

**TOASTMASTERS**  
INTERNATIONAL®

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# Global Advertising Campaign 2025

District 11  
Month One Report

# Global Ad Campaign Overview and Goals

- ▶ January 6, 2025, ads launched on LinkedIn
- ▶ The campaign will run for 90 days
- ▶ Goals
  - Brand awareness
  - Impressions
  - Above average click through rates
  - Webpage visits/views
  - Prospective members for Districts/clubs participating in the campaign

The image shows a LinkedIn advertisement for Toastmasters International. At the top, the profile name 'Toastmasters International' is displayed with 281,133 followers and a 'Promoted' status. The ad text asks 'Will 2025 be your best year yet?' and features a central graphic on a grid background. The graphic includes the text '2025 GOALS' in large, bold letters. Surrounding this are several goal-oriented phrases with icons: 'Get promoted' with an upward arrow, 'Communicate clearly' in a speech bubble, 'Develop leadership skills' with a lightbulb, 'Lead like a pro' with a megaphone, 'Build confidence' with a star, and 'Be memorable' with a heart. At the bottom of the graphic is the Toastmasters International logo and the text 'Since 1924'. Below the graphic, the ad text reads 'Let Toastmasters help you reach your goals.' followed by the website 'toastmasters.org' and a 'Learn more' button.

Toastmasters International  
281,133 followers  
Promoted

Will 2025 be your best year yet? ☀️

Get promoted

Communicate clearly

Develop leadership skills

2025 GOALS

Lead like a pro

Build confidence

Be memorable

TOASTMASTERS INTERNATIONAL Since 1924

Let Toastmasters help you reach your goals.  
toastmasters.org

Learn more

# Target Market

## ► Demographic

- Male/Female: 50/50
- Age: 25-54
- Employment: Entry, senior, manager
- Markets based on District and club locations

The screenshot shows the Toastmasters.org homepage. At the top left is the URL 'toastmasters.org'. The main header features the Toastmasters logo and 'Since 1924'. The primary headline is 'Make this the best year yet!' with a sub-headline 'Take the first step toward your personal and professional communication goals. Find a club today and get started!' and a 'Find a club' button. Below this, a section titled 'Use the momentum to achieve long-term goals in a learn-by-doing, fun environment.' is followed by 'Joining Toastmasters can help you:'. This section includes three icons: a megaphone for 'Lead like a pro', a speech bubble for 'Communicate clearly', and an upward arrow for 'Get promoted'. A 'Find a club' button is also present. The next section is 'Find a club personality that fits your personality!' with two bullet points: 'Consider In-Person, Online, and/or Hybrid clubs that will welcome you as a guest, free of charge.' and 'Visit and observe clubs based on community, professionalism, and/or social interests. There is no pressure to join or join in.' A 'Find a club' button is located below. To the right, a 'Affordable Membership' box displays '\$60 USD\* semianually' and a footnote: '\*plus any potential club dues and a one-time \$20 USD new-member fee'. The final section is 'Experience your personal transformation' with the text 'Where will Toastmasters ultimately take you? To a career advancement, a personal achievement, and/or mentorship? Learn about the global transformation underway.' and buttons for 'Member testimonials' and 'Find/visit a club'.

# LinkedIn Analytics: Month One

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- ▶ Impressions
  - 405,910
- ▶ Clicks
  - 157
- ▶ Overall click through rate
  - .04%
- ▶ LinkedIn forecasted click through rate
  - .02%-.05%
  - Your District is performing as projected by LinkedIn Ads Campaign Manager.
- ▶ Prospective Members through Find a Club during Campaign Duration
  - 90

\*These numbers reflect the first 30 days of the campaign (January 6, 2025 – February 5, 2025) and are not cumulative of the entire campaign.

