

Pioneer District Marketing Workplan 2016

Executive Summary

I am trying to develop the marketing materials so that whoever is the VP of Marketing has a template of what to do in the position. The main focus to this point has been how to draw attention to convention and increase attendance. I feel we have made improvement but more can be done.

Objectives

1. Create a website for convention, and is adaptable to other district events, that is aimed at advertising to non barbershoppers.

RP1:

RP2:

2. Start capturing metrics for who is attending, where they come from, and why they attend convention and other district events.

RP1:

RP2: