



MD19 Digital Marketing Initiative

District Target Area &

Audience Selection Worksheet



Instructions

- Target Markets
 - Choose 2 **geographic** areas in the District to start. These are the **primary** target areas we want to saturate and support with marketing grant funding.
 - You can have more areas, especially if the area already has funding. We also need to track the **secondary** target markets that use the digital assets with their own funding.
- Designate **target area Lead** – Who is the one Lion that will take the lead on the target area? Each Target Area should have a Lead that is local to that area and is committed to ensuring growth in that area.
- What is the Objective? Grow existing club(s) or establish a new club
- Funding: Does the club/area/District already have admin budget for marketing? If funding is already available, please use your available funding (secondary target) and reserve the marketing grant funds for unfunded areas (primary targets)
- Identify **target audience(s)** for each target area:
 - Retirees
 - Young professionals
 - Specialty groups (e.g., environment, veterans, Leos, educators, emergency)

District Information

District: L I O N S

District Lead(s): _____

Primary Targets

Target Area 1: _____

Lead: _____

Objective: New Club Grow Membership

Marketing Grant Funding: \$200 \$400 \$600

Target Audience: Retirees Young Professionals New to the area

Specialty Group: _____

Marketing Mix: 100% Digital Mostly Digital, some traditional (signage & shirts)

Comments: _____

Target Area 2: _____

Lead: _____

Objective: New Club Grow Membership

Marketing Grant Funding: \$200 \$400 \$600

Target Audience: Retirees Young Professionals New to the area

Specialty Group: _____

Marketing Mix: 100% Digital Mostly Digital, some traditional (signage & shirts)

Comments: _____

Secondary Targets

Target Area 3: _____

Lead: _____

Objective: New Club Grow Membership

Marketing Grant Funding: \$0 \$100 \$200 \$300

Target Audience: Retirees Young Professionals New to the area

Specialty Group: _____

Marketing Mix: 100% Digital Mostly Digital, some traditional (signage & shirts)

Target Area 4: _____

Lead: _____

Objective: New Club Grow Membership

Marketing Grant Funding: \$0 \$100 \$200 \$300

Target Audience: Retirees Young Professionals New to the area

Specialty Group: _____

Marketing Mix: 100% Digital Mostly Digital, some traditional (signage & shirts)

Target Area 5: _____

Lead: _____

Objective: New Club Grow Membership

Marketing Grant Funding: \$0 \$100 \$200 \$300

Target Audience: Retirees Young Professionals New to the area

Specialty Group: _____

Marketing Mix: 100% Digital Mostly Digital, some traditional (signage & shirts)