

Pennsylvania Phi Beta Lambda

Recruitment/Marketing Plan



Index:

- A. Intro - Pg. 2
- B. Creating a Marketing Plan Pg. 3-5
 - a. Thinking about advertising mediums
 - b. Creating social media accounts
 - c. Tentative calendar for events and deadlines
- C. Implementing a Marketing Plan - Pg. 5-7
 - a. Advertising successfully
 - b. Use of social media
 - c. Retention
- D. Continuing the Plan - Pg. 7
 - a. Ongoing process
 - b. Transition period
- E. Example Marketing Plan - Pg. 8
- F. Conclusion - Pg. 9

Intro

A marketing plan is an essential tool for any business or organization. Developing a strategy for marketing will help you to get the message out to desired audiences through a variety of channels. Just as you plan events and other things that your chapter will do, you need to plan on how to market your chapter. This will help you to stay focused and create a map towards your goals. Having this plan will also allow your chapter to get there without stress. With this plan, you will be proactive and more realistic about your time and energy. With school work, a job/internship, and a social life, who has the time to be inefficient? Your marketing is more likely to get done when you take the time to identify what you want to do and when you want to do it.□

First you will identify your market and then determine how to proceed. Obviously, your market is business students at your college or university. Which events and opportunities will help you accomplish your goals? Is it in your best interest to attend a leadership workshop or to do some community service? Think strategically about where you need to be.

Once you have identified the events and activities to target, incorporate your marketing plan into your current time management system. Think about the marketing ideas you want to implement. Determine how to implement ideas, assign each a date for completion, then work backward from your deadline. Also, be sure to examine your ideas to see whether any can be used to achieve more than one goal. A marketing plan is all about being productive and thinking how to be proactive. Think about who you want to reach, when you want to reach them, and how you're going to make it happen. Then mark it on your calendar. When you plan your marketing efforts and merge them smoothly with your other responsibilities and commitments, they are more likely to happen and more people will show up to your meetings or events.

Creating A Marketing Plan

Having a marketing plan is crucial to recruiting members and getting students out to your Phi Beta Lambda events. Your marketing plan would be a roadmap of information to follow that would help you recruit students to your club. A good plan would help identify the clubs needs in regards to recruitment, advertisement, and retention. The following sections offer ideas and tools that you can utilize to formulate your own marketing plan.

Advertising

Think about what kinds of advertising your chapter would like to do and how you're going to implement it. These are examples of different ways to advertise on your campus. Keep in mind that you do not want to do too much and spread yourself thin. Establish a few of these tactics that you would like to utilize and stick with them.

- Electronic Billboards/Tvs
 - Locate the office who runs campus advertisements and have an advertisement run on those devices
- Paper Signage
 - Have paper signs advertising your events printed out and placed in high foot traffic areas to catch the eyes of interested students
- Campus Radio
 - Ask your school's radio station if they would be willing to read an advertisement from your chapter over the radio, or have one recorded and played over during their broadcast
- Campus Newspaper/Student News
 - Create an advertisement and have it placed in your campus newspaper, or have an article written about your school's PBL chapter that would show off your service projects and achievements.
- Tables or Booths
 - Set up a recruitment table in high foot traffic areas to catch the attention of potential members
- Speaking prior to classes

- Reach out to a professor prior to a class period and speak on behalf of your school's PBL chapter. It is a great way to encourage freshman students to attend their first club meeting!

Social Media

Social media gives you an outlet to post about club activities online. Many different websites offer various different benefits and each is unique in their own way. Try applying different social media sites to your club's marketing plan and see what comes from it!

- Facebook
 - Facebook is a critical tool to advertise your club's events! Post updates of the week's activities and announce when club meetings are happening! Be sure to add pictures to show off the hard work your club does during the year!
- Twitter
 - Twitter is a great way to get out information fast! While it doesn't have as many features as Facebook offers, it does offer an outlet to make quick meeting location/time changes known to your members! Some more inactive members may see your tweets and get reminded about a club meeting coming up!
- LinkedIn
 - LinkedIn doesn't only help you network with others in the business world, but it also gives you an outlet to connect with alumni of your organization! Keeping them updated on the great work that your club is doing is a great way to keep them invested in the club's successes. They could even be willing to come back and talk about their experiences on the job!
- School Accounts
 - Many colleges and universities have their own social media accounts. Ask them to sponsor your club by posting about an event you have coming up, or even just share a post of yours!

