

Marketing Your Club, Center or Region

Saturday, February 1

11am – 12:15pm

Emerald Ballroom C, 3rd floor

Introductions:

Dawn Bellinger, dawnb@ponyclub.org

Who are you?

What Are Your Marketing Goals for 2020?

Your Brand:

- Awareness – Your Logo
- Recognition – Your Name
- Understanding – Your Mission/Message
- Consistency – Key to Success
- Repetition – 7 Times The Charm

Your Audience:

- Parents (and older juniors?)
- Adult Riders
- Professionals in Your
Community

Your Forum:

- Community Events – fairs, shows, parades, etc.
- Businesses – tack shops, feed stores, park facilities, etc.
- Direct Mail – instructors, vets, farriers, etc.
- Website – your own site, sites of sponsors, community sites, etc.
- Publications – free ones in tack shops, local newspapers, real estate agents, etc.

There are three skills you need in Nonprofit Marketing

- Creative Storytelling
- Project Management
- Data & Analytics

Which skill do you find most challenging?

Creative Storytelling –

- Building relationships through storytelling to get your audience to act.
- The story is the connector.
- Humanize your story.
- Communicate real stories about real people.
- Tell compelling stories about why Pony Club makes the world a better place.
- Long form, mail (and email), audio, still images, video, and yes, even tweet!

Project Management –

- Turn your vision into a reality.
- Collaboration with others.
- Content Calendar.
- Communication.

Data Analytics –

- Website traffic.
- Social media reach & engagement.
- Page views.
- Conversion rates.

Your Plan –

1. Create a budget
2. Find the money
3. Find your forum
4. Find writers
5. Put an event on the calendar
6. Create a list of supporters
7. Find social media help
8. Create social media content

9. Create a call to action
10. Create program content
11. Create print materials
12. Follow good PC etiquette
13. Deploy your army
14. Stay organized
15. Ask for help
16. Keep learning & adapting

There's no silver bullet –

- Long-term problem
- Long-term solution
- No “one size fits all”
- Requires creativity, flexibility & patience

Questions?

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