





# District 4-A1 Marketing 101



## 7 Ps of Marketing

1. **Product** — this could be an event, a program of service intended for your customer. Is your product current in today's market?
2. **Price**—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. **Promotion** — 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. **Place** — Where your product (events, fundraisers, service projects, club membership) can be distributed. Is it just brick-and-mortar or is it online?
5. **People** — 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. **Process** — 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. **Physical Evidence** — is the look, layout and overall “feel” of where you conduct business, from your event to your website. It also includes your branding.



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## 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, help other clubs
- Help your club be active in 10 years



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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/publicity-ideas/>

[Publicity Ideas – District 4-A1 Lions \(wordpress.com\)](#)

## **Lions Club International Website**

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing-communications-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](#)