



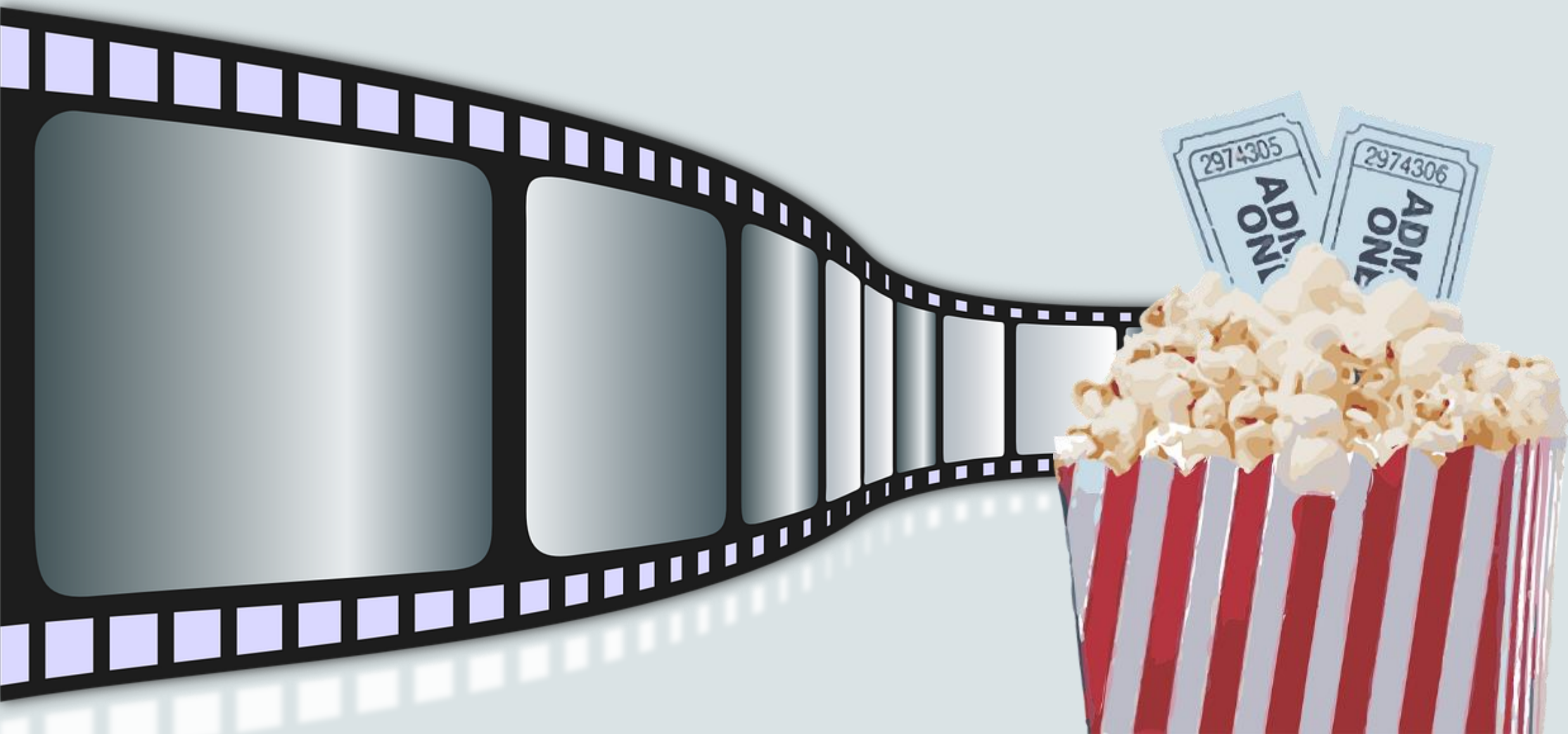
# Meaningful Marketing

Connecting with people

Presented by Karl Hughes, D73 District Director

# Let's go to the movies

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Are All People  
the Same?

