

MARKETING AND MEMBERSHIP



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AGENDA

Product

Price

Place

Promotion

Members

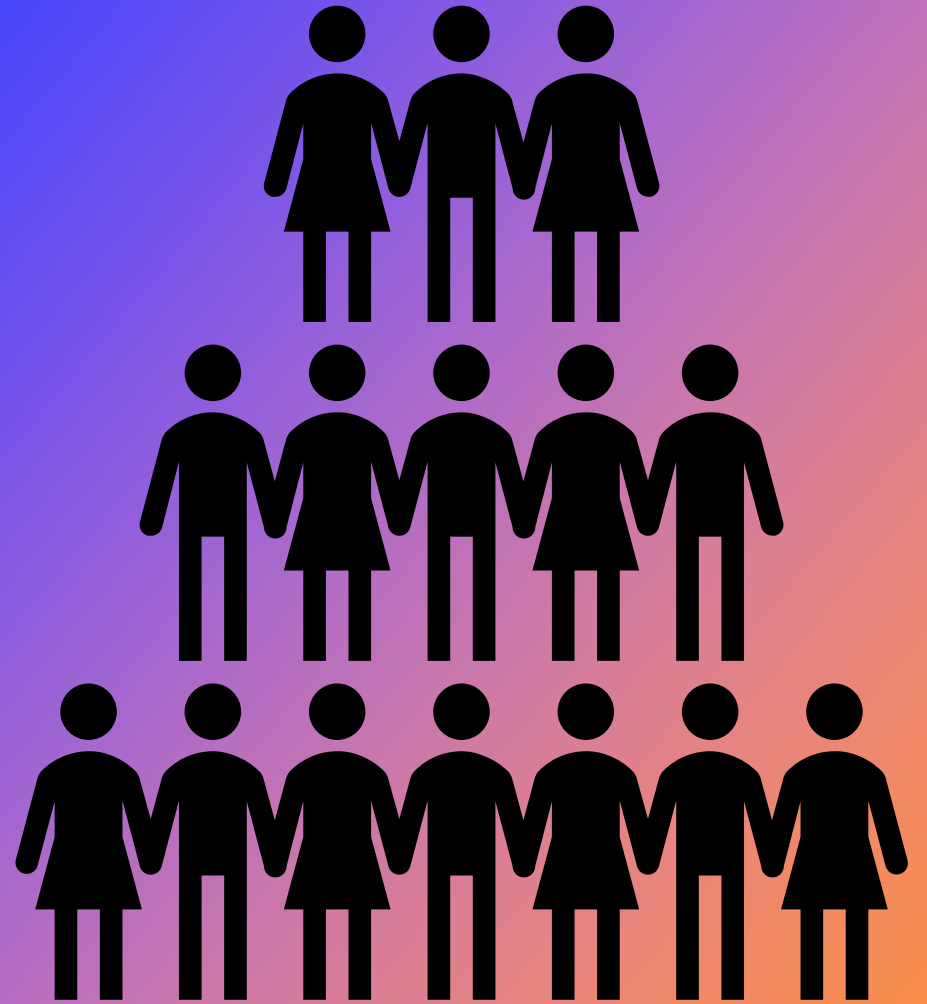
Product

What is the Product?

Who Uses it?

How Often?

Differentiation?



