

Marketing and Club Development Report
January 21, 2016

The logo store has generated only 3 orders totaling 7 items for the month of December which does not generate any financial return to SPMS.

The USMS Check off Challenge, hosted by the Long Beach Grunions, has 10 paid participants so far.

Hopefully the recent articles and connecting links will produce more activity.

The banner ad posted on Triathlete.com has a .11% CTR (Click Through Rate) which is higher than the industry standard of .08%.

There have been a couple of new Swimmer of the Month recipients since my last report. I would like to see greater participation among the coaches.

I have been delivering marketing items to public pools in the Long Beach, Los Alamitos, and Torrance area to encourage adult lap swimmers to join Masters Programs provided at the same pool where they swim regularly on their own. When an adult swimmer pays to swim, a USMS brochure is offered or at least visibly displayed. The facility sticker is also prominently displayed informing lap swimmer that a Masters Program is available at that pool. I delivered calendars which were well received and popular. This has resulted in new members to Long Beach Grunions as well as on swim club in Torrance.

I have encouraged a swim group in Equinox Health Club in Rolling Hills Estates to become a Masters Club. The coach of the group is a USMS/SPMS unattached member.

February 20 I plan to attend the Program Development Seminar in Mission Viejo to help direct my club development and member recruitment efforts.

I am not asking for a change in budget. I will request board approval for specific projects as needed.

Anita Cole
SPMS Marketing and Club Development 24/7