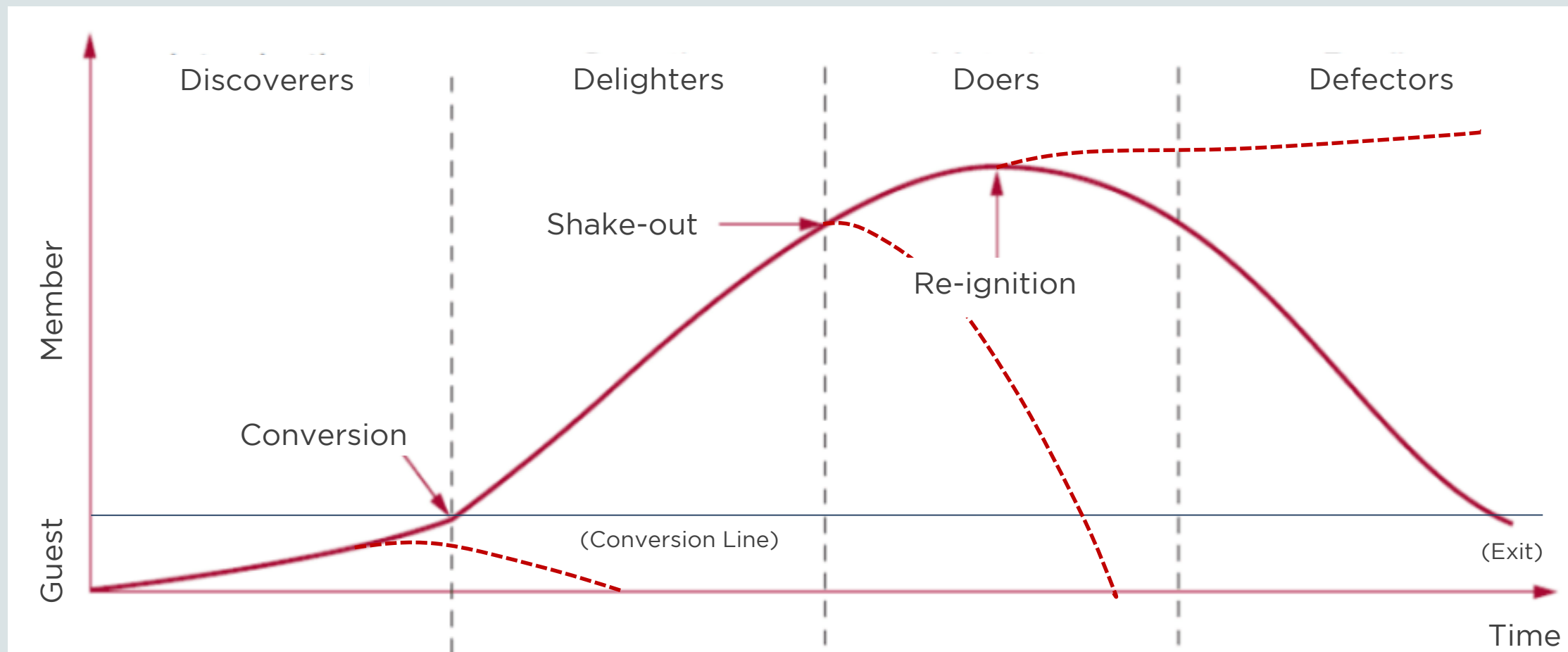
**NO!**



Low Income  
International  
Students

High Income  
Professionals

# Member Cycle



## How do you eat a really BIG cake?


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- ▶ Divide a large group into segments
- ▶ Geographic; Demographic;  
Psychographic; Behavioural
- ▶ Connect with potential members  
in a meaningful way



