**2 0 2 X**

**MARKETING PLAN**

ENTER CLUB NAME HERE

*INSERT CLUB LOGO HERE*

**Table of Contents**

[**Introduction/Purpose** 3](#_Toc67486530)

[**Mission statement** 3](#_Toc67486531)

[**Vision statement** 3](#_Toc67486532)

[**Situation Analysis** 3](#_Toc67486533)

[**Target Market Analysis** 3](#_Toc67486534)

[**SWOT Analysis** 3](#_Toc67486535)

[**Action Plan** 3](#_Toc67486536)

[**Marketing Action Plan** 4](#_Toc67486537)

# **Introduction/Purpose**

*A brief introduction to the plan with a statement about why the plan is being created. E.g. “the purpose of this marketing plan is to identify opportunities to promote the club and ensure its future”.*

# **Mission statement**

*This should be in the club strategic plan.*

# **Vision statement**

*This should be in the club strategic plan.*

# **Situation Analysis**

*Include information on the club, an analysis of the members, a description of the services/products currently being offered, and an analysis of the competition and the external environment.*

# **Target Market Analysis**

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

# **SWOT Analysis**

*Examples include image/reputation, communication, tournament performance, branding, or social activities. This should be in the club strategic plan.*

# **Action Plan**

*The action plan brings all your marketing efforts together in line with your club’s strategic direction. It will guide what actions will need to take place, who will be responsible for completing the tasks and what resources will be required. This is the working document for the committee to guide its future marketing efforts.*

# **Marketing Action Plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Objective/ Goal  be specific, measurable and achievable | Target Market | Action/Strategy | Responsibility | Due date | Resources/cost | Status |
| *80% retention rate of previous year membership numbers* | *Current members* | *Call members from previous year who have not yet registered for new year.* | *Jane Citizen – Head Coach* | *Early March* | *Approx. 2 hours of Jane’s time* | *Complete – retention currently at 75% up from 60% before calls were made.* |
| *Increase membership numbers by 10%* | *Local community* | *Host a pop-up stall at the local community fete* | *Joe Bloggs – President* | *Early April* | *$150 for stall entry*  *$100 for flyer printing*  *3 volunteers on rotating shifts over 8 hours* | *In progress – stall has been booked and flyers are being designed* |
| *Increase membership numbers by 10%* | *Local community* | *Letter box drop promoting club offerings to local community* | *Joe Boggs – President*  *Jessie Jones – Secretary* | *Mid- March* | *$200 for printing cost*  *$200 for letter box drop*  *$100 for flyer design* | *In progress – artwork currently being drafted* |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |