



Marketing your youth sports programs

Are your results reflective of your goals and efforts?

National
ALLIANCE
For Youth Sports

John Engh
Chief Operating Officer



Marketing your youth
sports programs

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Developing a Marketing Plan

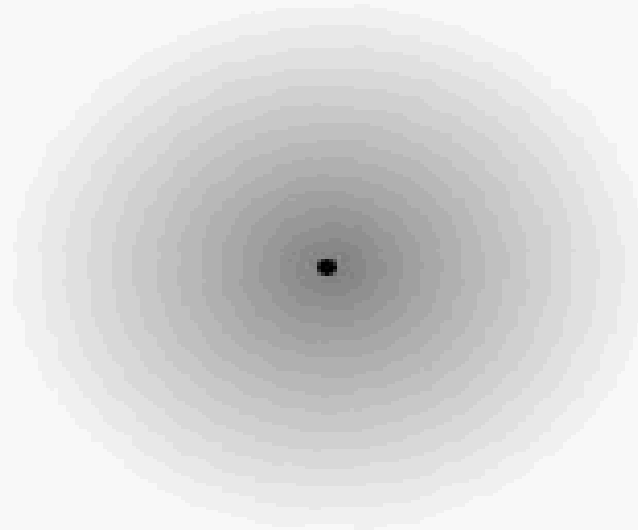
- What is “marketing” and how does it apply to youth sports???



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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



