

INSTRUCTOR MARKETING PLAN

rabble

GAME CHANGING FITNESS



WELCOME BACK!

Hi there, congratulations! You're well on your way to the launch of your Rabble.

You're looking into this document because you're looking for different avenues to promote your Rabble sessions. So, we've created a list of secondary marketing channels that you can explore in order to spread awareness about your Rabble sessions and recruit more players!

These channels require a slightly more targeted approach, but don't worry, in this document we have provided you with step-by-step guidelines on how to approach each channel!

MARKETING PLAN TIMELINE

SECONDARY CHANNELS



BEFORE STARTING

Understanding your audience

If you're tailoring your Rabble sessions to a specific audience, you need to tailor your marketing efforts to the audience you're targeting. Respective audiences will have different motivations for wanting to come to a session. All your marketing efforts should take this into consideration.

Key points to include in your marketing material:

Example: if you're going to target older demographics, you should mention that Rabble welcomes people of all fitness levels. If you're going to target young demographics, you will want to emphasize on the social and fun aspects of Rabble.

What days and times are the most appropriate to run your sessions?

Example: similarly, older and younger demographics will probably prefer different times and days for the session. Older crowds might prefer a Sunday morning or weekday session, while younger people would probably prefer sessions on a weeknight.

What marketing channels are going to be the most effective?

Example: younger audiences will be easy to target on social media, while other channels such as local authorities might work better for older generations.

LOCAL AUTHORITIES

1

RESEARCH AND REACH OUT

Most local councils in the UK have support groups in a variety of areas such as 'Health & Wellbeing' and 'Things to Do'. These vary per council, however, it would be a good starting point to research the options that your local council or authorities have available. If you're tailoring your sessions to a specific audience, you should search for local authorities or organisations that are also providing services to the same audience as you.

You could send them an email, but sometimes reaching out in person may be more effective! When speaking to local authorities make sure you emphasise the benefits of Rabble in terms of helping people improve both their physical and mental wellbeing.

2

REFRESH LEADS

If you have not received any replies two weeks before your first session, you should contact the local authorities again and remind them that your first Rabble session is coming up shortly.

3

MAINTAIN RELATIONSHIP

If you managed to develop a good relationship with your local authorities, make sure to sustain it. For example, if they allowed you to list your Rabble session on their directory, update them on how your sessions have succeeded thanks to their support.

SOCIAL CLUBS

1

RESEARCH AND REACH OUT

It is very likely that there are a range of local community clubs in your area. You may be able to find them through Google, social media platforms or even your friends!

For example you could search for social clubs such as walking groups or mum groups in your location on Facebook. Ideally, you'd join that group and talk to its members about Rabble and they may want to join!

2

MAINTAIN RELATIONSHIP

Maintain and further develop any positive relationship you've created with any of the social clubs and their members.

If you felt that you didn't have enough positive responses, you could start the process all over again by researching other social clubs and contacting them!

EVENT LISTING

1

RESEARCH AND REACH OUT

Look up some local event listing sources such as TimeOut. Sometimes local newspapers also have an event listing section.

After having made a list of potential sources, contact them and inform them on the details of your session. Tell them what Rabble is, what your session consists of, and when and where you're planning on doing it.

2

MAINTAIN RELATIONSHIP

If you managed to successfully get your Rabble session listed as an event on some local sources, make sure you maintain a relationship with them. Update them on the success of your first session and contact them every once and again to get your events listed again.