

# How To Create A Marketing Plan For Your Toastmasters Club

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Building a Toastmasters Club that grows steadily in size and strength with a long list of achievements is like building a profitable business or your dream house. First, you identify what kind of home you want, then you and your architect plan and create blueprints for your house, then you build it, move in and enjoy it.

Without a proper plan in place while starting to build your house, the likely result is a house that does not meet your needs and you have wasted a lot of time, efforts and money. Hence, it is important to start developing a plan first, like the common saying, “***If you fail to plan, you plan to fail.***”

A Marketing Plan is a formal marketing planning process that provides structure and precision for making marketing decisions. It is the blueprint for guiding your marketing operations. The marketing plan describes and justifies your decisions about your target market, competitive advantage and positioning, and your product or service, pricing policies, distribution systems, selling programs, and marketing communications programs.

The fundamental element of any successful marketing campaign of your Toastmasters Club is to convince the public (or people within the target market) that the product (i.e. the Toastmasters’ program) being promoted is a commodity that they either want or need. If your club is able to communicate this important message to the prospects, turning them into members is just a matter of time!

Here is how you and your members can create a simple, yet effective marketing plan to promote your Toastmasters Club.

## ***1. Determine the major objectives of your club’s marketing plan***

Start listing the major objectives and goals of your marketing plan first. This helps not only to set the direction of the marketing plan; it helps in developing and enhancing the vision of your Toastmasters Club. Stakeholders will be more focused and the activities that they performed will be aligned to the objectives of the club.

Here are some examples of objectives of a marketing plan:

- To educate the general public about the benefits of the Toastmasters Club
- To create awareness within the community of the Toastmasters Club

- To promote the Toastmasters' education program as a valuable tool for personal development and improving communication skills
- To increase the membership of the Toastmasters Club
- To increase the number of walk-in guests of the monthly chapter meetings

## **2. *Identification of target markets***

Identify groups of individuals to whom the Toastmasters Club could be successfully promoted. This helps your club to decide which "market segment" you are aiming at – age, income, geographical location, education level etc. More importantly, identifying the target markets aids the development of specific advertising & promotion activities that enable you to effectively reach out these different groups of consumers. Common target markets might include:

- Young working professionals
- Housewives
- Retirees
- University students
- Local clubs
- Community service groups
- Corporations and businesses
- Senior citizen centers
- Youth groups

## **3. *Develop strategies to reach goals***

A marketing strategy serves as the foundation of a marketing plan, i.e. the fundamental underpinning of marketing plans designed to reach marketing objectives. A good marketing strategy should integrate your club's marketing goals, objectives, policies, and action sequences (tactics) into a cohesive whole, enabling the club to carrying out the marketing mission effectively and efficiently. Therefore, strategies creation and development is a critical process when building your club's marketing plan that requires throughout and careful thinking and planning.

Identify the strategies for reaching goals and budgets for implementing those strategies. To ensure success, your plan should include both short-term and long-term strategies. Short term strategies help to bring a temporary boost in your club membership. It is the long term strategies that will bring to your club a steady stream of membership over time.

These strategies should include the development of:

- An advertising campaign plan
- A grassroots-marketing plan

- A youth-marketing plan
- A promotions plan
- A community communications plan

#### **4. *Create a marketing sub-committee***

Identify club members who can represent different groups of people or communities that have an active role in the marketing of the Toastmasters Club. These different groups of members help to contribute ideas, opinions and suggestions that will shape the different marketing tactics to reach out to your intended target markets, thereby increasing the market visibility of your Toastmasters Club. The profile of these contributing individuals may include:

- Marketing representatives and professionals
- Grassroots leaders
- Community-based organization representatives
- Student group representatives
- Corporate managers
- Retirees

#### **5. *Develop the activities and timeline to promote your club***

The final stage of creating the marketing plan for your Toastmasters Club is to develop the list of activities that will promote your club, helping to achieve the desired outcomes highlighted within the marketing objectives and goals. Some of these activities that you can consider are:

- Develop a club website
- Organize and run Speechcraft programs
- Develop incentive initiatives, like Members-Get-Members Promotion
- Develop a club brochure
- Have a letterbox flyer drops in your club's neighborhood
- Develop a club newsletter and give it to guests
- Conduct a Toastmasters Club Open House
- Hang up a club banner

Set a timeline for producing and executing each activity listed in the marketing plan. Remember to assign tasks to individuals within the marketing sub-committee and the club's Vice President of Membership or Public Relations can assist to follow through these activities.

You don't have to be a marketing expert to develop a simple, effective marketing plan for your Toastmasters Club. You do not need a huge advertising budget or hire an advertising agency or professionals to promote your club. Developing a marketing plan is as easy as the 5 basic steps listed in this article and it gives you clear, defined goals to market your Toastmasters Club and increase membership.