



MARKETING CAMPAIGN PLANNER

**Club marketing is the ultimate way to promote your club,
share the good work that you do and attract new members.
And the key to great club marketing is a well-planned marketing campaign.**
This planner is designed to help you understand the fundamental elements of a marketing campaign
and how they work together to help you achieve the greatest outcomes.

1. Describe your club service project and its purpose.

2. What is your service project date?

3. What do you want your marketing to achieve?

4. Who are you trying to reach through your marketing?

Potential new members

People to donate

Community leaders

Other _____

5. What is the tone of your marketing?

Warm, engaging, conversational ("We can't wait to meet you — stop by our booth and say hi.")

High-energy and fun ("How do you go green? Stand up, speak out and share our environmental service!")

Professional ("Join us at our next project and see how you can make an impact in your community.")



6. What key messages will help you capture the attention of your audience and motivate them to act?

NOTE: Be sure your key messages feel right for your intended audience.

Marketing channels and tactics

Knowing how you'll market and what materials you'll use are important steps to help you plan a great campaign. Use the grid on page 5 to plan your marketing campaign. We've dropped in some examples to demonstrate how the grid works and spark some inspiration for your channels and tactics.



NOTE: Be sure to take into account your **pre-event marketing, at-event marketing and post-event marketing** when making plans.

NOTE: When developing your marketing tactics, **be sure to use the proper logos and emblems.** Not sure if you're using the right ones? You can find them at lionsclubs.org/logos.



▶ **MARKETING TIPS:**

- **Pre-event marketing:** Marketing that gets people to your event.
- **At-event marketing:** Marketing materials you give people at your event to encourage them to join your club or take part in your service project.
- **Post-event marketing:** Follow-up marketing communications to continue engaging non-members and encourage participation in support of your club.

Channels: Here are some effective ways to get your marketing out.

- Social media
- Digital/online marketing
- Print marketing

Tactics: Here are some effective marketing materials.

- Social media posts
- Flyers or brochures
- Press releases
- Emails
- Promotional videos
- Mailers
- Giveaways
- Newspaper or radio ads
- Billboard ads
- Digital ads



Ready to create your marketing materials? Then check out some of the helpful tools and resources available on the [Marketing Matters webpage](#). You'll find everything from branded templates and social media graphics to PR tools, informational videos and much more.

Note: Don't forget that a well-planned campaign is a major aspect of winning the Lions International Marketing Award. If you're applying for the award, be sure to use this resource to guide your campaign planning!



	Channel(s)	Tactics	Topic	Date	Who is responsible	Budget
Examples	Social media	Facebook event	Event Information	12/3-12/10	Lion Anna	\$0
	Print	Flyer	Event Information	12/3-12/10	Lion Bill	\$10
Pre-event						
At-event						
Post-event						

