

Creative Exercise Marketing and Membership TLI

District 91 - 22nd August 2021

Advert 02

Based on the photograph shown, you are to copywrite an advertisement to be used on your club's LinkedIn page which will help your club attract non- Toastmaster guests to your next Open House meeting. You need to explain why they should visit your Open House and what they can expect to gain from visiting.



The advertising copy has six elements:

1. A short Headline which attracts viewers to read the rest of the article by grabbing their attention.
2. An optional subheading which might incorporate a "Catch phrase" such as was used in the "Thanks Toastmasters" campaign which D91 are currently running.
3. The main body of text, this should be about 150 words long at most and explains the benefits of visiting your Open House meeting and what they can expect.
4. Date and Time details – Face-2-face or Online
5. Contact information, your website, and email information as a minimum, but could also include a phone number
6. Hashtags, to help you reach your target audience.

Please fill in your text in the boxes below.

At the end of the session, we will evaluate each teams copy.

Headline

Subheading (Optional)

Main Copy

Date and Time

Contact Information

Hashtags (#)