



Marketing Plan

A marketing plan details how the club plans to promote itself, activities, events or facilities it has on offer.

The marketing plan would identify and detail the following:

- What the club is wanting to achieve from the plan
- Identify member needs e.g. females, masters, juniors, etc.
- Identify what appeal and positioning the club has in relation to other clubs or sports
- What does this club have to offer that others don't?
- How the club intends to promote the club, activities or events.
- An action plan including timelines, cost associated and people responsible for each task with the implementation of the marketing plan (**See Resources**)

Always consult the [SLSNZ branding guidelines](#) before using official branding

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