

Marketing plan

A marketing plan assists your club to integrate its total marketing efforts. It ensures a systematic approach to developing products and services to meet and satisfy your customers'/members' needs. A Marketing Plan is a written policy of a market strategy, how long it is going to take to implement and complete.

After conducting your market research and selecting your target market such as juniors/seniors/general members, the next step is to prepare a Marketing Plan.

The following seven (7) headings will help you develop a clear marketing plan for your club and its members to follow and understand.

1. Executive Summary

This is the overview of the marketing plan which serves as a summary for club executives and members. It is an introduction to your marketing strategy although it is always written last. It should be concise, focus on the highlights of the plan and as a general rule, should fit on one page. If it is any longer, it is not a summary.

2. Environmental Analysis

This examines your club's position within the current environment. It should include a three-way analysis:

- The market situation: the size/prominence of your club in relation to others, the number of club's in competition, the potential for enlarging the club, the stability or changing nature of the recreation market in your area
- Internal analysis: assessment of your club's strengths and weaknesses
- External analysis: potential threats to your club, why your club has the competitive advantage or how it can develop one

3. Objective:

This is the specific result a club wants to achieve and should be related to the club's marketing plan. Are they compatible? Objectives should match your funds, resources and abilities. Work out how your success can be measured. Establish a deadline for meeting these objectives.

4. Target Markets:

State the group/s you are aiming to reach. Assess whether your product or service meets the needs of your target market. Consider whether the target market has changed in recent times and in what way. Is there potential for expansion? Consider the best methods of reaching this group.

5. Budgets, Controls and Accountability:

Developing and implementing a marketing and promotion strategy will require financial outlay. You should ensure that this plan is incorporated into the club's annual budget.

6. Advertising and Promotional Strategy:

List the methods you will use and the cost of bringing your product/service to the attention of prospective customers, e.g. in which publication will you advertise.

Will you use direct marketing campaigns, if appropriate.

What promotional literature will you be developing, i.e. flyers, etc.

What other promotional tools will you use?

Prepare a timetable for 12 months of all promotional activities; remember to include the costings in your cash flow.