



Marketing a DKG Plan

Samantha English likes to plan, research, and analyze. She owns a marketing and consulting business and presents online webinars about marketing on Facebook. The five steps she shares could be used to develop a successful “Marketing Plan” for your chapter.

5 Steps to Successful Marketing

- Identify and Find (Your Target Audience)
- Grab Attention (of Target Audience)
- Build the relationship
- Follow-up (Invitation to join)
- Close the Sale (Initiate new members)

English’s Simple Solution

- Know **Who** to Target
- Know **How** to offer Value
- **Stand out** in the Newsfeed

What’s Your Story?

Share your back-story at your next DKG meeting. Tell your personal story that led to your membership in DKG.

Our stories can remind chapter members about the value of membership. Chapter members can use their social media accounts and encourage new interest in your educational community.

Make your newsfeeds stand out. Better yet use a smartphone to video tape your story and encourage chapter members to do the same. Together we can grow membership by telling our stories.

Create a Strategy to Connect with Others

How do you connect with your chapter members? Does your chapter connect with non-members about the great things DKG is doing? Have you even considered marketing DKG and your chapter? TheBalance.com is a website that shares information on financial empowerment, but their marketing strategy provides practical advice for DKG.

1. Who is your target? Chapter members, new teachers, or non-traditional teachers could be your target audience.
2. Once you have focused on a target, your chapter needs to ask, “What does this person need?” — scholarships, grants, social events, networking, community projects, or fellowship?
3. Can you offer what the target audience needs? What can we as a Society provide to fulfill that need? Is your chapter hoping for new members or building excitement in members not active in chapter?
4. This same website encourages groups to develop hardcopy marketing materials. Examples of that could be a chapter brochure or elevator speeches on business cards. Templates for brochures can be found on the C&P Committee webpage.
5. Develop a strategy to use social media. Media such as Facebook, Twitter, and LinkedIn are cheap, easy, and reach many. Multimedia, surveys, and polls attract attention too. Create a website that generates a sense of community, showcases benefits, and shares important information to target audience: the back story, news, past newsletters, and events.
6. Create a database of targeted individuals—prospective or non-active members for follow up contacts and invitations.

This six-step strategy to promote DKG can strengthen your chapter. It is definitely worth your time to follow through, not just by targeting your audience, but by completing all six steps!

Marketing Resources on DKG.org

[How is your chapter marketing the Society?](#) – A list of general marketing ideas gleaned from members.

[How are you helping new teachers in your area?](#) – Specific ideas for reaching out to potential members through the SEE program.

[Social Media Information and Resources Guide](#) – definitions, best practices, and how-to’s for all key social media useful for DKG.

[Practices for Improving Publicity](#)

