

Marketing and Public Image workshop

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What is marketing?

Marketing is an ongoing communications exchange with customers and potential customers in a way that educates, informs and builds a relationship over time.

What is marketing in a nutshell?

Marketing is identifying and satisfying customer needs

Why is marketing important?

- To recruit new members
- To invite people in your community to events
- To celebrate your club's service and community impact
- To show the world that community service really counts.
- Make members proud of their club

Some basic marketing terminology

- Brand
 - A person's perception of the organisation
- Public relations
 - Strategies and tactics that build and maintain a positive public image
- Social media
 - Websites and applications that enable users to create and share content and participate in social networking
- Story telling
 - The sharing of ideas and personal experience through stories that evoke emotions and insights.

Get everyone in the club involved

- Encourage everyone to “get social”
- Pool your ideas – run a brainstorming session – everyone can think of ways to get out there and be noticed.
- Be brand ambassadors – encourage members to think of ways they can promote Rotary outside of club meetings
- Use your voices – word of mouth marketing is one of the most powerful marketing tools. The more conversations you have – the more prospects you’ll reach.

Elevator pitch

A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

It should be interesting, memorable and succinct.

Elevator pitch – I'm a Rotarian because....

- I am passionate about eradicating polio.
- I love giving back to the community
- Opportunity to meet like-minded people and forge long term friendships.
- To make a difference in the world.
- Working together with like-minded people on fun projects.
- Inspiring and encouraging the young people in the community.
- Rotary changes and saves lives
- To help those who need it most.
- To make a positive difference in the lives of others.
- Friendship, fellowship and fun.
- Opportunity to use / pass on my skills.
- Enriches my life.
- Delving into community projects that make a real difference.
- Enhances my cultural awareness
- To be a member of an open club of men and women who simply believe in helping others.

Benefits of being a Rotarian

- 1. Giving back / service opportunities**
- 2. Open to everyone**
- 3. Friendship**
- 4. Personal growth and development**
- 5. International Connections**
- 6. Cultural awareness**
- 7. Youth and Family**
- 8. Leadership Development**
- 9. Networking**
- 10. Entertainment**
- 11. Ethical Environment**
- 12. The absence of an "Official Creed"**

Ways to promote your club

- Promote while you serve
- Pitch your story
- Plant an invitation
- Show photos of Rotarians having fun
- Have a party

Branding

- Brand power:
 - the collective trust, loyalty and respect that people have for a brand
- Instantly recognisable
- Memorable
- Supports all your marketing activity
- Makes members feel proud.

- Rotary Brand centre

Rotary brand centre



Welcome to the Rotary Brand Center

✓ What would you like to do today?

Create a club logo

Find an image or video

Find all videos

Find club and member resources

Find People of Action materials

Learn how to promote Rotary

Learn how to strengthen our brand

We are

f Action.

Two elements to marketing

- STRATEGY

- Planning
- Large scale
- Why?
- Longer time frame

- TACTICS

- Doing
- Smaller scale
- How?
- Shorter time frame

Strategy

Strong



Not doing justice to strategy	Ideal place to be- Thriving
Total waste of effort	Effort not efficient

Weak



Strong

Tactics

Strategy vs tactics

- Strategy is doing the right things
- Tactics is doing things right

Simple marketing strategy

1. OBJECTIVES

- Set clear, realistic and measurable objectives.

2. TARGETTING

- Avoid the scatter gun approach. Know who you are targeting and as much information you can gather. Write a profile description of the type of person / company you want to target.

3. POSITIONING

- How are you different? What do you have to offer?

Simple marketing strategy

Who are we talking to?

What are we going to say?

How will we say it?

Potential audiences:

- Current Rotarians
 - District Rotarians
 - UK Rotarians
 - International Rotarians
- Retired Rotarians
- Non Rotarians
 - Lapsed
 - Those aware of Rotary and have interest / potential to join
 - Those who are aware but unlikely to consider joining
 - Those unaware of Rotary

Some questions to consider when writing your strategy

- Do we need to make changes to what we offer?
- Should we review and consider different pricing models?
- Can we improve the way we interact with customers?
- Do we represent our brand consistently across all our channels / media

Web site

- **Why do you need a web site?**
- Communicates with your target audience(s)
- Online brochure
- Recruitment
- Influence
- Time to show off
- Open 24 hours a day
- Gives you a voice
- Credibility
- Facilitates contact
- Press releases

Writing a good press release

- Create a media list and keep it current.
 - Develop a relationship with a reporter and stay in contact so they'll remember you.
 - Consider inviting a local journalist to come to a club meeting or join a service project.
- Write a press release that journalists want to read
 - Include a persuasive reason – a "news hook" – for the media to pursue the story.
 - Captivating headline
 - Answer the "Five W's": Who, What, Where, When, and Why.
 - Include pictures.
 - Include quotes
 - Be concise: One page max
 - Include text and pictures in the body of the email.

Social media

- Facebook, YouTube, Instagram, TikTok, Snapchat, X (Twitter), Pinterest, Reddit, LinkedIn, Threads, Flickr

Social media

- It helps people:
 - Stay connected
 - Share ideas, thoughts, and opinions
 - Promote events
 - Promote an organisation
 - Promote a cause
 - Report back on something
- Facebook, YouTube, Instagram, TikTok, Snapchat, X (Twitter), Pinterest, Reddit, LinkedIn, Threads, Flickr

Final word

Understand who you are communicating with.

Tailor messages to them on your web site, via social media, press releases

Engage in as many conversations as possible.

Connect with your intended audience.