Create Your Association

Week #5: Creating the Marketing Plan

How will you reach your members and potential members?

What tools will you use to find them?

Will you offer monthly free webinars? Tele-classes?

What can you do to create a buzz?

What can you offer on a consistent basis to help them to find you?

- Videos?
- Email newsletters?
- Open house?
- Bonus Gift?
- Membership Drive?
- Join with a Friend?

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