# The Power of Segmentation

## Template

SEGMENT NAME (A succinct definition)			
“What in their own words do they want”			
<b>Traits</b>	<ul style="list-style-type: none"> <li>What aspects do this group tend to have?</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>What are they after?</li> <li>What are their goals/desires?</li> <li>Why do they want to join a club?</li> </ul>		
<b>Words Used</b>	<ul style="list-style-type: none"> <li>What words or phrases are specific to this group?</li> </ul> 		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>Who has an impact on the decision?</li> </ul>		
<b>Product Match</b>	<ul style="list-style-type: none"> <li>What does the club offer for them?</li> </ul>	<ul style="list-style-type: none"> <li>What does TI offer for them?</li> </ul>	

# How to cut a cake

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# Primary Segment

<b>SOCIAL SEEKERS</b> (People seeking social interaction)			
<b>“I want to be part of an interesting group with great people”</b>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>• Tend to be mature aged with time to spare</li> <li>• May not be tech savvy</li> <li>• Want to share their experience and stories</li> <li>• Enjoys and engages with social aspects</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>• May come for a specific event (wedding) and stay on</li> <li>• Positive environment to make friends</li> <li>• Feel like they belong to something</li> <li>• What to feel valued</li> </ul>		
<b>Words Used</b>	<ul style="list-style-type: none"> <li>• “I want to be with great, friendly people”</li> <li>• “I love the interesting stories and speeches ”</li> <li>• “Gives me something to do and focus on”</li> </ul>		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>• Partner</li> <li>• Family</li> </ul>	<ul style="list-style-type: none"> <li>• Relatives</li> <li>• Friends</li> </ul>	
<b>Product Match</b>	<ul style="list-style-type: none"> <li>• Friendly &amp; fun meetings</li> <li>• Community clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Pathways may be an issue</li> </ul>	<ul style="list-style-type: none"> <li>• Mentor and Coach Program</li> </ul>



# Primary Segment

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<h2 style="margin: 0;">STUDENTS</h2> <p style="margin: 0;">(People wanting to develop skills to help with education goals)</p>			
<p style="margin: 0;">“I want to develop my skills so I can give great presentations at uni”</p>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>Tend to be younger people</li> <li>Can be overseas students</li> <li>Highly tech savvy</li> <li>Looking for quick skill building</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>Positive environment</li> <li>Flexibility to fit with assignments</li> <li>Affordability</li> <li>Build confidence and self value</li> </ul>		
<b>Words Used</b>	<ul style="list-style-type: none"> <li>“Want to fit it in with my studies”</li> <li>“Want mentoring to help me”</li> <li>“Want to see improvement in my skills”</li> </ul>		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>Parents</li> <li>Teachers</li> </ul>		
<b>Product Match</b>	<ul style="list-style-type: none"> <li>Pathways</li> <li>Experiential learning</li> </ul>	<ul style="list-style-type: none"> <li>Mentor Program</li> <li>Speech preparation</li> </ul>	<ul style="list-style-type: none"> <li>Community &amp; University clubs</li> </ul>



# Primary Segment

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<h2 style="margin: 0;">PROFESSIONALS</h2> <p style="margin: 0;">(People looking to improve communication/influencing skills )</p>			
<p style="margin: 0;">“I want to be a better communicator so I can get/advance in a job”</p>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>High expectations of a professional environment</li> <li>Busy and not always able to attend meetings</li> <li>Looking for results above any other factor</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>Flexibility and balance to meet their busy schedule and family life</li> <li>Return on investment for their effort</li> <li>Build confidence in speaking to senior managers</li> <li>Want to have job satisfaction through advancement</li> </ul>		
<b>Words Used</b>	<ul style="list-style-type: none"> <li>“I need to skill-up fast”</li> <li>“I want to feel less stress at giving presentations”</li> <li>“I can’t get too involved because of family time”</li> </ul>		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>Employer</li> <li>Immediate manager</li> </ul>	<ul style="list-style-type: none"> <li>Peers and colleagues</li> <li>Partner/Family</li> </ul>	
<b>Product Match</b>	<ul style="list-style-type: none"> <li>Pathways</li> <li>Mentor Program</li> </ul>	<ul style="list-style-type: none"> <li>Community and Corporate clubs</li> </ul>	

