

# **Wrestling WA – Marketing/Communication Strategy**

## **1. Introduction**

In order for Wrestling WA to appropriately market its products and services, it is important that the Association have a comprehensive marketing strategy. Such a strategy will allow its products and services to be appropriately advertised and promoted to enhance the chances of successful implementation and growth over the years to come.

There are a number of key steps that will be undertaken to ensure a well-planned and targeted marketing strategy is implemented.

## **2. Key Steps**

The key steps of the marketing strategy are as follows:

- Establishing the objective(s) of the marketing strategy
- Defining the target market(s) – who do we want to communicate with?
- Development of key messages to be communicated – what do we want to communicate?
- Identifying appropriate communication channels to reach target market(s) – how are we going to communicate?
- Development of appropriate marketing collateral.

## **3. Objective(s)**

There are three primary objectives of this marketing strategy which are linked to the pillars of the WWA strategic plan. These are:

- 3.1 To grow membership (in the number of Clubs and individuals/participants)
- 3.2 To recruit, retain and develop more volunteers and
- 3.3 To increase revenue and cash reserves

## **4. Target Market(s)**

In order to maximise the potential of achieving the above objectives, separate target markets have been identified for each objective. The following target markets vis-à-vis objectives have been identified:

### **4.1 Membership**

- a. Existing Clubs
- b. Existing Participants
- c. Potential (New) Clubs
- d. Potential (New) Participants
- e. Schools (within a 5 km radius of existing Clubs)

- f. Other Combat Sports
  - a. Jiu Jitsu
  - b. Judo

#### 4.2 Volunteers

- a. Existing volunteers
- b. Potential volunteers

#### 4.3 Revenue (increase)

- a. Potential sponsors
- b. Potential preferred suppliers
- c. Potential donors
- d. Potential grants

### **5. Key Messages**

The key messages to be communicated will be tailored to the “receiver” of the message. The key messages will be developed in order to resonate with each target market. The key messages to be communicated with respect to each target market are contained in the tables below.

### **6. Communication Channels**

Different communication channels will be identified and used to reach each of the target markets. The communication channels are contained in the tables below.

### **7. Collateral**

A variety of collateral will be developed to reach each of the target markets. The specific collateral for each target market is identified in the tables below.

### **8. Resourcing**

A social media organisation will be engaged to develop a social media strategy/plan and content.

### **9. Review**

This strategy and performance against the WWA strategic/operational plan and initiatives will be measured and reviewed regularly by the Board. This strategy will be updated and enhanced from time to time as required and should be treated as a living document.

**Table 1: Membership**

<b>Target Market</b>	<b>Key Message(s)</b>	<b>Communication Channel(s)</b>	<b>Collateral</b>
Existing Clubs	Club value proposition	Website, email (newsletter), social media	One page value proposition
Existing Participants	Member value proposition	Website, email (newsletter), social media	One page value proposition
Potential (New) Clubs	Benefits of affiliation	Email, meetings	One page value proposition
Potential (New) Participants	Membership benefits, no barriers to participation, benefits of participating	Website, email (newsletter), social media	One page value proposition
Schools	Fun, inclusive, confidence, benefits of participating	Face to face, website, email	Flyer, contact information Clubs
Combat Sports	Benefits of affiliation	Email, meetings	One page value proposition
Venues (Conducting Wrestling Events)		Meetings, email	Flyer, contact information Clubs
Disability and “Diversity” Organisations	A sport/activity for all	Meetings, emails	TBD

**Table 2: Volunteers**

<b>Target Market</b>	<b>Key Message(s)</b>	<b>Communication Channel(s)</b>	<b>Collateral</b>
Existing volunteers	Thanks, appreciation	Face to Face, email (newsletter), social media, website	Recognition Certificate
Potential volunteers	Benefits, value of volunteering	Face to Face, email (newsletter), social media, website	One page value proposition

**Table 3: Revenue**

<b>Target Market</b>	<b>Key Message(s)</b>	<b>Communication Channel(s)</b>	<b>Collateral</b>
Potential Sponsors	Value proposition, benefits of sponsoring	Face to Face, (then email), website, social media, PA announcements at events	Presentation, tailor collateral to sponsor
Potential Preferred Suppliers	Value proposition, benefits of being a preferred supplier	Face to Face, (then email), website, social media, PA announcements at events	Presentation, tailor collateral to preferred supplier
Potential Donors	Value proposition, benefits of donating – “cause”	Face to Face, (then email), website, social media, PA announcements at events	Presentation, tailor collateral to donor eg at risk youth scholarship
Grants	Address and satisfy grant criteria	Face to Face (DLGSC), email,	