

**Make Zonta a Winner In
Today's Competitive
Environment**

some one lied to you!

one size

does not fit all!!

Presentation Overview

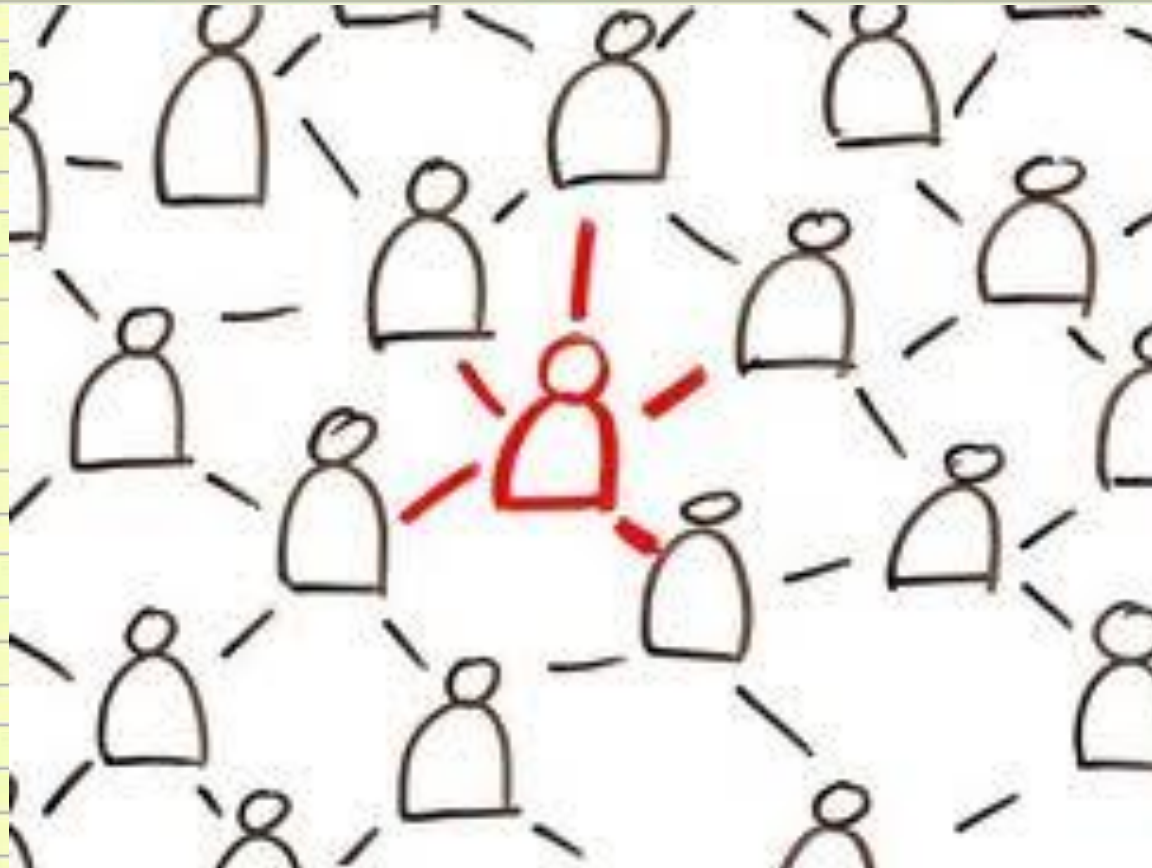
- What is mission-based marketing
- Members as Customers
- Competition
- Marketing
- Marketing Materials
- Customer Service & Communication
- Final Words

Mission Based – Market Driven

- The mission or the market
 - The market is always right – it determines success
 - The market is not always right for you
 - The mission should be the ultimate guide
- Moving with the markets
 - Have your mission visible – everywhere
 - Use your mission statement constantly
 - Use the mission in market/service decisions
- Hold on to your core values

Zonta International is a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy.





Clubs are only as alive, vibrant, and productive as their members.

