

SPMS Marketing and Club Development Report
07/21/22

The SPMS Marketing and Club Development Committee is composed of Karin Perissinotto, Megan Johnston, and me, Anita Cole.

This committee last met on Thursday, July 14. The following topics were discussed:

1. How to encourage unattached swimmer members to join a Masters Club.
2. The value of creating a more tailored "New Member" website tab to "touch" these new members.
3. How to increase membership by 10%. Try Masters is effective. Perhaps have swimmers bring a friend from work in the fall. Younger members may participate in this type of membership drive.
4. How to increase number of clubs by 10%. Some pools already have workout groups that are not USMS Clubs. Converting these groups to clubs is worth a try. What is the best way to identify pools without clubs? Perhaps SCPPOA could help.
5. Exploring marketing options in better use of SPMS Website, Newsletter, and Calendar. What if our newsletter was not a static PDF, but more interactive with links. Using "Mail Chimp" or "Constant Contact" could be a powerful tool to see who reads what. Who reads these posted reports? Who reads the newsletter? How popular is the calendar? We need to be able to track activity to analyze to improve our communications and marketing. Our website is our workhouse storefront tool and needs a new look with automatic tracking of interactive reader responses/clicks.
6. Paraphrasing what Kyle Deery said in a webinar, in marketing the simple and best way to gain more members is by word of mouth. The best way to capture a swimmer who is just trying out a workout for the first time with a club is to make this experience magical. That is why our coaches are so important to our growth and success. A big thank you to our coaches!
7. Digital marketing using social media platforms including FaceBook, Instagram, Twitter, and Snapchat. Success in social media requires planning, strategy, commitment, and volunteer enthusiasm to sustain. Perhaps a paid media coordinator contractor position should be considered. Clubs would feed information/content to media coordinator to post and unpin as appropriate.
8. "Bleisure" events mixing business with leisure in-person formal gatherings both at club and LMSC levels could help connect general members with committee members/leadership. This could bring in new younger leaders.

I welcome your comments and questions. Thank you for reading my report.

Anita Cole
Marketing and Club Development Chair
310-367-4606
Marketing@SPMasterSwim.org