



Membership Marketing and Communications



PROCESS OVERVIEW

1. Review existing membership types, access privileges, and usage patterns/spending trends
2. Define market (and varied demographic groups)
3. Create a clear & concise message
4. Ensure the message is consistent & accurate
5. Position/brand the company/product
6. Track responses
7. Forecast

An informed membership plan is essential to the success of all private clubs. A specific brand identity and strategic plan must be in place prior to defining the club's membership categories and/or levels. RCS will use the approved strategic plan and the competitive analysis to outline the marketing plan.

A successful marketing plan integrates all external marketing activities with all club departments (internally) to surround the member with the club's message.



THIS IS REFERRED TO AS A MARKETING AND COMMUNICATIONS PLAN (MARCOM).

- MarCom is an Integrated Marketing and Communications Plan.
- MarCom elements serve as the foundation of a club's business plan.
- MarCom ensures that all club departments and personnel communicate the same message to the same targeted audience.

RCS WILL WORK WITH THE CLUB TO DEVELOP AN INTERNAL PROCEDURE FOR THE PUBLICATION OF PRINT AND DIGITAL COMMUNICATIONS WITHIN THE CLUB AND FOR MEMBERSHIP MARKETING EXTERNALLY, AS NECESSARY.

RCS will collaborate with the membership manager or designee on the following process:

- Identify target market demographics and preferred mode of communication based on the membership survey and targeted focus group results.
- Work with committees to create a cohesive activity and event calendar.
- Create an internal marketing plan with written, visual, communication mode and frequency guidelines for promotions