



buddle.

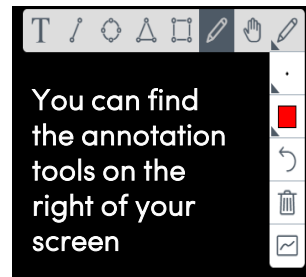
Creating a
Marketing
Strategy



Welcome. Your session will begin shortly.

If you are using social media, please tag:
#Buddle, @SportEngland @SportStructures

Use this doodle box to try the annotation tools whilst you wait.



Before we start, please ensure that:

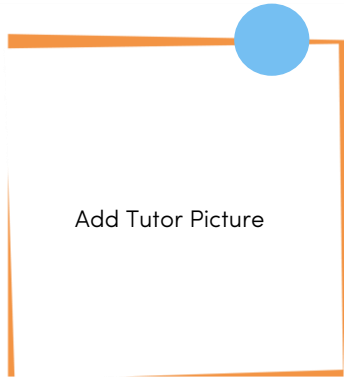


Your microphone is muted



You can see and use the chat box

A little about me...



- Insert name
- Insert Experience
- My favourite ...

... and you!

Add some info about you in the chat box:

- Your Club/Organisation Name
- Where you are based
- What would you like to gain from this workshop?

Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session



What we'll cover:

By the end of this workshop, you will be able to:

- Understand the key principles of a marketing strategy
- Describe how to develop a marketing strategy using a simple framework
- Identify different marketing channels to maximise exposure
- Understand how to effectively monitor and evaluate their marketing strategy.

Marketing and why it's useful to plan

- What does marketing mean to you?
- Do you have a marketing strategy?
- Why do you need one?



Marketing and why it's useful to plan

A marketing strategy is:

“A plan of **what**, **how** and **to whom** you are going to market your organisation”

Benefits of having a marketing strategy:

- Makes sure you are **targeting the right people**, at the **right time**, in the **right way**
- Adds a **framework & structure** to what you do
- Makes the most of your **time and money**
- Enhances your **organisation's reputation**.

What's your offer and what are your key messages?

Intro yourself and your organisation and pitch to the others when you are ready.

Elevator Pitch

- Imagine you are stuck in an elevator, and asked about what your organisation offers....the person isn't quite sure if they should join or not...
- Sell your organisation in 30 seconds

Think about:

Imagine that they are a prospective new member, what would you say to them?

Why should they join?

How would your pitch be different for a different audience?

A simple framework

In its simplest form, there are four major areas of focus to consider when developing a marketing strategy:



Aims of marketing activities

- **More members, volunteers, funders:** What impact does your marketing have?
- **Reach and frequency:** How many and how often individuals are exposed to your marketing message?
- **Awareness and perception:** To what extent do members/potential members/funders/volunteers know about your organisation?
- **Cost:** How much are you spending on marketing techniques and what return are they demonstrating?

Who do you want to attract?



Participants
& members



Coaches &
officials



Volunteers



Sponsors



Funders



Fund raisers

Who are your target market and what are the key messages?

How have you established who you are marketing to?

Are they different for participants, volunteers, sponsors or funders?

Who are your target market:

Participants

Volunteers

Sponsors

What are the key messages that best describe your organisation's offer.

Friendly community organisation

Competitive opportunities

Open to all

A professionally run organisation who will attract and develop high potential youths, by offering top level coaching and competition.

How best can you describe your organisation?

How are you getting to people who don't normally come to your sessions?

How do you identify your members and who are you missing?