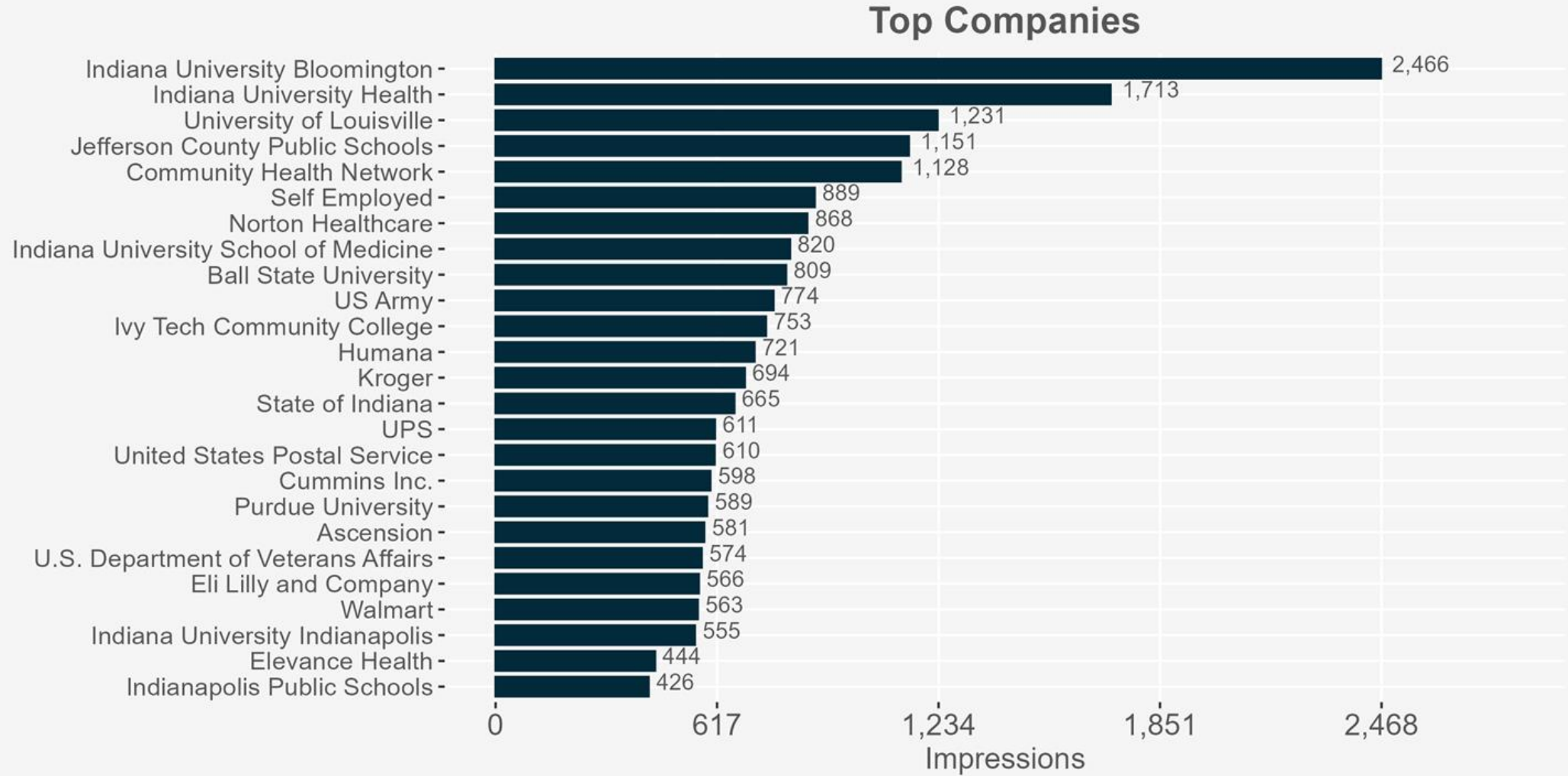
# LinkedIn Analytics: Month One

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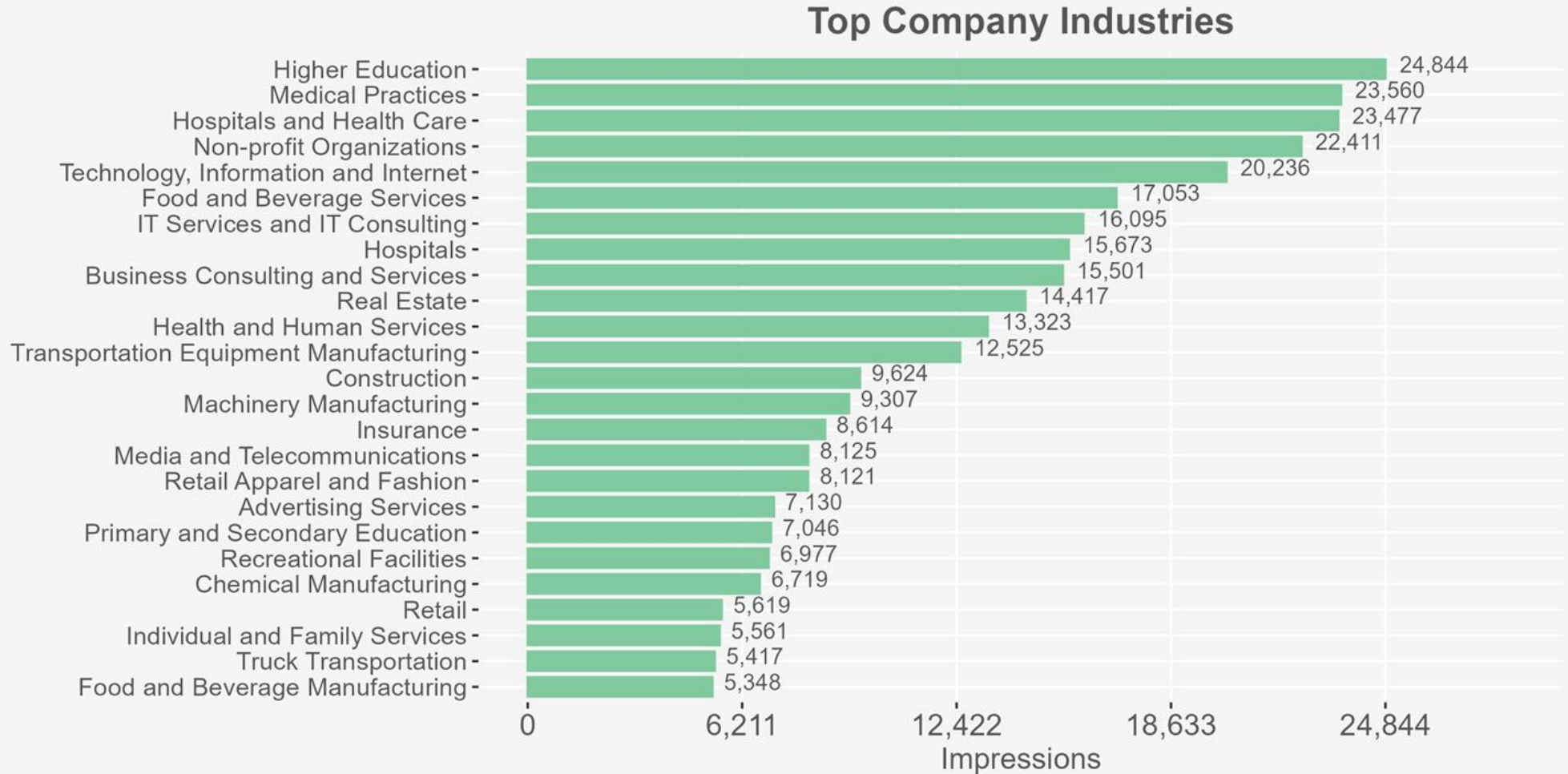
- ▶ LinkedIn Campaign Manager provides standard reports on the demographics of a campaign. The following slides represent the number of impressions each demographic received.
- ▶ Note that the information reported comes directly from LinkedIn and that there may be some impressions from unexpected sources. People can access their LinkedIn profile from a computer or phone that is in a different actual location than their stated profile, so you might see locations outside your target.

