

Marketing PTA

You are marketing PTA every time you respond to a question about PTA

Marketing is effective when it includes the following:

- 1) **strong, brand strategy** (which includes the logo and the message),
 - a) ongoing communication with frequency and consistency,
 - b) distinction over others – use the official PTA logo,
 - c) link websites to other levels of PTA,
 - d) deliver on promises to preserve the reputation of the association;
- 2) **a thorough understanding of your audience**,
 - a) survey and research,
 - b) get out, meet and talk,
 - c) invite and welcome,
 - d) build relationships with partners and other organizations; and,
- 3) **good planning**,
 - a) provide what interests your community members and what they value,
 - b) use time efficiently, don't waste people's time.

Effective marketing results in greater involvement/participation, and awareness.

Marketing generates awareness, promotes programs/events/campaigns, influences others to buy/join/value/choose, strengthens the brand to stand above other choices and gets you a bigger piece of the pie.

Marketing affirms for the current members that they are part of a great association and it awakening passion and generating interest in others joining PTA.

Consider some barriers to successful marketing:

Obstacles

Time

Money

Resources

Language

Changes

(crisis, interruptions)

Apathy

Competition

Solutions

Efficiency

Donations

Focus

Translation

Use resources effectively. Find a way to provide what your community members want in the languages they use.

Contingencies

Anticipate issues, problems, concerns.

Compelling

Make your offerings relevant, useful, interesting

Distinction

Market PTA effectively.