



# Marketing 营销

## Introduction 介绍

This pre-work provides knowledge that supports the experiential learning that will take place in the live sessions at Club Officer Training. By completing it, you will be prepared to participate in discussions and activities with fellow club officers. This information will be utilized but not presented in the session. 此准备工作表提供了将在分会执委培训现场进行的支持体验式学习的知识。完成后，您将准备好参与与分会执委的讨论和活动。这些信息将被利用，但不会在当天呈现。

## Time Investment 投入时间

- 30 to 60 minutes

## Instructions 指导指南

1. Review the 2020 Member Goals report excerpt (below)  
回顾2020年会员目标报告摘录（下文）
2. Review the 2020 Member Personas excerpt (below)  
回顾2020年会员角色摘录（如下）
3. Complete the Club Snapshot (below)  
完成分会概况（如下）
4. Complete the Online Media Audit (below)  
完成在线媒体审核（如下）

# Club Snapshot 分会概况

1. How does a new member (one who has been a member for 6 months or less) benefit from being in your club? 一个新会员（已经成为会员6个月或更少）如何从加入您的分会中受益？

- 1.通过例会参与职务及备稿，加强新会员的各方面能力。
- 2.通过举办非正式例会活动，促进会员的沟通交流能力。

2. How does a member who has been in your club for roughly one year benefit? 在您分会呆了大约一年的会员如何受益？

- 1.鼓励成为执委或执委助理，提高自我肯定价值与自信。
- 2.鼓励完成所设定的目标，并获得奖励。
- 3.鼓励参与备稿或即兴演讲比赛，进一步提高讲演能力。
- 4.参与跑会备稿或当其他分会职务员，

3. Where do most of your members live and work geographically? 您的大多数会员在哪里生活和工作？

- 1.槟城

4. How did they find your club? List the most popular ways. 他们如何找到您的分会？列出最常见的方式。

- 1.会员转介绍

5. Do your best to breakdown your membership into percentages by persona. 尽最大努力将您的会员按角色划分百分比

1. 执委7位，助理5位  
2. 普通会员10位

6. Do your best to breakdown your membership in percentages based on their primary goal. Consider slides 7-14 of the 2020 Member Goals report (below) 根据会员的主要目标，尽最大努力将会员按百分比进行细分。考虑2020年会员目标报告（下文）的幻灯片页7-14

1. 三冠王目标4位  
2. 完成pathway level 5 目标：5位

7. Why do you think the majority of your members joined your club? 您认为您的大多数会员为什么会加入您的分会？

1. 认识企业家与交流  
2.

8. List out the features of your club (this may be your mentor program, convenient location for meetings, member education, awards, fun meetings, etc.). 列出您分会的特点（这可能是您的导师计划、方便的会议地点、会员教育、奖项、有趣的会议等）。

1. 豪华舒适的例会环境  
2. 一對一的作業輔導員

9. Where do your members communicate online? 您的会员在哪里进行在线交流?

1. WhatsApp group
2. Zoom

10. Where are you currently marketing your club online? In-person? What have been your results? 您目前在哪里在线营销您的分会? 实体面对面? 您的结果是什么?

1. 檳中总青商团的FB page
2. 线下例会宣传 (会员的朋友)

11. What does your club do on social media? Do you post content? How often? What kind of content do you post? Where does it come from? 您的分会在社交媒体上做什么? 您发布内容了吗? 多久? 您发布什么内容? 它从哪里来?

1. 每次例会前后都有发布活动宣传及内容在YES FB page

## Online Media Audit 在线媒体审核

Fill out the table below to audit your club's online presence. Add sites and platforms to the table as needed (YouTube, WhatsApp, etc.). 填写下表以审核您分会的在线状态。根据需要将网站和平台添加到表中（YouTube、WhatsApp等）。

Website 网页	Is there a plan to drive more members and/or prospective members to view content? 是否有计划促使更多会员和/或潜在会员查看内容?	Most recent update 最近更新	Target # of updates/week 每周更新次数	Does the site have the meeting date/times/link to other media/articles/events? 该网站是否有会议日期/时间/其他媒体/文章/事件的链接?	Who is responsible for this space? 谁负责这个领域?
Blog 博客	Is there a plan to drive more members and/or prospective members to read, comment, and submit content? 是否有计划促使更多会员和/或潜在会员阅读、评论和提交内容?	Most recent update 最近更新	Target # of posts/week 每周帖子次数	Does the site have the meeting date/times/link to other media/articles/events? 该网站是否有会议日期/时间/其他媒体/文章/事件的链接?	Who is responsible for this space? 谁负责这个领域?

