Developing a Marketing Strategy

Archery GB

20 May 2020

Agenda

• Understand what a marketing strategy is and why it is useful to plan
• Know how to develop a marketing strategy using a simple framework
• Be familiar with the different marketing channels you can use and how other clubs have successfully used them
• Take away practical tips on how to develop an effective marketing strategy to meet the needs of your club
Welcome and introductions

What we’ll cover

• By the end of this workshop you will:
  • Understand what a marketing strategy is and why it is useful to plan
  • Know how to develop a marketing strategy using a simple framework
  • Be familiar with the different marketing channels you can use and how other clubs have successfully used them
  • Take away practical tips on how to develop an effective marketing strategy to meet the needs of your club
Marketing and why it’s useful to plan

- What does marketing mean to you?
- Does your club 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 your club is going to market/promote itself”

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 club’s reputation

A simple framework

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

a) What is your offer?
• An assessment of what your club is offering to members and the community

b) What do you want to achieve from marketing?
• What are your clubs’ marketing goals? Do they fit with your clubs overall vision?

c) How do you get there?
• A framework, plan and activities for action

d) How do you know you are there?
• Methods for keeping track of how you are doing
What is your offer?

Who do you want to attract?

Participants & members
Coaches & officials
Volunteers
Sponsors
Funders
Exercise – What’s your offer?

Elevator Pitch
- Imagine you are stuck in an elevator, and asked about what your club offers....the person isn’t quite sure if they should join or not...
- How would you sell your club to the person next to you in 1 minute

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?*

The marketing mix

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What is your unique selling point?</td>
<td>• How does the price of membership compare to your competitors?</td>
<td>• Do you know how best to promote your club to your target audience? Are your current members promoting the club?</td>
</tr>
<tr>
<td>• What is your customer experience?</td>
<td>• Does the price reflect your target audience?</td>
<td>• What works and what doesn’t?</td>
</tr>
<tr>
<td>• Do you have the right image to attract the kind of members and volunteers you want?</td>
<td>• Do you know the price people are willing to pay for your activities?</td>
<td>• Do you have a brand or easily recognised image?</td>
</tr>
<tr>
<td>• Could you package your “product” in a different way to make it more attractive?</td>
<td>• Can you use different prices to target different markets or differentiate your product?</td>
<td></td>
</tr>
<tr>
<td>• Do you have the right product for your local market?</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do you know where you target audience are?</td>
<td>• Do you know how best to promote your club to your target audience? Are your current members promoting the club?</td>
</tr>
<tr>
<td>• Is your location right for your “product”?</td>
<td>• What works and what doesn’t?</td>
</tr>
<tr>
<td>• Do your facilities “sell” your club as well as they could?</td>
<td>• Do you have a brand or easily recognised image?</td>
</tr>
<tr>
<td>• Are you easy to find?</td>
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</tbody>
</table>
What do you want to achieve?

Before you start marketing, you need to be clear about the vision for your club. Some examples...

- To build and sustain a successful, community based club, raising awareness of all our activities and to encourage participation locally to the community as a whole – consider the ontarget Community Specialism
- A vibrant, healthy and progressive club that thrives on providing enjoyable archery opportunities for all ages, but in particular young people – consider the ontarget Young People specialism
- A professionally run club who will attract and develop high potential youths, by offering top level coaching and competition – consider the ontarget Performance Specialism

Setting a clear vision

What do you want your club to look like?
When developing a marketing plan you should identify the objectives that underpin your overall goals. These objectives should be ‘SMART’:

**General:** Attract more members

**SMART:** Increase our junior membership by 20% over the next year

From this SMART objective...

...grow junior membership locally by 20% by the end of next year

You could have the following strategies...

1. Focus on getting more juniors into the lowest age category and retaining these members year on year with the long term aim of increasing continuous participation from junior to adult
2. Look to develop relationships with local primary schools
3. Target local families by providing family friendly facilities to bring in more juniors as well as adults
How do we get there?
Actions examples...

Some actions to help implement that strategy...
1. X tasked with asking existing junior members to introduce a friend to the club. Target of 20 new juniors by MM/YY.
2. X to build relationships with primary schools and to start to deliver taster sessions and events by MM/YY.
3. X to maintain social media accounts on a weekly basis
4. X to review facilities and identify what improvements are required to make the club more family friendly. To report back to committee with key actions by MM/YY.
Marketing channels and activities

- Club website
- Social media
- Press and media
- Sponsorship
- Events
- Leaflets, posters and newsletters
- Piggyback marketing

Think about:
- What are the pros and cons of each channel for your club?
- Which would be the most effective for your club?
- Are some better than others for different purposes?

Exercise: Evaluate marketing channels

Discuss the different marketing channels and activities

Think about:
- What are the pros and cons of each channel for your club?
- Which would be the most effective for your club?
- Are some better than others for different purposes?
Evaluate marketing channels

Preferred method of communication

Please could you tell us what is your single preferred method of communication from Archery GB.

<table>
<thead>
<tr>
<th>Method</th>
<th>Overall</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Blue</th>
<th>Red</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email (Overall)</td>
<td>55%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Website Updates</td>
<td>11%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletters</td>
<td>7%</td>
<td>2%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td></td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>23%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Posts</td>
<td>15%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Instagram Posts</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
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<tr>
<td>Twitter Posts</td>
<td>1%</td>
<td>0%</td>
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</table>

Emails are the preferred method of communication from AGB, followed by the magazine stories. We see a lack of desire for website updates amongst our Golds, potentially as this segment are unable to get the higher calibre of information that they desire from our website.

Working with the 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.

