



MARKETING STRATEGIES RESOURCE

At the recent Portland and San Antonio DKG Conferences, attendees had the opportunity to participate in an International C&M session. One outcome of the sessions is a marketing strategies resource developed by the committee using input from attendees.

The [International Marketing Strategies Resource](#) is to launch membership wide by September 30, 2021.

The chart includes initial and follow-up marketing strategies which are further divided into thematic categories.

The resource is designed to be dynamic as it includes a section for members to offer “outcomes” for strategies that are implemented.

Using the Google link, members can review strategies and make “comments” using the “suggesting” editing feature. Commenters are asked to include their name, state, and email address along with their feedback. Comments will be “accepted” into the document once reviewed by the C&M Committee.

The resource and the Marketing Plan model presented at conference are available by contacting the International C&M Committee and will be available on the DKG website.

Creating a marketing plan implementing strategy ideas is a first step toward attracting potential members.

UPCOMING EVENTS: Communications & Marketing Modules and Regional Roundtables

In response to the International Communications and Marketing Survey conducted fall 2020, the International Communications and Marketing Committee (C&M) is taking a different approach to “training” by offering virtual C&M Modules and Regional Roundtables.

Acknowledging that each DKG member is responsible for communications and marketing within and beyond the Society, the purpose of these opportunities is to provide DKG members tools that enable them to “market” the Society through personalization, DKG media (publications, websites, social media, etc.), and the use of effective strategies.

International C&M modules, open to all DKG members, will be conducted over the next six months through Zoom. Links will be posted on the DKG International website, within timely publications, and offered by regional members of the International C&M Committee.

C&M Modules open to all members – Mark your calendars!

- October 16 @11:00 CST – *Capitalizing on the DKG Brand*
 - Join from a PC, Mac, iPad, iPhone or Android device:
 - <https://us06web.zoom.us/j/84081561584?pwd=WjIudkdjMUxzVldXM0RqZm1uam9mUT09>
 - Passcode: C&M2021
- November 20 @11:00 CST - *Enhancing Communication Tools...Newsletters, Websites, Brochures*
 - <https://us06web.zoom.us/j/83431416233?pwd=Yi8xMUUpSDdVT1FFb2lsU05WeVI4dz09>
 - Passcode: C&M2021
- January 29 @11:00 CST- *Maximizing Social Media...Digital Newsletters, Facebook, Instagram, Twitter*
- March 5 @11:00 CST- *Copyright, Fair Use, and Public Domain- Information for All*

Regional Roundtables, designed for webmasters, editors, and C&M committee chairs, will be hosted by regional members of the International C&M Committee and links to Zoom meetings will be provided by the hosts. Persons interested in attending a regional roundtable should contact regional committee members for further information.