



Marketing & Communications Plan:

Background.

- Uddingston Hockey Club thrives on its friendly but competitive atmosphere, catering for a wide spectrum of membership, from juniors to veterans, both male and female.
- Club growth. Increase playing and social membership. Personal development of both playing and non-playing roles.
- Community and social awareness.
- Sponsorship.

Brand.

- Hockey - fun, safe, social and professional for all the family.

Mission Statement.

- A mission statement is a statement of the purpose of the club; its reason for existing; a written declaration of its core purpose and focus that normally remains unchanged over time.

Vision.

- Working towards providing the complete service for our members (both playing and non-playing) actually want and making our club sustainable because if there are no members, there is no club.
- A professional and social club run by its members for its members.
- The key focus of our marketing and communications strategy is to keep all players, parents and friends of the club up to date with what is going on with promoting our club partners fully.

Objectives.

- Attract new members (both playing and non-playing) and maintain existing ones.
- Increase the number of members (both playing and non-playing) who contribute to the running, organisation and management of their club.

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- Become a hub of the wider Uddingston Community.
- Grow sponsorship (and donation) revenue.
- Increase attendances for all occasions (games, training and special events).
- Improve the social life of the club.
- Increase media coverage.

Target Audience & Segmentation.

- Everyone.
- A fully inclusive club for both playing and non-playing members.
- The local community young and old
- Children and females being key focus areas.

Key Messages.

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The key to the success of the communications tactics is the use of consistent, clear and unambiguous key messages that support the objectives of the marketing and communications plan and connect with the target audiences to elicit desired response, action and behaviour.

Keep it simple and aim for only 2-3 important messages that will transcend all of your offline and online communications.

Communication Tactics.

Propose to remove this section.

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The communications tactics set out how you will achieve your objectives.

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What channels do you wish to use? Who you will be targeting? Who will carry out the activity? When will the communications be released? How will you monitor and evaluate your efforts?

Audience

Objectives

Responsibility

Activity / Actions

Channel

Schedule / Timings

Monitor / Measure / Evaluate

Monitoring & Evaluation.

TBC - summer 2016.

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Assigned to the execution of the communications plan should be a series of measurable outcomes. This will enable the club to collect data using analytics software in order to monitor and evaluate the effectiveness of the implemented communications tactics.

Efforts should be made to benchmark against objectives, allowing SSE to decide whether it should adapt or change tactics if required.

Recommended analytics software for monitoring and evaluation:

- Social Media Management software e.g. Hootsuite, Tweetdeck, Buffer
- Google Analytics
- Twitter Analytics
- Social Mention or equivalent listening tools for content analysis
- Facebook Insights
- Email campaign analytics

Reports should be circulated to key project stakeholders at pre-agreed intervals to benchmark performance, detail achieved deliverables, progress next steps and ensure budget control.

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