



Develop Tailored Online Advertisements

CATEGORY/ROLE:

Marketing

COMPLETION DEADLINE:

April 1, 2025

LEAD PERSON ASSIGNED:

TBD

Project Scope

Project Description

This project involves creating targeted online advertisements for use across the thirteen regions of our district. Research will be conducted to identify the demographics, interests, and local Rotary clubs within each region. The ads will be tailored to appeal to specific age ranges, interest groups, and prospective members in each region. The goal is to ensure that each ad speaks to the unique needs and preferences of individuals in those areas, making them more effective in attracting new members and engagement.

Context

To maximize the effectiveness of our online marketing campaign, it's essential that we tailor our ads to fit the specific needs of each region within our district. By conducting thorough research on demographics, interests, and local clubs, we can ensure our ads resonate with the right audience. This project will allow us to create targeted and engaging content that can drive better results in attracting new members and growing local clubs.

Desired Goal

Develop a series of online advertisements that are custom-tailored for each of the thirteen regions in our district, ensuring that the ads speak to the specific demographic and interest groups in each area.

Specs

- Team Size: 3-5 members
- Duration: 4-6 weeks