1. Identify your demographic profile:

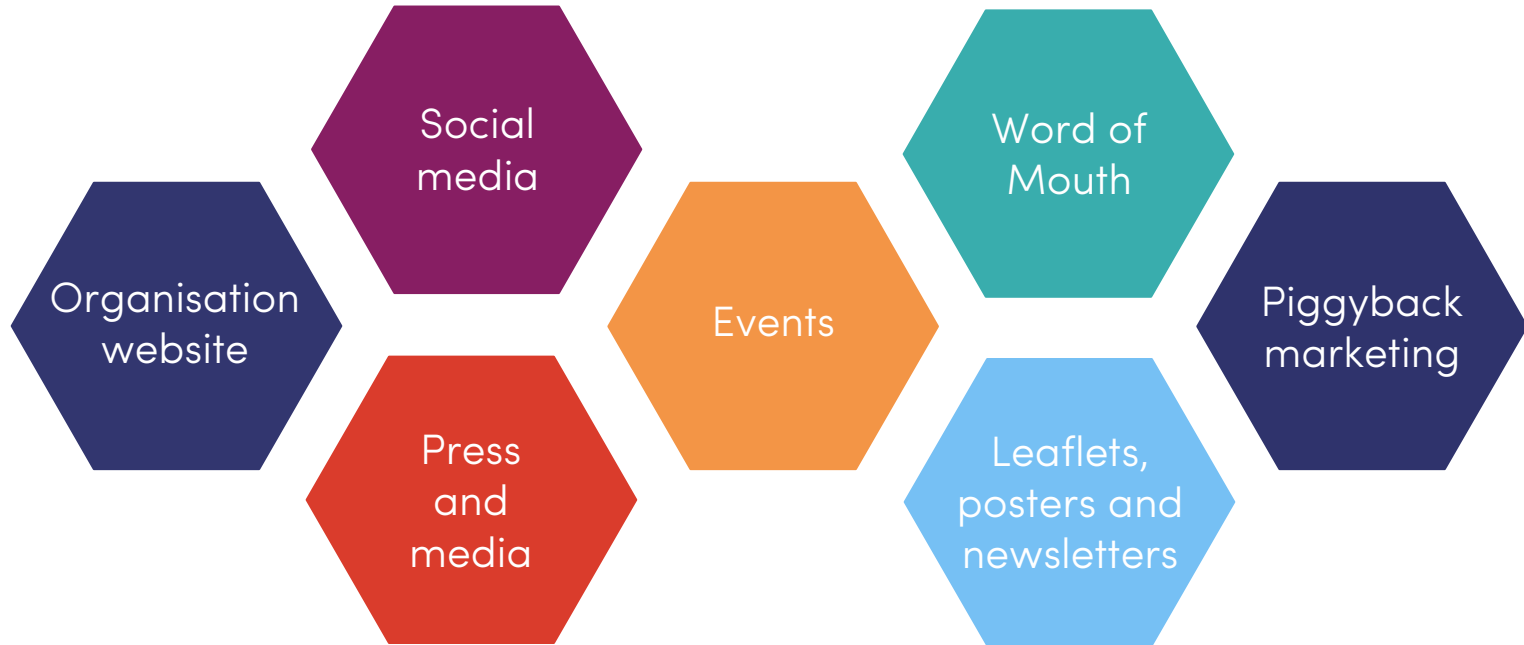
- Age
- Gender
- Ethnicity
- Socio-economic disadvantaged backgrounds:

2. Find out your local demographic profile and does your organisation reflect that?

3. Do you want to start new teams, start a women's section?

4. What are the best channels to use to get to new types of people?

Marketing channels – which do you use?



Social Media – Do's and Don'ts

Do

- Be yourself, be original
- Disclose who you represent
- Participate regularly
- Be human and have fun (but remember it is a public record)
- Give credit to others
- Include links, photos and videos to keep things interesting
- Be friendly and show personality through your content
- Share business milestones – like you would with family / friends

Don't

- Hog the spotlight– think 90% about others / big ideas / resources and 10% about you
- Share / retweet without knowing what you are “endorsing”
- Post too much – spamming people will turn people off
- Not post enough – try several times a week or daily: keeps interest
- Ignore it – your customers may well already be talking about you
- Just focus on the business and push out business content.

What is the best way to reach your target market?



- 88% of 18–29 year olds use Facebook
- 84% of 30–49 year olds use Facebook
- 72% of 50–64 year olds use Facebook
- 62% of 65+ year olds use Facebook
- 59% of 18–29 year olds use Instagram
- 33% of 30–49 year olds use Instagram
- 18% of 50–64 year olds use Instagram
- 8% of people 65+ use Instagram
- 36% of 18–29 year olds use X (formerly Twitter)
- 23% of 30–49 year olds use X
- 21% of 50–64 year olds use X
- 10% of 65+ year olds use X

Working with the Media and Social media

- Is the story **topical, timely and relevant**?
- Is there a **photo opportunity**?
- What is unusual or even more unique about this story?
- Real news is all about **people** - news is created by and affects people.

