



MARKETING AND PROMOTION STRATEGIES FOR CLUBS



IRISH JUDO ASSOCIATION



BENEFITS OF MARKETING

Increases membership base of your Judo club

Enhances reputation of your Judo club.

Value for money for your club and your personal marketing strategy

Creates opportunities for your club and athletes.



Raises awareness of your Judo club within the community



MARKET RESEARCH

Market research can involve:

- Analysing existing information -demographic data and research reports.
- New research - where you develop surveys, hold focus groups, or conduct interviews.

Your existing information includes:

Membership database:

Your Judo club should have an existing membership database. An analysis of this will reveal some basic information about your members and will also identify where new members are coming from. Also look for large groups of members who have similar characteristics, live in the same geographic region or attend the same school, university or other organisation.



Geographic area

Research your local area for colleges, schools, organisations, sporting grounds and other facilities that may support your club. This will give you general data on age groups, education, marital status, income and interests within the local area.





MARKET RESEARCH

New Research – Ideas for your Club may include:

Interview existing members

Find out why they joined your club. People join or not join for all sorts of reasons – social activities, the facilities, close to university or transport etc.



Research other clubs

Talk to neighbouring clubs and recreation centres about their membership base.

Interview potential members

If your plan is to attract a different market, talk to potential members about what would get them to join your club or attend an event.



MARKET RESEARCH WILL HELP A JUDO CLUB TO DEFINE ITS SPECIFIC TARGET MARKET.



MARKETING MIX - THE 5 P'S

Marketing involves a combination of elements, commonly referred to in marketing terms as the 5 P's. What your club offers and where it is positioned within the market helps identify your club's marketing mix.

1. Product - Having or producing a service required by others. This could be your sport, the club, the competitions, or other activities on offer.

2. People - Your members or the people who use the services or products on offer. Includes your employees, volunteers members and parents.

3. Price - Pricing the product or service at market price. Includes membership fees and structure, discounts and the 'cost' of member's time.

4. Promotion - Ensuring the potential members are aware of your Judo club and your classes. This can be advertising, publicity, sponsorship, brochures, posters or personal selling.

5. Place - Where your Judo club is located and classes take place. Includes where you train, compete (home and away) and other facilities on offer.



PROMOTION

Promotion is the most visible aspect of marketing and is the major focus for many Judo clubs.

Advertising

The advantage of advertising is that you control what is said because you pay for the space or time.

Some suggestions include:

01.

Local papers -

The most popular place to advertise. Before advertising do some research to find out who the typical reader of the paper is and whether they fit into your target market.

02.

Newsletters -

A less expensive option than advertising in the newspaper. If schools, university or other local clubs publish a newsletter with advertising space, it may be a good idea to advertise your club here. Local libraries often have newsletters also that may be distributed in the community.

03.

Local radio -

Often requires a written script, time and planning. Often a local radio station can be contacted to enquire about the possibility of doing an interview to promote Judo in the area. It is not always a guarantee, but it is worth contacting the local station to see if they could facilitate this request.



PROMOTION

04.

Social media

Establishing a Facebook, Instagram and Twitter page for your club can be an easy and cost effective way of getting your message across to a large online audience. Ensure your messages are up to date and to the point.

05.

Club logo

Design a logo for your club to use on letterhead, promotional materials, displayed on the website and emails.

06.

Websites

A simple and effective way to communicate to your members, supporters and the local community. This means you can cut down on printing costs and time. Basic sites should include: clubs training schedule, results, a calendar of events, membership information, contact details. It is important to have a person or team who are dedicated to ensuring that the website is continually updated with the clubs latest news.



REMEMBER

Many organisations make the mistake of spending a lot of time and money on conducting promotions to recruit new members and forget about retaining current members. Developing marketing strategies to improve the basis such as your classes and the different services the club provides, the attitudes of volunteers or staff towards members or customers and the standard of facilities may be less expensive and more effective in the long-term.





FURTHER HELP AND INFORMATION

For more help and information on
marketing and communications for your
club, you can contact:

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