

Good Morning, First of all I would like to thank you Don Peters 2013-15, NAYEN President, and Junso Ogawa, Conference Chair, for have invited us to present this subject, which our District presented at ABIJ 2013. Also thanks to Karen Stauffer, Conference Program Chair, for her support on everything we needed to present and finally to Maureen Considine, Program Committee , for writing a wonderful Brief Description of this Session, which put much more responsibility on my shoulders and probably made you pay attention and come to see. Thank you for attending this Break Out Session



Everything in Rotary Youth Exchange has become very professional.

As volunteers, doing our Rotary Job, the more professional we do our tasks, the more people we can reach in less time.

So we are going to talk in this session the marketig language. Forgive me if it will appear some times so mercantilst.



Our District is located inland of São Paulo State.

We have 67 clubs and 55 of them are certified and committed with Rotary Youth Exchange. I'm not talk about how to compromise clubs, but, of course, the more clubs working with the program you have, the more opportunities you will have of promoting the program.

We have 67 clubs located in 38 cities. 53 of them are certified and motivated to work with RYE. That helps a lot in promoting the program.

These are the numbers of candidates in our 3 last selection processes.

And once we don't have such number of placements, you could ask me: Why so many candidates?



We have developed the idea through the 39 years that our District runs this Program that:

The Number of Good Students = A.S.T.

A for Attraction,

S for Selection and

T for Training

We need to attract many, many candidates to select some of them and train all the selected very well.

So, the more candidates we have, the more diamonds we are going to have. The more we train, more we are going to polish the diamonds.



The tools of Marketing Communications Mix

Advertising: Any paid for of nonpersonal presentation by an identified sponsor.

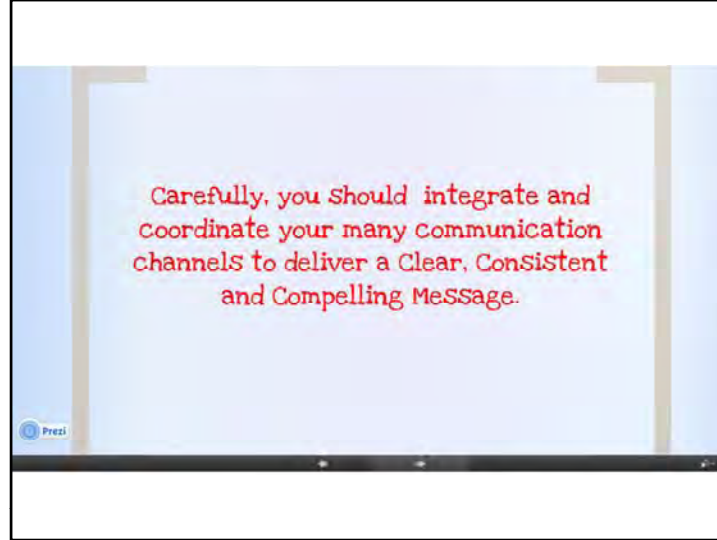
Personal selling: personal presentations by

Sales promotion: short-term incentives to encourage sales.

Public relations: building good relations with various publics by obtaining favorable unpaid publicity

Direct Marketing: direct communications with individuals to obtain an immediate response.

Interactive Marketing: refers to the evolving trend in marketing whereby marketing has moved from a transaction-based effort to a conversation.



That means the message we use down there it is not necessarily the message you are going to use in your area. You need to sell what your prospects want to buy. You need to fit your message to your teenagers' wishes. Your target public might have different needs than ours and although at the end of the exchange year all rebounds agree with us about the benefits of the program, to attract candidates is necessary to know what they want before being exchange students. The question could be: What do they think it is valuable to their future?

