

Arlynn's Personal Toastmasters Club Marketing Must-Have List

1. A marketing plan – who does what
2. Marketing calendar – when to start planning, when to execute, when to follow-up
3. A great, current, colorful, engaging, brand-compliant website
4. Niche/branding – what's special/unique about your club?
5. By-Line/Tag-line – advertise your uniqueness
6. *"Now accepting new members!"* ...put it on everything
7. Every meeting with a theme worthy of a promotion on social media
8. Club business cards for each member to give to everyone they meet
9. A stated and promoted invitation for your meeting-venue neighbors to attend meetings
10. Exterior banner/poster/sign helping guests to find the right door
11. Interior banner/poster/sign to help guests find the right room
12. At least one phone number on website for a lost guest to contact
13. Include "Toastmasters" in your voicemail greeting
14. Guest referral program and incentives for members
15. Convenient dues payment via PayPal or credit card payment option
16. Immediate response marketing ("Join before xx/xx and receive...")
17. Demonstration meetings at local businesses
18. Speaker at community clubs once each quarter (Chamber, Lions, etc.)
19. Member success stories to share
20. Member testimonials on the website and on materials
21. Logo'ed attire/gifts for members
22. Excellent service to members thru club opinion surveys and follow-up
23. At least 10 minutes of contact time with each guest
24. Consistent guest follow-up
25. A club newsletter – doesn't have to be a multi-page book. A simple email is fine.
26. A proper Toastmasters greeting for hello/goodbye
27. "Give the Gift of Gab!": Gift certificates your club can advertise as holiday presents
28. Print and electronic brochures
29. Print and electronic posters
30. Print and electronic guest packet
31. Print and electronic new member info
32. Sales/closing training for every member
33. Peppy meetings, filled with educational value, for growth and improvement
34. Consistent, weekly social media postings
35. Quarterly stories submitted to local newspaper/media
36. Quarterly special events – open house, party, bowling, whatever
37. Direct mail postcards to stay in contact with previous members
38. A designated marketing guerrilla