

FCCJ Marketing Member Committee Monthly Update March 2025

February 28, 2025

There are no requests for board motions at this time.

There was no formal meeting of the Membership Marketing Committee in February. I have two potential members interested in joining the committee and I'll aim to have a meeting in late March as I'm away March 5-15.

The key issues are the same as last month and I need guidance on who to collaborate with in order to make progress:

- 1) **Making improvements to how potential members are attracted, communicated with, and moved through a "sales funnel", from interest to application.**

Marketing's role is to help increase the number of qualified leads that are then put into a sales process.

My understanding is that we want high quality members across all membership categories, and especially those who will be long-term members and use the club facilities to generate more revenue.

There are basically two categories of potential members that need two different approaches: Inbound (people who initiate the process by contacting the club) and Outbound (people who the club reaches out to as potential members).

Inbound requires effective incoming lead generation and then optimizing the process from first contact to application. They are easier to sell because they initiated the process.

Outbound requires proactively having a target list of potential members, particularly potential Corporate Members in the Hibiya/Ginza/Marunouchi/Yaesu/Otemachi/Nihonbashi corridor and having an effective plan to reach out to key decision makers with an appropriate message.

I'm always open to ideas from the Board on how to make continuous improvements to the process.

One simple one is making sure that at every Club event where non members are attending the Chair makes a brief mention about becoming a member of the Club. This can be on a 3x5 card that is left on the table for the event Chair to read off and would say something like:

“For those of you here today who are not members of FCCJ, thank you for attending. We welcome you to consider membership in the club. We have various membership options for journalists and non-journalists. You can read about all the great benefits of membership at www.joinfccj.com (this URL is currently available for about ¥1,500/yr.) and I have some pamphlets here with more information.”

2) Making it quick and easy for non-members invited by members to register and pay for events online by themselves.

I understand that some discussion about this is happening in other committees and with the Board. Though there's a service fee to handle online payments, I think that making it easy for guests of members to commit to attending and being responsible for paying if they don't cancel before the deadline, the additional revenues and time saved by staff and members will outweigh the cost.

3) In “Phase Two” I’d like to start to look at the following from a marketing perspective:

- Events that will draw non-members to the Club so that they can see the facilities and take an interest in becoming a member.
- The membership categories that have the highest potential for membership growth as well as how they are defined. In particular, I see growth potential in Corporate Memberships and expanding the qualifications for the Professional Associate Membership.

Signed, Gary Bremermann