

KNR 3 on 3 Marketing Plan

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KNR 3 on 3 Marketing Plan

Mission Statement:

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

Goals and Objectives

1. Participation
 - a. \$1,000 +
 - b. 100 - 200 players
 - i. Athletes, PARS, RSOs, Greek life, spectators, Colleges against Cancer
2. Money/ Donations/Sponsors
 - a. \$10k/ \$2k budget
3. Awareness
 - a. 95% learns something new about ACS
 - b. Increase awareness of ACS mission
4. Safety
 - a. Contingency / EMS/ AMT
5. Satisfaction
 - a. ACS
 - b. Participants
 - c. Everyone else

Product

- Product description
 - We are selling an experience to participate in a one-day, 3 on 3 basketball tournament to benefit the American Cancer Society
- Product benefits
 - Spending time with friends
 - Healthy competition
 - Gets people active
 - People feel good knowing that they are helping charity
- Product life cycle
 - This product is in maturation. Basketball tournaments are a common occurrence, yet they are still very popular.
- Competitors
 - Game Time Gym:
 - Adult Men's *Saturday Morning* Basketball League: 02/01 - 03/21
 - \$400/team per season
 - 2020 Adult Men's Monday Night Basketball League: 01/20 - 04/20
 - \$550/team
 - Spring Shootout – April 17-19, 2020 (3rd-HS Divisions)
 - \$195/team

- We will be offering lower prices, and ours is only a one day event. Our event is also supporting charity which should draw more people.

Research and Analysis

- Situational Analysis (SWOT)
 - Strengths
 - Our event is benefitting the American Cancer Society, which is a big name that many people will recognize and want to support.
 - There are no other basketball tournaments occurring on the same day at the adult level.
 - Weaknesses:
 - The price point is going to be higher than what our target audience (college aged) will want to pay.
 - It is our first time holding this event so we need to start everything from scratch.
 - Opportunities
 - This event has a large potential to grow in the next few years as more people hear about it and wish to participate.
 - As it is a seasonal event, it is exclusive to only one time of year, encouraging participation.
 - Threats
 - Because the event is growing steadily in the suburbs, it is possible that it will grow more in our area in the next few years. This could lead to competitors in McLean County.
 - Because it is the first year of the event, management may be unprepared for opening numbers. There is a risk of poor service or quality on opening day.
- Competitor analysis
 - Game Time Gym will be holding an adult basketball league and teen basketball tournament around the same time as our event. Their events are much higher priced, but do span over longer than one day.
- Consumer research
 - 91% of those surveyed would not want to pay more than \$50 per team. The times that work best for them are 10am, 1pm, and 12pm. The most popular dates were April 18th, April 19th, and April 25th, followed by April 26th. People do not favor April 11th or May 2nd. 40% are fine with traveling up to 5 miles, while 27% prefer walking distance. They are most interested in free t-shirts and free food. Their main concern is the price being too high for college students.

Segmentation & Target Market

- Target Market: College students and adults in McLean County
- Bases of Segmentation
 - Demographics
 - Middle class- ticket prices are high
- Geography
 - Based on proximity to McLean County
- Marketing Strategy
 - We will use a mass marketing strategy. We chose this strategy as we want to try and reach as many people as we can. We figured that the more people that see it, the more participants we will have. Our target audience is pretty broad and includes most people living here.

Place

- Distribution channel
 - We will use a direct distribution channel. People will buy their tickets directly through us.
 - Tickets will be sold via Eventbrite. Please see Appendix A for Eventbrite info.
- Distribution intensity
 - It will be an exclusive distribution because it is a one day event.

Price

- \$75 per team (\$15-25 per person)

Promotion

- Promotional Tactics
 - Advertising:
 - Radio
 - Newspaper
 - Chalking sidewalks
 - Social media (Facebook, Instagram, Twitter, Emails)
 - Personal selling
 - Talk to classmates, professors, coworkers, and people we meet about this event.
 - Publicity
 - We will have a hashtag that we encourage participants to use, as well as a photobooth.
- Justification
 - We chose to advertise on radio because based on a survey, 84% of Americans still listen to the radio in their car

(<https://radioink.com/2019/01/02/2018-by-the-numbers/>). Using the radio as an advertisement will reach many people and will reach them easily.

- The newspaper will be a good way to advertise our event as well. Many newspapers in the area also post their newspaper online, so even if people don't receive an actual newspaper, they will still have access to read about our event
- We chose to advertise on social media because we believe it to be the most efficient and easiest way to advertise. Almost everyone in our area has access to social media, so it has a large reach.
- Personal selling will be useful in promoting our event as we can directly talk to possible participants and make a greater impact than traditional marketing.
- Publicity will play a large role in advertising our event. Virtually everyone has social media, and everyone also likes to post about all the fun things they do. It is very likely that participants will post about the event when they go, prompting their followers to look into attending the event.