# Primary Segment

<h2 style="text-align: center;">LANGUAGE IMPROVERS</h2> <p style="text-align: center;">(People wanting to improve their spoken English)</p>			
<p style="text-align: center;">“I’m not very good speaking English and want to learn and practice”</p>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>• People with English as a second language</li> <li>• Tend to be overseas students or migrants</li> <li>• May lack confidence in interacting with others</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>• Supportive environment</li> <li>• Build confidence in myself</li> <li>• Fit in with society</li> <li>• Emotional support</li> <li>• Get a job or improve my prospects</li> </ul>		
<b>Words used</b>	<ul style="list-style-type: none"> <li>• “I don’t feel confident talking to people”</li> <li>• “I’m very slow thinking of the right words to use”</li> <li>• “I might need extra help understanding what’s going on”</li> </ul>		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>• Partner</li> <li>• Family</li> </ul>	<ul style="list-style-type: none"> <li>• Employer</li> </ul>	
<b>Product Match</b>	<ul style="list-style-type: none"> <li>• Supportive environment</li> <li>• Community clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Pathways may be an issue</li> </ul>	<ul style="list-style-type: none"> <li>• Mentor Program</li> </ul>



# Primary Segment

<h2 style="margin: 0;">LONG TERMERS</h2> <p style="margin: 0;">(People who have been a Toastmasters member for many years)</p>			
<p style="margin: 0;">“I love Toastmasters and want to give back to the organisation”</p>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>Have been with Toastmasters for 8 or more years (tend to be mature aged)</li> <li>Highly engaged with the Toastmasters organisation and community</li> <li>Very experienced and knowledgeable on how the organisation works</li> <li>Often has a DTM or multiple DTMs</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>To give back to the organisation</li> <li>Enjoys the social aspects and friends made</li> <li>The sense of fellowship and belonging</li> <li>Feel valued and useful</li> </ul>		
<b>Words used</b>	<ul style="list-style-type: none"> <li>“I love Toastmasters”</li> <li>“I want to give back to the club”</li> <li>“I want to motivate others to do their best”</li> </ul> 		
<b>Secondary Clients</b>	<ul style="list-style-type: none"> <li>Partner</li> <li>Family</li> </ul>		
<b>Product Match</b>	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>Supportive environment</li> <li>Leadership opportunities</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>Pathways may be an issue</li> <li>Mentor and Coach Programs</li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>Supportive environment</li> <li>Leadership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Pathways may be an issue</li> <li>Mentor and Coach Programs</li> </ul>
<ul style="list-style-type: none"> <li>Supportive environment</li> <li>Leadership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Pathways may be an issue</li> <li>Mentor and Coach Programs</li> </ul>		

# Secondary Segment

<h2 style="margin: 0;">CORPORATES</h2> <p style="margin: 0;">(Organisations, businesses and government bodies)</p>			
<p style="margin: 0;"><b>“We want a professional product that can help our staff grow”</b></p>			
<b>Traits</b>	<ul style="list-style-type: none"> <li>Expectation that they are dealing with a professional organisation</li> <li>Very busy and can be hard to make contact</li> <li>Like things to move quickly</li> </ul>		
<b>Primary Needs</b>	<ul style="list-style-type: none"> <li>Team members will acquire the promised benefits</li> <li>Quality assurance of product/service</li> <li>Trusted service provider</li> <li>Professional in all interactions</li> <li>An efficient club establishment process</li> </ul>		
<b>Words Used</b>	<ul style="list-style-type: none"> <li>“We want measurable outcomes for this”</li> <li>“What are the benefits in doing this?”</li> <li>“How will this improve culture and serving the customer?”</li> <li>“We have a lot on our plate and we don’t see this as a priority”</li> </ul>		
<b>Stakeholders</b>	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>Team members</li> <li>Clients/users of the entity</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>Senior management</li> <li>Other corporates</li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>Team members</li> <li>Clients/users of the entity</li> </ul>	<ul style="list-style-type: none"> <li>Senior management</li> <li>Other corporates</li> </ul>
<ul style="list-style-type: none"> <li>Team members</li> <li>Clients/users of the entity</li> </ul>	<ul style="list-style-type: none"> <li>Senior management</li> <li>Other corporates</li> </ul>		
<b>Product Offering</b>	<ul style="list-style-type: none"> <li>Corporate clubs that have support by senior management. Brand excellence implemented in the club. Professional interactions with District contacts at all times.</li> </ul>		