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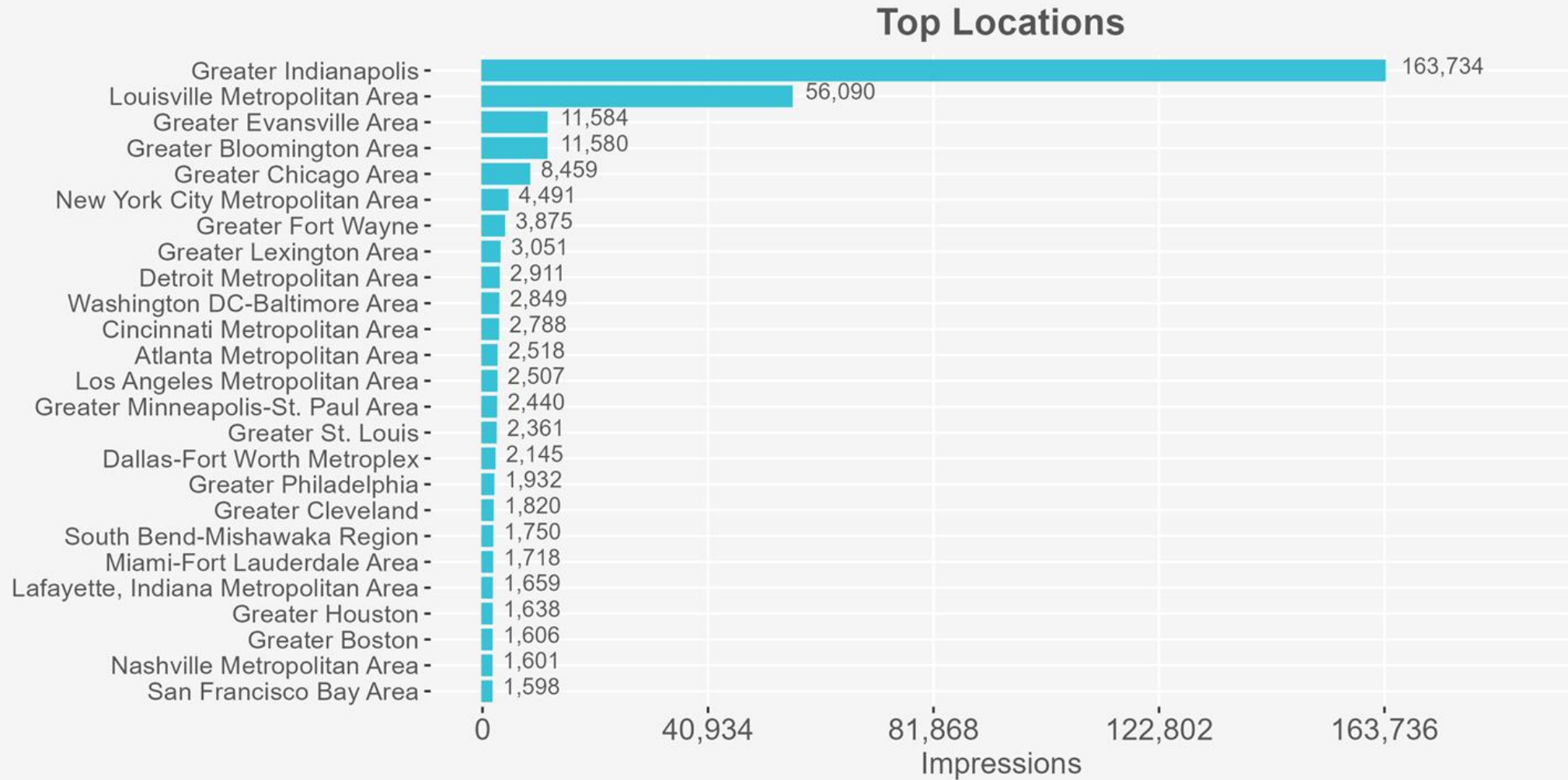
# Top Companies



