

## SPMS Marketing and Club Development Report for July 16, 2020

I plan to advertise Masters Swimming on Facebook with professional help from Megan Johnston when most of our pools in SPMS open again. Hopefully that will be soon. Some of the unused funds from budget under "Advertising and Promotional" will be used that originally would have been used for marketing supplies. To start with I am thinking to use about \$200. I have been in touch with USMS Marketing Kyle Deery and we may place ads on Facebook at the same time for greater impact. I asked if USMS has a discount price with Facebook, but Kyle said no.

Membership is down due to pool closures and current swim reservation protocol for lap swimmers. We need to make a huge effort to recruit members when our pools open again for club swim practices.

July 15 through July 31 is the Summer 2K Fitness Challenge Event. If participants cannot swim it, they can run or bike it. Dry land options are offered.

Please share your marketing ideas with me.

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Long Beach Grunions Membership Coordinator