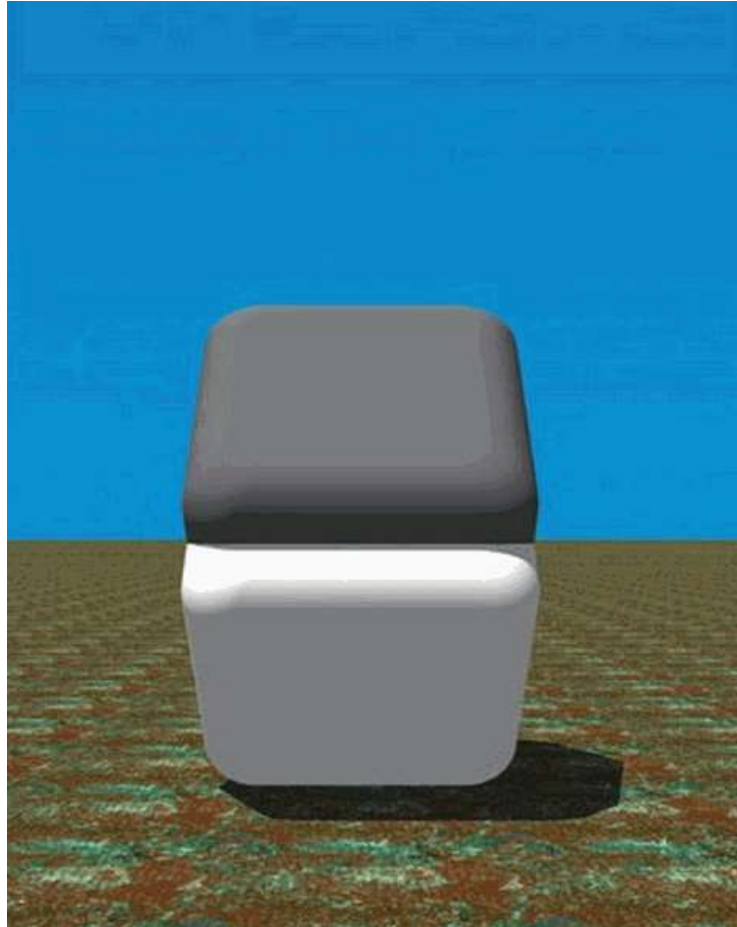
The REAL Definition of Marketing

- 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

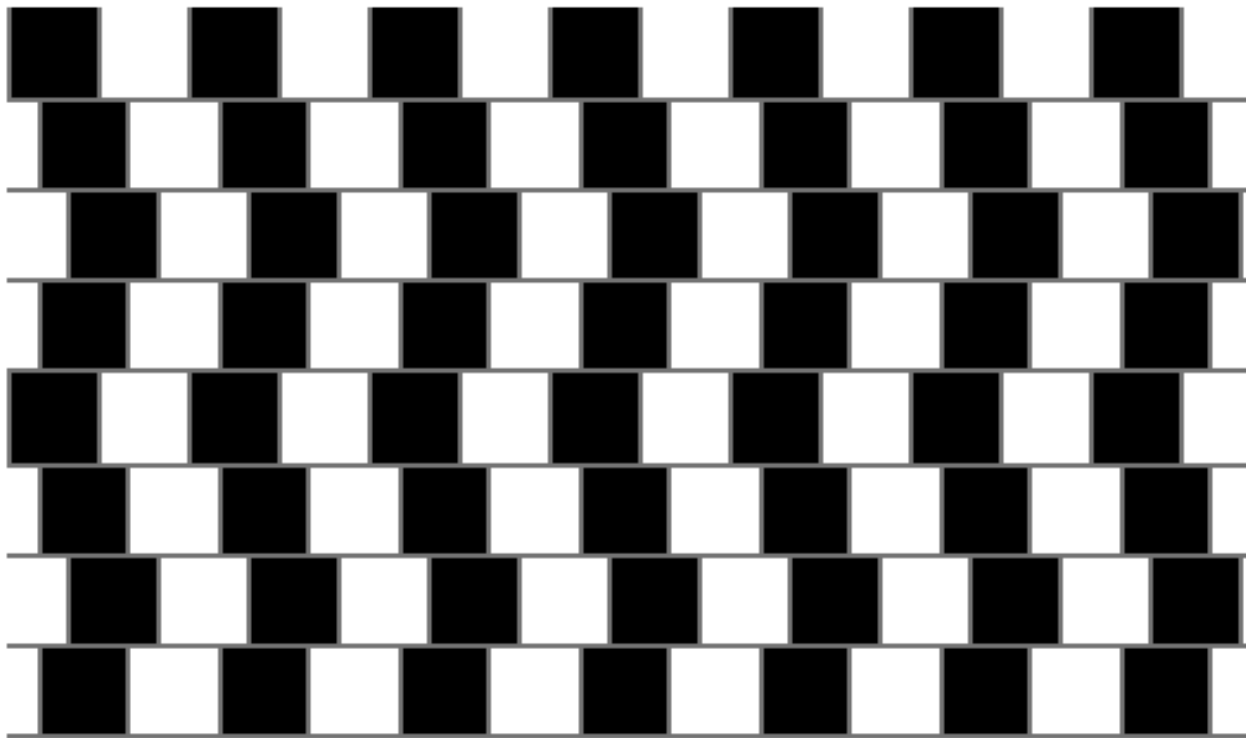


Goals

- 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



Audience

- Multiple Audiences
 - Participants
 - Stakeholders
 - Leaders
 - Volunteers
- Target Each
 - Specifics
 - Incentives
 - Pricing



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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TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
2,894	827	2,254	478

Tweets Tweets & replies Photos & videos

Miami-Dade Parks @MiamiDadeParks

We create outstanding recreational, natural and cultural experiences to enrich you and to enhance our community for this and future generations.

Miami, Florida
miamidade.gov/parks
Joined August 2011

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HEY COMMUNITIES: SHOW US YOUR STREET SMARTS

Between now and November 1, we're looking for communities who are rethinking their streets.

\$10,000



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?



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— Heidi D. Swain

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Plan Outline

- 1.0 Executive Summary
- 2.0 Organization Summary
- 3.0 Services
- 4.0 Market Analysis Summary
 - Market Segmentation
- 5.0 Strategy and Implementation Summary
- 6.0 Management Summary
- 7.0 Financial Plan
- Appendix

Create your own business plan

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Youth Sports Nonprofit Business Plan

YouthSports

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Market Analysis Summary

There are 42,000 children in the The age group percentages are:

- 50% - Ages 6-8
- 30% - Ages 9-11
- 20% - Ages 12-14

Currently, only 10% of 6-11 year organized sports. More important sports. The current age break do to impact half of our target group impact on the success of the program.

It is also important to note that 3 area between the ages of two to program within the next three years.

4.1 Market Segment

The 2-5 and 6-9 age groups represent over the next three years, influx of these young children.



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Growing Your Business

ARTICLE

Developing a Marketing Plan

Marketing takes time, money, and lots of preparation. One of the best ways to prepare yourself is to develop a solid marketing plan. A strong marketing plan will ensure you're not only sticking to your schedule, but that you're spending your marketing funds wisely and appropriately.

What can a Marketing Plan do for Your Small Business?

A marketing plan includes everything from understanding your target market and your competitive position in that market, to how you intend to reach that market (your tactics) and differentiate yourself from your competition in order to make a sale.

Your small business marketing budget should be a component of your marketing plan. Essentially, it will outline the costs of how you are going to achieve your marketing goals within a certain timeframe.

If you don't have the funds to hire a marketing firm or even staff a position in-house, there are resources available to guide you through the process of writing a marketing plan and developing a market budget.

Analyze Your Business



See how your business stacks up to the competition.

[START ANALYSIS](#)

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Don't Quit!

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Questions??