# Top Company Industries

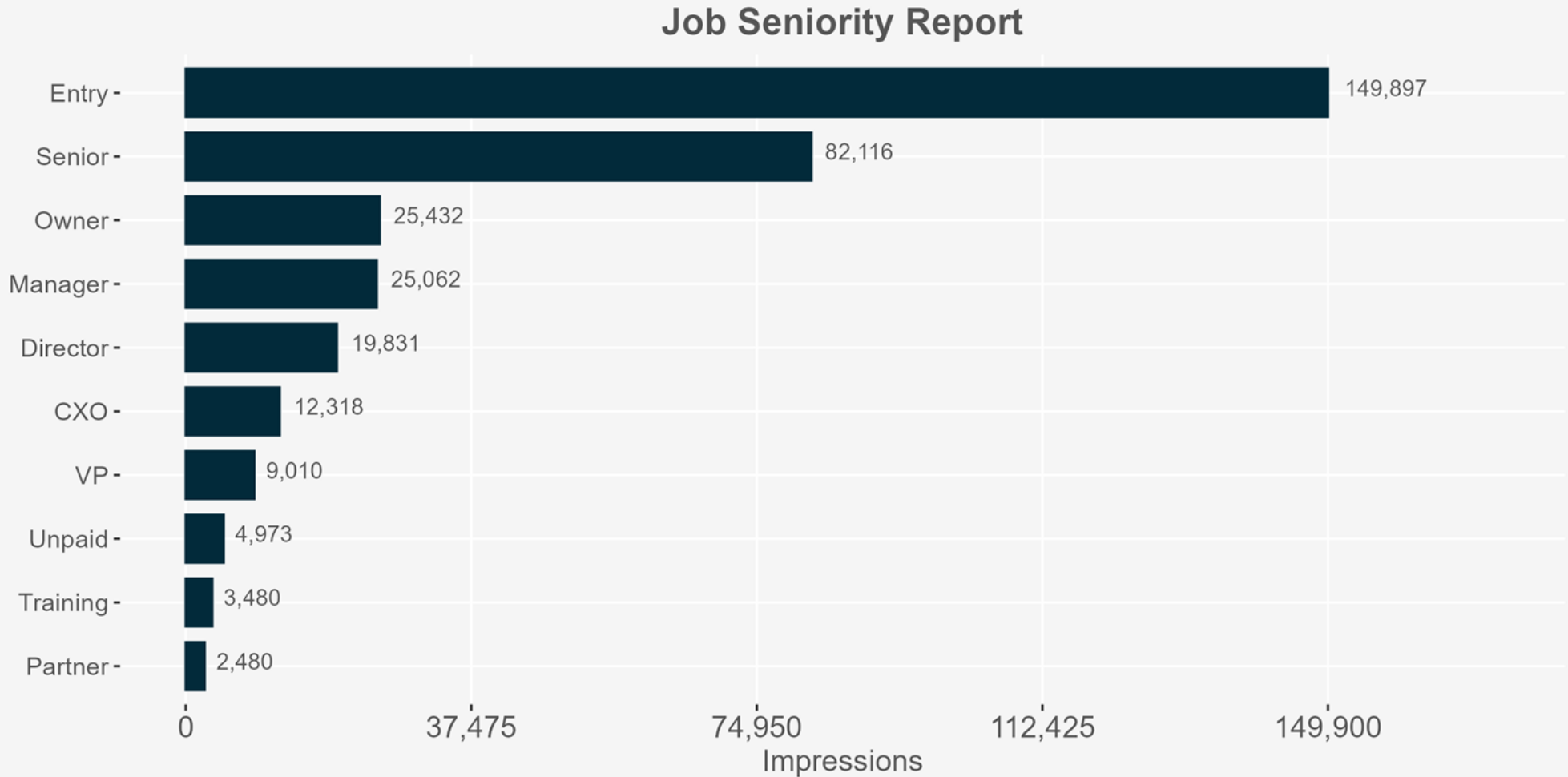


# Top Locations

