

SAMPLE MARKETING PLAN

Junior Club Open Day

Marketing objective: To recruit 20 junior members by the beginning of the competition season.

Marketing Strategies	Cost of Strategies	Time-frame	Responsibility
Arrange date and time of Free Junior Club Open Day	-	6 weeks prior to season starting	Marketing Officer/Committee & Junior Co-ordinator
Arrange activities/games at Open Day <ul style="list-style-type: none"> - free coaching - games/activities - information desk (need welcoming volunteer and forms to record names/phone numbers of those attended) - sausage sizzle (need volunteer) 	Sausages - \$25 Buns - \$10 Sauce - \$5	5 weeks prior to season starting	Marketing Officer/Committee & Junior Co-ordinator
Develop a flyer advertising Open Day	Coloured paper - \$5 Photocopying costs - \$10	5 weeks prior to season starting	Marketing Officer/Committee
Place flyer on local community notice boards including local shopping centres, library, swimming pool etc	-	4 weeks prior to season starting	Marketing Officer/Committee
Contact principals of local primary schools to place information in the school newsletter	-	4 weeks prior to season starting	Marketing Officer/Committee
Consider signage – banner to be placed on the club fence on main street	Signage company donated banner and \$70 for sign writing	4 weeks prior to season starting	Marketing Officer/Committee
Place information in the club newsletter offering a free soft drink for those who bring a friend who is not a member to the open day.	Softdrinks - \$25	2 weeks prior to season starting	Marketing Officer/Committee
Write an article and provide a photo for the local newspaper focussing on local junior who joined up at an open day and is now representing the State	-	2 weeks prior to season starting	Marketing Officer/Committee
Conduct Free Junior Club Open Day	-	2 weeks prior to season starting	Marketing Officer/Committee & Junior Co-ordinator
Follow-up those who attended but did not join up on the day	\$2.50	2 weeks prior to season starting	Marketing Officer/Committee & Junior Co-ordinator
	Total cost = \$152.50		

Actual memberships gained
22 new members @ \$50 recruited = \$1,100
Net profit for club \$1,100 - \$152.50 = \$947.50

Evaluation:

Make sure strategies are put in place to check if you have met your objectives. Some activities are easier to monitor, such as a membership drive, others will not be able to be evaluated until after the event. Collect copies of press clippings or media coverage, records of attendances at functions or competitions and any feedback your group receives whether it's positive or negative.