Successful Clubs

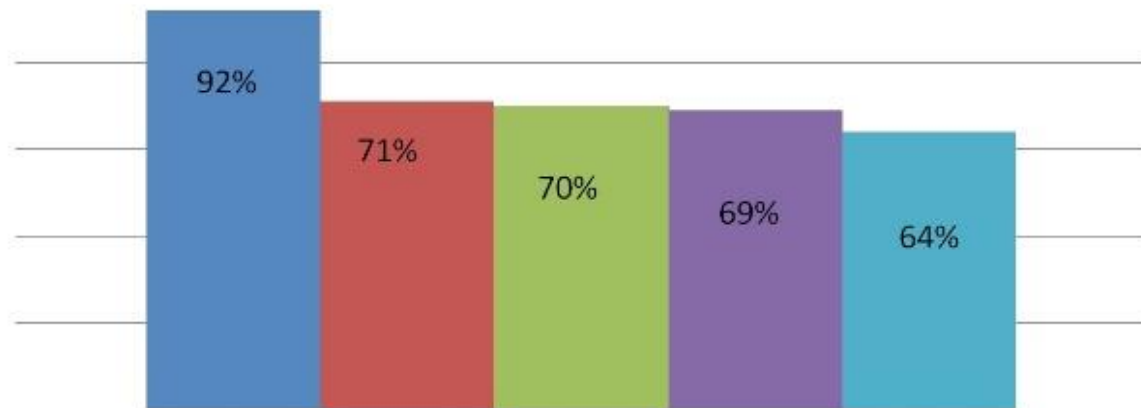
- Meet *wants* not *needs*
- Treat everyone like a valued customer
- Have everyone on the marketing team
- Ask. Ask. Ask. And then Listen
- Innovate constantly

Generational Differences

	BEFORE 1945	1946-64	1965-1980	1980-2000+
OUTLOOK	Practical	Optimistic	Skeptical	Hopeful
WORK ETHIC	Dedicated	Driven	Balanced	Ambitious
VIEW OF AUTHORITY	Respectful	Love/Hate	Unimpressed	Relaxed, polite
LEADERSHIP BY...	Hierarchy	Consensus	Competence	Achievement, pulling together
RELATIONSHIPS	Self-sacrifice	Personal gratification	Reluctance to commit	Loyal, inclusive
PERSPECTIVES	Civic-minded	Team-oriented	Self-reliant	Civic-minded
TURN OFFS	Vulgarity	Political incorrectness	Clichés, hype	Cynicism, condescension

MOST IMPORTANT SKILLS EMPLOYERS WANT?

- Critical Thinking & Problem Solving
- Ethics & Social Responsibility
- Professionalism & Work Ethic
- Creativity & Innovation
- Lifelong Learning & Self-Direction



U.S. Workforce, 2009. The Conference Board, Corporate Voices for Working Families, ASTD, SHRM

Customers

Your Members are Your
Customers



Dale Carnegie

Dealing with people is probably
the biggest problem you face.

Meeting Membership Wants

- Huge difference between needs & wants
- Target wants
- People have *needs* ~ people seek *wants*

The Customer is Always Right – Wrong!

- The customer is not always right ~
but
 - The customer is always the customer
 - The customer may not be right for you

Competition

Who Are Your Competitors?



It's Probably Not What You Think

- Lack of time & competing priorities
- Increased competition for volunteers, in general
- Difficulty in meeting member's expectations

Be Better Than Your Competition

- Pay attention to what your customers want ~ give it to them
- Be better than your competition in the eyes of your customers
- Competing is not bad
- Competing means able to do more Mission
- Tell customers how good you are

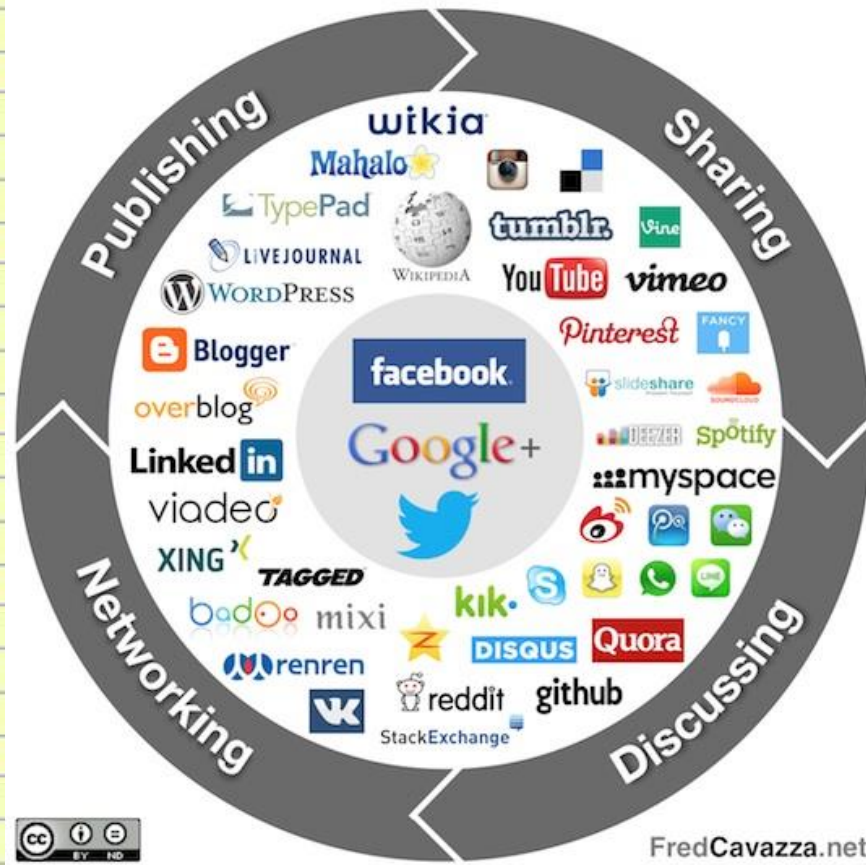
Marketing...

**IF YOU DON'T ENGAGE THEY WON'T
RESPOND.**

- The tide is changing – the Internet & Social Media is extremely competitive
- Dealing with the competition – should you, can you?

It's A New World!

Social Media Landscape 2013



- Officially, social media is an “umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.”

<http://www.wikipedia.org>

- Social media is about conversations, community, connecting with personalities and building relationships. It is not just a broadcast channel or a sales and marketing tool.

Millennials Outpace Older Americans in Technology Use

	Millennial (18-29)	Gen X (30-45)	Boomer (46-64)	Silent (65+)
Internet behaviors	%	%	%	%
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phones and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	--

Note: Median number of texts based on those who texted in past 24 hours.

WHY SOCIAL MEDIA?

Most Popular Sites

- Facebook: largest of social networks.
- Users can create profiles, businesses can create fan pages to post info, events, announcements.

<http://www.facebook.com>



- Twitter: Info shared through tweets with max 140 characters. <http://www.twitter.com>



Popular Sites Cont.

- LinkedIn: LinkedIn is most popular with business-to-business users and those looking for jobs.

<http://www.linkedin.com>



- Flickr : A popular photo-sharing community.

<http://www.flickr.com>



- YouTube: YouTube is the most popular video hosting and sharing platform. <http://www.youtube.com>

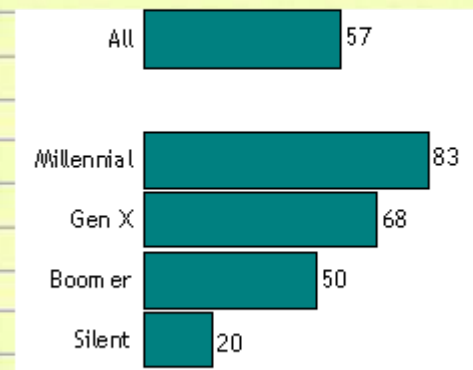


Do You Sleep With Your Phone?

- **65%** - Nearly two-thirds of adults with cell phones say they have slept with their phone on or right next to their bed.

Do You Sleep with Your Cell Phone?

% who have ever placed their cell phone on or right next to their bed while sleeping



PewResearchCenter

New Marketing Challenges

- Some people will only find you online. Some will never go online to find you. You have to meet widely varying techspectrum expectations.

Marketing ~ A Team Effort

- Everything that everyone does in your organization, everyday
- Every action, every comment, every inaction, effects the entire organization

Member (Customer) Service & Communication



Four Stages

- The non-volunteer
- The starter
- The doer
- The stayer

It Takes Planning

- Agree on a plan!
 - Based on our mission, of course
- Provide feedback
- Empower change & innovation
- Share, share, share
- Learn from our mistakes
- Recognize success

Build It & They Will Come!



Retention Realities

- Conduct consistent meetings
- Provide on-going communication & updates
- Facilitate collaborative decision-making
- Emphasize a group vision, goals, & expectations

Retention Realities Cont.

- Offer opportunities for leadership
- Actively welcome new ideas & perspectives
- Recognize individual and group accomplishments
- Delegate responsibilities across the membership
- Mediate controversy with civility
- Celebrate & have fun



CONTACT:

KMACIER@AOL.COM