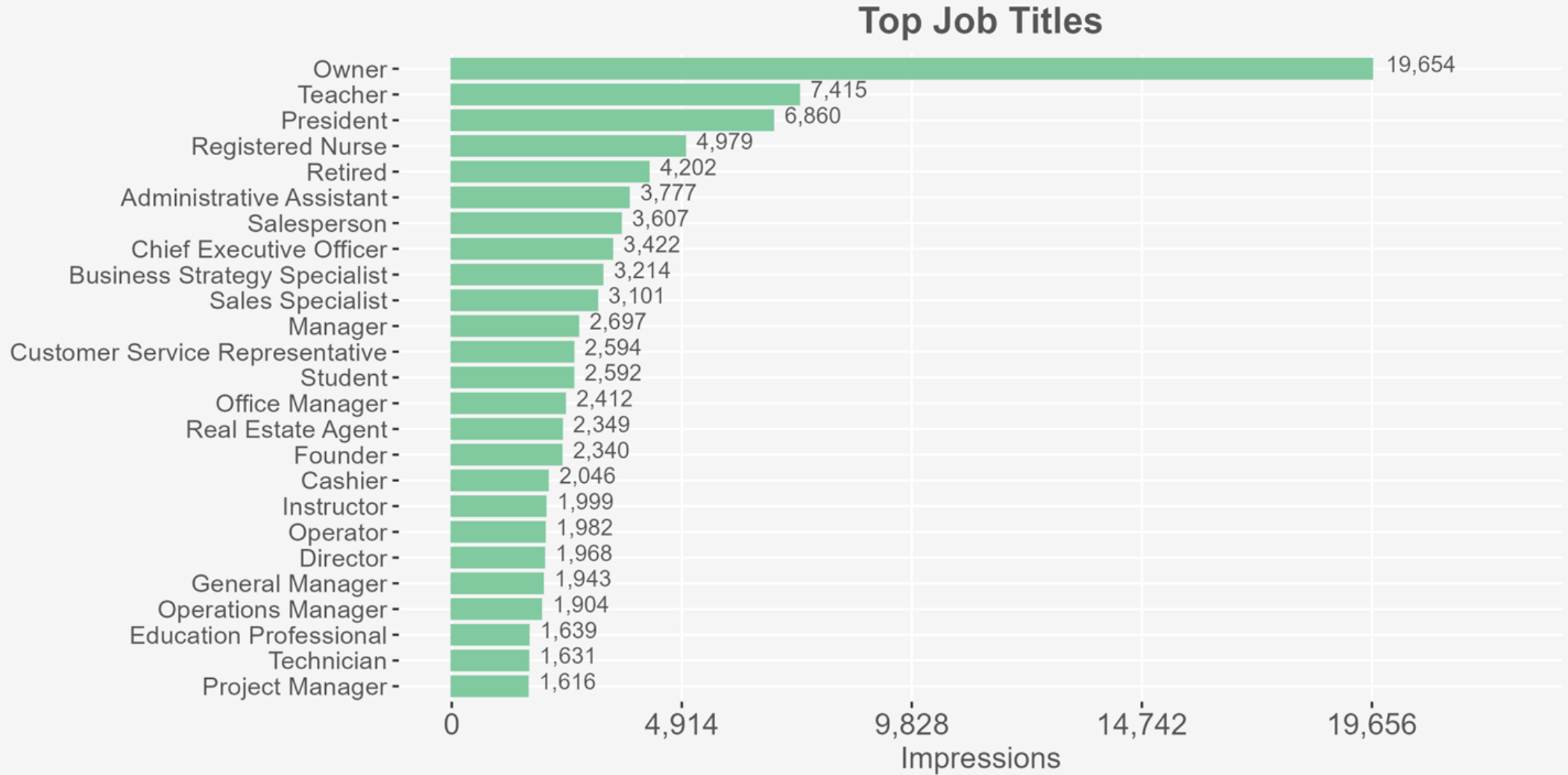




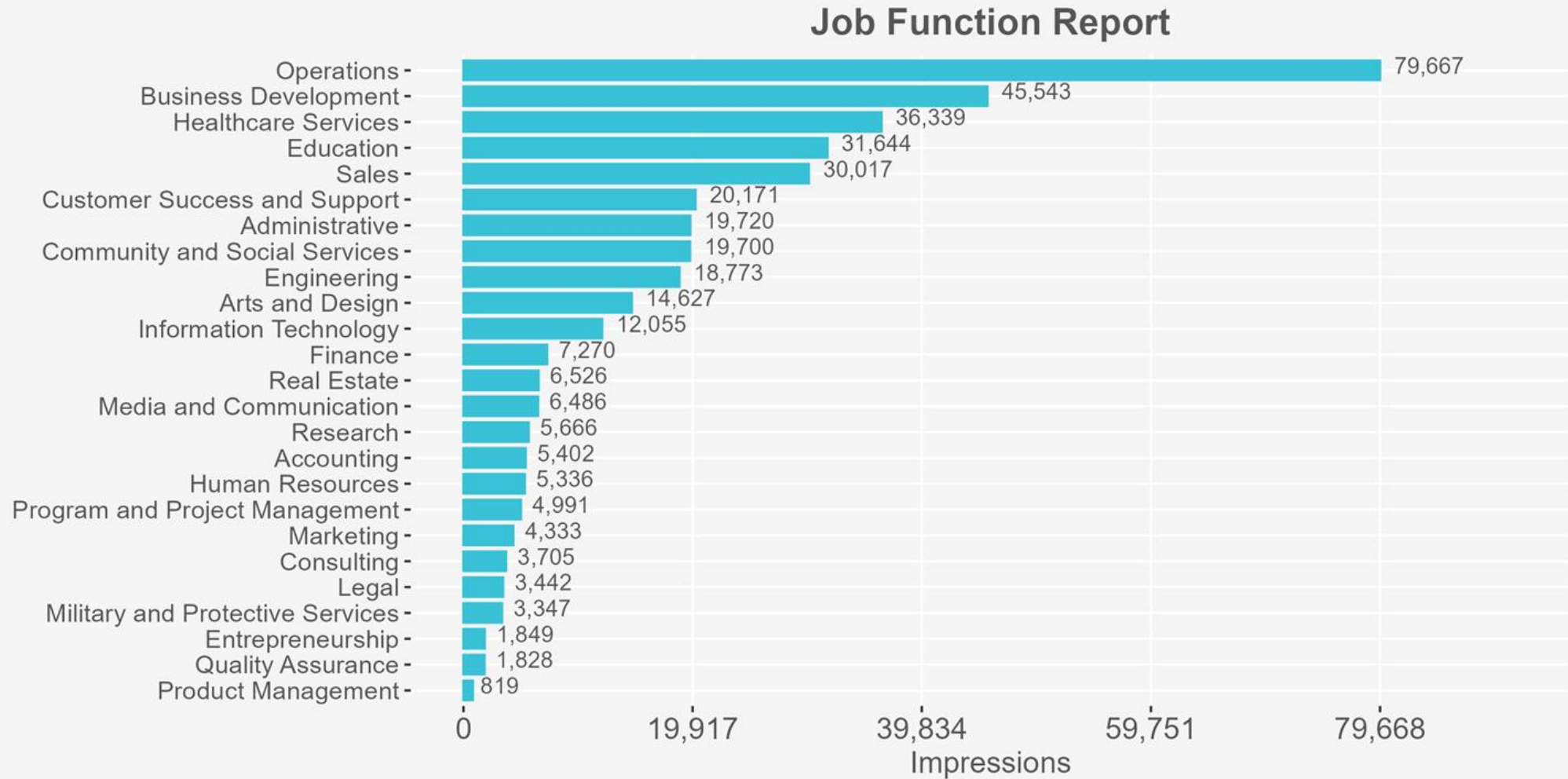
# Job Seniority Report



# Top Job Titles



# Job Function Report



# Top Counties

