

# CAPABLE CLUBS SNIPPETS

## ANNUAL MARKETING & COMMUNICATIONS PLAN

### Overview

Marketing is the activity or business of promoting and selling products or services, including market research and advertising. Marketing communications is the messages and media that you use to communicate with your relevant or chosen target markets. Having a clear plan for marketing your club is crucial to grow your membership and effectively communicate with your members and stakeholders.

### Brief Summary

1. Make a list of key stakeholders for your club you need to be communicating and sharing your stories with
2. Develop an Annual Communications Plan by determining how you will communicate with each of them, how often, and who will do it
3. Determine what your club's value proposition is – what differentiates what you do from others, what does your club offer? What problem are you helping people solve?
4. Develop an Annual Marketing Plan outlining how you will promote the club during the year. Make sure you allocate some budget to be able to do this effectively
5. Ensure you are able to measure your success to help you become more effective each time



### Linked Resources

- [Annual Communications Plan Template](#)
- [Annual Marketing Plan Template](#)
- [Active Social Media Toolkit](#)
- [Open Days case study](#)
- [Member Get Member case study](#)
- [Promotional Deals case study](#)

### Key Points

1. You will have many stakeholders in your local community (people, schools, businesses) and make sure you include funders and your Local Board/Council to show the difference the club is making in your community. Telling your story to these stakeholders is very important.
2. To market your club successfully you must understand the value proposition of Squash and how this meets the needs of your different target audiences. For example squash is a fun, healthy, social sport that can be played in any weather, is family-friendly and relatively inexpensive.
3. Once you have built up an awareness of Squash, you can market the value proposition of your club. What do you offer – unlimited court bookings, free club nights, bar, access to coaching, in-house competitions, interclub, tournaments, family-friendly environment, flexible memberships, etc.
4. Promoting participation programmes (see [Creating Opportunities for New Players](#)) are a great way to introduce new people into the sport, especially if there isn't a high awareness of Squash or how to play. Advertising memberships can be difficult if people don't understand what the sport is in the first place.
5. There are a large number of marketing methods which can include your website, flyer drops, open days, local papers, local school newsletters, community events and social media.
6. Boosting posts on social media are a very effective way to get high exposure for little cost