# Secondary Segment

## EDUCATORS (Universities)

**“I want to give the students as much support as possible”**

<p><b>Traits</b></p>	<ul style="list-style-type: none"> <li>Limited budget</li> <li>Limited amount of time to set up club</li> <li>Would prefer for students to establish and run a club</li> </ul>	
<p><b>Primary Needs</b></p>	<ul style="list-style-type: none"> <li>A trusted education source</li> <li>Achieving educational outcomes for the student</li> <li>Easy and convenient access</li> <li>Can support the establishment of a club</li> </ul>	
<p><b>Words used</b></p>	<ul style="list-style-type: none"> <li>“I need this done as easy as possible”</li> <li>“I want to support the student in their studies”</li> <li>“The cost needs to fit within a student’s budget”</li> </ul>	
<p><b>Stakeholders</b></p>	<ul style="list-style-type: none"> <li>Student</li> <li>Faculty</li> </ul>	<ul style="list-style-type: none"> <li>Educational Institution</li> </ul>
<p><b>Product Offering</b></p>	<ul style="list-style-type: none"> <li>University clubs that are run by both students and a core group of support staff. Flexibility and convenience of access through Pathways online program that will integrate with the student’s study schedule.</li> </ul>	



# Secondary Segment

## FAMILY CONNECTORS

(Partners, family, relatives, friends)

**“Enjoy yourself but family time will always take priority”**

<p><b>Traits</b></p>	<ul style="list-style-type: none"> <li>• Happy to support partner</li> <li>• Will always take the position of family comes first</li> <li>• Tends not to get involved with Toastmasters themselves</li> </ul>
<p><b>Primary Needs</b></p>	<ul style="list-style-type: none"> <li>• Family member to enjoy and see improvement</li> <li>• Agreement that the family comes first</li> <li>• You are spending enough time with me</li> <li>• It's not too expensive</li> </ul>
<p><b>Words Used</b></p>	<ul style="list-style-type: none"> <li>• “As long as you don't spend too much time there”</li> <li>• “I like that you are improving yourself”</li> <li>• “This isn't a priority in tough economic times”</li> </ul>
<p><b>Stakeholders</b></p>	<ul style="list-style-type: none"> <li>• Children</li> <li>• Extended family</li> </ul>
<p><b>Product Offering</b></p>	<ul style="list-style-type: none"> <li>• Community clubs that are friendly and flexible. Pathways can be accessed anywhere and attendance is up to you – the program can work around your needs.</li> </ul>





# Toastmasters Member Personas

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- ▶ The Student
- ▶ The Early Career Enthusiast
- ▶ The Striving Associate
- ▶ The Social Professional
- ▶ The Confident Leader
- ▶ The Successful Leader
- ▶ The Retiree



# Humanising Marketing

- ▶ 'Immigrating from China'
- ▶ 'International Student'
- ▶ 'Story behind the numbers'
- ▶ 'Impromptu wedding speech'
- ▶ 'Proud parents and cousin'



Students



Professionals



Language Improvers

# Exhilarating Journey

It's been a big year for Leona Jorgensen, one of our most experienced speakers at the club. Not only did Leona achieve the Distinguished Toastmaster Award, but she also landed her dream job, thanks to Toastmasters.

