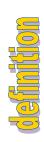


Mission Statement of the District 4-A1 Marketing Team

The mission of the Lions Club District 4-A1 Marketing team is to be the resource for the district on all things marketing. Resources provided include serving the District Cabinet, promoting district activities, and assisting clubs. Marketing team members are always a call or email away to provide tips, contacts, and encouragement in all areas of promotion.

American Marketing Association definition of Marketing:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



Does Your cub have a Marketing Chairperson?

According to the International Bylaws each club is to have a Marketing Chairperson on the Board of Directors. The Chairperson would receive periodic emails from the Lions International marketing team and the District Marketing team to help market your events, fundraisers, and service projects. Thus, your marketing chairperson is not alone! Look here for more information. https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing-communications-chairperson



Let's Work Smarter Not Harder!

Many clubs share the same media contacts. We are close enough to not have to reinvent the wheel on our media lists. There are also many social media apps, we can share our knowledge to obtain the best results.



Marketing Plan

Ben Franklin said it best, "If you fail to plan, you are planning to fail." It's time to make marketing as important as everything else your Lions club does. Your marketing plan and chairperson deserves the support of your board and your club. What does your plan look like now?







Marketing 10 istrict 4-A1



7 Ps of Marketing

- 1. <u>Product</u> this could be an event, a program of service intended for your customer. Is your product current in today's market?
- 2. <u>Price</u>—what is the cost asked of a customer in exchange for your good or service. Price must meet the needs of you by covering your costs and has considered value perceived by the customer.
- 3. <u>Promotion</u> How are inform your customers about your goods and services as well as encourage customers for repeat business. Includes advertising through both traditional media and thorough social or digital media. Your customers or future members learn about your events, service projects, and club? Have you expanded from word of mouth to radio, local magazines, social media?
- 4. <u>Place</u> Where your product (events, fundraisers, service projects, club membership) can be distributed. Is it just brick-and-mortar or is it online?
- 5. <u>People</u> the most significant element of any service or experience your club provides. All club members that are involved in part of the product/service handoff influences the product journey. Yes, everyone in your club markets!
- 6. <u>Process</u> is anything that influences how the product is delivered, developed or directed is part of the process. It includes everything from idea conception to delivery to the consumer.
- 7. <u>Physical Evidence</u> is the look, layout and overall "feel" of where you conduct business, from your event to your website. It also includes your branding.







Obvious to Market

- Fundraisers
- Service Projects
- Club Officer Appointments
- Club Meetings / Guest Speakers
- Donations Made
- Joining Your Club

How about marketing....

- Members Chevron Anniversaries
- Holiday Wishes
- International Projects

- History of Your Club
- Member Testimonials
- Much, much more

Digital Marketing

- Social Media: Facebook, Instagram, Twitter, WhatsApp, TikTok (and many more)
- Newsletters
- QR Codes
- Your Club's Website

In Person / On Paper Marketing

- Elevator Speech
- Event Flyers and Brochures
- Press Releases

Why use a diverse marketing strategies?

- Attract new customers, new members
- Attract younger, diverse members
- Build brand recognition, help your club, hep other clubs
- Help your club be active in 10 years





Just ask and this sheet may be emailed to you to best use the hyperlinks.

District 4-A1 Newsletter

https://district4a1lions.wordpress.com/whats-happening/newsletters/

District 4-A1 Website

https://district4a1lions.wordpress.com/whats-happening/members-page/publicityideas/

Publicity Ideas – District 4-A1 Lions (wordpress.com)

Lions Club International Website

https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketingcommunications-chairperson

Social Media | Lions Clubs International

Social Media Kits | Lions Clubs International

Club Marketing Communications Chairperson | Lions Clubs International

Brand Guidelines | Lions Clubs International

Lions University (USA/Canada Forum)

Bachelors – Lions University

District 4-A1 Marketing 101