

## But What If It's All For Nothing?

You work hard at marketing, but so does everyone else. This means often your posts are lost in a sea of posts, all making you feel inadequate, so you just turn off. How do you stop that happening?

The gurus say you need to stand out. Simple, right? So why does it feel so hard? That is because everyone else is trying to stand out. It is the same sea of posts, just stormier. To navigate these seas would take a whole course of digi marketing, and often does. Here are 5 tips to help you set your compass and stimulate your creativity.

### 1. Know your audience

I love dogs, and I can spot a dog anywhere, before anyone else. You need to talk to your dog lovers so to speak. Make your language and images shout toastmasters, hence why branding plays such a key part. Use things your potential members relate to, aspire to even. You need to know who you want to talk to, or identify your ideal customer. Read the brand manual as a lot of this has been done for you already.

### 2. Show, don't tell.

A headline is great for catching attention, but you want your audience to invest in your post enough to read it all and follow your call to action. Let me show you.

Scared to speak in public? Join Toastmasters where we follow a pathways program to improve our public speaking skills and leadership skills.

Or

Scared to speak in public? So was Jewels. She was literally scared sick to face her first audience, but with the support of her toastmasters club she pushed through and now presents and trains professionally. (True story btw.) Just click the button below to find your nearest club and they can help you too.

Which do you prefer?

### 3. Ask, don't tell.

Engagement is a bit of a buzzword, but don't let that make you underestimate its power. You want people to join you, so the first step is to interact with you. Just like the opening of a speech, a good question in the headline or a post with a question to answer is a great way of getting people to speak to you. This means, of course, that you should answer. So do monitor the e-mail-address given on your club's website.

### 4. Challenge your audience.

Think you can't? You're right. So says Henry Ford. He also says if you think you can, you can. Did your indignant rage make you pause for just a second? If so, you were challenged. Can you do better? Most definitely. Now accept your challenge.

The surest way to drown in the sea of spam is to be bland. Don't worry if you express an opinion that not all will like, or if you praise your own hero. Have some emotion...it's what we connect with and that sells.

### 5. Variety.

To repeat the same thing and expect different results is insanity, I believe is quoted often. In marketing, particularly social media you can repeat an action and get completely different results. Insanity. You can repurpose, but you need to change it lots.

**Bonus tip.** Posts need the right time, right platform and format for social media or email lists. You can do this by trying out what works best. If you need any help please feel free to reach out. [Jewels.c@hotmail.co.uk](mailto:Jewels.c@hotmail.co.uk)

## Want more help with your marketing?

## Hashtags make your posts searchable.

Here are the most common hashtags for your D95 social media postings.

#d95 #toastmasters #toastmastersinternational

#toastmastersclub #whereleadersaremade #communication

#publicspeaking #publicspeaker #leadership

\*\* Reminder to use this hashtag for the Toastmaster term #drivenbyyou

## Need some Know how?

Finding it difficult to navigate pathways? Easyspeak is anything but? Want to understand those magical speaking devices? Then you need our own digital wizard to help you.

Did you know there is a youtube channel with a playlist of videos to help you find your way on all things toasties?

[It is right here for you.](#)

## For your calendar

Last Wednesday .... Grab a coffee and join Jewels to talk about all things branding. She will try to answer your questions from what is the importance of branding? Down to the technical details of putting branding colours into canva and everything in between....but only if you ask.

To join the meeting click the link below on Wednesday 25th January 8pm CET

<https://us06web.zoom.us/j/84327070190>

## Resources

Don't forget the [D95 web site](#) and the [D95 PR facebook group](#).

Here are some templates for Canva, that may just make it easier for you.

[https://www.canva.com/design/DAFCruOc2HY/O\\_vMAC2N01gOOIsXz5VZHA/edit?](https://www.canva.com/design/DAFCruOc2HY/O_vMAC2N01gOOIsXz5VZHA/edit?)

<https://www.canva.com/design/DAFCratXTNw/59xzMtMHXnkYf8YCYOm9fw/edit?>

[https://www.canva.com/design/DAFCrnkz6iU/dILGd\\_XcL8DL-JSYDQ00eA/edit?](https://www.canva.com/design/DAFCrnkz6iU/dILGd_XcL8DL-JSYDQ00eA/edit?)

[https://www.canva.com/design/DAFCru489uw/Oh\\_112yQ7KqXC2xY2avhug/edit?](https://www.canva.com/design/DAFCru489uw/Oh_112yQ7KqXC2xY2avhug/edit?)

[https://www.canva.com/design/DAFCrrh6\\_8l/c6QpSUFesCaDM4V81iztfA/edit?](https://www.canva.com/design/DAFCrrh6_8l/c6QpSUFesCaDM4V81iztfA/edit?)

We also mentioned the moonlit project last time....a great resource for all things TM PR

[Public Relations Resources - District 95 \(toastmasters-95.org\)](#)

## Talk to us

Any feedback or questions then please email us.... Especially if there is anything you would like us to cover.....

[Jewels.c@hotmail.co.uk](mailto:Jewels.c@hotmail.co.uk)