Pre-work					
Facebook 面子书	Is there a plan to drive more members and/or prospective members to follow and comment? 是否有计划促使更多会员和/或潜在会员关注并发表评论?	Most recent Post 最近发布	Target # of posts/week 每周帖子次数	Does the account information have the meeting date/times/link to other media? 账户信息是否包含会议日期/时间/与其他媒体的链接?	Who is responsible for this space? 谁负责这个领域?
YES FB	有通過Whatsapp group 發布 FB page 链接	26/7	1	必要時會提供	黄延玮, 赖仪雯
LinkedIn 领英	Is there a plan to drive more members and/or prospective members to connect and comment? 是否有计划推动更多会员和/或潜在会员进行联系和评论?	Most recent Post 最近发布	Target # of posts/week 每周帖子次数	Does the account information have the meeting date/times/link to other media? 账户信息是否包含会议日期/时间/与其他媒体的链接?	Who is responsible for this space? 谁负责这个领域?

Pre-work					
Twitter 推特	Is there a plan to drive more members and/or prospective members to follow? 是否有计划推动更多会员和/或潜在会员加入?	Most recent Post 最近发布	Target # of posts/week 每周帖子次数	Does the account information have the meeting date/times/link to other media? 账户信息是否包含会议日期/时间/与其他媒体的链接?	Who is responsible for this space? 谁负责这个领域?
Instagram	Is there a plan to drive more members and/or prospective members to follow? 是否有计划推动更多会员和/或潜在会员加入?	Most recent Post 最近发布	Target # of posts/week 每周帖子次数	Does the account information have the meeting date/times/link to other media? 账户信息是否包含会议日期/时间/与其他媒体的链接?	Who is responsible for this space? 谁负责这个领域?

Pre-work					
Easy- Speak	Is there a plan to drive more members and/or prospective members to utilize? 是否有计划推动更多会员和/或潜在会员利用?	Most recent update 最近更新	Target # of updates/month 每月更新次数	Does the account information have the meeting date/times/link to other media? 账户信息是否包含会议日期/时间/与其他媒体的链接?	Who is responsible for this space? 谁负责这个领域?
Whatsapp	美麗海報，活動發布去幾個 Whatsapp group	30/7	5-7次	必要時會提供	執委群





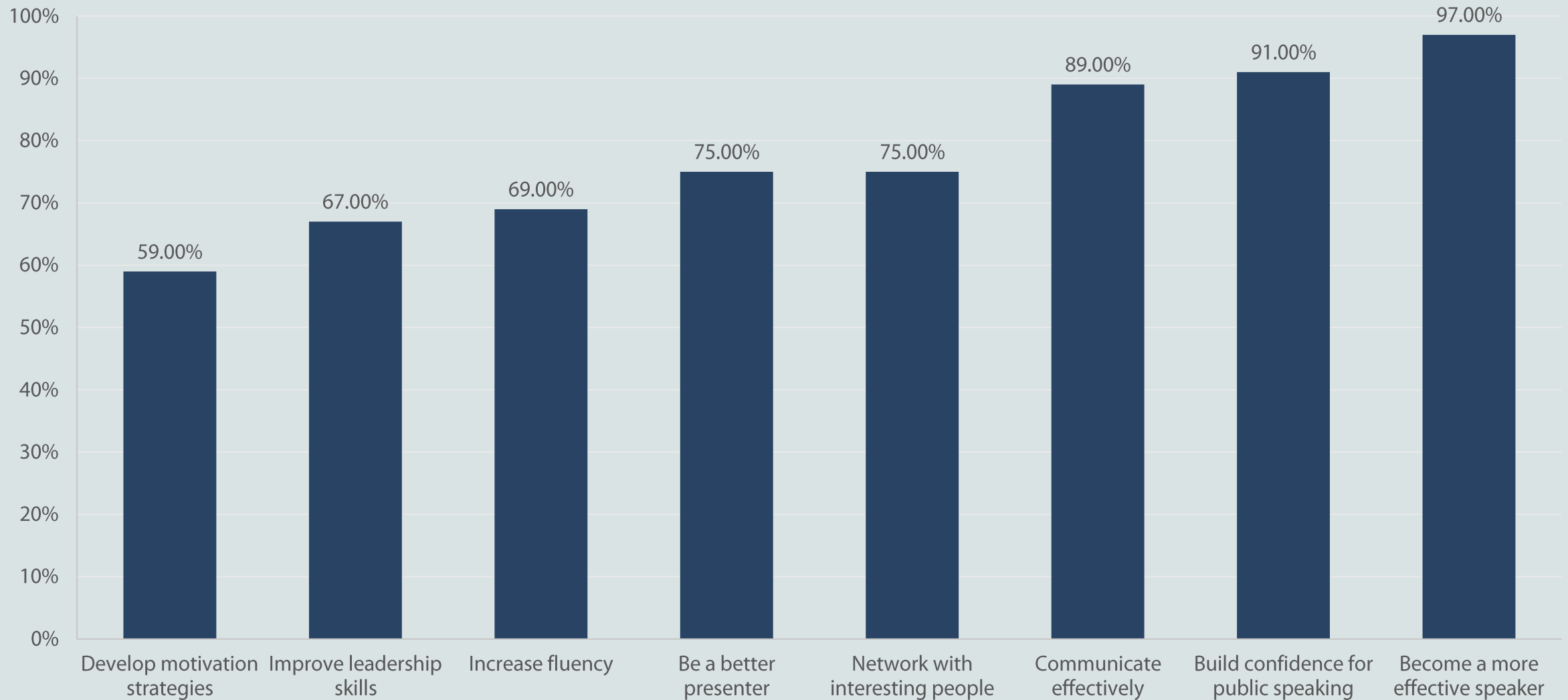
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## **Member Goals Study**

