Marketing your youth sports programs

Are your results reflective of your goals and efforts?

John Engh
Chief Operating Officer
Developing a Marketing Plan

- What is “marketing” and how does it apply to youth sports?
Keep staring at the black dot...
Marketing Realities

1. Marketing is REAL for you
2. There is no GENERAL PUBLIC
3. Build your own MEDIA empire
4. Everyone is ONLINE
5. Your BRAND is who you are
6. TIME is your most important asset
7. The BASICS are the most important
8. Never QUIT
The REAL Definition of Marketing

- The Marketing Mix – the four P’s
  1. Product
  2. Price
  3. Place
  4. Promotion

- Or is it 5 P’s? – POLICY

Which of these is most important in the youth sports world?
Another “P” - Perception
Product

- Take a couple minutes to discuss your product...
- Elements of your products
  - Facilities
  - Uniforms
  - Instructors/Coaches
  - Play Structure
Price

- Is pricing related to participation in your program?
- How do you determine pricing for your programs?
- Do your participants reflect your community?
Place

- Where are your facilities?
- How important is their location to your registration numbers?
- Are you attracting ALL of the play with the range of those facilities?
- Are you targeting your participants based on the location of these facilities?
- How are you registering your participants?
Promotion

- Share up to five ways that you promote your programs.
- Examples:
  - Online
  - Email
  - Print
  - Postings
  - Other?
The 5th P... Policy

- What policies currently affect the marketing of your programs?
  - Think about the 4 P’s
- What policies if implemented would benefit your programs?
  - Mandates on training
  - Field use restrictions
  - Implementing published standards
Elements of a Marketing Plan

1. Goals
2. Analysis
3. Audience
4. Message
5. Tactics
6. Budget/Staffing
7. Metrics/Analysis
Goals

What are our goals with our youth sports programs?

1. Present a mission statement that reflects your goals for your programs.
2. List three specific goals for your programs.
Analysis
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

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Audience

- Multiple Audiences
  - Participants
  - Stakeholders
  - Leaders
  - Volunteers

- Target Each
  - Specifics
  - Incentives
  - Pricing

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Message

YELLOW  BLUE  ORANGE
BLACK   RED   GREEN
PURPLE  YELLOW RED
ORANGE  GREEN  BLACK
BLUE    RED   PURPLE
GREEN   BLUE  ORANGE
Message

- What are some messages that we should promote that would encourage participation?
  - “Save the Puppy”

What is YOUR “Save the Puppy?”
Tactics

- What are you doing now?
- Future
  - Define your communication channels
  - Take your message to your audience
  - Be a Social Media expert – or hire one!
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Budgets/Staffing

- Are there any financial resources keeping you from implementing a plan?
- What are your options for getting resources if needed?
- Prioritize the parts of the plan that need to happen immediately
  - Short term
  - Long term
Metrics

- What measures are available to you to track your plan’s effectiveness?
- What would you like to track?
- Watch & Listen!
  - Focus groups
  - Email statistics
  - Survey
  - Web stats
  - Social media growth
- Attainable Goals!
The Down & Dirty

- Who are we trying to reach?
- What is our message?
- What is the best delivery method?
Short Term

What are 2-3 immediate ideas that you would like to implement from today’s discussion?
Don’t Quit!

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Questions??