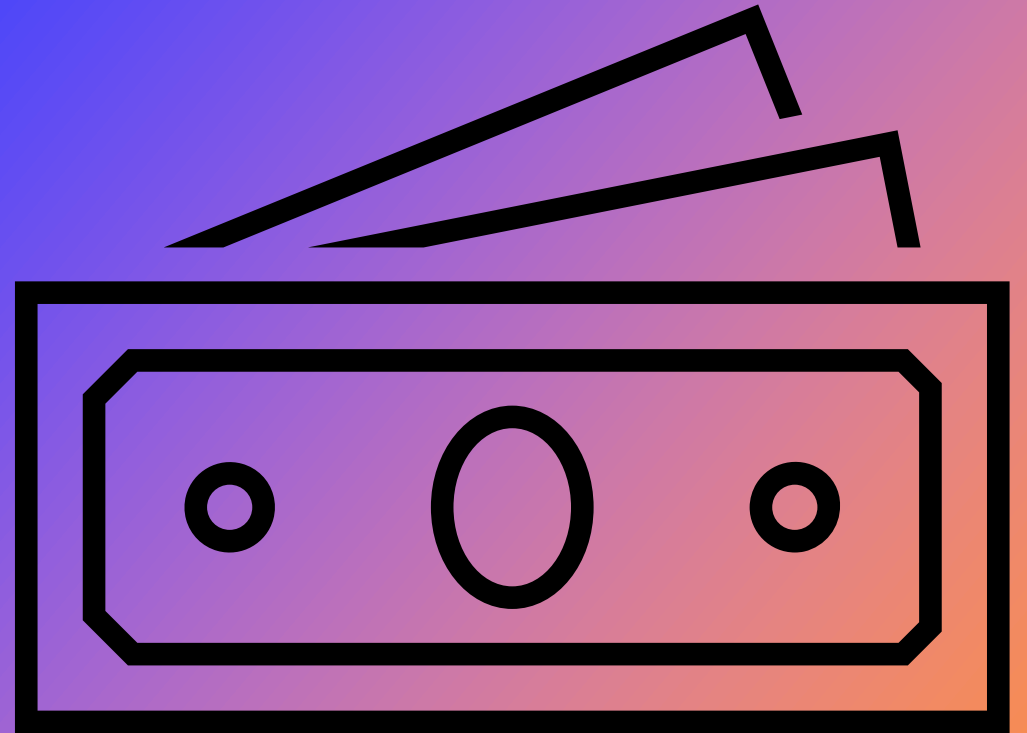
Price

Fixed?

Flexible?

Hidden Price?

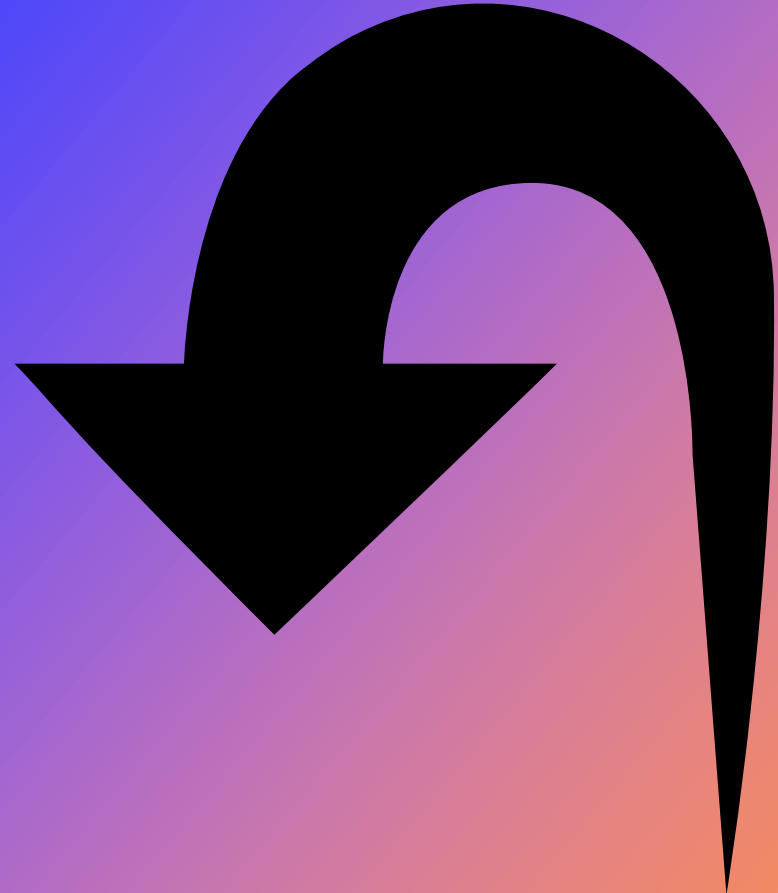
What does my buck support?



Place

Location?

Physical and Emotional?



New Members

Begins with Suspects

Suspects become Prospects

Prospects become Guests

Guest may decide to become members.



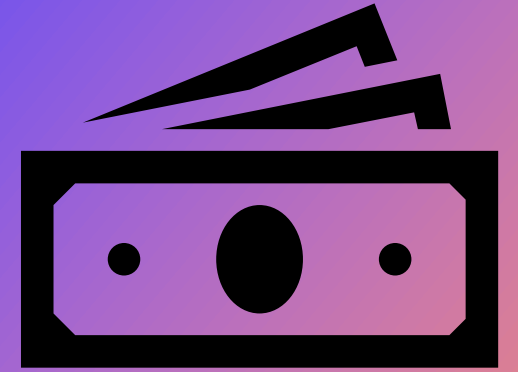
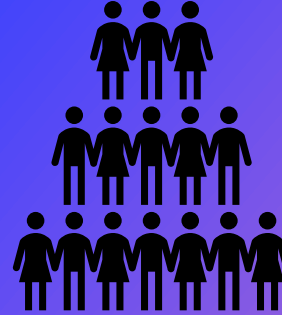
New Members

- Plan for guests...
- Make guests feel welcome...
- Practice your plan to identify issues...
- Introduce guests to key leadership including the director...
- 50 Blank Thank you Cards....signed by all current members. Send card...
- Gain Visibility by singing where people gather....



Summary

- Marketing your Chapter takes ALL current member.
- A uniform message helps identify Product
- If Price is fixed – add value to the Chapter Experience.
- To Promote your chapter, sing, sing, sing in Public and engage those that stop to listen.





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THANK YOU

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