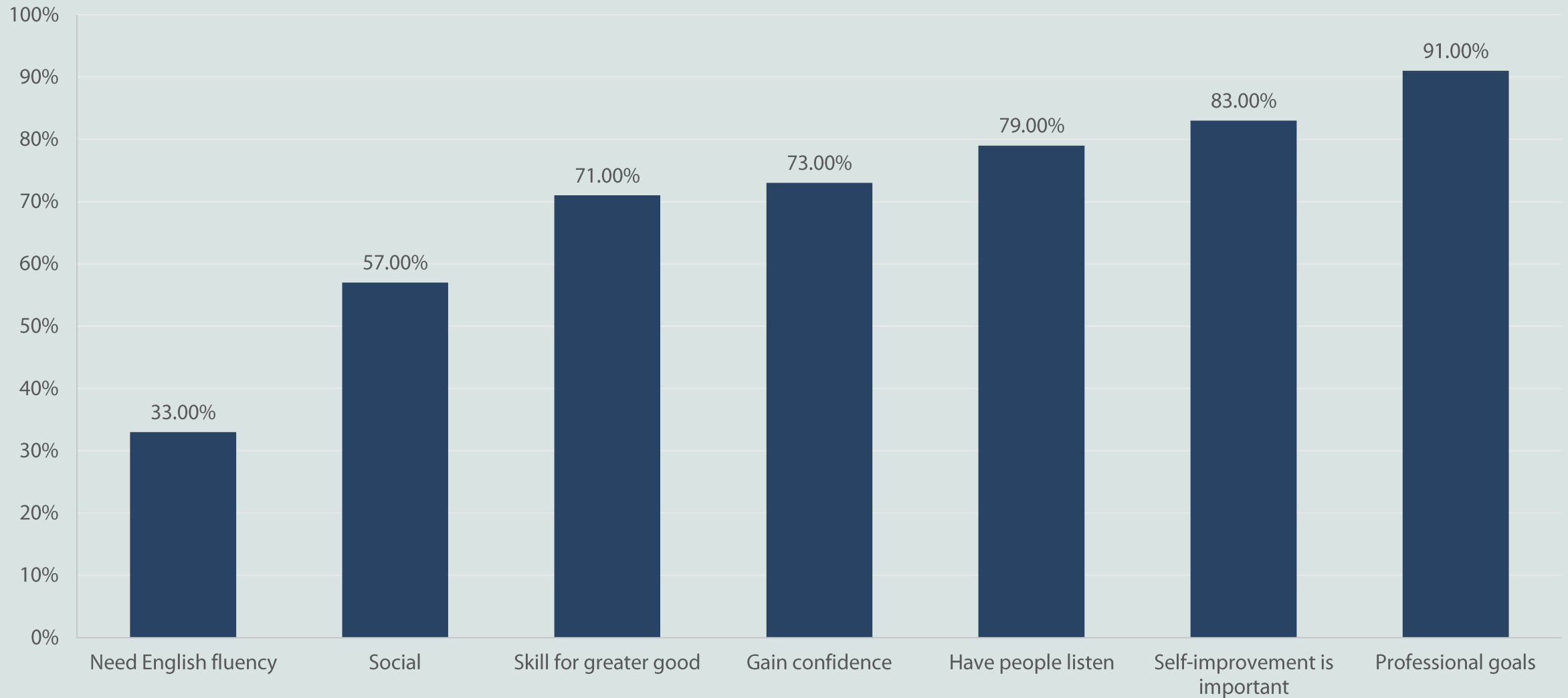
会员目标报告

2019-2020

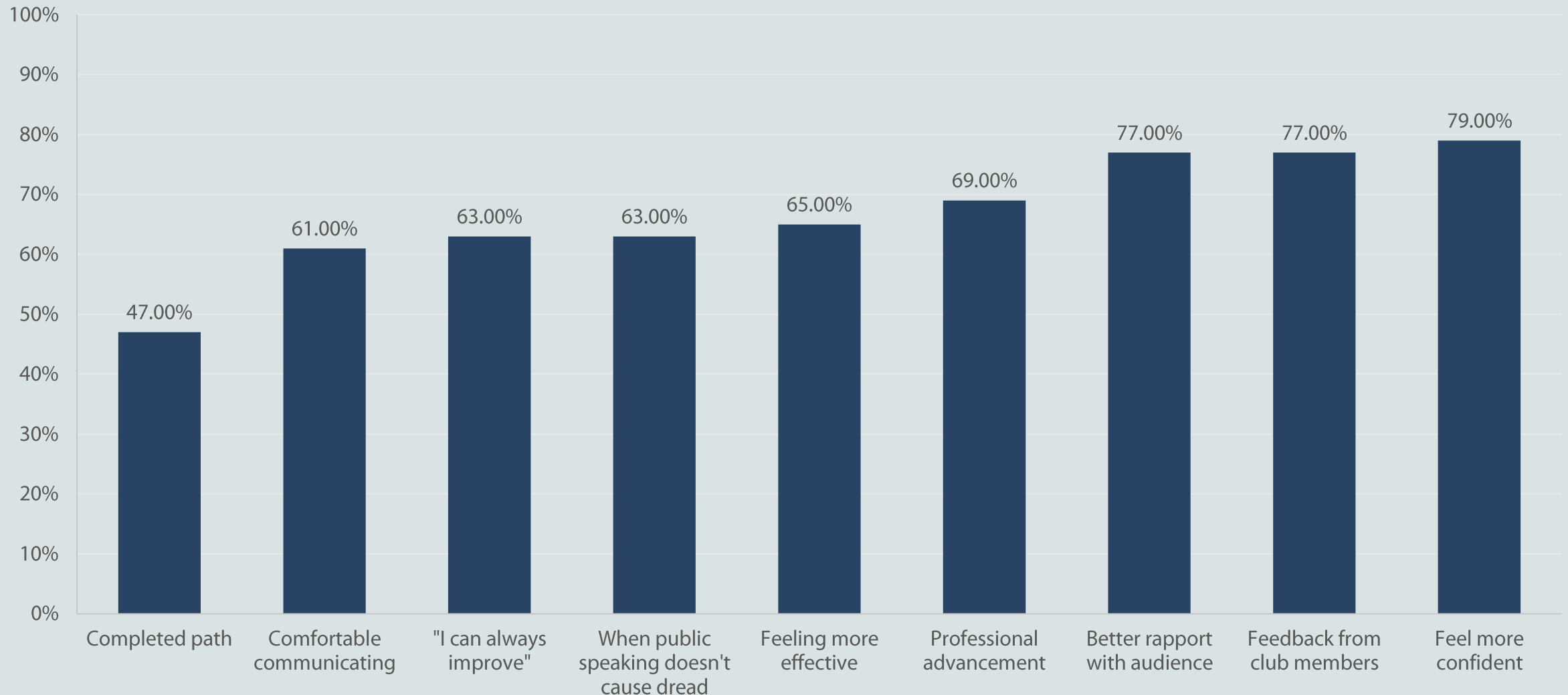
# Member goals with the most support



# Reasons members believe their goal is important

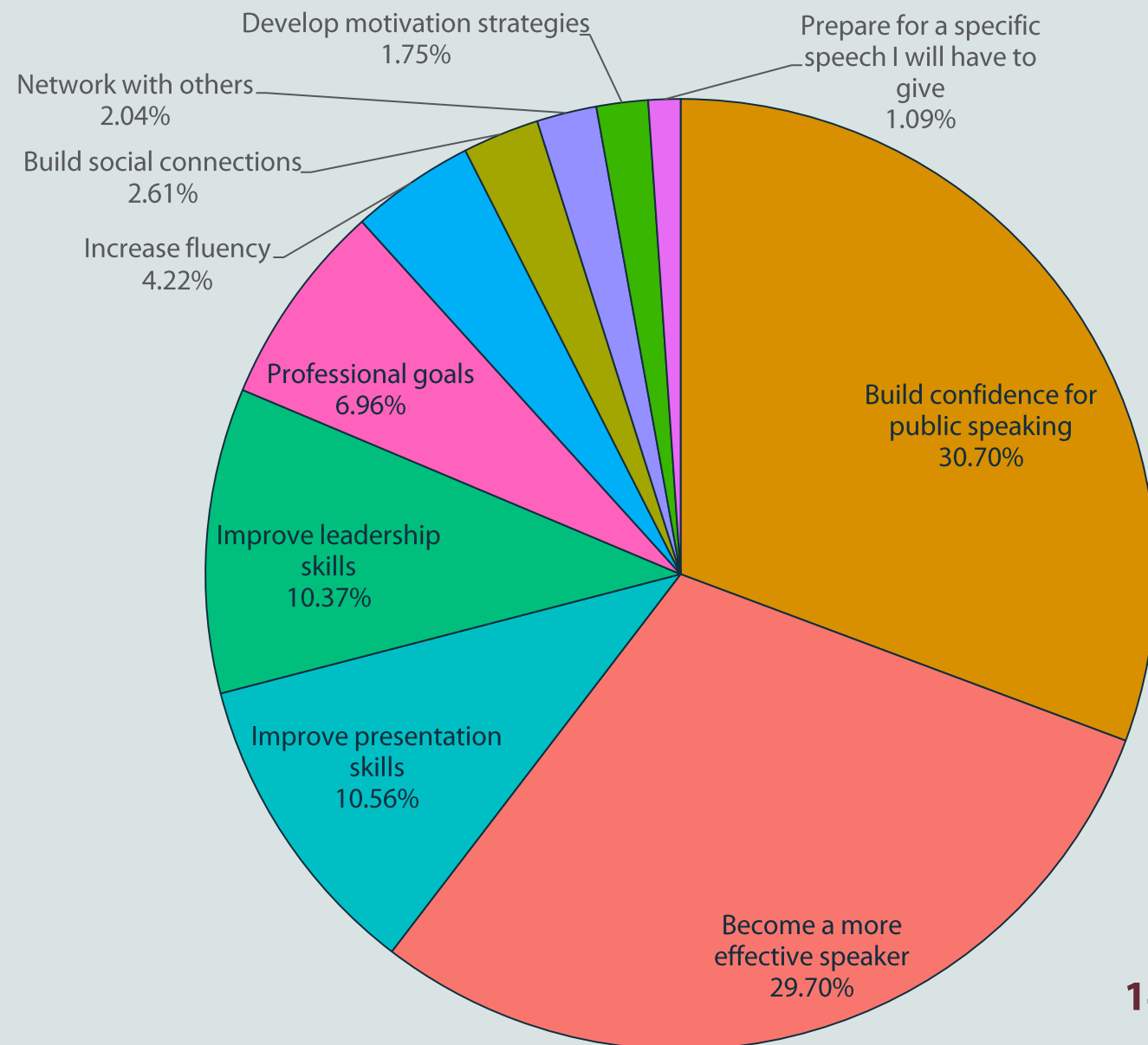


# How members will know when they've reached their goal



# Primary goals

- ▶ Be a more effective speaker and Build confidence for public speaking together comprise **60%** of new members' primary goals
- ▶ Only **1.09%** of all member primary goals was to prepare to give a specific speech





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## Conclusions

# Primary member goals

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- ▶ New members provided ten (10) primary goals, listed in order of how often they are a new member's primary goal:
  1. Build confidence for public speaking
  2. Become a more effective speaker
  3. Improve presentation skills
  4. Improve leadership skills
  5. Professional goals
  6. Increase fluency
  7. Build social connections
  8. Network with others
  9. Develop motivation strategies
  10. Prepare for a specific speech I will have to give

