

Today voluntary organisations are required to be more accountable and responsible than ever before. A marketing plan will help you, your members and funding authorities be aware of what you are doing and why. A well thought out and well-organised marketing plan is also a highly-regarded document for potential sponsors.

There are two types of marketing plans, strategic and tactical. Both link with your club's business plan, which sets the overall direction for the whole organisation.

1. **Strategic marketing plans** - Usually covers a three-to-five year period and is based on your business plan. Valuable for developing ongoing programs and is essential if approaching sponsors for large amounts of money, or commitments that last for more than one season or event.
2. **Tactical marketing plan** - This is an offshoot of a strategic marketing plan and is about real short-term actions such as ways to increase the number of club members this season.

Components of a marketing plan

Summary	<p>Sums up your overall plan.</p> <ul style="list-style-type: none"> • Include a statement of your main aims and objectives • Advisable to write last
Table of contents	<p>Helps readers find topics and information.</p>
Introduction	<p>Outline of what you plan to do.</p>
Situation analysis	<ul style="list-style-type: none"> • What is the club's current situation? • How do these facts affect the plan? • Usually includes a SWOT analysis.
Target market analysis	<p>Define your current market using the techniques in targeting your market. Headings in this section include demographics - age, income, gender, ethnicity, geographics and psychology/lifestyle.</p>
Problems and opportunities	<p>Use the results of your SWOT analysis.</p> <ul style="list-style-type: none"> • Should the organisation stay in the current market?

Marketing Plan Template

	<ul style="list-style-type: none"> • Can the product your club is offering compete effectively? • Are the current marketing mix strategies and tactics effective or should they be changed?
Objectives	<p>Use the SMART method to define your objectives</p> <ul style="list-style-type: none"> • Specific – the more details about how, why and when the more successful the event or activity • Measurable – how do you know when you’ve succeeded? Can you measure its success? eg number of people signing-up, amount of funds raised, number of times people have inquired as a result of an advertisement • Achievable – ensure you have enough people, resources and time to perform the task • Realistic – are you able to reach your targets? Start with small objectives like increase numbers by 10% across the state or raise \$1,000 at wine and cheese night. • Timetabled – supply dates.
Marketing mix	<p>Develop a marketing mix that will help you achieve your objectives. For most tactical marketing plans the emphasis will be on promotion.</p>
Implementation and control	<p>Describe how are you going to achieve each outcome, when it be done and who will be responsible for a particular activity. This can be done in a timetable or schedule format.</p>