

Members Join in Marketing Bootcamp (No hiking required!)

By Mary Adcock
President

Getting the word out about your club's resale used to be as easy as posting a flyer at the local grocery store. That's still an effective option, but in today's cyberspace world of memes and reels, clubs can reach out to an even wider audience without even leaving home. The May Zoom Connect, which was themed as a digital marketing bootcamp, offered some guidance for those ready to grab a laptop or tablet and get started.

Led by Claudia Contreras, Multiples of America's Communication and Marketing Vice President, the bootcamp began with an overview about the difference between advertising and marketing.

"Advertisement is putting something random out and hoping someone will see it. Marketing is targeted," Claudia said.

What's that mean in terms of a club?

"We don't want to invest time or resources in places where there are no multiples," Claudia said.

With that in mind, Claudia explained the five essentials for success when designing marketing content.

- **Credibility** is the impression we create online. The trust we build that our information is accurate.
- **Usability** is the ease with which people can interact with our marketing. If it's a website, can people find the information they need without looking so long they get frustrated?
- **Visibility** involves how and what social media channels or other marketing we use.
- **Sell-ability** is the ability to make a purchase or join/renew membership with ease.
- **Scalability** is the ability to change in size or scale. Is it a piece that works whether there are 5 or 500 viewers?

Claudia next shared some basics about a few social media channels.

- **Facebook** is an important place for a club to have a public page, even if they also have a private group. Videos cannot be posted in private groups. Hashtags are not useful.
- **Instagram** is tied to Facebook. Items can be cross-posted between the two sites. All posts must have a graphic, and this is a great platform for reels (short videos). Use hashtags here because they can have a great impact.
- **YouTube** is the frontrunner for video views and advertisements. It's easy to share links. YouTube can be used to record podcasts.

Claudia also pointed to **Google Suite**, which has a full integration of a website design, email, video calls, calendar, and more, as both a channel and a resource.

Lastly, once you've created content and selected channels, Claudia advised clubs take time to check how it's going.

"You need a clear plan and a way to measure how you're meeting your goals," she said.

Need help along the way?

"We're not experts, but we're happy to help you discover the next step," Claudia said.

Send questions or requests for assistance to Claudia at marketing@multiplesofamerica.org. Claudia also requested input for topics for future marketing-related Zoom Connects.