# How to use this template

This template is for community club use as a guide to developing a strategic plan. All photos, colour themes, fonts and sizing can be customized to club content.

All content in the template is intended as examples only. Clubs are encouraged to change content to club specific information.

**Adding Club Logo:**

The club logo can be added to the cover page of this document.

1. Right click on logo square
2. Select “Change Picture”
3. Add club logo as a JPEG

Picture effects and transparency can be change in the Picture Formatting tab.

**Changing picture background:**

All backgrounds can be changed or deleted as required. The background has been added to the header of the page to prevent accidental formatting of the photo.

1. Double click on the header of the document.
2. Right click on the picture
3. Select “Change Picture” option
4. Add a club picture of your choice

Picture effects and transparency can be change in the Picture Formatting tab.

**Changing photos**:

All photos can be changed to club specific photos. Photos used throughout the template are intended for examples only.

1. Right click on the picture
2. Select “Change Picture” option
3. Add a club picture of your choice

Picture effects and transparency can be change in the Picture Formatting tab.

**Changing text:**

Text boxes have been used throughout the document. Click on each text box to edit content, formatting, or position. Delete the explanation text when no longer needed.

\*\* Delete this page when no longer required \*\*



**CLUB NAME**

MARKETING PLAN

**INTRODUCTION/PURPOSE**

*A brief introduction to the plan and 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.*

**SITUATION ANALYSIS**

*Where you are now – background of what is happening in the club. E.g., male on the decline but female growing and new FLIPPA program being introduced.*

**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.*

**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. This should be in the club strategic plan. Use the SWOT Analysis Template.*

**ACTION PLAN**

*The action plan 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.*

**ACTION PLAN**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | Goal | Target Audience | Medium | Content | Call to Action | Running period | Measurements | Budget | Actual Cost |
| Facebook Ads | Generate  Registration | Prospect, Existing member | Social Media | Video of player talking about how good the club is | Register now | July - September | # of click through from ad to rego link, # of registrations | $100 |  |
| Outdoor media | Increase awareness of club in local community | Prospect, Existing member | Banners, flyers | Club details inc. website, contact number and location | Visit website, visit local club | From July – April | # of leads | $300 |  |
| Interview with head coach | Generate registrations, increase awareness | Prospect | Local radio | Interview and information about club | Visit website, visit local club | Aug | # of leads | $0 |  |
| FLIPPA session at winter sport | Generate registrations, increase awareness | Propsect | Flyer | WP ‘taster’ at local summer sport club with flyers | Register Now | Aug 2020 | # of leads, # of attendees | $50 |  |
| ‘Bring a Friend’ training session | Generate registrations, increase awareness | All | Flyer | Come and try session | Bring a Friend to the next session | Oct 2020 | # of leads, # of attendees | $50 |  |