

A GUIDE TO MARKETING

This resource is designed to help Clubs market and promote themselves and their activities.

What is Marketing?

Marketing can be defined as a process by which individuals and groups obtain what they want through creating, offering and exchanging products of value with others.

All clubs undertake marketing, although they are often unaware that they are actually doing so. Listing your club in the yellow pages, maintaining an effective, informative website, placing information about membership registrations in the local newspaper, or refurbishing the club facilities are all examples of formal marketing activities.

An example of informal marketing involves a person enquiring about joining the club and the secretary being particularly helpful with providing the membership information over the phone or answering an email promptly.

A mother of a prospective junior rugby player watching a coach conduct a session with the children looking bored and not enjoying the session is a less positive example of informal marketing. As is a slow response to an email or telephone message, an out-of-date website and an abusive spectator at a club match. These are all still marketing, albeit negative.

WHO DOES MARKETING?

These examples of marketing indicate that different individuals within your club conduct marketing activities.

It is particularly useful to appoint an individual or small team as Marketing & Promotions committee to oversee the development and implementation of the club's marketing strategies.

MARKETING TOOLS

The "marketing mix" or marketing tools an organisation can use can be classified into four categories:

Product – includes the quality and accessibility of the services the club provides, for example, competitions and social functions;

Price – includes the cost of membership fees and discounts offered;

Place – includes the clubrooms or the facilities where; and

Promotion – includes advertising of the club, a promotion at the local shopping centre or an article in the local community newspaper.

DEVELOPING A SIMPLE MARKETING PLAN

A marketing plan does not need to be particularly difficult to develop or the strategies costly to implement. There are many different ways to develop a marketing plan.

A simple plan for a small club would contain some basic elements including:

Objectives: Marketing objectives should be specific, measurable and achievable.

An example would be recruiting an additional 20 junior members by the start of competition.

Strategies: These can be developed around the marketing mix and must be targeted towards the specific target markets. Target marketing is the practice of designing and directing specific services at specific individuals or groups of customers.

For example, if your club was trying to attract new junior members you would need to develop strategies to specifically attract juniors.

Budget: A realistic marketing budget within the club's capabilities and focusing on low-cost or no-cost strategies would be recommended.

Evaluation: Make sure strategies are put in place to see if you have met your objectives. Some activities are easy to monitor, such as a membership drive, others will not be able to be evaluated until after the event. Collect copies of press clippings or media coverage, records of attendances at functions or competitions and any feedback your club receives whether it's positive or negative.

Remember!

Many organisations make the mistake of spending a lot of time and money on conducting promotions to recruit new members and forget about retaining current members.

Developing marketing strategies to improve the basic product or services the club or group provides, the attitudes of volunteers or staff towards members or customers and the standard of facilities may be less expensive and more effective in the long term.

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Marketing Strategies Cost of Strategies

Arrange date and time of Free Junior Club Open Day	-
Arrange activities/games at Open Day <ul style="list-style-type: none"> ◦ free coaching ◦ games/activities ◦ information desk (need welcoming volunteer and forms to record names/phone ◦ numbers of those attended) sausage sizzle (need volunteer) 	sausages \$25, buns \$10 sauce \$5
Develop a flyer advertising Open Day	coloured paper \$5 photocopying costs \$10
Place flyer on local community notice boards including local shopping centres, library, swimming pool, etc	-
Contact principals of local primary schools to place information in the school newsletter.	-
Place information in the club newspaper offering a free soft drink for those who bring a friend who is not a member to the open day	softdrinks \$25
Write an article and provide a photo for the local newspaper focussing on local junior who joined up at an open day and is now representing the State	-
Consider signage – banner to be placed on the club fence on main street	signage company donated banner and \$70 for sign writing
Conduct Free Junior Club Open Day	-
Follow up those who attended but did not join up on the day	\$2.50
	Total cost = \$152.50

Actual memberships gained

**22 new members each @ \$50 recruited
= \$1,100**

**Net profit for club \$1,100 – \$152.50
= \$947.50**