

TOASTMASTERS INTERNATIONAL[®]

PR for Success Conference

Presented by Toastmasters New Zealand North, District 112



**Marketing Systems: Basic Scaling
Your Business**

Unlock Efficiency, Consistency, and Growth

District 112 Public Relations Manager Kenneth Suan Gustilo

What is a Marketing System?

Understanding Marketing Systems

- a structured process that automates, measures, and optimises marketing efforts.
- It comprises lead generation, lead nurturing, conversion optimisation, and customer retention strategies.

Why Marketing Systems Matter

Benefits of Implementing Marketing Systems

- Consistency
- Scalability
- Efficiency
- Data-Driven Decisions
- Personalisation

Great to Know

- **Numbers**

NUMBERS DO NOT LIE

Visitors asking questions, likes, curious, reshared,

- **Territory**

A place where your target audience, greater territory,
working professionals, more migrants

Strategic to know

LOCATIONS

What wonderful offerings can you provide at your location?

AREA

Facebook community, organizations,
nearer in your area

PARTNERS

Decision Makers, Distribution Partners,
and Strategic Partners

traction

RESULTS DRIVEN
TOP FUNNEL

IMPRESSION

REACH

CONVERSION

Content

Simple Tips

1 TARGET

PROBLEM

AGGRESSION

SOLUTION

VALUE/ACTION

**If Nothing
Works**

**Change the
Strategy
Never
the
Goal**



QUESTION PLEASE