



## 2.11 Promoting Your Project

### Why market and promote?

When planning your project it is vital to consider marketing and promotion.

Marketing and promotion is more than just creating a public perception of your organisation; it can also have an impact on its long-term viability and sustainability.

**Effective marketing and promotion can help you to:**

- + raise funds
- + recruit members
- + improve public awareness and perception about the organisation
- + maintain loyalty to your organisation
- + launch a new scheme or project.

This guidance note explains the concept of marketing and promotion and gives you a framework for putting together an effective strategy to prepare your plan.

## What is marketing and promotion?

Marketing is about matching the product to customer needs.

Market research is essential for identifying the target audience for your marketing and promotion strategy and should be one of the first things that you do.

### Important research questions to ask are:

- + Who are your current customers and what is their motivation to use a product/service?
- + Who are the new customer groups that your organisation wishes to attract? What will make a product/service appeal to them, and how will your organisation communicate with them?

## Understanding your target group

When you have identified your target group you need to learn as much as you can about them to plan for their needs.

Target groups often have certain characteristics in common such as age, gender, marital status, income or lifestyle – all of these variables influence behaviour.

What works for one group may not work for another. It may help you to build partnerships with non-sporting organisations or to find different communication methods. Plan carefully because you will be targeting groups who either do not usually play sport or perceive barriers to their participation.

### Try to find out:

- + What motivates your target group or what will motivate them to use your product/service?
- + Is there anything that puts them off sport? For example standards of hygiene, availability of service or equipment?
- + Are there any peaks in demand?
- + Is there a regular pattern to their behaviour?
- + What are the complaints of existing customers?
- + What areas can be improved?

## Starting your plan

When you have identified your target group the next step is to understand how they relate to your product or service.

When promoting your product/service your goal is to communicate the right information about the right product to the right customer in the best possible way.

### Step 1. Marketing preparation

#### + Who is in your target group?

Current users, new users, both? How can you learn more about this group in order to market to them? Can you conduct customer surveys, interviews, analyse your own data or read journal reports?

#### + Product

What are you trying to market? A new sports facility or a new sports course? Is there a proven demand for the product? How is it marketable?

#### + Pricing

How much will your product or service cost and is that appropriate for your target group?

#### + Placement

Is the product/service accessible to people? Is it unique to the area or does it have direct competition? How is it different or better than the competition?

### Step 2. Reaching your audience

#### + Which promotional methods will reach your target audience?

Advertising: notice boards, posters, free t-shirts, newsletters, website and local press?  
Social events: coffee mornings and road show promotional days?

#### + Costs

Can the organisation afford to pay for it? Can you launch it in partnership with a sponsor and share costs? Will your promotional activities attract enough people to cover the costs?

#### + Resources

Do you have enough people to work on the promotional campaign? Do they have the relevant skills, eg writers, designers, web developer?

#### + Branding

Do the promotional materials reflect the correct image for your organisation? Is it consistent with other advertising the organisation has produced?

**Step 3. Prepare key messages**

- + What are the key messages that you want to promote as a result of your publicity?
- + Are your messages clear and concise?
- + Do the messages focus on the unique selling points of the organisation? For example, unique sports, high quality/low cost coaching.
- + Will the key messages be strong enough to gain people's attention and engage them?

An effective promotional message will achieve four things, which can be remembered by the simple acronym AIDA:

- + Gain **A**ttention
- + Hold **I**nterest
- + Arouse **D**esire
- + Elicit **A**ction

Template A4 *Marketing and Promotional Plan* is available to download from our website [www.sportengland.org/funding](http://www.sportengland.org/funding) or by phoning 08458 508 508.



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**Template A4  
Marketing and Promotional Plan**

Your marketing and promotional plan should be based on your market research and target audience. Any type of communication is more likely to succeed if you have a clear picture of your audience and how best to reach them.

Use this information to draw up a marketing plan that will enable you to reach your audience in a meaningful, appropriate and effective way. Your key messages should be clear and simple, with a specific purpose to call people to action or persuade them to support your project. Other key messages might include details about your project activities or mission.

Your Plan	Example			
What are your project objectives?	Who is your target audience?	What do you know about the target audience that will help you communicate with them?	What promotional technique will be used? (posters, flyers, open day etc)	What are the key messages to communicate to your target audience?


  
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## Monitoring your campaign

Make sure that your organisation can manage its publicity effectively. Consider the following factors:

- + Keep accurate records and monitor **success** carefully. This will help you to improve the effectiveness of future promotional plans.
- + Gain the support and cooperation of those involved.

If you can follow these guidelines you should find yourself in a good position to start delivering your marketing plan.

## Further help

Organisation	Contact
<p>+ <b>Running Sport workshop and resource <i>Sports Facility Development</i> by Sport England</b> This workshop will help you to plan a new sports facility. A resource pack is also offered.</p>	<p><b>Coachwise</b> Unit 2/3 Chelsea Close off Amberley Road Armley Leeds LS12 4HP</p> <p>Running Sport: 08458 508 508 Fax: 0113 231 9606 Email: enquiries@coachwise.ltd.uk <a href="http://www.sportengland.org">www.sportengland.org</a></p>
<p>+ <b>The Chartered Institute of Marketing (TCIM)</b> Provides detailed information about marketing strategies, choosing and briefing agencies and conducting research.</p>	<p><b>The Chartered Institute of Marketing</b> Moor Hall Cookham Maidenhead Berkshire SL6 9QH</p> <p>Tel: 01628 427500 Fax: 01628 427499 <a href="http://www.cim.co.uk">www.cim.co.uk</a></p>



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