



# 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

Background of what is happening in the club and where the club sits currently. E.g. male participation is on the decline, but female participation is growing, with low U12 numbers etc.

## SWOT Analysis

A SWOT Analysis is a review of key performance areas and asks 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.*





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 groups you are aiming to reach. Consider the best methods of reaching each 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 the template on the next page.





## Action Plan – Melbourne Swans

Activity	Goal	Target Audience	Medium	Content	Call to Action	Running period	Measurements	Budget	Actual Cost
Adwords	Increase online traffic	Prospect	Google	Keywords – play baseball, local sport, local club	Landing page register now	From September 2019 – April 2020	Page impressions	\$50	\$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	\$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	\$300
Interview with head coach	Generate registration and increase awareness	Prospect	Local radio	Interview and info about club	Visit website, visit local club	March 2020	# of leads	\$0	\$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	\$450
Baseball session at summer sport	Generate registration and increase awareness	Prospect	Flyer	Baseball taster at local summer sport club with flyers	Register now	Feb 2020	# of leads, # of attendees	\$50	\$50
Bring a friend training session	Generate registration and increase awareness	All	Flyer	Baseball taster at the club – come and try session	Bring a friend to the next session	April 2020	# of leads, # of attendees	\$50	\$100