Leona joined Rowville Toastmasters in 2012, a decision that she is so glad she made. 'The speaking program has transformed me, taking me to new heights in what I can achieve,' believes Leona.

Leona feels she has gained so much from the leadership aspect of the program. In 2015-16 Leona was President of the club and in 2016-17 she was the R27 Area Director. Prior to that she was Vice President, Public Relations in 2013-14 and Vice President, Membership in 2014-15.

Leona attends Rowville meetings regularly, because it's a great learning environment. 'Every meeting I learn something new about speaking and leadership,' says Leona. 'Whether that's from the content of the speeches or seeing and hearing other members speak.'

**'The speaking program has transformed me, taking me to new heights in what I can achieve'**

In 2018 Leona achieved the ultimate in Toastmasters – the Distinguished Toastmaster Award. A DTM award does not come easy. It requires focus, commitment, lots of speeches, successful completion of projects, and the undertaking of leadership roles as a club officer and as a district officer. 'I am truly proud to have achieved my DTM,' says Leona.

Toastmasters has also had a positive real world impact for Leona. Recently



Leona Jorgensen

she landed her dream job as a senior public servant in the Victorian Public Sector. The communication skills that are built up from giving speeches and the leadership elements of the program all help you with your own personal goals outside the club.

Of her Toastmasters journey, Leona says, 'It's been an exhilarating experience of a lifetime!' To see what you can achieve as a Toastmaster, make sure you turn up to the next meeting Leona is giving a speech at. You'll be in for a treat to see a DTM in action.

## EYE ON IT! Your Apology

Don't forget to put your apology on Easy Speak if you cannot attend a meeting. Simply go into the meeting agenda on Easy Speak and select the 'no' button. You will then be prompted to put a reason, but this is optional.



Knowing who is not going to be in attendance helps make the meeting run smoother. It also helps with the reallocation of support roles. So please update Easy Speak with your apology.

## New Club Member



Peter Tan

I am a Senior Management Accountant at Monash University for Faculty of Science. Originally from China, I moved to Australia 10

# Making a Difference!

Our very own Rina Rose'meyer is excited about obtaining a six week secondment opportunity through the Jawun Program.

Jawun is a not-for-profit organisation that places skilled people from Australia's leading companies and government agencies into partner Indigenous organisations. Secondees share their expertise and support Indigenous leaders to achieve their own development goals. The partnership approach emphasises working with Indigenous people rather than just providing services to them.

While helping the Indigenous organisation achieve their project goals, Rina considers this to be a privilege and she is equally excited by what she can gain. Rina has done several cultural awareness courses in the past, but this immersive



experience will give her a unique opportunity to gain a practical, deeper understanding of Indigenous culture. This will help to inform her engagement with the Indigenous community from a policy design, program implementation and service delivery perspective.

Rina is confident that her communication and leadership skills honed through Toastmasters, played a role in helping her secure this opportunity. 'Try impromptu speaking for 90 minutes on a whole range of topics,' she says. 'That's how long the

interview was!' As someone who is interested in bringing the best out of others, Rina is excited to be able to utilise her mentoring skills (again enhanced through Toastmasters) in helping to build capacity with the Indigenous organisation. 'My skills developed through providing constructive feedback through evaluations will also come in handy with the many sensitive conversations that will be had,' says Rina.

Rina will be away on assignment from 5 August to 15 September. While she will keep monitoring and addressing any issues from afar, Rina would be grateful for your cooperation in accepting roles on Easy Speak as they are assigned to you in a timely manner. If there are any minor support roles which you are confident in taking on, please feel free to accept these on Easy Speak. We wish Rina all the best and congratulate her on her successful appointment.

## FEEDBACK

Give Someone Praise!



If you liked a speech someone did, then let them know. We all like to know we've done a good job. It builds our confidence and lets us know we're on the right track. While we get formal evaluations, you can still let someone know personally that you enjoyed a speech or the way they handled a role. A great way to do this is by using the feedback slip available in meetings. Fill it out with your positive feedback and hand it to the person. You can bet that you will make their day if you do!