# General goal patterns

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- ▶ Network with others is most often a goal for young new members
- ▶ When members identify auxiliary goals, they tend to indicate specific skill building: Improve presentation skills, Improve leadership skills, Increase fluency, and Professional goals
- ▶ Members joining company clubs are likely to focus on business-related goals, including: Improve leadership skills, Improve presentation skills, Network with others, and Professional goals
- ▶ Members are least confident that Toastmasters will help them reach social goals: Network with others and Build social connections
  - They also lack confidence that Pathways will help them reach these goals





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# **Toastmasters Member Personas**

## **会员角色**

April 2020

# Identifying Personas

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- Characteristics of each **Persona** (class) identified in the Latent Class Analysis were collected and grouped
- Named **Personas** highlight the differentiating qualities of each group

1	The Student	5	The Confident Leader
2	The Early Career Enthusiast	6	The Successful Leader
3	The Striving Associate	7	The Retiree
4	The Social Professional		

- In each **Persona** description, defining characteristics are included

# The Student

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## Likely to...

- ▶ be female or male
- ▶ be in age group 18–24
- ▶ be a student
- ▶ have a high school education, some college but no degree, or a bachelor's degree
- ▶ be unemployed and looking for work
- ▶ self-describe as enthusiastic, socially awkward, and talkative
- ▶ be searching for answers/meaning and want to learn the newest skills
- ▶ need to build soft skills
- ▶ want to improve presentation skills
- ▶ have heard of Toastmasters from a friend, family member, or on social media
- ▶ want to join either a formal or an informal club

Makes up 6% of the member population



# The Early Career Enthusiast

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## Likely to...

- ▶ be male
- ▶ be in age group 25–34 or 35–44
- ▶ have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic
- ▶ be looking to move up in career
- ▶ be ambitious in their job
- ▶ join to network, adapt to new cultural techniques and values, advance career, and practice English or another language
- ▶ need to build soft skills
- ▶ have heard of Toastmasters from a friend or coworker
- ▶ not speak English as a primary language
- ▶ want a formal club

Makes up 12% of the member population



# The Striving Associate

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## Likely to...

- ▶ be female
- ▶ be in age group 25–34 or 35–44
- ▶ to have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic, shy, and socially awkward
- ▶ be looking to move up in career and searching for answers/meaning
- ▶ be looking to build their confidence to move up, gain momentum at work
- ▶ join to improve presentation skills and to advance career
- ▶ have heard of Toastmasters from a coworker or manager
- ▶ want an informal club

Makes up 19% of the member population



# The Social Professional

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## Likely to...

- ▶ be female or male
- ▶ be in age group 35–44 or 45–54
- ▶ to have a bachelor's or master's degree
- ▶ be a paid employee
- ▶ self-describe as enthusiastic
- ▶ be looking to move up in company career and learn the newest skills
- ▶ join to improve presentation skills
- ▶ have heard of Toastmasters from a friend
- ▶ not speak English as their primary language
- ▶ want a formal club

Makes up 22% of the member population



# The Confident Leader

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## Likely to...

- ▶ be female
- ▶ be in age group 35–44, 45–54, or 55–64
- ▶ to have a bachelor's, master's, or doctorate
- ▶ be a paid employee
- ▶ have a high income
- ▶ self-describe as enthusiastic and self-confident
- ▶ be looking to move up in career or be a mentor and advisor
- ▶ be looking to network, improve presentation skills, give back to others, join for fellowship, and to advance career
- ▶ have heard of Toastmasters from a friend
- ▶ want an informal club

Makes up 9% of the member population



# The Successful Leader

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## Likely to...

- ▶ be female
- ▶ be in age group 45–54 or 55–64
- ▶ to have a bachelor's, master's, or professional degree
- ▶ be a paid employee or self-employed
- ▶ have a high income
- ▶ self-describe as enthusiastic, self-confident, and traditional
- ▶ be happy where they are at or want to become a mentor and advisor
- ▶ join to improve presentation skills
- ▶ have heard of Toastmasters from a friend, coworker, or online search
- ▶ want an informal club

Makes up 19% of the member population





# The Retiree

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## Likely to...

- ▶ be female or male
- ▶ be in age group 55–64 or 65+
- ▶ to have a bachelor's or master's degree
- ▶ be retired
- ▶ self-describe as enthusiastic, self-confident, and traditional
- ▶ be happy where they are at or want to become a mentor and advisor
- ▶ join to improve presentation skills and for fellowship
- ▶ have heard of Toastmasters from a friend or saw a flyer in the community
- ▶ want an informal club
- ▶ be willing to travel to club meetings

Makes up 14% of the member population

