

Internal analysis & problem analysis

In this chapter an analysis will be conducted on the background information from Lighttown Speakers and the project given will be explained further.

Internal analysis

Lighttown Speakers is one of the clubs from Toastmasters International. It is one of the two Toastmaster clubs in Eindhoven with both Dutch and English speakers (the other Eindhoven club only has Dutch speakers). Lighttown Speakers take pride in being a safe, supportive and positive community where one of the biggest fears of people is being tackled; public speaking. The quality of speaking amongst their members is very high due to structured and regular attendance of the meetings planned by Lighttown Speakers and the elaborate constructive feedback given during these meetings.

The USP's given by Lighttown Speakers in their briefing document are as follows:

1. It's a safe, supportive and positive community for tackling one of the biggest fears statistically identified in people. Using Toastmasters for public speaking is cheap yet effective.
2. Lighttown Speakers is primarily international with a small but active component of Dutch members.
3. The quality of speakers at this club is very high due to structured and regular attendance of meetings, and due to elaborate constructive feedback they receive in their training.
4. The method allows for specific corporate trainings for people with little to no experience in public speaking. Members are not allowed to charge money, but club sponsorships are welcome.

Problem analysis

With this project Lighttown Speakers wants to attract the attention of more business where their members can practice their speaking skills and workshops can be given in exchange for sponsorships. They are specifically looking for companies, organizations and communities in Eindhoven that are mid to large scale.

The problem however is that Toastmasters overall and also Lighttown Speakers have very low visibility, therefore there are not a lot of people who know about Lighttown Speakers and what they do and offer.

So during this project a marketing strategy (and means) will be created which focusses on gaining more visibility of Lighttown Speakers with the goal of gaining sponsorships from mid to large scale businesses and communities in and around Eindhoven in return for hosts and speaking trainings.

To help solve the problem for this project different research questions have been drawn up which are as follows:

1. What are the USP's of Lighttown Speakers that resonate most strongly with potential and collaborators in the Eindhoven area, and how can these be effectively communicated through a targeted media/social media campaign?
2. What are the most effective marketing strategies for Lighttown Speakers Club to reach businesses in Eindhoven seeking speakers and hosts for their events or company trainings, with a specific emphasis on targeting mid-scale to big-scale companies for sponsorships and

partnerships, thereby enabling the club's members to regularly practice their speaking skills outside of the club environment?

3. How can Lighttown Speakers leverage partnerships and sponsorships with local businesses and communities to elevate its brand and attract quality collaborations, and what are the key factors that motivate entities to engage in such partnerships?

B2B marketing trends & developments

In this chapter different trends, developments and good practices within b2b (business to business) marketing will be explained. There will also be a section focused on getting sponsorships in particular since that is one of the main goals of Lighttown Speakers.

Important to note is that b2b marketing can often differ from b2c (business to consumer) marketing, it is therefore important to know the goals and purposes that the companies and communities you are trying to reach have. In general, the main goal of the customers you want to attract with your b2b marketing is ROI (return of investment), efficiency and expertise related. And purchase purposes often include having long term solutions to a problem they are facing and having longer relationships with the one offering them services, however buying processes often do take longer than a b2c buying process because of their long term commitment (Decker, 2023).

The first important thing to note in b2b marketing is that business decision makers prefer to get their information from articles or media content from the company offering something of their interest instead of through ads (Decker, 2023). However it is still necessary to make these decision makers aware of your organization or company and what you could offer them. And it has been proven effective to use social media for this when trying to target businesses as your target group as well. Many of the decision makers for companies can and do use social media when making a purchase and this can be the case for sponsorships as well if they want to get to know your organization better (Decker, 2023). On social media you can build brand awareness by using the right tags for your posts and having consistent branding throughout your social media pages, you can also show your expertise here (Decker, 2023).

Besides content created by the organization research also showed that content shared by employee advocates (or in the case of Lighttown Speakers club members) generates more engagement than the content made by the organization itself (Decker, 2023). It is important to show how what is going on at meetings to create a more familiar feeling with your target audience instead of only showing what you are trying to sell (Decker, 2023).

Other researches done by Glover & Glover (2024) revealed more about the types of content that are best to use for b2b marketing. One of the most popular means of marketing content these days is video's, on average video marketing generates more leads than other mediums (Glover & Glover, 2024). Most people say they prefer watching videos to learn about products and services offered, and one way to reach people using video's is again through social media. Especially TikTok is becoming more popular and is becoming a good platform for B2B marketing as well (Glover & Glover, 2024). As mentioned before social media can be useful for B2B marketing and many elder Gen Z's are on this platform, and they are also aging into the decision maker roles in their respective companies and organizations (Glover & Glover, 2024). And with over 57% of Gen Z saying they prefer watching the short video's on the platform over Google for finding answers, solutions and products it could be worth the effort investing in creating TikTok content (Glover & Glover, 2024).

As for attracting sponsors in particular it is very important to keep in mind that sponsorships work like a give and take relationship. Sponsors want to get as much bang for their buck as possible and to make them feel confident in you, you have to show exactly what you can offer them (Tables, 2024).

