**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. |
| 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. |
| 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. |
| Teachers forum | * Strengthen existing relationships. * Secure repeat visits. * Generate new ideas and feedback (from teachers). | * Identify teachers to form the panel. * Quarterly meetings. |
| Schools ezine | • Strengthen existing  relationships.  • Secure repeat  visits.   * Promote current visits/activities. | * Create content. * Send to those on the database on a quarterly basis. |
| Films/Montages of visits | * Create more short taster videos on YouTube. * Embed videos on website. | * Invite/nominate visitors to create films. |
| Improve content on website | * Make website more appealing | * Add testimonials from visits. * More photographs and appealing content. |
| 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 |