

MEMBER TO MEMBER MARKETING

BACKGROUND

The Pav & Ave is launching an exciting initiative designed to help members and to help the Club. It's called **Member To Member Marketing (3M)** and should be up and running by the New Year.

WHAT IS 3M?

It's simply a way of members advertising their services or products to other members. Club members have many skills and abilities that could usefully be used by other members. For example, if you need an accountant or a plumber then these services could be available via a Club member.

HOW DOES IT WORK?

Initially advertising will be through three mediums,

- [1] the Clubhouse notice board in the foyer area;
- [2] a 3M member to member booklet; and
- [3] via the Club website.

The adverts will be A5 size, following a standardised format, but with the advertiser having input on the wording and being able to supply their own logo.

AN EXAMPLE OF AN ADVERT IS SHOWN HERE

HOW MUCH DOES IT COST?

Initially nothing! Advertisers will need to agree that 10% of all revenue generated through these initiatives will be paid back to the Club as payment for being allowed to advertise. It is not proposed to formalise this but rather to rely on people's integrity and a reporting mechanism whereby the people involved i.e. provider and user of services report back that a transaction has been concluded.

WHAT DO I NEED TO DO?

If you want to obtain further details, or to advertise, please contact **Jill Hatley** at the Club, either by email jillyh@btinternet.com or telephone **07500 800867**. Please note that space on the Clubhouse foyer notice board is limited and therefore adverts will be allocated on a first come first served basis.

If you want to use the services then watch the Clubhouse foyer notice board, or look at the 3M member to member booklet when it is released, or go to the Club website when the next Newsletter advises you that the 3M initiative is online.

WHEN WILL THE 3M INITIATIVES BE AVAILABLE?

It is anticipated that the Clubhouse foyer 3M notice board will be up and running by the New Year with the 3M member to member booklet and the Club website advertising following on shortly.

WILL THERE BE OTHER INITIATIVES?

Yes there will be. It is planned that other forms of advertising will be available, although they will not fall under the same arrangements. Details should be announced in the next Newsletter early in the New Year.



The image shows a sample A5-sized advert for 'origin8 creative'. The advert is divided into three sections: 'GRAPHIC DESIGN', 'DESCRIPTION', and 'CONTACT'. The 'GRAPHIC DESIGN' section features the company logo 'ORIGIN8 CREATIVE' in red and black text. The 'DESCRIPTION' section provides a brief overview of the company's services. The 'CONTACT' section lists the company's telephone number, email address, and website.

GRAPHIC DESIGN
ORIGIN8 CREATIVE

DESCRIPTION
origin8 creative is a design agency dedicated to providing fresh, high-impact design solutions for print and web communications. It has an impressive track-record for helping organisations communicate effectively through better design.

CONTACT
telephone: 01273 772 472 email: andy@origin8creative.co.uk web: www.origin8creative.co.uk