



A marketing plan is a document that will formalise your clubs' marketing goals, strategies and activities for next 12 to 36 months. The marketing plan will define who your target customers are, how you will reach them, and the tactics your organisation will employ in order to achieve commercial success with this group.

## Why Prepare a Marketing Plan?

The public has finite resources in respect of both time and money and like all organisations racing clubs must compete with other products and events if they want to obtain the patronage of the community, sponsors and industry participants.

Businesses constantly seek to develop a brand, product or offering distinction by which they can be identified in order to give them a commercial advantage. Once this product/service offering has been developed it is documented in the marketing plan so it may be shared amongst all involved in your organisation.

Organisations prepare marketing plans to ensure both the key decision makers in the organisation, and those staff and volunteers responsible for dealing with your customers, suppliers and the public, all share the same vision and approach when shaping how the market perceives and experiences your business.

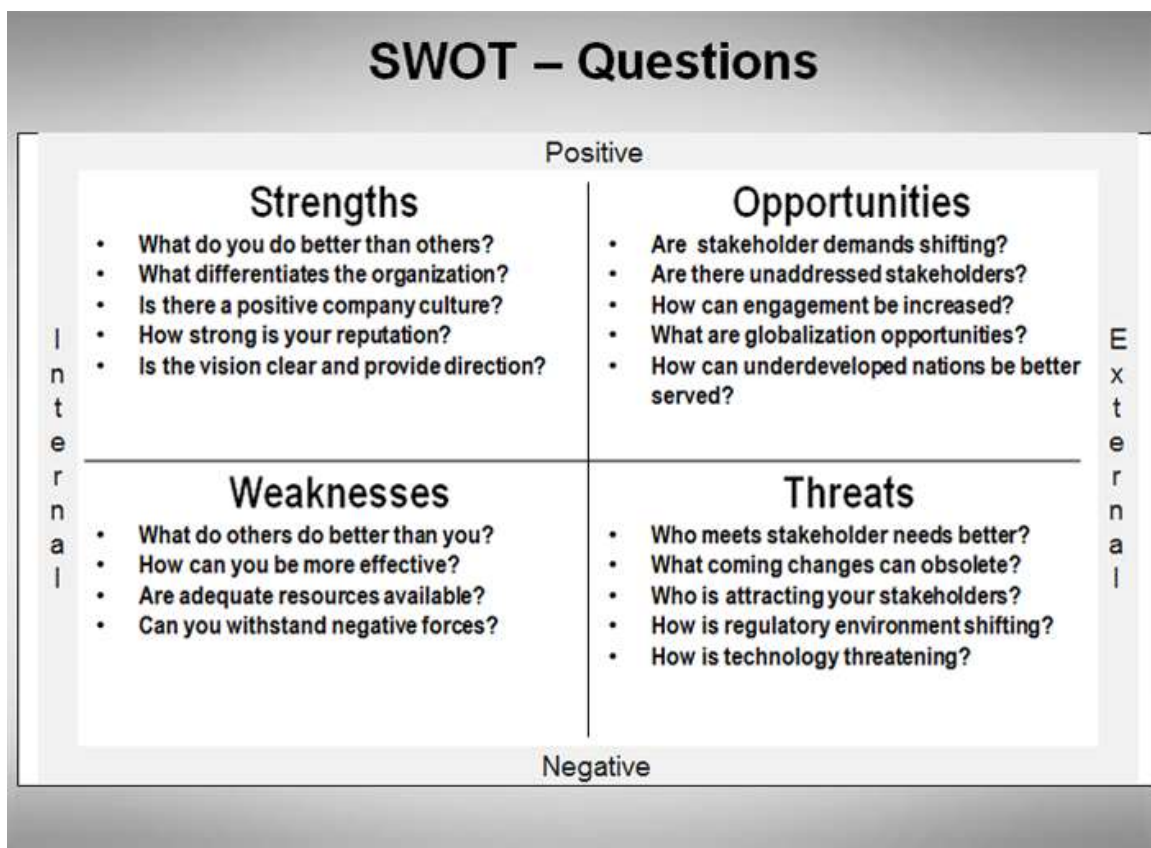
## The Basic Elements of a Marketing Plan

Marketing plans are written in a persuasive manner in order to take the people in your organisation on a journey of critical thinking with the expectation they will formulate similar opinions and agree with your position or tactic.