## EYE ON IT!

Laptop Use

Steven Scott, our Sergeant At Arms,



does a great job each meeting setting up the

## This Month's Terrific Speaking Tip

**Q: What type of questions are best for Table Topics?**

the speaker to forget the question, or misunderstand what you are trying to ask. Also, remember that you are not trying to stump a Table Topics speaker with a question

- ▶ 'Landed dream job'
- ▶ 'New Heights'
- ▶ 'Leadership'
- ▶ 'Senior Public Servant'



Professionals

- ▶ 'Secondment opportunity'
- ▶ 'Interview process'
- ▶ 'Mentoring skills'
- ▶ 'Leadership'



Professionals

# The Joy of Speaking

People join Toastmasters for different reasons. It could be because it will help give their career a boost, or they want to champion a social cause, or to develop self-confidence. Steve did it because of his family.

'My son was turning twenty-one and I wanted to make a speech at his party,' says Steve. 'I didn't want to let my son down, so I went along to Toastmasters. I worked up my courage to go along as a guest.'

As a garden landscaper, Steve was always terrified at the thought of public speaking. He knew what he wanted to say, but when the opportunity came, it was like it was locked inside of him and nothing would come out. He had heard of Toastmasters, but had found an

excuse to put it off. His son's party gave him the push he needed to make the move. 'At my first meeting a guy got up and did his first speech, his icebreaker, and I thought, wow, I could never do that,' says Steve. But by the end of the



Steve Scott

meeting, Steve joined the club. Since that night, with the help of his mentor and other members, Steve has delivered his icebreaker speech and twenty-one other speeches. That's a far cry from being terrified just

thinking about making a speech. Steve has now progressed to the advanced speaking program, and has just achieved his Advanced Communicator Bronze level.

## 'I didn't want to let my son down, so I went along to Toastmasters'

After three years, Steve has formed a strong bond with other Rowville Club members, and enjoys the social aspect as well as the learning at meetings. He joined the Club Executive this year as the Sergeant-At-Arms, having previously held the position of Club Secretary. He's also a mentor to new members. 'I've become a much better communicator and gained confidence,' believes Steve. 'And I just enjoy the company.'

While Steve joined Toastmasters to do a good job for his son, he's staying for the pure joy of public speaking that he's gained along the way.

## Who's That? Photos of You on Easy Speak

On Easy Speak there is a Portrait Gallery under the 'This Club' tab. Here you will find displayed pictures of club members. Having your photos here helps new members to learn names and recognise faces. It is easy to upload a photo, you just click on your username on the left of the screen, where it says 'welcome'. Then select 'Images' from the tabs across the top of My User Profile. You can browse for your photo and upload it from here. Simple as that! New members will now be able to put a name to a face. If you need further help, see our Vice President of Membership, Manni Deol.

## Eye on It! Let Us Know if You are Attending

We've mentioned before about putting your apology on Easy Speak if you cannot attend a meeting. However, it is also important



## This Month's Terrific Speaking Tip

**Q: Should I stand and deliver, or not stand and deliver in Table Topics?**

move music stand. Yet sometimes, people are so focussed on responding to the Table Topics question that they forget to move the stand, and it blocks a direct

- ▶ 'Family'
- ▶ 'Joy'
- ▶ 'Formed a strong bond'
- ▶ 'Enjoy the company'



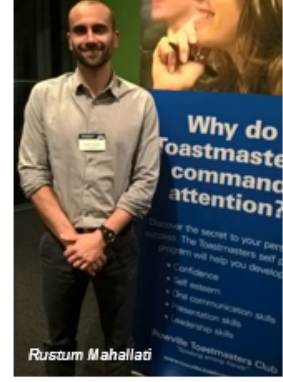
Social Seekers

# Exceptional Start

Rustum Mahallati joined Rowville Toastmasters about 5 months ago. He realised public speaking was something he wasn't comfortable with, and thought Toastmasters would improve his ability to communicate professionally.

