

SPMS Marketing and Club Development Report  
08/18/22

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

This committee is still working on the following topics:

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. We need a new home page on our SPMS Website!
3. How to increase membership by 10%. Try Masters was effective. Perhaps have swimmers bring a work friend in the fall. Younger members may participate in this type of membership drive. Perhaps in February members could bring their lovers/spouses/partners to a swim practice!
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 us in the fall when the organization resumes its meetings.
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 on our website? 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, Tik Tok, and Snapchat. Success in social media requires planning, strategy, commitment, and volunteer enthusiasm to sustain. Perhaps a media coordinator position should be considered as part of my marketing team. Clubs would feed information/content to media coordinator to post and unpin as appropriate. Really old posts are now on Twitter, like from 2010! My committee is working on an accurate description for this media coordinator position. We could share USMS social media posts to our LMSC platforms. We need to encourage our members to visit these SPMS Social Media Platforms and contribute and share posts when appropriate. I am working on an email to be sent to members encouraging all swimmers to stay connected to other swimmers and clubs via their favorite social media platform. Share your swim experiences with others.

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. Maybe try a dress up swim club or LMSC social event in contrast to the usual super casual swim attire.

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