Marketing plans vary in their complexity, but there are a number of key elements that all good plans have:

1. **An analysis of the current market** – This is where you critically review the world your organisation operates in. You want to consider the social, demographic and economic qualities of the various markets available to you.
2. **An analysis of your organisation** – This is an internal review of your organisation's qualities and current position. This is typically portrayed as a SWOT table, whereby the author considers the Strengths, Weaknesses, Opportunities or Threats of the organisation.

		Positive Qualities			
Internal		<b>Strengths:</b> <ul style="list-style-type: none"> <li>•</li> </ul>	<b>Opportunities:</b> <ul style="list-style-type: none"> <li>•</li> </ul>	External	
		<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>•</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>•</li> </ul>		
		Negative Qualities			



Note the strengths and weaknesses are an internal review of your club and the opportunities or threats represent external factors that may affect your future. The tactic is that we identify these factors in order for our marketing strategy to:

- a) Play to our strengths and take advantage of the opportunities; whilst
- b) Reducing the weaknesses and mitigating the threats.

3. **Identification of target market** – The target market is the audience or specific group of consumers that your organisation aims to service and for whom the marketing strategy is aimed at. (For example: TAB/Sky viewers, family groups or 20-30y/o singles).

Typically, an in-depth review of the target market is provided in terms of demographics, geography, economic profiling, and social attitudes as this will give your audience a detailed perspective of the target customer's motivations and choices.

4. **Detail your objectives** – This defines your club's position in the market. Here the author brings together a clear understanding of the above analysis and reviews to formulate marketing concepts that will appeal to the target market to achieve a specified outcome. For example, the focus of your marketing plan could be to:
  - Increase attendance numbers by appealing to new demographics; or
  - Appeal to family groups in order to encourage longer term patronage of emerging generations of racegoers; or
  - Boost profits by encouraging your existing patrons to increase their expenditure on food and beverage sales in the form of expanded hospitality offerings, entertainment and functions.
5. **Detail the key strategies** – This is the key detail of your offering. Described as the Marketing Mix, this section is where the author clearly defines:

**Product** - what you are offering / selling to your customers? You should detail the quality and range of racing product, food and beverage offerings and entertainment opportunities that you will present to your patrons.

**Price** – How will you set prices for your products or services? What price position will you take? Will you offer combined packages, discounts or loyalty rewards in order to make patronage at your club more attractive? Note, your pricing will generally be reflective of your club's position in the market.

**Promotion** – Detail the promotional activities and methods you will apply in order to appeal to you target market and encourage patronage. This includes advertising, social marketing activities, public relations, direct marketing and sales methods (for functions, sponsorship etc).

**Place** - How will you deliver your product or service to your customers? This might include the physical location (e.g. via a shopfront, online or a distributor), delivery methods as well as how you manage your stock levels.. For example, you could choose to provide your product from a shopfront, over the internet or through a distributor.

If you're looking to grow your business, you might consider changing or expanding the way you sell your products and services. For example, if you're a homewares distributor, you might think about setting up a new store in a different location or offering franchises.

Alternatively, you might consider setting up an online website as a supplier that allows other businesses to purchase online from you.

6. **Process and proposed budget** - Your marketing budget is the driving force behind your marketing strategy and the money that is invested needs to be funneled into the right process to create meaningful results.
  - The process is the steps you will take to achieve your objectives.
  - Proposed budget, determine how much money you have to spend on marketing and align your marketing budget with you goals, prioritizing so that the biggest spend is aimed towards the most important goal.
  - Timing is aligning the process and budget to optimize results for your goals.
  
7. **Monitoring** - efficient monitoring of a marketing plan ensures that your investment is not wasted; without knowing how effective each strategy is, you may be throwing away money on useless efforts. As you plan and execute a marketing plan, build in monitoring tools from the beginning and be ruthless in eliminating strategies that are not worth the time and money you spend creating them. With a regular program of evaluation, you can end up with a streamlined, powerful marketing system.
  - Choose tracking tools that are appropriate for each strategy in your marketing plan.
  - List each marketing effort that is planned for the coming year and find tools that will help you monitor its effectiveness.
  - For web-based initiatives, look into website analytics programs like Google Analytics.
  - Always include 'How did you hear about us?' with dropdown box options on any 'sign up' initiatives for newsletters and events etc.
  - For discounts or special offers, you can use coupon codes that are different for each publication in which you advertise or promotion that you might hold on course.

