

Creating a Marketing Strategy

What Is your offer?

It is important to be clear on what you are offering and to whom. This is what you are trying to promote to both new and existing members. Start off by thinking about who you want to attract to your club. They could include volunteers and participants, marshals, and officials. Write down a list of all the types of members your club has, both existing and those you want to target in your marketing efforts. You then need to think about what you offer each of these groups of people.

Think about the 4Ps of marketing and ask yourself the questions below:

- **Product** – What is the Unique Selling Point (USP) of your club? What makes you different to others?
- **Price** - How much does it cost for someone to be part of your club? Is this price right for your target audience? Can you offer different prices for different services or memberships?
- **Promotion** - Is your club well known in the local community? Do your current members promote your club on your behalf?
- **Place** – Are you easy to find? Do your facilities meet the needs of your offer?

What do you want to achieve?

Think about creating SMART objectives, SMART stands for Specific, Measurable, Achievable, Relevant and Time Bound. Defining these factors as they relate to your goal helps ensure that your objectives are attainable within a certain time frame.

Therefore, you may want to 'attract more members' but a SMART objective would be 'Increase junior membership by 20% over the next year'

How do you get there?

You need to develop a framework which outlines exactly what you will do and when. Think about the different options you have for reaching these people. There are lots of marketing channels to choose between such as websites, social media, posters, newsletters, press and media. Remember to consider any costs of marketing. These should be factored into your club's overall budget. Don't do it alone, get other volunteers involved and play to people's strengths- think of those volunteers who are social media savvy or budding journalists.

How do you know you are there?

Progress should always be monitored to ensure your efforts are not wasted. Identify how you will know that your plan has been a success. Put timescales and measures for success against each activity in your action plan. Make sure that these are realistic and set yourself measures to make sure you are on track. Remember, don't be afraid to change tactics if it's not working.

There are a number of ways you can raise awareness and encourage new people to get involved with your club. Choosing the right methods for your club is important, as it impacts how many people you might be able to reach through your efforts.

Today, there is a much bigger emphasis on digital marketing but that doesn't mean the more traditional methods, like an advert in the local paper or flyers in local venues, aren't useful. In fact, any clubs find that using a mix of marketing methods is the best choice for them.

The following questions are useful to bearing mind when thinking about your marketing options:

Who are you trying to engage?

Different groups of people prefer some types of marketing channels over others, so think about what you want to share and with who.

What are you trying to achieve?

Some marketing channels are better suited to specific objectives. There are lots of types of information and content that you can share to help get people interested in your club, so using different channels is often good practice.

How will you maintain consistency?

It is good practice to make sure all your marketing has a similar 'feel' or tone of voice, so that it is clear it all come from the same place.

How will you keep people interested?

Internal marketing and communications, which are shared with your existing members are as important as your external marketing. Consider what you can do through your marketing to keep people interested all year round.

How will you assess whether something is working?

Your Club's time and money is valuable, so avoiding these on something that isn't working is important. On social media, this might be measured by engagement with your posts, whereas keeping track of hits on your website after placing an advert in the paper might be a good indicator of its success.

Capacity Checklist

It's important not to overstretch yourselves when it comes to marketing, so think carefully about how much money, time, and resource you have available to the club first.

To help plan your approach, it is good practice to review the below considerations:

- **Previous experience:** What has your club done in the past? Did these activities achieve what you set out to do?
- **Budget:** Can any money be invested in promotion activities? If so, how much?
- **Time:** How much time commitment will the marketing activities require?
- **Skills:** Do you have someone with the necessary skills available? If not, how can this be addressed?

To find out more about different marketing methods, check out the 'Marketing Methods' section of the Club Toolkit.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org