One of Rustum's favourite questions is: 'what does perfect look like?' 'For my experience with Toastmasters, the end-state I'm working towards is complete confidence when presenting in a public forum and the ability to think on my feet under pressure,' he says. 'But most of all, he hopes to enjoy the journey along the way.'

By day, Rustum is a Business Systems Analyst (or as he likes to refer to himself, a BS Analyst) for Australia's largest automotive aftermarket retailer. His role includes



analysing and challenging business ideas, then project-managing the IT teams to bring the concept to life.

## 'My experience with Toastmasters so far has been exceptional'

Outside of 9 - 5, Rustum is a trained life coach and is working with his wife to grow two small businesses - one providing 360 photography to small businesses (niftythreesixty.com.au) and a handmade jewellery retailer (lomanicollection.com.au).

'My experience with Toastmasters so far has been exceptional - the group have been very welcoming and supportive. I've enjoyed the social aspects and appreciate the high standards of presentations,' says Rustum.

He feels that he is continuously challenged to aim high with the club and has comfort knowing that he can seek advice from experienced, exceptional speakers.

Rustum recently come to truly understand his competitiveness and this year competed in the club competition for humorous speeches.

After quickly coming up with the topic, his next challenge was to present it humorously - which is easier said than done! With much consideration (and doubts), he decided to write the speech with the philosophy of writing it to humour himself first, and the audience second.

## This Month's Terrific Speaking Tip

**Q: Who should start the applause for the speaker or evaluator coming up to speak?**

follow their example. If this doesn't occur, then often the audience will remain silent, as they are unsure what to do. This is not very welcoming for the new speaker. This situation

- ▶ 'Wasn't comfortable with PS'
- ▶ 'Grow two small businesses'
- ▶ 'Life Coach'
- ▶ 'Think under pressure'



Entrepreneur

This meant that although he kept the audience in mind, he thought that as long as he enjoyed it, he could consider it a success.

Whilst he finished with a joke that he consider 'sophisticated toilet humour' and was likely pushing the boundaries for the competition, he was pleasantly surprised when he managed to secure second place on the way.

Rustum is looking forward to the next 12 months on his Toastmasters journey. Rowville Toastmasters is happy to be part of that journey, helping Rustum 'find his voice.'

## New Club Member







Brendan Wright

I am an Insurance Broker at a company called Aon. Not only have I lived in Australia, but I have lived

# 5 Step Meaningful Marketing Pyramid<sup>©</sup>



# Meaningful Marketing Message Map<sup>©</sup>

Management	Essential Questions to Answer
 <p>Messages</p>	<ul style="list-style-type: none"> <li>• What are the messages that are meaningful to the target group?</li> <li>• What are the key words you are going to use?</li> <li>• How will you achieve Toastmasters International brand consistency?</li> </ul>
 <p>Media</p>	<ul style="list-style-type: none"> <li>• How are you going to get the messages out to your target group?</li> <li>• What media/channels are you going to use?</li> <li>• When are you going to do it?</li> </ul>
 <p>Manage</p>	<ul style="list-style-type: none"> <li>• What do you need in place at the club to deliver on the promise(s) (explicit and implicit) that you are making?</li> <li>• Who is going to take ownership of this?</li> </ul>
 <p>Monitor</p>	<ul style="list-style-type: none"> <li>• How are you going to monitor the success of your marketing?</li> <li>• Who will do the monitoring?</li> <li>• How will you know if it is a success?</li> </ul>

Will you drink the TEA?



# Takeaways

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1. All people are not the same
2. Divide a large group into smaller groups
3. Use segmentation profiling
4. 'Humanise' your marketing
5. The 5-Step Meaningful Marketing Pyramid
6. Message Map
7. Drink the T.E.A.