#### **IN SUMMARY:**

In general a good marketing plan should answer (or at the very least consider) the following questions:

- How is my business, product, service or offering unique?
- Who are my customers?
- What do my existing (and potential) customers really want or need?
- How does my product or service satisfy that need?
- Why will customers buy my product, rather than my competitors?

In answering the questions above, you should consider: market research; marketing strategies and goals; marketing tactics; and monitoring and control. In a nutshell, your finished plan should cover off:

- What you want to achieve
- How you will achieve it
- How you will measure success
- How you will improve moving forward.

### How Do I Get Started?

The good news is you don't need to start from scratch. Marketing plan templates are a great shortcut to completing your own beautiful, functional and effective marketing plan but without the time and money to research it all yourself.

Here are some marketing plan templates you can check out and adopt to suit your club's needs.

#### 1. VennGage – Marketing Plan Template

For a marketing plan template that is effective and looks great, check out VennGage's marketing plan templates <https://venngage.com/templates/plans/marketing>

#### 2. Business.gov.au – Marketing Plan Template and Guide

The Australian Government provides a [handy and detailed marketing plan document](#) which is great for businesses just getting started.

## Marketing plan template and guide **business.gov.au**

A good marketing plan helps you identify your customers and competitors and develop a strategy to make your business stand out. The business.gov.au Marketing Plan template steps you through the process of creating a solid, well-structured plan tailored to your business.

New! Create your marketing plan on your tablet by downloading our free MarketMyBiz tablet app. Visit [www.business.gov.au/apps](http://www.business.gov.au/apps) now!

Copies of the latest version of this template and guide can be downloaded from [www.business.gov.au/plans](http://www.business.gov.au/plans).


If you need further information, assistance or referral about a business issue, please contact business.gov.au on 13 28 46.



**business.gov.au**

### 3. Smartsheet – Marketing Plan Template

If you like to work in Excel and want a marketing plan that focuses on individual campaigns, [this template](#) is for you.

**TRY  smartsheet for FREE**

MARKETING PLAN						
CAMPAIGN TYPE	PROJECT GOALS	TARGET AUDIENCE	CLICKS / RESPONSE	NOTES	WEIGHT	PROJECTED COST
Projected Cost to Date: \$						1,700.00
Actual Cost to Date: \$						1,500.00
<b>National Marketing</b>						
Banner Ads						\$ 200.00
						<b>SUBTOTAL \$ 200.00</b>
<b>Local Marketing</b>						
Newspaper						\$ 400.00
In-Store Marketing						\$ 400.00
POP						\$ 500.00
						<b>SUBTOTAL \$ 1,500.00</b>
<b>Public Relations</b>						
Public Events						
Sponsorships						
Press Releases						
Webinars						
Conferences						
Client Events						
						<b>SUBTOTAL \$ -</b>
<b>Content Marketing</b>						
Sponsored Content						
Landing Page						
White Papers / ebooks						
						<b>SUBTOTAL \$ -</b>

### 4. Thinkbusiness – Marketing Plan template

Ideal for startups and small business marketing strategy, [this template](#) offers step-by-step questions to help you answer the right questions for an effective marketing plan.

#### 1. SUMMARY

[Insert summary here]

*This section should be completed last. Provide summary details of:*

- a) **Your market strategy, your objectives and how you will achieve them;**
- b) **Your target market, its size, customers and competitors;**
- c) **The channels to reach your target customers;**
- d) **The implementation plan.**

*Be clear and concise. This summary should take up no more than a page.*

#### 2. MARKETING STRATEGY

[Insert marketing strategy here]

*Include details of:*



*\*Where your goods/services are on display*

### 5. VitalDesign – Marketing Plan Template

[An easy to use marketing plan template](#) that provides you with guidance to create an effective marketing strategy from day one.



### 6. Small Biz Trends – One-Page Marketing Plan

If you want a [quick and easy marketing plan](#) to get you on track fast, Small Biz Trends offers several templates that will have you up and going in no time.

Your Company Name Here | Year

"THEME"	
Category	Strategy
Target Market	
Positioning Statement	
Offering to customers	
Price Strategy	
Distribution	
Sales Strategy	
Service Strategy	
Promotion Strategy	
Marketing Research	
Any other component of your marketing plan	

We've also got some details on some [super easy-to-use and free marketing budget templates](#), as well as a [step-by-step guide to marketing budget plans](#) (if you're in the mood!). Finally, don't forget [Marketing.com.au's handy tools for marketers](#).

