

Marketing is a tool. Marketing is a way to be more convincing so that we're better as chapters at persuading people to take action about whatever we may be promoting.

Perform a self-assessment

You have to begin somewhere. So take a look inward and assess where you are currently so that you can determine where you are and how to get where you want to go.

- Who is your audience?
 - Anyone your chapter has contact with: Your chapter members, your donors/sponsors, your event guests, friends/family, your local institutions, local businesses. Whomever.
 - It's dependent on event? Young adults or all ages, etc.
- What current resources or tools do you have to communicate with your audience and how often?
 - Website
 - Social Media
 - Brochures
 - E-newsletters
 - Oral communication through meetings
 - Regular Media (Local Radio Stations)
- Analysis: Looking at all your answers to the previous questions.
 - Are you happy with your communication outreach, or your audience base?

Set Goals

- Use the self-assessment answers to set your goals. The completion of a goal signifies the end of your plan.
- Having goals help you keep you on point. It is essentially a map to get where you're going.
- The Greater Houston Chapter, no matter what event, is trying to persuade audiences to take some sort of action.
 - For example:

Local business	Offer their venues for our events
Donors/Sponsors	Give financial support for the conservation effort
Community members unfamiliar with AAZK	Visit our website and like our Facebook page to follow our events
Passive chapter members	Become active members
Co-workers that aren't members	Become a member

Determine your uniqueness

- What makes you, you?
 - Ask a few different people what they think you are representing as a chapter.
 - You will be surprised at the answers.
 - If people are not seeing who you are it is because you are not giving a singular message.
 - This will help get you to the core of why you exist in the first place.
 - GHCAAZK strives to help save animals in the wild through local community involvement and education outreach as well advancing excellence in the animal keeping profession.

- This is what we think about every time we decided to throw an event or clinic, etc.
- With a consistent message, we hope that next time when we ask these survey questions, more people we ask will really grasp, US!

Messaging

- Now that you have WHO YOU ARE, it is time to inspire your audience.
- Please stay away from YOU MARKETING. This is where all communication centers on the organization and is just talking about you and your side of the story.
- Focus on ME MARKETING – Most people tune into what matters to them. They care about messages that speak to their needs. People are far more interested in the benefits of what you are offering them.
- Makes sense, right?
 - Example: Karbach Brewery event: Local Beer for Local Species (buy a glass and drink a beer to help save animals in the wild), Chopsticks for Salamanders)
- When engaging your audiences:
 - Show accountability. This builds trust and in turn builds your brand. [Where does the money go?]
 - Make marketing a conversation: Make sure it is not a lecture but two-ways.
- Craft your Call to Action
 - Be specific:
 - Save all the animals in the wild. Well that's daunting. A person will say "I can't solve that entire problem." Instead focus on a very specific actions, such as "Buy this pair of reusable chopsticks and strut them around your friends." Tell them they should get some to because it will help save animals. Even if they don't remember all the specifics, they will remember they bought them to help save something. Now they are advertising for you. (make your supporters your messengers)
 - Be feasible.
 - Your action needs to be super easy. You don't want to overwhelm supporters. Small time donors are more likely to do something large later.
 - Be filmable
 - Your audience needs to visualize themselves doing it. See yourself using your reusable chopsticks next time you're out eating sushi with friends and they see your fancy silver pair.

Tools – Cross promote (don't rely too heavily on one form of communication)

- Online
 - Social media
 - FB
 - Twitter
 - YouTube
 - PR placements
 - Websites/Blogs
 - Podcasts
 - Online donation page
 - Email outreach (e-news)
- Offline
 - Printed collateral (brochures, flyers)
 - TV, Radio

- Special Events (Booths)
- Graphics and their Importance! (I will keep this short and sweet.)
 - People as a whole are very visual.
 - Having a logo your chapter likes is very important. It becomes your symbol. If you and your chapter don't like what you have, then take the steps to change it.
 - If you have a reoccurring event, invest in reusable printed signage. BFR and Local Beer for Local Species.
 - Branding merchandise. Our pint glasses have become a staple in many people's homes and they are reminded of us every time they use them.
 - It is very important to brand your events, so that people know from just walking by what is going on.
 - Make sure that you have a vector file of your logo and whatever other graphics you use in multiple places. This file may be used to send to vendors when you are ordering merchandise for instance.
 - What is a vector? .eps or .ai vs. .jpg
 - How to make it a vector? Ask your institutions graphics team, if possible to change your art into a vector.
 - Use online resources. If the picture isn't too complicated, google online vector converters.
 - Need to create your own graphics? Purchase Adobe Illustrator for your chapter or use free online resources such as GIMP.
 - The internet is a beautiful thing. I have used YouTube more than I want to admit.

Budget & Resources

- Define a budget that you would like to use to "market." It can be as big or as small as what fits your needs.
- Create a calendar & Assign Roles
 - Don't rush. It takes baby steps.
 - Who is in charge of what?

Results

- Measure and track your results as best as you can.
 - Has your membership grown?
 - Are your events increasing in attendance?
 - Are people getting the message that you are putting out there?