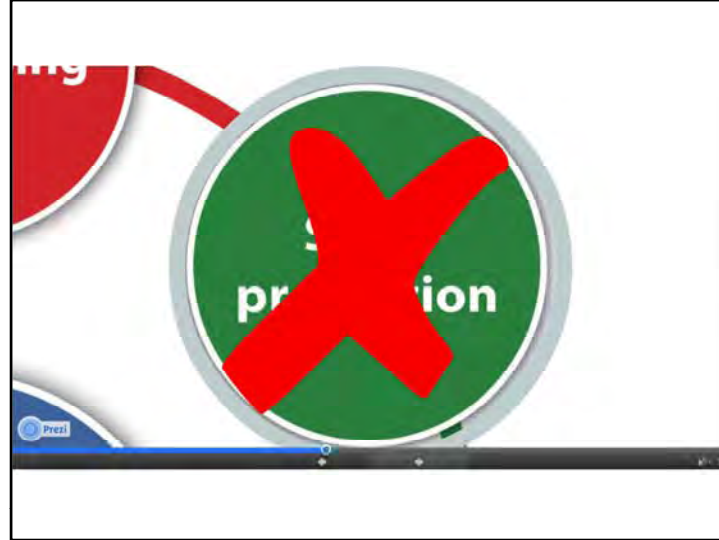
- To develop their leadership?
- To live in a different environment and learn more about communication?
- To learn a specific skill much common in a specific culture, such discipline or things like that?
- To be self sufficient living abroad and building a new friendship networking?

and how can you find out what features of our program could interest more your prospects?

Ask them. Do a survey with your candidates and as well with kids who are not interested in being an exchange student.



Each club, receives thee posters and one hundred folders to expose in appropriate locals where teenagers usually go, like social clubs, malls, Language courses, etc.



We don't do such kind of strategy



We have a program, named Passport to the Global Citizenship, by which the inbound students are invited to do several things, One of those things is to promote the program through speeches in heir schools our furthers events like World's Fair.



We provide to the clubs a Press Release about the Recruitment Process and the clubs, using their Public Relations, appoint Local TV Channels interviews, News Papers articles, etc



Rotarians schedule explanations about the program in schools of their communities. Usually they take an inbound student to give a testimonial about his/her exchange to motivate the kids to applying for the program.



We send emails, inviting to promote the new selection process to ex participants and their parents. Also we send mail with promotional folders and posters to more than 60 High School principals of our District, asking them to spread the news among their students.



Our website is, we believe, attractive for teenagers.

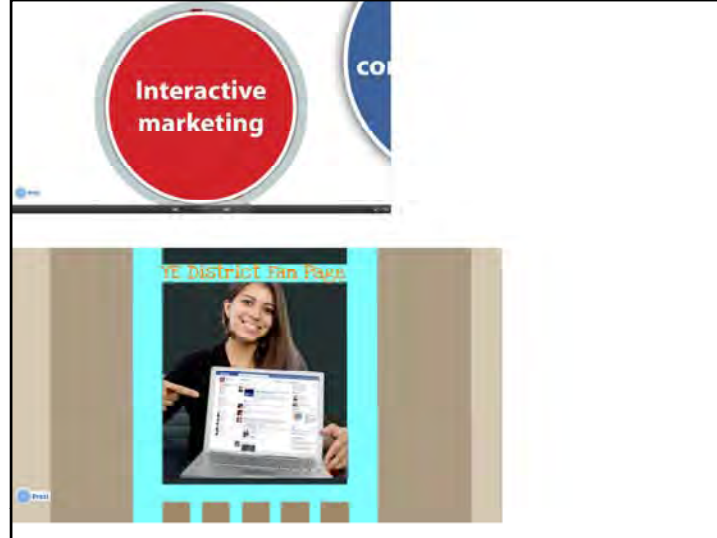
It has on its header several pictures of exchange students asking about different attractive features of our program. All the time we invite them to apply now, no matter if we are not recruiting yet.

We have many information, actually, all information about our District, our program, everything our Rotarians, host families, candidates, inbounds, outbounds and rebounds need.