Top tips:

- Put the headline in the subject box of an email
- Keep it short
- Provide contact details
- Follow up with a phone call

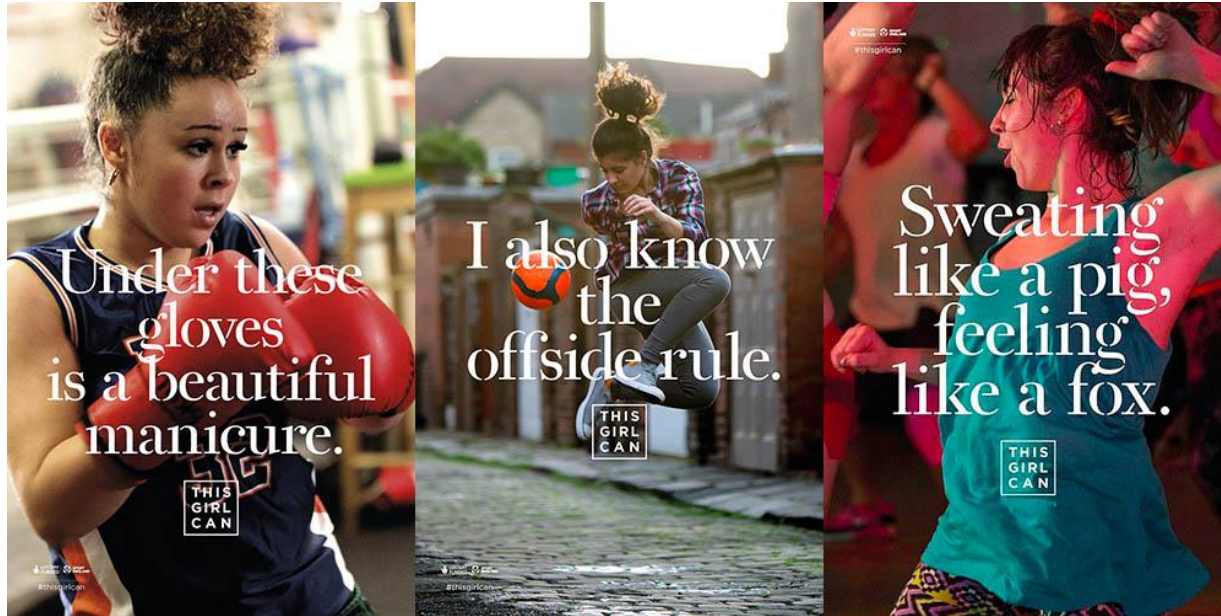
Piggyback Marketing

Piggyback Marketing is when two or more organisations promote one another's complementary (but non competing) products or services.

As a sports organisation you may consider engaging with your target market, piggybacking through the following different methods:

1. Use national or international events – Olympics
2. Use National marketing campaigns – This Girl Can
3. Visit schools, colleges and universities, community groups, local leisure centres, health organisations or local businesses.

This girl can – Piggyback marketing



Sponsorship/partnership

Sponsorship is a two way thing. In return for funding or services, you need to be able to provide value to the sponsor.

What you can offer them?

- Logos printed on your: Kit, equipment, minibus, sideline banners
- Their logo on your: website, email headers/ footers, Letter heads
- Mention the company name in any events, team publicity, and end of season reports
- Hold an event under the name of the sponsor: E.g.: “The Generous Pub Co. Cup”
- Hold an event at your sponsor’s venue

What they can offer you?

- Finance- in return for promotion
- Kit, with their logo or company colours
- Discounts e.g. money off equipment or supplies ordered from a specific shop, a reduced admission price to events when taking all of your organisation or society along, or a discount when hiring specific services or facilities
- Facilities or a venue to host events.

Developing a plan

Outline who needs to do what when

	Responsible person	J	F	M	A	M	J	J	A	S	O	N	D
Plan – USP and target audience	XX												
Engage members and committee through surveys and forums	XX												
Are there links to outside influences – Mental health day, women’s world cup, Olympic games...	XX												
Consider messages and pictures – online, within the organisation and through members	XX												
Launch timely initiative	XX												
Evaluate impact	XX												
Ongoing marketing media.	XX												

Exercise – actions for your organisation

What are the key marketing actions you have for your organisation?

Top tips

- Ensure you have a plan for your marketing activity. It will make you more effective
- Use the marketing mix to evaluate your offer
- Make your objectives SMART
- Different channels work for different people – you don't have to use them all
- Use people strengths. E.g. get someone who understands social media if you want to use it effectively
- Work out how you are going to monitor how successful your marketing is. If it's not working, don't be afraid to change.

What will you take away from this session?



Any questions?



Please complete the evaluation



Good luck!

Feedback

Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

- Thanks in advance, the Buddle Team.



Recap:

By the end of this workshop, you will be able to:

- Understand the key principles of a marketing strategy
- Describe how to develop a marketing strategy using a simple framework
- Identify different marketing channels to maximise exposure
- Understand how to effectively monitor and evaluate their marketing strategy.

Thank you!



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