



# Club Marketing **TOOLKIT**

**Creating a marketing  
plan for your club**

October 2019

## INTRODUCTION

Marketing is about telling people what you have to offer them, and why and how they should get involved. Clubs offer many benefits for the community including social inclusion, participation and volunteering opportunities, so it's a great idea to think about how to let more people know about your club and what you have to offer, including the benefits of affiliation to Mountaineering Scotland.

This toolkit is designed to support Mountaineering Scotland affiliated clubs to promote their club and activities successfully, whether the aim is to attract new members, support existing members, recruit volunteers or gain publicity. It assumes no prior knowledge or experience of marketing or PR and includes templates you can use to plan and carry out marketing activities.

This toolkit is available to download from the Clubs section of the Mountaineering Scotland website, and we encourage you to share it with relevant committee and club members.



# CREATING A MARKETING PLAN

**Marketing your club can help you to grow your club membership, find new volunteers, secure funding and raise the profile of your organisation within the community.**

There are many ways to promote your club including:

- Posters and flyers
- Social media
- Website
- Local press - newspapers, radio, magazines
- Events
- Internet marketing
- Talks and events

Doing this on an ad hoc basis can help for general awareness raising, but to make the most of your marketing it's a good idea to have think about your aims, who you are trying to reach and create a plan. This will help you to make the most of your resources, find out how effective your marketing activities have been and what to focus on for the future.

## 1. Getting started - what do you want to achieve?

It's a good idea to identify one or two specific goals or objectives that your club would like to achieve through marketing – this allows you to focus and not get distracted trying to do too much.

Be specific about your goals, for example:

- Attract 20 new members in 6 months
- Recruit 5 new volunteers to help organise club meets
- Get a regular column in the local newspaper
- Increase your Instagram followers by 20% in 12 months

**Be SMART - Specific, Measurable, Achievable, Realistic, Timeline**

## 2. Defining your audience

For each of your goals, think about who the target audience is. This might include parents, local schools, community groups, local businesses/ organisations, friends of friends or people in a certain age range (eg 25-40).

You might also be able to identify other organisations you can approach to help you reach your target audience – for example if you wish to encourage ethnic diversity in your club you could contact local groups involved within the community.

**Being specific about your audiences is more likely to bring success than trying to appeal to everyone!**

### For each audience think about:

- What do you want them to do?
- What will motivate them to engage with you?
- What are you offering and why they should get involved?
- What makes your club unique? What are the great things about your club/members?
- What the barriers might be for them engaging with you?
- What are the benefits to them to join and be affiliated with Mountaineering Scotland?
- If there is a cost, what is the price, how can they pay (make it easy for them!) and why is it cost effective for them/compare it to something they can relate to?

### 3. How will you reach your audience?

Now you can start to think of when and how to reach out to your audiences and prioritise the opportunities that are most likely to have the greatest impact.

Think about the following:

- How does your audience access most of their information? Are they online or more likely to respond to a flyer or poster in a shop/at work/at school? Would they be interested in talks, newspaper articles or watch an online video? Do they use Facebook/Twitter/Instagram?
- What type of language should you use to appeal to them? Can you personalise the message for your target audience?
- What other activities is your target audience engaged in? What are they interested in? Can you use this to reach them more effectively?
- When is the best time (day/time) to engage?
- Where is your audience? Where is the best place to reach them?
- What are other organisations doing to attract the same audiences?

### 4. Your club resources

You don't need a lot of money to effectively promote your club and there is a lot you can do for free, although this will still require time and people to help. How much money you allocate will depend on what type of promotion you do – here are some examples:

- Design and print of leaflets/flyers/posters
- Newspaper or magazine adverts
- Social media promotions
- Website development and hosting
- Video editing software
- Merchandise (tshirts, hats, pens)

**Setting a budget will help keep your costs under control and is a useful reference for planning future activities.**

You also need to think about who is going to carry out the plan. Are there members or your club or their family/friends who works in marketing or design, or who loves doing social media - if so, make the most of them. There are lots of useful resources online to help you get started if not.

### 5. Creating your plan

Creating a written plan and a timeline of your marketing activities helps to keep you focused and is especially important when more than one or two people are involved, so that everyone knows what is happening and when. It also helps when you come to evaluating your marketing activities (see below) so you can measure the effectiveness over a time period and you know what was done, when and by whom.

