MARKETING PLAN EXAMPLE

CLUB OPEN DAY

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

Marketing Strategies	Cost of Strategies	Time-frame	Responsibility
Arrange date and time of Free Club Open Day		6 weeks prior to season starting	Marketing Officer/ Committee & Coordinator
Arrange activities/games at Open Day • 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 & Coordinator
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 $70 for signwriting	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.	Drinks - $25	2 weeks prior to season starting	Marketing Officer /Committee

Write an article and provide a photo for the local newspaper focusing on local who joined up at an open day and is now representing the region		2 weeks prior to season starting	Marketing Officer /Committee
Conduct Free Club Open Day		2 weeks prior to season starting	Marketing Officer /Committee & Coordinator
Follow-up those who attended but did not join up on the day	$2.50	2 weeks prior to season starting	Marketing Officer/ Committee & Coordinator
	Total cost = $152.50		

Evaluation:

Actual memberships gained
22 new members @ $50 recruited = $1,100.00
Net profit for club $1,100 - $152.50 = $947.50

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 any feedback your group receives whether it's positive or negative.