

# PUBLIC RELATIONS AND MARKETING



**CREATE HOPE**  
in the **WORLD**

**Rotary**  
District 5330



# Priorities

- Marketing vs Public Relations
- Creating a Plan
- Tools and Resources
- Storytelling!
- Engaging your Members
- Reaching Your Communities
- Group Activity
- Questions



# Marketing

- advertising
- email campaigns
- lead generation
- sales
- analytics
- consulting

# Both

- web development
- strategy development
- graphic design
- content creation
- client relationship management
- extensive writing
- SEO

# PR

- brand positioning
- social media management
- media relations
- media planning
- media training/coaching
- crisis management



## QUESTIONS TO ASK YOURSELF WHEN CREATING A MARKETING PLAN

What's your business's current situation?

Who is your target market?

How much will it cost?

What are your goals?

How will you execute your marketing plan?

What marketing tactics will you use?

## Create a Plan

- What is the current status
- Who is your Target
- What are your Goals
- What marketing Tactics will you use
- How will you execute your plan
- How much will it cost

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**Remember to Prioritize Your Marketing Plan Activities by: Urgency, Value, Ease, Opportunity, and Prerequisites**

GOALS	KEY OBJECTIVES

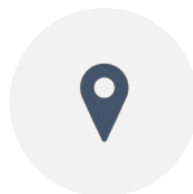
**Club Marketing Plan  
Template**

Sales Cycle Stage	Outcomes	Tools and Tactics	Priority	Persona 1	Persona 2	KPIs
Generate Interest & Awareness: About your Club	Increase Visibility & Drive Brand Awareness					
	Educate with New Ideas & Thought Leadership					
	Generate More Engagement through Digital Advertising/Media					
Provide Value & Earn Trust	Build Credibility, Authority, & Rapport by Teaching					
	Strengthen the Outreach Effort By					

# Tools And Resources

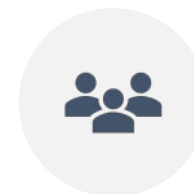


Editorial Calendar



Rotary Brand Center

<https://brandcenter.rotary.org/en-us/>



District PR Team



District Website

<https://district5330.org/>



Monthly Workshops

<https://www.youtube.com/@district5330/videos>

Editorial Calendar 2022-2023			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Month	Week	Topic	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Post Topic</i>	<i>Post Topic</i>
	26-Jun								
July	3-Jul	Meet President							
Transition Month	10-Jul	Meet the Board							
	17-Jul	Youth							
	24-Jul	Community Service							
	31-Jul	Foundation Mission							
August	31-Jul	Membership Retention							
Membership	7-Aug	Membership Process							
	14-Aug	Membership types							
	21-Aug	Why Rotary							







## Engaging your Members

- Website
- Newsletter
- Calendar
- Social Media Channels
- QR Codes ([flowcode.com](https://flowcode.com))
- Printed Materials
- Personal Contact
- Meeting announcements



## Reaching your Community

- Website
- Social Media
- Calendars
- City Council Meetings
- Chamber Involvement
- Local Media Channels
- Member Connections/assets
- Collaboration
- Other service organizations





Questions?