Timeline to Implement Marketing Strategies:

Social Media advertisements	Start advertisements 1.5 months before the event. One post per week on normal weeks. 3-5 posts on event week. 1-2 posts/week when registration opens. 1 paid promotion on registration week and 1 paid promotion on event week.
Emails to customers	Send initial email as soon as location and date is set. Follow up email one week before registration closes.
Flyers	Send PDF and order flyers one month before the event. 2 weeks before the event, we will place these in strategic places such as restaurants, bulletin boards in local businesses, and around campus.
Radio	We will run radio advertisements for 3 weeks before the event.
Newspaper Advertisements	We will print newspaper advertisements throughout the month of April.
Chalking	We will chalk the sidewalks when registration opens, as well as the week before the event.

Facebook event

Appendix A: Eventbrite Setup

1. Basic Info

- a. Event title: ISU Kinesiology and Recreation's 3 on 3 Basketball Tournament
- b. Type: Tournament
- c. Category: Sports and Fitness
- d. Sub-category: Basketball
- e. Tags: Basketball, event, fundraiser, money, play, positivity, recreation, sport, tourism, tournament, wellness, leisure
- f. Organizer: KNR 463
- g. Location: 180 North Adelaide Street, Normal, IL, 61761
- h. Single Event
- i. Event starts: 4/19/2020 9:00AM
- j. Event ends: 4/19/2020 4:00PM

2. Details

- a. Description: ISU Kinesiology and Recreation's 3 on 3 Basketball Tournament is to benefit the American Cancer Society. Teams must be 3-5 players.

3. Tickets

- a. Set Event Capacity: 200
- b. General Admission Team Tickets
 - i. Type: paid
 - ii. Quantity: 200
 - iii. Price: \$75
 - iv. Do NOT absorb fees
 - v. Sales end: 4/18/2020
- c. Student Team Tickets
 - i. Type: paid
 - ii. Quantity: 200
 - iii. Price: \$50
 - iv. Do NOT absorb fees
 - v. Sales end: 4/18/2020

4. Dashboard

- a. Status: Public

5. Payments

- a. Payment Options:
 - i. Payout Country: United States
 - ii. Currency: USD
- b. Payout Method:
 - i. Check
 - ii. Send Check to:

American Cancer Society

4234 N Knoxville Ave Peoria, Illinois, 61614

United States

- c. Refund Policy: 30 days: Attendees can receive refunds up to 30 days before the event start date.
- d. Tax Options: No, I do not need to charge tax for this event

6. Order options

- a. Order Form
 - i. Collect attendee information on the following tickets: General Admission Team, Student Discount Team
 - ii. Customize Checkout Questions
 - iii. Information to collect:
 - 1. First name, last name, email, cell phone, billing address, card info, gender, age, T-shirt Sizes for All Team Members, Names of All Team Members, Student ID Number (student ticket option only)
 - iv. Activate group registration for General Admission Team tickets and Student Team tickets
 - v. Max attendees per team: 5
 - vi. Select allow attendees to edit registration information after registration
- b. Order Confirmation
 - i. Message For Order Confirmation Page: Thank you for registering! Watch your email for more information and updates as the date approaches! Make sure you hold onto your digital tickets until you arrive at the tournament.
 - ii. Default Reply to Email: knr3v3@gmail.com
 - iii. Message For Email And Printable PDF: Thank you for registering for KNR's 3 on 3 Basketball Tournament! Watch your email for more information and updates as the date approaches! Make sure you hold onto your digital tickets until you arrive at the tournament. Your tickets are attached as a PDF. See you April 19th!
 - iv. Include printable ticket for each team option.
- c. Event type: Ticketed Event
- d. Event language: English

7. Invite and promote

- a. Discount & Access Codes: If you offer local basketball stakeholders a discount code for registering their participants, you can create a custom discount code here for each stakeholder.

Appendix B: Social Media Content (W/ Schedule)

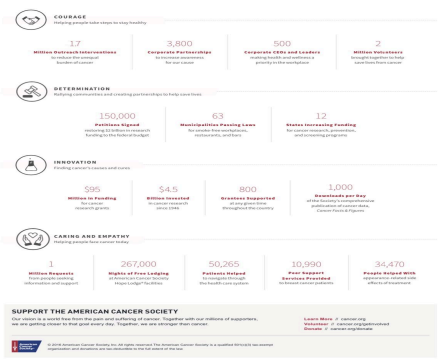
(First Post) March 3



March 25



March 7th



April 1



March 14th



April 7th



March 21



April 13th



April 14th



April 15th



April 17th



April 18th



April 19th EVENT DAY!

Like stated above in the timeline for marketing strategies, the team's focus was to post at least 1-2 times a week on a normal week. Once the event nears, there should be more frequent posts made on Instagram to start to excite the target population even more. The captions should be reminding participants every week to sign up (with the eventbrite link included) and include everything participants need to know!

Promotional Flyer

B R I N G Y O U R T E A M !

GAME ON!ISU KINESIOLOGY &
RECREATION'S 3-ON-3**BASKETBALL
TOURNAMENT****APRIL 19, 2020***ISU HORTON FIELD HOUSE
NORTH GYM*

ALL PROCEEDS GO TO

**\$75/TEAM
STUDENTS \$50****INSTAGRAM: @KNR3V3 • EMAIL: KNR3V3@GMAIL.COM**