

SPMS Marketing Report for March 19, 2015

I have been busily recruiting new members by approaching non swimmers who are at the pool facility watching their children and grandchildren swim or swimming on their own at pool where swim club is using other lanes. I have also provided our marketing materials at swimming supply stores such as CAS and The Swim Guy. Jax was able to help with a bit of marketing at the Race on the Base which was February 27-28. I would like to pay to be a SPMS vendor next year at Race on the Base. It was too complex and demanding to participate this year. I will start early next year to have a committee of helpers to staff the booth and complete necessary paperwork including tax status of organization showing non profit category and proof of insurance and release of liability. It is \$175 plus \$100 deposit to have a 10 by 10 foot space in vendor expo near start and finish lines of triathlon.

I attended Caltech Pentathlon and displayed marketing items there. I have a team mate who is bringing marketing materials to Mission Viejo Meet for me on March 15. I will attend the Matt Biondi Masters meet on March 22 and the UCLA meet on March 29 and market there.

When I receive photos from swimmers at meets, I am forwarding some to Dan for the website and some to Kim for the newsletter. I think the on line calendar and website and newsletter are our best marketing tools and I will continue to help provide photos and articles when possible. It would be wonderful if each swim club that hosts a meet, would routinely submit a brief upbeat summary article for our newsletter to accompany photos taken at the swim meet.

The calendars are still available and seem popular as a free marketing item. I am requesting donations be made from current members who take one, but give them freely to prospective new members to see all the upcoming dates and photos as proof of just how much fun we have as Masters Swimmers.

In the not so distant future I think it will be beneficial to have a computer available to register new members immediately when an interest in membership is expressed. Dan recommended a 14 inch Chromebook for \$200. Bob thinks a credit card reader might be beneficial to have as well. A few times I know if I had the capability to assist the swimmer in registering on the spot, it would have been a certainty. I have offered to help using my smart cell phone, but that is not ideal. I have not been able to follow up on the individuals to see if he or she ever did join USMS/SPMS. I just do not want our lack of available technology to hinder membership growth.

I plan to print up color copies of current newsletter and make available with marketing items displayed since the newsletter also has the upcoming swim meet information and nice photos. The current newsletter is the best ever; thank you Kim!

Perhaps a two month calendar created by Dan corresponding to the 2 month newsletter merged into one document with photos would be a good marketing tool viewed both on line as well as in paper copies in small quantities displayed at the swim meets and non Masters pool events like Senior Games and Race on the Base and Triathlons, etc.

I am enjoying my marketing job. Thanks for your support.

Anita Cole

SPMS Marketing 24/7