We integrate our site with our Fanpage on Facebook in a way every information can be liked in our site and that "like" links our visitor to our Facebook fan page.

We increase the audience of our website, posting inbounds reports, outbounds reports, every kind of testimonial, pictures of District events, trips, meetings. Also we put in our web site each step of our recruitment process.

The more we post interesting articles, the more we get audience and consequently, "likes".



Remember that you can have two kinds of facebook page:

Facebook Personal Profile

I'm sure you already have one, and here are the bare bones facts about them.

They're for people, not businesses. (It's actually against the Facebook rules to advertise on personal profile pages.)

They're limited to a maximum of 5,000 friends.

They're not indexed by search engines.

They do not have access to Facebook tabs and cannot be analyzed with Facebook Insights.

Others cannot 'Like' or 'Check In' at your personal profile.

Facebook Fan Page

Every District should have one of these by now. Here's what you need to know about them:

They're [specifically designed for businesses](#).

There is no limit to the number of fans a fan page can have.

They're indexed by search engines.

They have tabs and can be analyzed with [Facebook Insights](#).



Simpler metrics

To help Page admins better see how people interact with their content, we split the People Talking About This (PTAT) metric into separate elements: Page Likes, People Engaged (the number of unique people who have clicked on, liked, commented on, or shared your posts), Page tags and mentions, Page check-ins and other interactions on a Page.

The Virality metric was also renamed Engagement Rate and, in order to help admins better gauge overall post quality, now includes clicks as part of its measurements.

Tools to publish better content

Facebook has aggregated all the metrics for positive interactions (likes, comments, shares and clicks) and negative interactions (hide post, hide all posts, report as spam, unlike page) into a post-specific score card, so marketers can evaluate positive and negative metrics side-by-side for each post.

Insights about people interacting with your page

Now, Page Insights allows you to see not only who you've reached – but also who you've engaged. This can help Page admins identify how content resonates with different audiences and make more informed decisions about their Page content and strategy



At the Admin Panel, you will see your post and their audience.

Have a look at our Fun Page and notice that the reach of our not boosted "Posts" is immensely smaller than the reach of the boosted ones.

The Post is a natural way to get audience to your Fun Page, also you have tools provided by Facebook to build your audience, like:

Invite E-mail Contacts

Invite Friends

Share Page and

Promote Page



On the See insights the owner of Fan Pages will see metrics which are going to help to manage their audience and improve their marketing.

You are going to see 6 topics
Overview, Likes, Reach, Visits and Posts

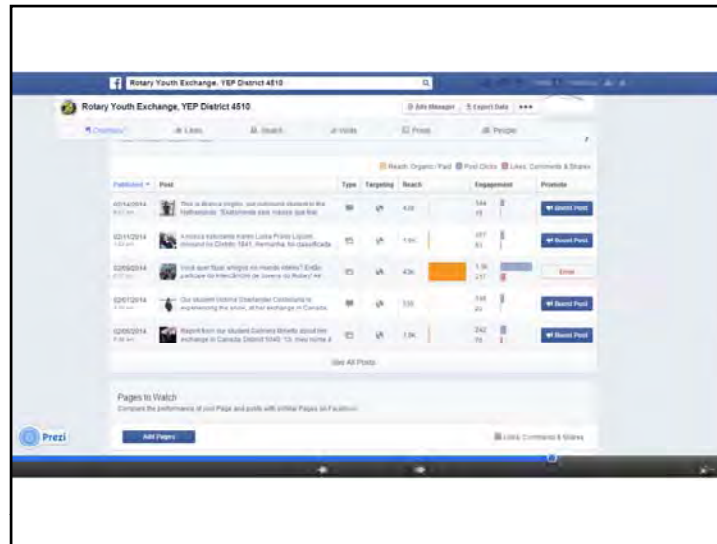
On the **Overview** topic, Facebook is going to show your page's performance

