

Description:

The Marketing Your Club to Your Community workshop will teach participants the concepts of branding, brand equity and brand image. We will discuss the role of marketing segmentation, targeting and positioning the brand in developing a strategy. The workshop will step participants through the development of a strategy for attracting more people from their communities to their clubs.

Marketing Your Club to Your Community

Branding

What is a brand? What should your club brand be?

- The brand includes a brand image, symbols, logos, colors, tag lines, etc.
- Simple tools for developing your brand: clothing, signs, public events, conventions, cards, postcards, community programs, participation.

Sport consumers tend to be drawn to a brand based on four factors:

- The quality of the sport product
- The quality of the organization
- The desirability of affiliation with the organization (history, traditions, image)
- The ways in which the consumer can “consume” their membership.

Developing a marketing strategy for your club

Before you can create a strategy you must above all KNOW YOUR CUSTOMERS!!!

The key to marketing your brand effectively is to following these three simple steps:

1. ***Segmentation of your market.*** Realize that there are different groups out there and they all have different reasons and motivations to swim. Further, they can only be effectively reached with appeals that will address their own motivations. You cannot appeal to all groups with the same message. We are lucky because we have already had our market segmented for us. USMS already has extensive information on the five groups of swimmers who participate on our clubs.

Our segments are:

Segment 1: Serious competitive swimmers

Segment 2: Serious swimmers who are not competitive/less competitive

Segment 3: Non-serious competitive swimmers

Segment 4: All-event participants/open water swimmers

Segment 5: Triathletes

If you would like more information about these segments, their preferences and profiles, go to: <http://www.usms.org/admin/surveys/>

2. Select your target market: Most clubs want to attract all five categories of swimmers. For our purposes here, we need to understand that we need to identify the specific group we wish to attract and develop a marketing mix for them. The marketing mix can consist of special workouts, clinics, programs, information, promotional materials, showing up at certain events, etc.
3. Brand positioning: Who are you? Who do you currently attract? For each segment you need to ask these questions:
 - Who is our competition for this group?
 - What are the relevant dimensions on which they evaluate and perceive their alternatives?
 - What is our position relevant to these competitors on the relevant dimensions?
 - How do we position ourselves to improve our image with these groups?