

## 6 REASONS WHY MARKETING IS IMPORTANT FOR YOUR CLUB

1. Marketing is an effective way of engaging with your customers or potential customers. Who are your customers? They are club members, potential members, racing industry participants, raceday attendees and your local community. Marketing is a tool to keep the conversation going and engage your customers, which gives them a sense of belonging.
2. Marketing helps to build and maintain your club's reputation as a place that provides your customers with a high quality racing experience, whether they are industry participants professionally involved with racing (trainers, jockeys and owners) or locals looking for a fun day out. Your club's reputation is built when it effectively meets the expectations of its customers. The customers become proud to be associated with your club and want to race, punt or party there again, whatever customer role they play.
3. Marketing is a communication channel used to inform your customers about what your club is offering, everything from details of upcoming racedays with special hospitality offers, through to new facilities for industry participants. You can communicate with your customers via regular eDMs (electronic direct mail / email newsletters), social media, club website or even hard copy materials, such as posters and flyers. It is important that you offer high-quality services to complement your marketing efforts.
4. Marketing aids in providing insights about your club and the importance of targeting the right audience. Your marketing strategies can help establish what messaging will convince the target audience that they need to race at your place. At this point, you have to test different messages and see what works. Once you have tested different sets of messaging on the target audience, you will find a viable baseline for your marketing efforts. It acts as a metric and provides the insight needed to make you avoid guesswork.
5. Marketing helps your club maintain relevance and stay at the forefront of your customers' mind, whether they are looking to race their animal at your track or have an entertaining day out. You need to find ways to remain at the top of your customers mind. Every relationship needs to be maintained and marketing helps you to maintain a good relationship with your customers. Remember: don't focus on gaining new customers before addressing the need to retain the present ones.
6. Marketing helps your club's management make informed decisions. By determining what your customers want, your club can better plan for the future. Marketing tools such as surveys, sometimes teamed with competitions/prize draws, are important for getting feedback from existing and potential customers. Marketing mechanisms serve as a reliable link between your club and society. They cultivate people's mind, educate the public and convince them to go racing with you!