It focus on three information

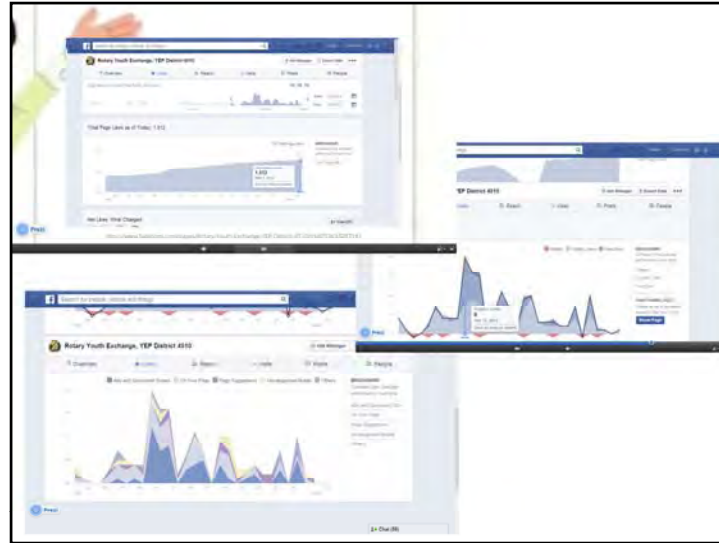
Page likes, the total and new during that period;

Post Reach: The total member people who were shown your page and post

Engagement: The total member people who engaged with you page or post, as well the total at different engagement type.



You also see your 5 most recent post and check how their are doing, according the reach and engagement results.



In the **likes** topic you will see three core metric
 Total page likes in that period

Net Likes: Here we can see also the negative metrics, like and unlike. That graphic can show you how well you are posting, since if you don't have many unlike, it shows we are choosing the right content and publishing not too often.

And Where Your Page Likes Came From

In this metric you can see the impact of each source of likes.

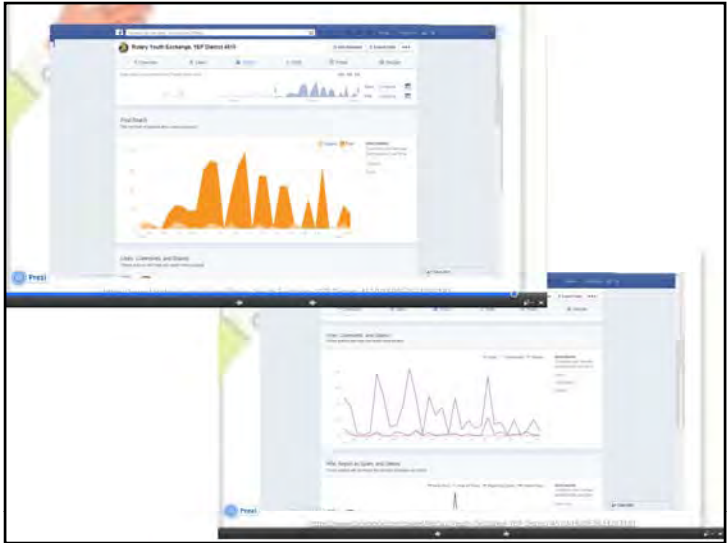
Paid Stories (Ads and sponsored stories)

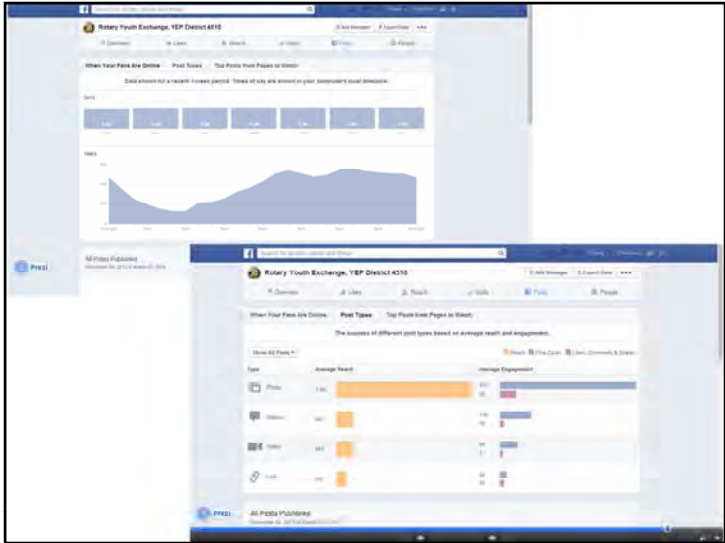
Organic likes (your page)

