing</a>	Sharing your knowledge and skills is an opportunity for you to grow as a person, to better understand how you fit into the world. Giving back is also a great way to grow your own network.	#givingback #giveback #platform #transition #communities #skills #knowledge #support #giving #localcommunities #localcommunity	A platform for easy transition from receiving to giving to the professional and local communities	Visit our next meeting. / Learn more at our website
<b>Day 2</b>	Share your wisdom in an environment open to change and growth	Standard	2	Facebook	<a href="https://drive.google.com/file/d/10dMRnWJ818YKSxFUeNx dip5yrJkeRE1w/view?usp=sharing">https://drive.google.com/file/d/10dMRnWJ818YKSxFUeNx dip5yrJkeRE1w/view?usp=sharing</a>	Looking for a unique place where to gather and share your wisdom? Don't miss Toastmasters next meeting.	#unique #toastmasters #platform #wisdom #environment #growth #opportunity #knowledge #meeting #meetings #gather #sharing #share #change #offer #looking #uniqueplace #nextmeeting #sharingwisdom #sharingknowledge #shareknowledge #shareyourwisdom #place #offering	A platform for gathering and sharing "wisdom"	Visit our next meeting. / Learn more at our website

# Plan them

- Use an automatic posting tool like Hootsuite or Studiorific
- Select the best time to post based on data from your groups
- Results foreseen: >200 people reached, 10% likes

**Toastmasters Italia**  
Published by Paola Perina [?]  
September 3

Lo sapevi? Alcuni dei campioni mondiali di Public Speaking, proprio come molti di noi, avevano una paura paralizzante di parlare davanti ad un gruppo di persone.

Si sono messi alla prova e grazie a Toastmasters hanno raggiunto traguardi personali impensabili solo qualche anno prima.

Scopri di più: unisciti alla nostra community e impara dai migliori!...  
See More

**508** People Reached  
**58** Engagements

**33** Reactions, Comments & Shares [?]

<b>22</b> Like	<b>10</b> On Post	<b>12</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>1</b> On Post	<b>1</b> On Shares
<b>8</b> Shares	<b>8</b> On Post	<b>0</b> On Shares

**25** Post Clicks  
**6** Photo Views | **1** Link Clicks [?]  
**18** Other Clicks [?]

**NEGATIVE FEEDBACK**  
**0** Hide Post | **0** Hide All Posts  
**0** Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts.

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**508** People Reached  
**58** Engagements

**Toastmasters Italia, Speaker Azur, Jahda Miller and 7 others** | 1 Comment | 8 Shares

Like Comment Share

**Toastmasters Italia**  
Published by Paola Perina [?]  
October 22

La nostra organizzazione si basa su importanti valori condivisi e offre grandi opportunità di crescita. Impara nuove tecniche di comunicazione insieme a persone che, come te, condividono i valori di rispetto, integrità, servizio ed eccellenza.

Vuoi conoscere il Club Toastmasters più vicino a te? Mandaci un messaggio privato o scrivi un commento qui sotto!  
#rispetto #integrità #servizio #eccellenza

**392** People Reached  
**24** Engagements

**19** Reactions, Comments & Shares [?]

<b>15</b> Like	<b>6</b> On Post	<b>9</b> On Shares
<b>2</b> Love	<b>0</b> On Post	<b>2</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares

**5** Post Clicks  
**3** Photo Views | **0** Link Clicks [?]  
**2** Other Clicks [?]

**NEGATIVE FEEDBACK**  
**0** Hide Post | **0** Hide All Posts  
**0** Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts.

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**392** People Reached  
**24** Engagements

Boost Post

**Toastmasters Italia**  
Published by Paola Perina [?]  
November 12

In un Club Toastmasters puoi scegliere tra 11 percorsi formativi, studiati appositamente per sviluppare competenze di #leadership e #publicspeaking. Ogni percorso sviluppa progetti mirati per apprendere ed esercitare le tue conoscenze in questi campi attraverso un metodo di apprendimento basato sulla pratica.

Quanto costa associarsi ad un Club? La quota associativa è di \$20 (diritti di segreteria prima iscrizione) + \$50 annui di associazione a Toastmasters International. Ogni Club ha poi una quota di condivisione delle spese vive di gestione che è minima, ma varia in base alla città.

Per maggiori info inviaci un messaggio privato o scrivi INFO nei commenti.

