

TOASTMASTERS
INTERNATIONAL[®]

Global Advertising Campaign

2022 Plan

Previous Learnings/Best Practices

- ▶ Toastmasters' ads have preformed best on LinkedIn
 - Professional
 - LinkedIn is a great channel for brand awareness
 - Leverage LinkedIn's 750M+ user base
 - Global Scale
 - One billion impressions weekly
- ▶ Timely reply to prospective members is key
 - When surveyed, 63% of leads who did not attend a meeting said it was because they didn't hear back from the club
- ▶ Eye catching and straight forward ads work
- ▶ Large/urban markets perform best
- ▶ Districts and markets with new member growth were chosen

Objectives

- ▶ Leverage best practices
- ▶ More District and club involvement
 - Communicating closely with District leaders
 - Club officers respond to leads
- ▶ Closely monitor and adjust campaign in real time to improve results
- ▶ Brand awareness
- ▶ Impressions
- ▶ Above average click through rates
- ▶ Webpage visits/views

756 million members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft earnings

Who's participating?

Market	Districts
New York City, New York	D46, D83, D65
Los Angeles, California	D1, Founders District
Chicago, Illinois	D30
Houston, Texas	D56
San Francisco, California	D39, D57, D101
India	D98, D92, D121, D120, D41
United Kingdom	D91, D71
London	D91
Mexico City, Mexico	D34
Sydney, Australia	D90
Melbourne, Australia	D73
Gauteng, South Africa	D74
Johannesburg, South Africa	D74
Toronto, Ontario	D60, D86, D123
Montreal, Québec	D61
Calgary, Alberta	D42

Target Market

- ▶ Demographic
 - Male/Female: 50/50
 - Age: 25-54
 - Employment: Entry, senior, manager
- ▶ The personas are:
 - The Early Career Enthusiast
 - The Striving Associate
 - The Social Professional
 - The Confident Leader



Prospect Journey



Advertising placement

Redirected to landing page
Learn about Toastmasters

Click on Find a Club

Select a club from list

Email sent to club

Club responds

Prospect visits club

Example Ads



Toastmasters International
8,101,350 followers
Promoted

People from all backgrounds join Toastmasters to be the best communicators they can be.

**This is a
Toastmaster.**



Since
1924

Find a club, find success.

www.toastmasters.org

[Learn more](#)



Toastmasters International
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People just like you join Toastmasters to be the best communicators they can be.

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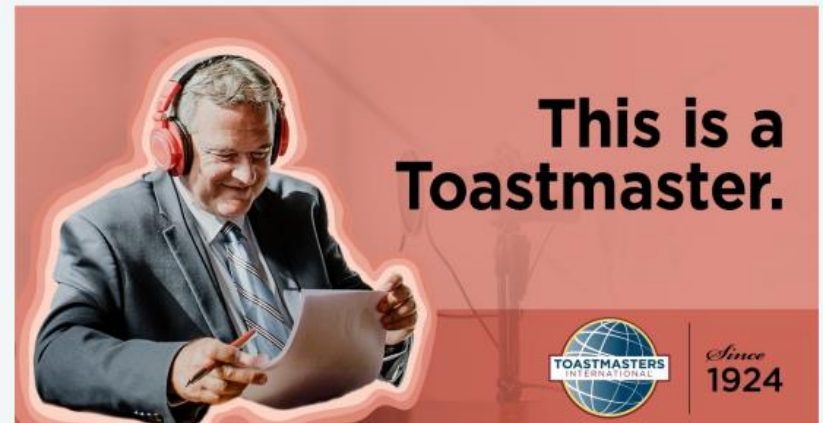
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Toastmasters International
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Now it's your turn: get the communication and leadership skills you need from the public speaking powerhouse.

**Because of Toastmasters,
I landed the job.**

Join Toastmasters today to reach your professional goals.

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[Learn more](#)



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Why Toastmasters? Landing Page



Since
1924

Why Toastmasters?

Click below to discover how the global leader in public speaking can help you and your career grow.

What is Toastmasters?

What can I expect in a meeting?

What are members saying?

How can I start learning now?

What's in it for me?

What does the club experience offer?

How do I learn and grow?

I'm ready to join. What's next?