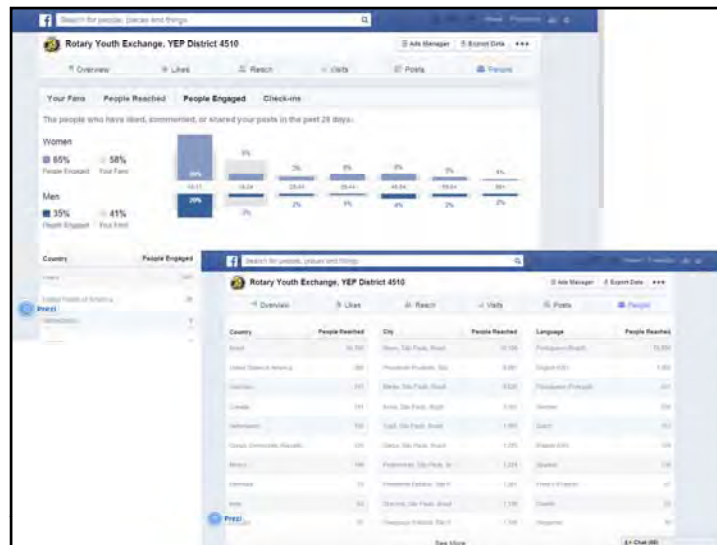
Page Suggestions

Mobile phones

And others



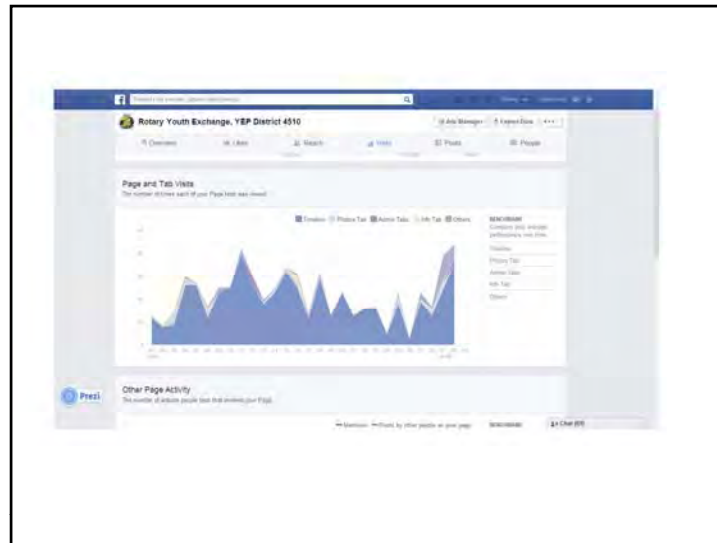




On this tab, you are going to check the age ranger of your audience according four perspectives, which are in the tabs at the top: Your Fans, Peoples reached, People engaged and check ins

Each one of those tabs tells you how many percent of men and women and as well the ages ranger.

Bellow you will be able to see the number of reaches in each one of the cities chose by you in the moment that you boosted that post.



On this tab, Visits you are going to see the number of times each tab was viewed.

Finally its important to let you know that if you create your FanPage on Facebook you are going to have the opportunity to see a tutorial video where you will see several details about everything I'm showing you now.

