



MARKETING & COMMUNICATION PLAN

This Marketing Plan has been developed to help BRYST increase the number of members from the ages of 4 through to the age of 18.

Situation analysis

- Ø BRYST has been in operation since 1996.
- Ø Membership in the Development & Competitive Program are stable from U8 to U17.
- Ø Two development transitions are occurring in the community. It has had relatively stable families that have now grown older with no development for a period of time which means fewer younger children have entered the community to sustain numbers. But now over the last couple of years development has occurred which has created a gap.
- Ø Two years ago, a new affordable housing estate opened in the region, indicating an increased number of children new to the area who may not know the Club.
- Ø Three clubs operate within the BRYST Community. Three offer Recreational Programs and two offer Competitive Programs.

Target market analysis

- Ø The target market of the club is children aged between 4 and 18 years of age.
- Ø The main focus of the campaign will be direct to development and competitive players across region.

Problems

- Ø Large not-for-profit clubs monopolize field permits making program offering and cost challenging

Opportunities

- Ø Large number of new children in the area.
- Ø Former players now have children of their own in the area.

Objective

To increase the player membership so we are able to support:

- Ø Sustain a program that has enough members to create
- Ø Two (2) to three (3) competitive teams from U8 to U12 in each age division (male and female); and,
- Ø One (1) to two (2) competitive teams from U13 to U18 for each age division (male and female).

Marketing Mix

- Ø Product – participation in a local soccer program – development, recreation and competitive.
- Ø Price – participation fee per child is low; child uniform and equipment; child receives optional training.
- Ø Place – BRYST Football Academy – good parking facilities, centrally located in community

People

- Ø Volunteers – adequate to support two (2) to three (3) competitive teams U8 to U12 and one (1) to two (2) competitive teams in each division from U13 to U18.
- Ø Recruitment – need to recruit additional coaches and volunteers to cover new teams.

Promotion

- Ø Walk-in Registration Day – flyers delivered to all houses in new developments, ad in local paper, address at school assembly (get permission of principal), ad in school newsletter.
- Ø Banner – outside club facilities.
- Ø Senior players – provide skills demos at school assembly and on opening day.
- Ø Coaches – provide short sample training session at venue on opening day.

Implementation and Control

- Ø Road Signs – Hit all corners of the Club catchment area and double up in untapped areas.
- Ø Flyers – Create a flyer that can be used as a Club promotion item and can be used one year to the next.
- Ø Advert – In paper promote our registration process as well as locations and times at every stage.
- Ø Press release – get us in the local paper with soccer-related story to reinforce who we are.
- Ø Schools – Create a flyer to be sent home with kids.
- Ø Window signs – Create a window sign that can be used as a club promotion item and can be used one year to the next.
- Ø Roster – senior team and coaches to attend various promotions and registration days in uniforms.
- Ø Sponsors – Promote our sponsors and have them promote us via window signs.
- Ø Produce checklist with all specific activities, dates, costs and responsibilities for the above. Communicate this to all involved.

Social media

- Ø Expanding Social Media • Facebook • Instagram • Twitter
- Ø Improve use of electronic and social media channels for Club communications.
 - Develop marketing strategy that makes greater use of electronic channels.
 - Ensure strong communications systems, including revamping the Club web site, use of social media and regular marketing messages to the membership.
 - Create regular structured communications with users of Club programs, especially parents.