DIY PR Toolkit:


Top tips:
• Put the headline in the subject box of an email
• Keep it short
• Provide contact details
• Follow up with a phone call
Case study: Archery targets young women

- Specific, topical story
  - Focus was on what the club is doing to attract younger and female members
- Contacted journalist working for Sunday Express as part of Team GB announcement with a particular focus on our growth in female membership
  - Initially via email to invite to the press call with a follow on phone call to sell in the story

Piggyback Marketing

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

As a sports club you may consider engaging with the following groups, as they may have an interest in promoting your club:

1. Schools, Colleges and Universities
2. Community groups
3. Local leisure centres
4. Health organisations
5. Local businesses
Case study: Piggyback Marketing

Social media accounts


- Social media is a great way to engage with your members, the community and the rest of the world to promote your club.
- For social media to be effective, you need to give users the freedom to openly communicate and share their views, experiences and ideas. However, you need to consider the risks of lack of control.
- There are pros & cons of 'open' content (where you give your users and followers the freedom to post messages):

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increases visibility</td>
<td>Open to negative comments</td>
</tr>
<tr>
<td>More engaging for users</td>
<td>Gives way to 'spamming'</td>
</tr>
<tr>
<td>Open discussions – can build trust</td>
<td></td>
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<tr>
<td>Facilitates knowledge sharing</td>
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</tbody>
</table>
**Major platforms - Twitter**

- Twitter is a “Micro-blog” tool and platform
- Allows a user to send a text-based message (“tweet”), up to 280 characters in length, to other users who have requested to receive updates from that user
- Users can post public or private (direct) messages to other users
- You can add pictures to your tweets to make them stand out from others on the homepage twitter feed.
- Easy to tag in partners to encourage RT and increase your reach & profile (@archerygb @worldarchery @Sport_England @ParasportUK @TeamGB @ParalympicsGB find your local media outlets and follow & tag them
- You can add a link to another website too if you run out of space to explain. Consider using an ow.ly to shorten your link and give you more space


**Major platforms - Facebook**

- Considered most popular social network on the internet
- Users expect you to interact with them more like friends than businesses
- Works best if you are happy to adopt a more “flexible and friendly” tone in your communication
- Can build a very strong and loyal following who will click, view, ‘like’ and share your content so you reach continues to grow
- You can display more text and explanation than Twitter
- Engaging content includes posting videos/photos, asking questions, sharing helpful and exclusive information and more
Social Media – Do’s and Don’ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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</thead>
<tbody>
<tr>
<td>• Be yourself, be original</td>
<td>• Hog the spotlight– think 90% about others / big ideas / resources and 10% about you</td>
</tr>
<tr>
<td>• Disclose who you represent</td>
<td>• Share / retweet without knowing what you are “endorsing”</td>
</tr>
<tr>
<td>• Participate regularly</td>
<td>• Post too much – spamming people will turn people off</td>
</tr>
<tr>
<td>• Be human and have fun (but remember it is a public record)</td>
<td>• Not post enough – try several times a week or daily: keeps interest</td>
</tr>
<tr>
<td>• Give credit to others</td>
<td>• Ignore it – your customers may well already be talking about you</td>
</tr>
<tr>
<td>• Include links, photos and videos to keep things interesting</td>
<td>• Just focus on the business and push out business content</td>
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<tr>
<td>• Be friendly and show personality through your content</td>
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<tr>
<td>• Share business milestones – like you would with family / friends</td>
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Sponsorship

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 competition 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
• Have a go for their staff
• Volunteering opportunities
• CSR – association with positive events in the community

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 club or society along, or a discount when hiring specific services or facilities
• Facilities or a venue to host events
• Access to potential new members
Leaflets and posters

- Creative and stand-out posters
- Distributed and displayed around local venues – noticeboards, sports centres, library, coffee shops, community centre, doctors
- Attracts local community along to events
### Developing a plan

**Outline who needs to do what and when**

<table>
<thead>
<tr>
<th>Responsible person</th>
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<tr>
<td>Approve plan</td>
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<tr>
<td>Introduce a friend communication via club newsletter</td>
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<tr>
<td>Contact schools to distribute leaflets</td>
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<td></td>
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<tr>
<td>Deliver taster sessions in schools</td>
<td>XX</td>
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<tr>
<td>Family Friendly initiative on website</td>
<td>XX</td>
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<tr>
<td>Family Friendly initiative on social media</td>
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<tr>
<td>Evaluate membership base</td>
<td>XX</td>
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Think about:

- Are these **SMART**? Do they underpin your club’s ambition?
- Are you using the best channels for your target audience?
- Who is best placed in your club to carry out these actions?

### Exercise - actions for your club

*What are the key marketing actions you have for your club?*
Evaluating your marketing activities

• **Reach and frequency:** How many and how often individuals are exposed to your marketing message?

• **Awareness:** To what extent do members/potential members know about your club?

• **Perception:** What impact does your marketing have?

• **Cost:** How much are you spending on marketing techniques and what return are they demonstrating?

**Evaluation methods:**

1. Media reach and audience
2. ‘How did you hear about us?’ on membership registration
3. Surveys (Club Views tool)
4. Feedback forms
5. Comment box
6. Analytics (Google, Facebook, twitter)
Recap and further Support

• 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 do 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

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 do 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
Recap

- You should now:
  - Understand what a marketing strategy is and why it is useful to plan
  - Know how to develop a marketing strategy using a simple framework
  - Be familiar with the different marketing channels you can use and how other clubs have successfully used them
  - Have started to develop some action points that you can take back to your club to work through
  - Have some practical tips on how to develop an effective marketing strategy to meet the needs of your club

Discussion / Questions
Thank you

Please get in touch if you have any questions

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