

PyroMarketing



PCMA PyroMarketing Plan

10 Fast Affordable Ways to Reach
More People and Attract More
Members

1. Facebook Fan Page



- Create a Facebook Fan Page
 - Go to YouTube and search “How to create a Facebook Fan Page 2010.”
 - Create a custom landing page using FBML
 - Google “FBML tutorial”
 - Want help? www.buddymedia.com
 - Require all members to “Like” your page
 - Reward members that engage
 - Reward members who post comments/photos to your page or who “Like” your status updates (points toward drinks. Etc.)

2. Create a Twitter Account



- Create a Twitter account
- Give it a custom background
 - Google “custom twitter background”
- Search for all of your current members and “Follow” them
- Use www.tweetreach.com to track how many people see and repeat your tweets.

3. Create a HootSuite Account



- Create a Hootsuite account www.hootsuite.com
- Connect it to your Facebook Page
- Connect it to your Twitter account
- Broadcast the club happenings 140 characters at a time
 - Messages should encourage people to say, “Hey, that’s me!” or “What am I missing?”
 - Member fun – Use people’s names
 - Club news – Provide the inside scoop
 - Solicit interaction – “What was your score this weekend?”
“Best item on the menu?”
- Schedule announcements

4. Contact www.rapleaf.com

- Contact www.rapleaf.com and run your club database through their process to discover your member's demographic profile, their social connectivity (who is on Facebook? Who has a Twitter account?) and the email addresses of their online friends. Ask Rapleaf to identify opt-in email addresses you can send to and to provide postal addresses for everyone else. Then send email or postcards to your members' friends inviting them to join you based on their personal relationships ("come join your friends") or shared affinities ("come play golf" "Come sail") because they are 3-5X more likely to join than anyone else you can target.



5. Reward Connection

- Reward best-connected, most-active members
- Create a “Connectors Club”
 - Drink coupons for inviting Facebook Friends
 - Earn points for retweeting club messages
 - Earn points/status for a certain number of social connections
 - Earn points for posting photos of club activities
 - Earn points for using club hash tag #myclub

6. Email Marketing

- Send email to member's friends
 - Offer free “something” (round of golf, etc.) when they come with a current member. List names of “members they might know” in email.
- Tell members you will be sending email to their friends and that the member will earn points for each of their friends that responds to the offer.
- Keep it “exclusive” Not everyone can join, but your friends can.

7. Post Card to Member's Friends

- Like email, but to members' friends to whom you can't send email
- Tell each recipient which of their friends are already members.

“Greg, your friends Brian, Bill and Doug are already members. Why not join them?”

8. Facebook Advertising

- Establish a Facebook Advertising Account. Learn more [here](#).
- Target a demographic that matches your membership
- Restrict geographically
- Target interests related to your club's purpose (e.g., tennis, golf, etc.)
- The Offer (Based-on shared Affinities or Personal Relationships)
 - “Do you love golf?”
 - “Your neighbor shot a 59!”
 - “Greg Stielstra is a member”
 - “Wee who won the hole-in-1 Contest”

9. Behavioral Targeting

- Buy a targeted online ad campaign restricted to your immediate community. Behavioral targeting displays ads to people based on their past online behavior. It shows golf ads to people who previously visited golf websites, regardless which site they are currently on. Online advertising limited to...
 - Those whose behavior reveals shared affinities
 - Those who live in your communityCheck these resources to learn more.
- [Collective Media](#)
- [24/7 Real Media](#)
- [ValueClick](#)

10. Make Membership Visible

Purchase FlipVideo Cameras www.theflip.com

- Let members use them to capture all club activity
- Then post video online and tag them with the names of people in the video.
- Tell your members you do this so they can find and share videos featuring themselves.

