

Membership and Marketing Sub Committee

Marketing Work Plan 2011

MMSC
3/1/2011

Marketing Work Plan

OBJECTIVE

To produce an approved Marketing Plan by Dec. 2011 that will describe the generic programs that need to be undertaken to increase community awareness about Curling, increase sponsorship and other revenues (such as rentals) by 50% above 2010/11 levels by 2016.

ISSUES	CURRENT SITUATION/NEEDS	GOALS	ACTIVITIES	PROGRESS
<p>Target Groups Who are our targets - which individuals, groups, organizations need to hear our message?</p>	<p>- no demographic study or formal identification of marketing target groups has been done. We need data on potential targets and contact points.</p>	<p>- To put in place by Dec 2011 a process that will provide annual updates of data about our potential members, sponsors and other revenues sources.</p>	<p>Develop a profile of our community and the individuals, groups and organizations who need to hear our message</p> <p>2. Develop methods to collect demographic data about the community and the community's preferences for entertainment.</p>	<p>We have obtained data from Stats Canada which will provide the economic basis for the profile.</p>
<p>Price Are we offering</p>	<p>We have never compared</p>	<p>To put in place by</p>		

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<p>our products and services (membership, rental, sponsorship) at a competitive price?</p>	<p>our rates with those of our non curling competitors in the community</p>	<p>Dec 2011 a process that will provide:</p> <ul style="list-style-type: none"> 1. Annual updates of our competitors products and services. 2. Annual updates of what our competitors are charging. 	<p>Prepare a list of organizations that compete with GCC for the “entertainment” and sponsorship dollar of our Target groups.</p> <p>Determine how much these organizations charge for an equivalent service</p>	<p>A list of other sport competitors has been prepared and costed. Other than hockey, few other sports have the cost overhead that we do.</p>
<p>Packaging What elements must we include in our Message to the community that will create the greatest interest in our products and service(s)</p>	<p>We do not have a consistent “Message” about curling that would be of interest to our targets.</p>	<p>To put in place by Dec 2011, a communication strategy directed at informing our targets about curling generally and GCC specifically</p>	<p>Identify elements of the message that we want to communicate</p> <p>Identify ways to keep on message</p> <p>Develop a consistent look including a GCC Logo</p>	<p>The CCA and OCA have developed materials we can use or adapt. The LRPC will work with the Director of Communications to develop our message when one is chosen.</p>
<p>Sales How can we get a better conversion of our marketing programs to sales; ie purchase of sponsorship and advertising by business</p>	<p>We have an acceptable intake of new sponsors and rentals each year but we need more to meet expanded infrastructure and training services</p>	<p>To put in place by Dec 2011, a sales plan to increase sponsorship and rental revenues by 50 % by 2016</p>	<p>Create an inventory of sponsors and rentals to determine who we are serving now in order to gain insight. Adapt findings to modify/improve current programs</p>	<p>The inventory of sponsors has been prepared by Irene K . Ken also has a list of individuals and groups that rent the ice</p>

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and rentals.				
<p>Advertising</p> <p>Are we using the media (newspapers, magazines, radio, television, website and email) in order to attract customers?</p> <p>Are we producing flyers, brochures, websites or posters that describe the benefits and the features of our product or service to our customers?</p>	<p>We have little in the way of advertising products or plans for attracting media attention.</p>	<p>To put in place by Dec 2011, a media strategy designed to increase awareness of curling</p>	<p>Identify method to use media more effectively for general promotion. Again, the CCA and OCA have developed Media support materials we can use or adapt</p> <p>Establish a formalized advertising program to enhance membership and communication.</p>	<p>Waiting for appointment of a Communications Director</p>
<p>Promotion</p> <p>Are we encouraging our current customers and facility users to promote the benefits of our</p>	<p>We have made some efforts in the past to encourage greater promotion activity by members (eg. GC bucks for new members) but we</p>	<p>To put in place by Dec 2011, a strategy to increase promotion of curling generally and the Grimsby Curling Club particularly by our members.</p>	<p>Provide all members with info about the club that they can put on bulletin boards at their work or other sporting venues</p>	<p>Ditto</p>

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<p>curling club? Are we providing any incentives in order to make our product or service(s) more attractive to the customer?</p>	<p>need to facilitate greater effort to make the community and sponsors aware</p>			
<p>Public Relations Are we taking advantage of available public appearances, public displays or media opportunity in order to make our Community more aware of our curling club's value and its products and services?</p>	<p>Local papers have responded to some of our requests to cover our events but we need to help them with "the story".</p>	<p>To put in place by Dec 2010, a strategy to increase and make more effective our Public Relation activity .</p>	<p>Create story lines that promote what we want to promote, eg. Youth programs. Design image of club as a recreational site for all ages and contributor to the community</p>	<p>We are building on the positive image of curling developed during the Olympics. The Tankard will add significantly to local awareness of curling. The Club itself should develop a synergistic message.</p>