Marketing Plan Template

**Introduction/Purpose**

A brief introduction to the plan with a statement about why the plan is being created. E.g. “the purpose of this marketing plan is to identify opportunities to promote the club and ensure its future”.

**Mission statement**

This should be in the club strategic plan.

**Vision statement**

This should be in the club strategic plan.

**Marketing Objectives/Goals**

A marketing objective/goal is a general statement about what the club/organisation is trying to achieve through its marketing. This should be informed from the strategic plan. Ask “What image is the club trying to convey?”

**Situation Analysis**

Where you are now – background of what is happening in the club. E.g. male on the decline but female on the growth but low Auskick numbers etc

**SWOT Analysis**

A SWOT Analysis is a review of key performance areas and ask questions about what the club is doing well and what it can improve on. Examples include image/reputation, communication, coaching, on-field performance, branding and social activities. *This should be in the club strategic plan.*

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| --- |
| **Key Performance Area: e.g. Image** |
| **Strengths - What is the club good at?** | **Weaknesses – What can the club do better?** |
| **Opportunities – What can the club take advantage of?** | **Threats – What could potentially have an impact on the club?** |

**Target Market Analysis**

State the group/s you are aiming to reach. Consider the best methods of reaching this group. Consider whether the target market has changed in recent times and in what way. Is there potential for expansion?

**Action Plan**

The action plan brings all your marketing efforts together in line with your club’s strategic direction. It will guide what actions will need to take place, who will be responsible for completing the tasks and what resources will be required. This is the working document for the committee to guide its future marketing efforts. Please see template below:

**Action Plan – CLUB XXX**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | Goal | Target Audience | Medium | Content | Call to Action | Running period | Measurements | Budget | Actual Cost |
| Adwords | Increase online traffic  | Prospect | Google | Keywords – Play AFL, Local Sport, Local Club | Landing page / Register Now | From September 2019 – April 2020 | Page impressions  | $50 |  |
| Facebook Ads | Generate Registration | Prospect, Existing Customers | Social Media | Video of player talking about how good the club is  | Register now | March 2020 | # of click through from ad to rego link, # of registrations | $100 |  |
| Outdoor media | Increase awareness of club in local community | All, flyers to local schools, flyers to summer sport partner | Banners, flyers | Club details inc. website, contact number and location  | Visit website, visit local club | From September 2019 – April 2020 | # of leads | $300 |  |
| Interview with head coach | Generate registrations, increase awareness | Prospect | Local radio  | Interview and information about club | Visit website, visit local club | March 2020 | # of leads | $0 |  |
| Ad in local paper | Branding, generate leads | Prospect | Local paper  | Editorials, A4 page adv | Visit website, visit local club | Feb to March 2020 | # of leads | $450 |  |
| AFL Session at summer sport | Generate registrations, increase awareness | Propsect | Flyer | AFL ‘taster’ at local summer sport club with flyers  | Register Now  | Feb 2020  | # of leads, # of attendees | $50 |  |
| ‘Bring a Friend’ training session  | Generate registrations, increase awareness | All | Flyer  | AFL taster at the club – come and try session  | Bring a Friend to the next session  | April 2020  | # of leads, # of attendees | $50 |  |