*Kenwick*

*Toastmasters*



Marketing plan

Commencing June 2020



|  |  |  |  |
| --- | --- | --- | --- |
|  | Name | Committee Role | Signature |
| Approved by |  | Vice President Education |  |
| Approved by |  | Vice President Membership |  |
| Approved by |  | Treasurer |  |
| Approved by |  | Vice President Public Relations |  |
| Approved by |  | President |  |

# Introduction

\_\_\_\_\_\_\_\_ was started on \_\_\_\_\_\_\_\_\_\_ and currently it has \_\_ members.

<<More on club??

# Key Segments

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plans to target the following key segments to attract as members:

1. **Group:**

<<description>>

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<<description>>

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<<description>>

1. **Group:**

<<description>>

# Planned Activities

\_\_\_\_\_\_\_\_\_\_\_\_\_ has planned various activities in order to boost the membership of the club and thereby achieve \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_.

1. **Facebook Advertisement:**

<<Description>>

1. **Bookmark/Leaflet distribution:**

<<Description>>

1. **Activity:**

<<Description>>

1. **Activity:**

<<Description>>

1. **Activity:**

<<Description>>

# Key Challenges

<<Description>>

# Budget

To achieve these goals and to implement the marketing strategy an indicative budget is shown below:

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Facebook Campaign |  |
| Bookmark/Leaflet |  |
| Other |  |
| Other |  |
| Other |  |
| Other |  |
| **Total Cost** |  |

# Goal

<<Description>>.