

Marketing Report

February 20, 2014

Marketing SPMS involves both internal and external promotions and exposures. It is important to keep our members happy as well as promoting our organization to outsiders in an effort to gain new Master Swimmers. Our marketing items are our main tangible tools to accomplish this task. About 140 of the original 200 printed calendars have been given as gifts to SPMS coaches, officials, committee chairs, officers, and club representatives in an effort to remind them of upcoming important dates for planning purposes as well as having handy photos decorating and proving just how much fun Master Swimming actually is. About 40 calendars have been sold for \$15 each. The calendars have been available for purchase at all the 2014 swim meets so far as well as on line via our website. About 20 calendars are still available for purchase. The colorful neon caps have been a great hit with the swimmers and I am happy that both the calendars and caps have been well received. I have distributed more pamphlets, stickers, and luggage tags to Master Swimming pool facilities. When I attend swim meets I actively engage conversation with swimmers from various clubs regarding their team/club marketing programs. I have already started collecting photos for the 2015 calendar which I plan to have available in early December with tentative dates and hundreds of new photos. Stan Smith from my Grunion team is my main on site swim meet photographer, but I need more photos provided by various swim clubs, both pool and open water swimmer photos. The 2015 calendar will direct swimmers to go to our SPMS website for the most up to date calendar of events since changes do occur. I would like to thank my committee members Jax and Trish for their help. Jacquie took over the actual mailing of the calendars purchased on line after Dan did his fair share. Trish and Jacquie both helped deliver calendars to deserving coaches, officers, officials, and chairs. Dan and Karin have also greatly helped with calendar sales. I would like to thank all of you for your help and support in my marketing projects and efforts.

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