



# EXAMPLE MARKETING PLAN

## Increase Karting Membership and Participation

### Objective

Increase membership and participation in our karting club by 20% over the next year.

### Target Audience

- Kids (6-12 years)
- Teenagers (13-18 years)
- Young adults (19-30 years)
- Families with children interested in motorsport

### Marketing Strategy

#### 1. Social Media Campaign:

- **Platforms:** Facebook, Instagram, TikTok
- **Content:** Use Karting Australia's provided social media assets to create engaging posts. These posts will include videos, images, and stories showcasing the excitement of karting and the community atmosphere of the club.
- **Frequency:** Post 3 times a week on each platform.
- **Engagement:** Respond to comments, messages, and engage with followers by liking and sharing relevant content.

#### 2. Event Promotion:

- **Monthly Open Days:** Host open days once a month where potential new members can try karting for free. Promote these events heavily on social media and through local community boards. Learn what tagging is and use it to connect with local business and community.
- **Family Days:** Organise family-oriented karting days with special activities for children and parents.

#### 3. Partnerships:

- **Local Schools** Partner with local educational institutions to promote karting as a fun and healthy activity. Offer special discounts or free sessions for students.
- **Local Businesses:** Collaborate with local businesses for sponsorships and cross-promotions. For example, offering discounts to customers of a local sports store who join the club.



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## 4. Advertising:

- **Facebook and Instagram Ads:** Use targeted ads to reach specific demographics interested in motorsport, fitness, and outdoor activities. Allocate a budget for these ads to run continuously for six months.
- **Local Media:** Place ads in local newspapers, community newsletters, and on local radio stations.

## 5. Member Referral Program:

- Encourage current members to bring in new members by offering incentives such as discounts on membership fees or free karting sessions.

## Example of Budget

- Social Media Ads: \$300/month
- Event Costs: \$200/event
- Local Media Ads: \$300/month
- Referral Program Incentives: \$100/month

Using Meta ads will help define what you will be able to achieve with your budget if you wish to buy ads on Facebook or Instagram. There is a lot of information to help you understand and plan social media advertising here: <https://www.facebook.com/business/ads>

## Timeline

- **Month 1-2:** Develop social media content and assets, plan and schedule first open day and family day events.
- **Month 3-6:** Launch social media campaign, start running ads, host initial events, and begin partnerships with schools and businesses.
- **Month 7-12:** Continue social media campaign and ads, host monthly events, maintain partnerships, and evaluate the success of the referral program.