

Marketing Plan Template

Introduction/Purpose

A brief introduction to the plan with a statement about why the plan is being undertaken. E.g. "the purpose of this marketing plan is to identify opportunities to promote the club and ensure its future".

Mission statement*

A mission statement is a short statement detailing the purpose of a club/organisation. This should be informed from the strategic plan if you have one. If not, ask "for what purpose does the club exist and what does it provide to its members?"

Vision statement*

A vision statement captures the long-term picture of what the club/organisation wants to become. This should be informed from the strategic plan if you have one. If not, ask "what does the club aspire to be?"

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 if you have one. If not, ask "What image is the club trying to convey?"

**It is important to consider and refer back to your mission and vision statements and goals/objectives as you go to ensure your marketing efforts are in line with your strategic direction.*

SWOT Analysis

A SWOT Analysis is an opportunity for the club to review its key performance areas and ask questions about what the club is doing well and what it can improve on. Key performance areas may include image/reputation, communication, coaching, on-field performance, branding and social activities.

Key Performance Area: e.g. Image	
Strengths - What is the club good at? -Strong identification of club logo in community	Weaknesses – What can the club do better? -Low involvement of players in club activities
Opportunities – What can the club take advantage of? -Volunteer opportunities in the community	Threats – What could potentially have an impact on the club? -Poor off-field player behaviour

Recommendations

Recommendations are the suggested ways to achieving your marketing goals with the intention of making your club more effective and efficient. Using information gathered from your SWOT analysis, identify ways for you club to improve its marketing efforts. Think of us as many as you can and then pick out the important ones to look at for the next 12 months.

E.g. The club will commit to supporting two community events per year in a volunteer capacity through the involvement of players.

Action Plan

The action plan brings all your marketing efforts together in line with your clubs 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.