



International MOMS Club®
Fact Sheet

Simple Internet Marketing Tips for MOMS Club® Chapters

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I. **Make a website:** There are many different ways to make a page. Below are some suggestions. Before publishing any website, make sure your chapter votes to do it at a membership meeting. Also, make sure to abide by the MOMS Club Internet safety guidelines to protect your members.

- 1) **Facebook "fan" page:** In this author's opinion, Facebook is the best marketing tool currently available. When used correctly, it has a major impact on marketing. There's a reason every company, from Delta to Disney, has a Facebook page: they work!

Pros: User-friendly, free, easy to set up, easy to pass management to your successors, and super easy to keep refreshed with current content. Anyone who has a Facebook account themselves can make one for the chapter and later just pass admin responsibilities to another Facebook user. So many people are on Facebook that this is a terrific tool if used for marketing.

Cons: Has to be managed by someone with a Facebook Account themselves. Has to be carefully monitored so that no private information is revealed by users and so that prospective members who post questions are answered in a timely manner.

(MOMS Club note: Facebook harvests information from its users. This is unavoidable in using their platform. Some members may not want to participate in a Facebook page because of this. If that happens in your chapter, try to have alternative methods of communication for them)

Search Facebook to see what other chapters are doing with their Facebook pages.

- 2) **Standard free website:** lots of sites are available for making free websites. I use Weebly because I'm used to it, but there are a lot of them. Just google free websites and see all the programs out there.

Pros: Free. Usually have easy web design software included.

Cons: Often have ads on the pages to cover the cost of the site. Be sure to include the statement about MOMS Club not endorsing any advertisers if you go this route.

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- 3) **For pay commercial site:** You pay a registration fee for your domain name (usually about \$15 for two years); then pay to have that domain hosted on someone's servers, which varies in price but isn't cost prohibitive. The nice thing about this is that you can have your own domain name of choice, ie: momscluboftown.com. The downside is you often have to design your own site without assistance, which can require professional level skills. You may have members who have these skills – if you do, get them to help!
- 4) **Websites with members only features,** like Yahoo, Big Tent, or Meetup (which isn't free): Some of these are free, but there are downsides. They don't offer a lot of space on the open-to-the-public side of these websites, and like Facebook, they harvest members' information.

II. **Promote your Website:** Once you've picked a website(s), you have to make sure search engines will find it! Google ranks websites by the number of other websites that link back to them; other search engines rank websites by the number of relevant keywords on the site.

- 1) **Make sure your website features relevant keywords:** People searching for a group will be looking for words like moms, mothers, kids, children, the name of your town, your zip code, activities for children, stuff to do with kids, playgroups, etc. Poll your members and see what *they* would search for, if looking for stuff to do with their children, then use all those words and phrases in the writing on your webpage. Here's an example of a paragraph that includes keywords that moms will be searching for:

*MOMS Club of OurTown, GA, is a support group for at-home **mothers**. We provide support for **moms** and their **children** through our monthly calendar of activities that **moms can do with their children**: park days, **playgroups**, kids' crafts, our monthly business meeting, and more. Our membership is open to any **mom** who lives in our area of **Ourtown, Yourtown, and Thattown, (State)**, covering zip codes of 00000 and 00001. Come see the **activities moms can do with their kids!** Email us for more information at momsclubofourtown@gmail.com*

- 2) **Link your website to other sites:** To make sure Google sees your site, you have to link it to other sites. Ask all you members to link it to their Facebook pages. Add a link to the International MOMS Club's website: momsclub.org. This link should be prominent, because it reinforces your chapter's connection to something bigger. You can also link to other mother-oriented sites, as long as linking them is not an endorsement of any other site. Link to local sites that attract mothers because you want local moms to know about your chapter: your local online event calendar and neighborhood websites are all possibilities. Ask your members to post your site on whatever websites, Facebook pages or forums they frequent. It doesn't really matter if anyone will see your link on those sites; the purpose is to make **Google** see your site so your site pops up when a mother searches. Link your website to your Facebook page and vice versa. Anywhere you can drop the link to your website, do it!

III. **Remember the Purpose of Your Marketing:** The reason we market our chapters aggressively is not to get new members. We market aggressively so that we provide support to moms that need it. Making our chapter visible is part of our responsibility as a support

group. When you make sure that lonely moms can find your chapter, you ensure that you're recruiting the kinds of members who will participate in activities, because they are the moms who were desperate enough to look for a group! When you reach out to moms who need the support, your chapter grows in numbers and strength.

- IV. **Safety First!** Always follow the safety guidelines provided by the International MOMS Club. You should never post online specifics of where and when to find your members. Provide an email address for prospective members to email for more details. Keep the creepy pedophiles at bay by keeping your specific meeting location info under wraps!

*If you have any questions
about anything concerning the Internet,
contact your Regional Coordinator.
She's there to help your chapter!*

