

SPMS Marketing and Club Development Committee (Megan Johnston, Karin Perissinotto, Kris McPeak, and Anita Cole) Response to the SPMS Executive Committee Mandates in item #2 from September 8, 2021 Meeting Minutes

2. Review the SPMS Marketing Proposed Expenditures (on separate report)
  - a. Develop the "Big Picture" for the SPMS Marketing Plan: The big picture is to build a community for adult swimmers by connecting swimmers to clubs. We want to grow the number of members and increase the number of clubs. The big picture is to bring in new team members by "word of mouth" marketing using swimmers who will proudly wear and display our marketing materials. We will encourage the swimmers and coaches to please post photos of swim events, practices, or even swim stories to share on social media for friends to read/see and share again.
  - b. Describe the specific marketing goals and how are they measured: One specific marketing goal is to target younger members when we start advertising on Facebook. The measurement of marketing success will be based on increase in general membership over the next two years.
  - c. Provide a better description of how requested promotional items will be used: The advertising materials are meant to be distributed to members to be used as "word of mouth" marketing tools so that all members can become advocates of bringing in new swimmers to their clubs outside of the pool deck.
  - d. Describe the return on investment: The return on investment is the awareness these marketing items create for Masters Swimming in the SPMS region. The goal is to increase membership of SPMS Clubs by team members bringing in new swimmers by getting the word out just like in Try Masters successful campaign.
  - e. Prioritize the requested items: Swimmer stickers, coach stickers, swimmer luggage tags, swimmer pins, coach luggage tags, coach pins, swimmer cling decals, coach cling decals. The new current proposal does not request all of above. We shall start out small or conservatively for remainder of 2021.
  - f. Appoint Kris McPeak as an ad-hoc liaison member to the Marketing Committee: Kris participated in our recent Zoom meeting on September 14 and is a welcome addition to our committee. Thank you for this suggestion.
  - g. Information shared at the 9/16/21 meeting (changed to 9/23/21). It has been shared in this document and separate proposal for request of funds document.

Anita Cole  
SPMS Marketing and Club Development Chair  
USMS Fitness Committee  
Long Beach Grunion Membership Coordinator