

Who is responsible for your Club's Marketing?

A couple of helpful hints for your marketing guy to check...?

- Do I know where I need to focus my attention and my efforts?
- What are our Club's short term and longer term goals?
- Do we have a plan for attaining those goals?
- Have I put into place the proper mechanisms for keeping a well oiled public relations machine going, and can I keep feeding it?
- Have I engaged a partner. In other words, do I have someone inside or outside our Club, who can help me stay focused provide support and offer feedback as I work our plan?
- Have I taken the time to reflect upon the members of our Club, as individuals and as contributors to our Chorus efforts as a whole.
- Remember, you may need to improve the interpersonal dynamics of the chapter and also to build a consensus about your game plan in order to get everyone on board and to do their best work.
- Have I set a plan for developing and building upon key relationships both inside and outside our Club.
- You need to focus on key people you'll need to influence, engage and motivate. So how well do you know them and how well do they know you?

Other items worth considering —

- 1) Do you have the right people in place to accomplish your goals for not just this year but beyond?
- 2) Who needs to be coached, mentored, trained or given new developmental opportunities?
- 3) Who is ready for the next level of responsibility?
- 4) What promotional challenges will you face in the coming months and beyond?

In general, always try to think about ways of enhancing credibility and trust, developing effective channels of communication and working towards mutually rewarding goals and objectives. Through it all, remember that relationships are always the key to getting things done.

Whether your focus is on maintaining your current membership, attracting new members or creating a buzz in the community about who you are and the contributions you can make, get your plan in place and use it as a daily reminder of where you're going and how you intend to get there.

The BHA Marketing Team is there to lend a hand if this all seems a bit hard, so don't hesitate to contact us if you need assistance.

If we can help regarding any of the above, then please contact me anytime at:

marketing@barbershop.org.au

Keith
Keith Thornton
V.P. Marketing & Development