

Running Your Club

Marketing: Components of a marketing plan

Sample marketing plan Ferretwood Basketball Club

COMPONENT	ACTION
Executive summary	<p>This marketing plan has been developed to help the Ferretwood Basketball Club to increase the number of junior participants for the 2005 season.</p>
Table of contents	<p>Introduction Situation analysis Target market analysis Problems and opportunities Objectives Marketing mix ■ Product ■ Price ■ Promotion ■ Place ■ People Implementation and control</p>
Introduction	
Situation analysis	<ul style="list-style-type: none"> ■ Ferretwood Basketball Club has been in operation for nearly 20 years ■ In the early years there were three teams in each age level ■ In the past eight years numbers have been steady with only one male and one female team in each age division ■ The community has had relatively stable families that have now grown older and fewer younger children have entered the community to sustain earlier numbers ■ Two years ago, a new affordable housing estate has opened in the region ■ This indicates that there are an increased number of children who new to the area that may not know of the club ■ There are two primary schools in the area. One state school and one private – these are both co-educational and have a defined sports curriculum ■ The state basketball association conduct basic training at both schools every second year and is due to conduct clinics in 2004.



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Target market analysis	<ul style="list-style-type: none"> ■ The target market of the club is all children aged between five and 14 ■ The main focus of the campaign will be the new housing estate. 												
Problems and opportunities	<p>Problems</p> <ul style="list-style-type: none"> ■ The new residents are not aware of the club ■ Basketball is only played in the schools on an occasional basis ■ Few volunteers available to assist in promoting the club ■ Lack of trained coaches. <p>Opportunities</p> <ul style="list-style-type: none"> ■ Large number of new children in the area ■ Former players now have children of their own in the area ■ State association is due to promote the game in the local schools in the next 12 months. 												
Objectives	To increase the number of junior participants so that there are two teams for each age division (male and female) during the 2005 season.												
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ACTION	COMPONENT
<p>Senior players Coaches</p> <p>Provide skills demonstration at school assembly and on sign on day Provide short sample training session at the venue on sign on day.</p>	
<p>Implementation Flyers – Printed one month prior to sign on day and distributed the weekend before Advert – In paper mid week before sign on day for two weeks – Send press release to local paper with Basketball related story to reinforce advert Schools – Address student during week prior to sign on day State Association – Get commitment of support three months prior – Confirm arrangements one month prior Roster senior team and coaches to attend various promotions and sign on day.</p> <p>Control Produce checklist with all activities dates and responsibilities on and communicate this to all involved Find backup volunteers for all activities.</p>	<p>Implementation and control</p>

