



Public Relations Manager Report

31 March 2022

Website

I am really happy with where the website is at the moment and have appreciated all the positive feedback. However, there are still lots of changes that need to be made.

My next focus needs to be on tidying up the back end, deleting the pages that are not used and renaming the media files. We had an incident last month where the website went down because of an outdated plugin, so I need to sort through all of those and delete the ones that we do not need. Luckily, I don't think many people noticed.

Social Media

Finding content for our Facebook and Instagram pages has been a challenge. Over the past month, I have started to run a "Share Your Toastmasters Experience" campaign. I am grateful to those who have shared their stories and I am hoping that we may be able to use some of these in the future.

There are so many opportunities to do more on social media, but I must admit that I have struggled to give it the attention it deserves this year. Hopefully my successor will have the time to experiment with other platforms like LinkedIn and Tik Tok.

District Marketing

Over the past month, we have been working with District 112 to run a marketing campaign across Facebook, Instagram, YouTube, Google Ads and TVNZ On Demand. I have listed the results from the parts that I managed on the next page.

Running YouTube ads was a highlight for me since I have never done this before. This was really easy to set up and we got good value for money.

Newsletter

The newsletter continues to be our main way of communicating with clubs and members. We seem to have a core group of readers of around 200 – 300 people. Below are our statistics from Mail Chimp:

Month	Email Opens	Click-Throughs to Newsletter
March	820	277
February	760	290
December	685	154
November	724	308
October	736	244

Overall, this has been a great learning experience for me and a good way to improve my digital marketing skills. I hope my successor gets just as much value out of the role.

Brad Grootelaar

D72 Public Relations Manager 2021-2022

Marketing Campaign Results March 2022

Facebook and Instagram:

Recent ads	Reach	Objective	Amount spent
 1 Mar Page likes Afraid to speak? W...	22,014 Reach	219 Page Likes	NZ\$499.82 Spend of NZ\$17.00 per day
 1 Mar Boosted Instagram media	20,957 Reach	147 Link Clicks	NZ\$500.64 Spend of NZ\$17.00 per day

[See All Ads](#)

YouTube:

Toastmasters New Zeala...	Cost	Impressions	Views	Avg. CPV
 Active	\$937	68.6K	35.2K	\$0.03

[View campaign](#)

Google Adwords

March 2022 Campaign	Cost	Impressions	Clicks	Avg. CPC
 Enabled ▼ Status: Eligible	\$207	1.93K	282	\$0.73

[View campaign](#) Optimization score: **64.8%**