Make sure that the plan is shared with the key people involved. Digital tools like **Dropbox**, **Google docs** and **online calendars** are free and make it easy to update things in real time so everyone has the most up to date versions.

## 6. Measuring success

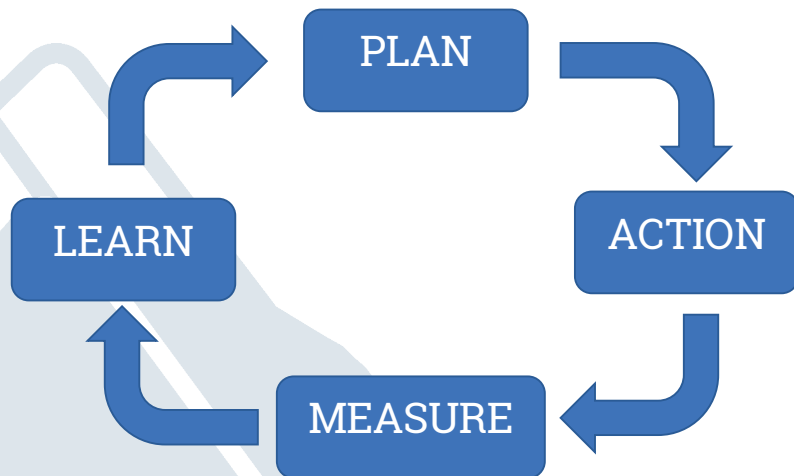
To measure the effectiveness of your marketing activities you need to think about what success looks like and the best way to measure it.

Setting targets is one way to do this – for example if you did an advertisement with the aim of getting 10 new members and you only got two, you might want to look at changing the content of future adverts or consider some other way to reach that particular audience. Or you might have done a paid promotion on Facebook and reached 50% more people than your target, therefore may consider this good return on what you spent.

By tracking the success of your marketing, you can find out what works and what is not so successful and use this to plan your future activities.

**Doing the same thing over and over and not succeeding is worse than doing nothing at all and a waste of your club resources!**

If you're stuck in a marketing rut, it's probably worth trying something different on a small scale and over a short time period. If it works, you can keep going or expand on what you've done, if it doesn't work you can change it or try something else!



# CLUB MARKETING PLANNER

## What are your objectives?

What do you want to achieve? How will it benefit your club?

Set SMART goals - specific, measurable, achievable, realistic and with timescales

1.

2.

## Your resources

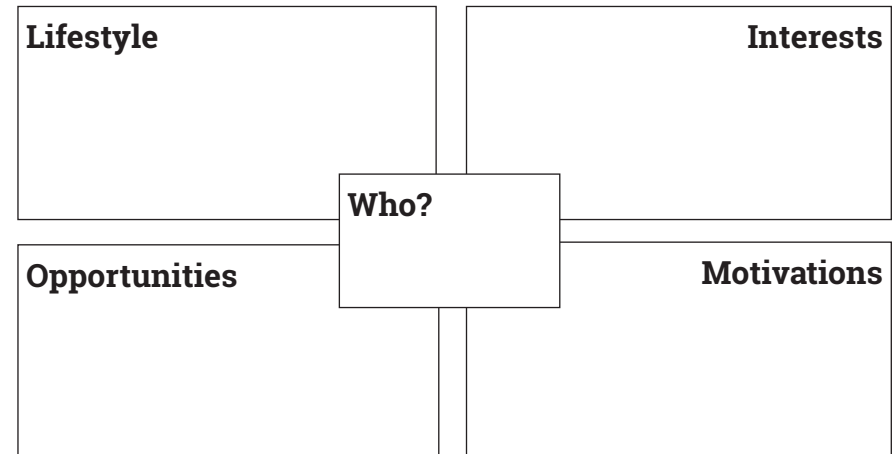
What has/hasn't worked well for your club before?

What resources do you have? People, time, financial, networks?

What are other organisations in your area doing to successfully?

## Your target audience

Who are they? Create a profile - age, other interests, lifestyle, motivations



What are you offering them? What do you want them to do? What makes your club unique? What are the great things about your club?

Come up with 3 short key messages or unique selling points:

1.

2.

3.

How can you best engage with this audience?

# CLUB MARKETING PLANNER

Goal	Activity	Tasks	Who to do?	Budget/ Resource	Timescale	Target/Outcome