**Formazione di Alto Livello a Costo Contenuto**

**#CRESCITAPERSONALE #ALTOLIVELLO #ACQUISIZIONECOMPETENZE**

**245** People Reached  
**24** Engagements

**21** Reactions, Comments & Shares [?]

<b>16</b> Like	<b>7</b> On Post	<b>9</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**3** Post Clicks  
**0** Photo Views | **0** Link Clicks [?]  
**3** Other Clicks [?]

**NEGATIVE FEEDBACK**  
**0** Hide Post | **0** Hide All Posts  
**0** Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts.

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**245** People Reached  
**24** Engagements

Boost Post

**Performance for Your Post**  
**245** People Reached

<b>16</b> Like	<b>7</b> On Post	<b>9</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**3** Post Clicks  
**0** Photo Views | **0** Link Clicks [?]  
**3** Other Clicks [?]

**NEGATIVE FEEDBACK**  
**0** Hide Post | **0** Hide All Posts  
**0** Report as Spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts.



## Extend the campaigns

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- Buy 50 EUR of Facebook Ads, use over 15 days
- Make a MOTIVATED request to District to get financial support
- Extend campaign to TWITTER/INSTAGRAM/LINKEDIN
- Use hastags and text provided in ready to use campaigns
  
- ALL MATERIAL is available in the MOONLIT Website:
  - <http://www.toastmasterseurope.org/moonlit-project/>
  - <http://www.moonlitproject.com>

# Promote your meeting for free and manage ticketing

- Use EVENTBRITE!
- Free for free events
- Can help you to manage guests
- Automate replies and send automatic reminders with Zoom link to meeting
- Promotes participation by listing in Eventbrite Events
- Download guest list with all data, send periodic emails to all those who registered
- Combine with Zoom: [https://www.eventbrite.com/support/articles/en\\_US/How\\_To/how-to-set-up-a-paid-webinar-using-zoom-and-eventbrite?lg=en\\_US](https://www.eventbrite.com/support/articles/en_US/How_To/how-to-set-up-a-paid-webinar-using-zoom-and-eventbrite?lg=en_US)



# Toastmasters International Leads

- To which email they arrive
- Never miss a guest who wants to visit your club
- Automate reply to TI lead with Zapier or similar tool
- Free for simple reply
- Reply with all info needed for visitor
- Add another Zapier to store contact details on spreadsheet

Zapier: <http://www.zapier.com>

The image shows a Zapier workflow configuration. The first step is a Trigger: "1. New Email". The second step is an Action: "2. Send Outbound Email". The action is configured with the following fields:

- To:** 1. Parse Output Emailaddress: francescofedele@me.com (required)
- Subject:** TmRm - Benvenuto ( 1. Parse Output Firstname: Topo ( 1. Parse Output Lastname: LINO ( 1. Parse Output Phonenumber: 333 444555 ) (required)
- Body (HTML Or Plain):** Gentile/Dear ( 1. Parse Output Firstname: Topo ( 1. Parse Output Lastname: LINO , <>(English version below)</> <b>Grazie di aver richiesto un contatto con il club Toastmasters Roma attraverso il sito di Toastmasters International.</b> (required)

# Make your own materials, following TI branding

- Always follow TI branding in your material
- Use CANVA, great support for FB and other SOCIALS
- Or use my Powerpoint template, produce slide with your material, then export in desired format (PNG, PDF, etc.)



[http://www.toastmasterseurope.org/ppt\\_template/](http://www.toastmasterseurope.org/ppt_template/)

[http://www.moonlitproject.com/ppt\\_template](http://www.moonlitproject.com/ppt_template)

# Make a club promo video (in one hour or less)

- Make a 1 to 2 minutes video
- Decide on a message
- Prepare a storyboard
- Make a number of 5/10 seconds shoots with your phone or extract from your ZOOM video meeting
- Put them together with QUIK or Apple iMovie (trailer) directly on your phone or PC

Training: <https://youtu.be/wjgQQ0BphBY>

TM video tips: <https://www.youtube.com/watch?v=v902UJOU4B0&t=72s>



**Link to materials:**

**<http://www.toastmasterseurope.org/marketing-tools/>**  
**<http://www.moonlitproject.com/marketing-tools/>**

Stay in touch:

**[moonlit@toastmasterseurope.org](mailto:moonlit@toastmasterseurope.org)**  
**[info@moonlitproject.com](mailto:info@moonlitproject.com)**