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| **COMPONENT** | **ACTION** |
| Executive summary |  |
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| Introduction |  |
| Situational Analysis  (SWOT Analysis)  A template for this can be found under the Club Toolbox | Strengths   * What is happening within your club? * What can you provide that other clubs can’t? - Coaches?  - Facilities?   Weaknesses   * What is happening within your club? * Where can you improve?   - Recruiting volunteers?  - Increasing medals at national events?  - More members?  - Financial Position?  Opportunities   * What opportunities does the club have to address some of the weaknesses and capitalize on some of the strengths?   - Does someone in the club work for a business willing to sponsor your club?  - Does someone work for a school that has kids who want to swim?  - Opportunities to market showcase your club to a new demographic?  Threats   * What things might affect your membership or product you offer?   - Other swimming clubs in the area?  - Other sports that are growing and attracting new members? |
| Target Market Analysis | Decide who you are going to target with your marketing strategy. It could be children, adults, sponsors, coaches etc.  Describe their demographic – age range, gender, area they live etc.  Obtain psychographic information- this includes things such as their hobbies, interests etc. Could be done through focus groups, or by looking at data already collated by other companies and research initiatives.  Look at the behavioural aspects of your target market when it comes to purchasing a service or product. Do they look at things such as price; do they “buy” the product by looking at the club website or by attending a club event?  After you have obtained this information compile it in an easy to read way such as graphs etc. It will provide you answers to questions such as how do we market to them, what appeals to them etc. |
| Objectives | What do want to gain out of marketing your club?   * Increased Membership? * Exposure for Sponsors? * Exposure for Members? |
| Marketing Mix | Product   * (What your club has to offer their members. What services do you provide them? Coaching, Lane Space, Competitions, Learn to Swim? How do these things compare to other clubs and how do they make your club better?)   Price   * (Cost of membership to the club. Cost of coaching. Cost of entering competitions. Cost of Learn to Swim? Is it competitive? Is it too high that it’ll deter potential members? Is it too low that it undermines the product and makes it feel cheap?)   Place   * (Where can members participate in swimming with your club? At one pool or multiple pools? Close to urban centre? Gym attached to aquatic centre or do they have to go elsewhere for this?)   People   * (Who is involved in providing the services that the clubs provides? Committee members, coaches, Learn to swim teachers)   Promotion   * (How will you market your club to the public so that they can “purchase” your product? Through advertising, sponsorship, signage, and social media?) |
| Implementation and control | Implementation   * How are you going to market your “product”   - Advertising?  - Social Media?  - Signage?  - Letterbox Drops?  Control   * How are you going to measure whether your marketing campaign has been effective?   - Increase in membership?  - More enquiries about the club?  - Survey of members asking how they found out about the club?  - Analytics on social media pages? |