**STADIUM TOURS / MUSEUM – THEMES FOR A MARKETING PLAN - 2015/16**

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| **Theme** | **Objectives** | **Possible Actions** |
| Enhanced use of social media | * Encourage the use of the Community twitter page.

 * Promote visits to the SSE SWALEC.
 | * Nominate member of staff/teacher(s)

to oversee the pages.* Encourage teachers/visitors to put photographs on twitter page.
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| Create a takeaway card  | * All visitors to the Stadium on match days and non-match days to receive a takeaway with information.
 | * Design a takeaway in conjunction with CW and MB.
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| Create an information pack | * Create a pack which can be issued to all attendees at educational conferences or meetings at the SSE SWALEC
 | * Create content, including information on GCCC fixtures, stadium tours and visits, Young Buds membership and CW contacts.
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| Teachers forum | * Strengthen existing relationships.
* Secure repeat visits.
* Generate new ideas and feedback (from teachers).
 | * Identify teachers to form the panel.
* Quarterly meetings.
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| Schools ezine |  • Strengthen existing  relationships. • Secure repeat  visits.* Promote current visits/activities.
 | * Create content.
* Send to those on the database on a quarterly basis.
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| Films/Montages of visits | * Create more short taster videos on YouTube.
* Embed videos on website.
 | * Invite/nominate visitors to create films.
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| Improve content on website | * Make website more appealing
 | * Add testimonials from visits.
* More photographs and appealing content.
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| Special promotions | * Link visits on non-match days to match-day attendance.
* Enhance links with Cricket Wales (via GC)
 | * Have a combined offer for schools on a Stadium tour to get a free ticket offer for T20 or 50 overs match.
* Have a combined offer for clubs who have coaching to have a Stadium Tour
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