Tentative calendar for events and deadlines

A very important part of being successful in managing time and being a proactive chapter relies on the officers setting tentative dates for events, setting deadlines, and staying on top of the national/state level announcements and important dates (Stay informed by following/liking PA PBL on Facebook, Twitter, or Instagram). Here are our tips for implementing this:

- Chronological Calendar
 - In the beginning of each semester all of the officers should establish what the major events and fundraisers are going to be. You should also establish when meetings are going to be each week for general meetings (all members) and should keep these the same day every week or biweekly. You should also establish when the officer meetings are going to be and should also keep these the same day every week or biweekly. Make a chronological list in which you decide the order for events and fundraisers and when they are going to happen.
- Deadlines
 - Keep informed on the deadlines set forth by the state council and national officers (membership registration, Statewide Community Service Day, State Leadership Conference, National Leadership Conference, form submission dates, etc.). Set a tentative chronological calendar with tentative dates and deadlines for every event, form submission deadline, officer meeting, and general meeting. This will allow your chapter to be organized and run efficiently without being stressed out because of bad planning.
- Chapter email calendar/Facebook calendar
 - If you created an email account for your chapter and used gmail, you will be able to invite people to share your Google Calendar just like you can share a Google Doc. This will allow people to have every event (meetings, deadlines, conferences, etc.) on their phone with minimal effort on their part. Easy, easy, easy. An alternative method to do this with the same result would be to add every event and deadline to your Facebook page. This will also sync these events and dates with your members' calendars.

Retention

Retention is the key to running a successful club. Without members that are willing to pay dues or participate in activities, it's very unlikely your club would be successful at conferences or completing service events. Your members should feel a sense of belonging during events and gain something from them. Having benefits of membership that encourages retention will give your chapter a good stance in terms of recruitment and membership.

- **Worthwhile Learning Events**
 - A key point to keeping your membership alive is by offering events that they would love to participate in! Figure out what your members would be interested in learning more about and consider having a guest speaker come in a talk about a topic tailored specific to your membership.
 - But who says these events are open only to your club members? Be sure to advertise these events and see how many more students come in to learn! More exposure means more members!
- **Worthwhile Service Events**
 - Make your service events something your members would like to participate in. Make them say "I did that" and "that was rewarding". Events like that keep your members around and has them longing for more.
 - But again, who says these events are open only to your club members? Be sure to advertise these events and see how many more students come in to serve! More exposure means more members!
- **Chapter Incentives**
 - Benefits of membership
 - Explain to your members about the benefits of being a dues paying member of Phi Beta Lambda. Whether it comes to winning at conferences or feeling a sense of pride at the completion of a service event, your club members should know what they can get out of being a member. Many benefits of membership can be found on the national website.
 - Give-a-ways

- Run give-a-ways of PBL gear to help advertise the club. It also gives the member a sense of belonging to the club
- Point System
 - 1 Point for attending a meeting
 - 1 Point per service hour
 - Winner(s) at the end gets a prize or raffle based on how many points
- Phi Beta Lambda Clothes
 - Wearing a shirt or sweatshirt that bears the “Phi Beta Lambda” name creates a huge sense of belonging. Sell your shirts to the club and make them feel like they have something to show for their work!
- Committees
 - A good way to get a younger member of the club more involved is by having them be in committees. If your chapter has committees, consider offering them a stake in the club by chairing a committee! Who knows, maybe that member could be a future executive board member!

Transition Period

Having a transition period for new officers to learn how the chapter functions is very important to the success of keeping the chapter moving forward and ongoing as an active chapter. This should happen a week after the new officers are elected and before the semester is over. This way you can plan out a day or two where the old officers will teach the new officers everything they need to know to run your chapter successfully. The transition period should consist of:

- Teaching the new officers what their responsibilities are for their position
- Sharing access to all of the social media accounts, chapter email, documents, calendars, etc.
- Explaining the dynamics of their chapter and how everything works
- Explaining events, funds, conferences, and any other processes that are pertinent to running the club at your school if the new officers have never experienced any of these things or something will be new to them

Conclusion

A marketing plan is going to help your chapter to succeed and fulfill its goals. Without a marketing plan, your chapter will face many obstacles and will not be running efficiently as it could be. Why not go ahead and get a marketing plan started this year? Late is certainly better than never and now you have an official guide! A marketing plan is strategic, it helps you stay focused, using calendar keeps you on top of your marketing efforts, and setting goals & assessing your efforts allows you to stay on track.

This guide was brought to you by the state officers of 2016! Thank you for allowing us to make this and everything else that we do possible. If you have any questions or need help developing a marketing plan feel free to email papblvicepresident@gmail.com or papblreporter@gmail.com.