On top of that if you are willing to give more than take, it will show the sponsors that you are very serious about this exchange. For example, additional to organizing speaking trainings for their employees (or other services you agreed to do for them in exchange for the sponsorships) mention your sponsors on your social media in a positive light as well, it is important that you do ask your sponsor if they are okay with this. It might occur that sponsors would rather not be mentioned on other's social media platforms (Tables, 2024).

If certain companies are not quite sure of sponsoring you could also have a small try out, this is especially helpful if you want to create long lasting relationships. In this case ask for less than what you actually want for the full sponsorship in exchange for a small part of what you can offer them, this way they can test the waters and see if the two organizations are a good match for each other. And if it turns out it is not a good match they did not take too big of a hit. However if it does turn out well it is a good start for a long lasting relationships between the two organizations (Tables, 2024).

However one thing to always keep in mind no matter what strategies are chosen later on for the marketing, it is important to always be authentic and be a trustworthy source of information for your potential sponsors (Glover & Glover, 2024).

Marketing plan

There are a few ways to make people get to know you and your club, these mainly being on social media and possibly some networking events. On social media you can show potential partners what you are doing and what you have to offer. It is important to regularly post new things to keep the attention and interest of possible partners and others who follow you.

As for the networking events there are many events that are organized in or around Eindhoven that members can attend to network on their own, or network for the club. These events have a large range in interests, subjects as well as price. But not to worry, because there are free or very cheap options available. Some of these events only take place once while other events might take place once every year or even once every month. When choosing the right events you can really connect with the right people and start long lasting connections.

It is important to keep in mind that once connections are made with possible sponsors to keep communicating with them well, remind them that you are there and what you have to offer them but not to an extent that it becomes pushy. Once in a while give your connections a wow factor that will make them feel that you are thinking of them and that you find them important such as sending a congratulatory card when one of your connections had a great achievement. And when your connections are happy with you they will start spreading positive information about you as well, even if they might not need your services themselves at the moment if they come across someone who does need either a public speaking training or a host for an event they can recommend you since they think highly of you and are well informed of what you are capable of doing. This will then become mouth to mouth marketing and can be highly effective especially in the non-profit field. You can offer services to someone else in return for their services, or for sponsorships or donations.

Networking events

For the networking events we looked at a few different examples that are taking place in and around Eindhoven. These events are easily findable when searching on google for them. here we listed out a few of the options we found:

1. Optitrade Connect in Eindhoven

This meeting is mainly aiming at businesses looking to expand their reach among young people. This event will likely have a lot of business owners or people in positions that require them to get themselves known. Not only will this help with networking but it may also give new insights in this matter for Lighttown itself.

This is a free event but you do have to reserve a spot beforehand, this event is held in Dutch so only Dutch speaking members can attend.

<https://www.eventbrite.nl/e/tickets-optitrade-connect-regio-eindhoven-872688022367?aff=ebdssbdestsearch>

1. Debate competition for young adults.

This is not as much as a networking event however this is a great opportunity for the younger members of Lighttown Speakers to practise their speaking and debating skills. Members can register as a team with each other or as individuals and the

registration is free, consumption for food and drinks there will not be free. this competition takes an entire day, but this is only in Dutch as well

<https://www.eventbrite.nl/e/tickets-debatwedstrijd-voor-jongeren-europa-en-de-eu-op-het-podium-808837794617?aff=ebdssbdestsearch>

1. Open cupping

During this event there is a workshop for making your own coffee and in the meantime and afterwards you can network and connect with others who are present at the event. This event is held in English and is also free of charge, however reserving a spot beforehand is mandatory.

https://www.eventbrite.nl/e/tickets-open-cupping-dialect-coffee-x-zwartwit-koffie-861454933897?aff=ebdssbdestsearch&keep_tld=1

1. Monthly networking drinks

This event is with the intention of networking and networking only, however it is an all female event. This event is great since it keeps occurring every month which means you can easily keep up with connections made there who are there regularly as well, and you do not have to keep finding new events every time.

This event is hosted in English however it does cost 5 euro's.

<https://www.eventbrite.nl/e/monthly-networking-drinks-eindhoven-2024-tickets-612259824617?aff=ebdssbdestsearch>

1. BC-E workshop: Stop pleasen, Start leven vanuit je Hart

This is a Dutch workshop about people-pleasing and how to stop doing that. We thought it would be a good event for Lighttown Speakers to get to know people that are interested in gaining more confidence. These people could be working at a company that might benefit from public speaking training. You never know.

It is a free event but you would need to reserve a free spot beforehand. The date is 2 mei 2024 and it will be held in Eindhoven. More information is provided in the link below:

https://www.eventbrite.co/e/tickets-ibc-e-workshop-stop-pleasen-start-leven-vanuit-je-hart-878630376107?aff=ebdssbcitybrowse&keep_tld=1

1. Event Management workshop

This is a good event to meet people or businesses that are looking to organize events. Lighttown Speakers could then offer their services to these people or businesses and in turn receive sponsorships.

This is a free event that takes place on 30 April but reservations have to be made. Here is the link for that:

https://www.eventbrite.co/e/tickets-event-management-workshop-875927301137?aff=ebdssbdestsearch&keep_tld=1

You can find more events like this on this website:

<https://www.eventbrite.nl/>

Literature list

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