

## SPMS Marketing and Club Development Report for June 15, 2023

My committee composed of Lucila Davies and Ralph Porrazzo are always at work promoting Masters Swimming and striving to make our LMSC better.

Lucila Davies is working on establishing a new Masters Swim Club in Greater Whittier. The name of this club is Unidos Masters meaning "You and I swim!"

Luci and I are working on a Fall Fitness Event promoting the USMS Fall Fitness Event which is a one mile swim. This will likely be on a Sunday in October. Dates under consideration are October 8, 15, 22, and 29. When a member pays to register for the USMS Fall Fitness Event, USMS mails a swim cap to the participant. This cap is the admission "ticket" to this event. Otherwise, the participant must pay \$10 to \$15 admission fee on line to SPMS to register as a participant. All members are welcome to attend. One mile will be the total distance, but broken up into user-friendly events such as 400 yard or 800 yard freestyle relays made up of friends and a 500 or 1000 yard freestyle and so on. More details and a timeline are in the works. This will likely be at the new Greater Whittier Pool, but plans are not yet firm.

Our new SPMS Digital Banners are ready for use. I will request that Steve Ingram make them available on our SPMS Website. Clubs can use these banners as desired.

To facilitate more social media activity I am suggesting that a future drop box feature be available on our SPMS Website. Perhaps a "Chime In" button on our Website would remind swimmers to share photos and videos from swim meets, workouts, clinics, or open water events. This could provide readily available content for our social media specialist Ralph Porrazzo and our SPMS Newsletter Editor Jorge Ferrero or general marketing of Masters Swimming on SPMS Facebook and elsewhere.

Ralph says for now just DM to spmastersswimming Instagram page and he will post images or videos on our SPMS Instagram.

Word of mouth is still the best way to market Masters Swimming. A Referral Rewards Program organized for each club might encourage more swimmers to recommend or invite friends, relatives, and co-workers. If a swimmer refers someone, perhaps a thank you email note would suffice from the coach or designated other club swimmer. If same member repeatedly refers other swimmers, maybe a \$10 gift card to Trader Joe's or Starbuck's would be nice. Even a Club Swimmer of the Month Award could be presented to this enthusiastic club member. It could be described as a spirit award for so many referrals. Each club or coach could do whatever seems right for their needs. If club needs financial assistance for this Referral Rewards Program giving out gift cards, coach or captain of team can apply for reimbursement from SPMS. It is marketing item in my opinion.

A rapid response mechanism for each inquiry regarding swimming with a club should be in place. Respond by email within 24 hours of the receipt of swimmer inquiry welcoming this

swimmer to try out a swim practice if possible and appropriate. The USMS 30 Day Free Trial Membership is a great marketing tool.

A Masters Prep Program is a plan to assist a new member or prospective new member who knows how to swim, but has never ever been on any swim team before. Again this would need to be addressed at the local club level. If a swimmer cannot swim 50 yards unassisted with side breathing, special attention is needed before this swimmer jumps in for a Masters Club Practice. How should each club handle this? Perhaps marketing funds could be available for such new Masters Prep Program starting in 2024.

Instead of a large order of USMS Swim Caps for central supply that get distributed by me upon request, perhaps clubs could order their own customized co-branded swim caps with their club logo on one side and our SPMS and USMS logo on the other side. Club could request reimbursement for expenses for these swim caps out of marketing budget. These caps are marketing tools. There could be a maximum on the dollar amount available for each club.

These items mentioned requiring funding likely will need board approval; so, please do bring your thoughts to the Zoom Meeting for sharing. I am thinking about the 2024 budget, but we could make some funds available during this calendar year.

It would be great if each club had a representative to attend our monthly Zoom SPMS Committee Meetings. We want to hear what clubs need and share our plans.

I would love to hear how your club is marketing to increase membership.

My goal is to help the clubs/coaches help themselves by sharing marketing ideas and possibly offering financial assistance when appropriate and available.

Thank you for your continued support.

Anita Cole  
SPMS Marketing and Club Development Chair  
Email: Marketing @SPMasterSwim.org  
Cell: 310-367-4606

