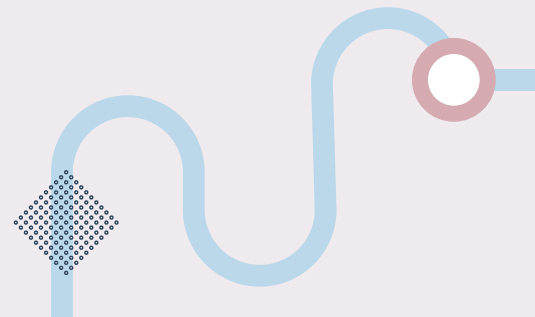


EXAMPLE

Marketing and Communications Guidelines for Business Planning



Enter Centre Name Here

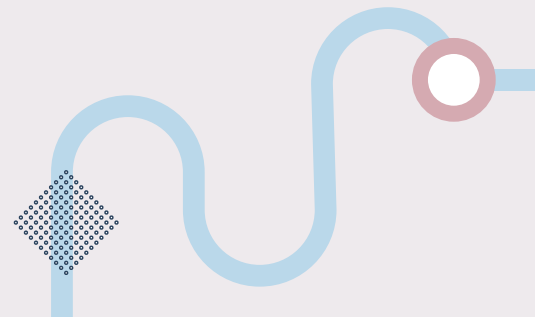
Marketing Plan

1. Timeline – set out a 12-month timeline of key events and decide how you are going to get the events to the relevant audience at least 2 months ahead of the event or programme. This timeline should be a combination of centre specific events/programme launches and community development office key events. (see timeline examples in appendices)
2. Branding – all centres have their own logo – make sure this is always used and keep the branding consistent across all platforms. Action – design a marketing/graphics/design tool kit to use that will show a consistent brand with just the logo changing. List what you need e.g., summer camp flyer, generic poster/flyer. Need to remember to make things as visual as possible, eye catching, use keywords, have a call to action, and use hashtags.
3. If possible, use Business 2 Business or networking events to help market the event or project or centre awareness – leverage contacts / generate leads or ideas – generate an awareness of the centre in the local community links with local chambers, empower, safer Blanchardstown/swords/balbriggan/ community Garda, CE groups (list is not exhaustive). There is a script template in the appendix to help you make that first contact.
4. As early as possible (2/3 months) have the marketing ready for your event – social media /blogs/ proactive outreach / count down to a big announcement - create a buzz and a call to action – give the audience a reason to click on the website link to sign up for an event or programme.
5. Event launch- e mail/ press releases / blogs & social media/ partnerships list all those who will get the press release. Guide how to write a simple press release – [click here](#).
6. Once launched, on a day-to-day basis promote the event or the centre or the opportunity, early bird discounts, regular e mail blogs, competitions, camp/programme is filling up fast etc.
7. Finally, just before the event or start of project - Last call – final e mail blast / social media /blogs/ attendee referrals/phone/influencer outreach – a big name to promote



EXAMPLE

Marketing and Communications Guidelines for Business Planning



Communications plan (including Social Media communication)

1. All news items and promotions, awareness should be uploaded to the website and social media should direct the audience there.
2. Follow news agendas for opportunities that maybe useful to promote activities or programmes in the centre. EG Inclusion week
3. Capitalise on any coverage – other people’s news or our own and blow our own trumpet whenever possible. E.g. Basketball Ireland hold a big event in your centre share their news on our channels.
4. Know our news stories – good news angles, charity, celebrity, sporting hero, key milestones of the centre e.g. 10th Birthday – a local celebrity or TD visits
5. Run competitions and giveaways. Example: to generate traffic to the website for summer camps (free place for a week) good of data capture for future use and just generating awareness of the centre or the project.
6. Plan ahead (6 to 12 months) pick out key publications (local – list) you may want to send comms on events, key opportunities – plan these 2 to 3 months in advance of the actual event and put in timelines. E.G – initial advert 2 months out with regular weekly reminders to book.
7. Develop relationships with any key partners and use their comms outlets also and make sure the message is consistent with branding on all platforms /media online or print.

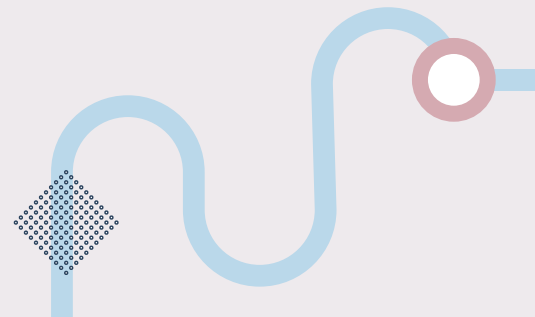
Marketing and Communication General policies

1. Centre branding – each centre should have it’s own website and logos should be produced for your centre. Website and any other marketing material should include the FCC logo and any partner logos.
Centre brand to stand out the most.
2. Branding should be consistent across all communications – flyers (graphics pack to be developed) all social media platforms include logo and name of centre as a priority and the event being promoted. Posters, flyers and print or online material should be the same layout (once tool kit is developed) all the time. What you want to create is a recognisable brand for each centre and if you constantly change the poster each time then you will lose the identity of the brand.
3. Social Media – training to develop an effective social media strategy will be developed from this in conjunction with the managers and additional training around social media identified as and when for other staff.
4. Encourage the use of google review following events and getting feedback which can also be used in releases and promotional materials.
5. What else should you share and like through our social media and/or your website:
 - a. Must be a link with the centre – customer /local group
 - b. FCC initiatives
 - c. Local Wellbeing or community initiatives
 - d. Main profile picture – logo
 - e. Background picture – photo of building?
 - f. What else should you share /not share?.



EXAMPLE

Marketing and Communications Guidelines for Business Planning



APPENDICES

Introduction/ Business Development

Searching local business and community-based clubs / organisations that you would like to welcome into your centre. Asking our current users what other clubs they attend, or their family may attend. Search clubs on social media, or local news letters.

Gather as much information as possible before the call,

- Best contact person
- Location within the town
- Target group
- Charity based/ funded?
- What they do/ deliver

Mornings are the best time to make these calls, the early bird.. 😊

Always start with asking do they have 2 minutes to chat and start with your introduction,

If it was a referral, you can mention, I got your details from

Example

Hi, my name is <Your Name> and I have just taken over as manager for both community centres in Balbriggan. I wanted to reach out to you to introduce myself, as I am very interested in your group/club/ project. **(mention some key points on the project, name drop if you can)**

Here in our centre, we aim to target as much as our community as possible and I would love to be able to work together at some stage, have you ever visited any of other local centres? We have amazing spaces available and currently have some very interesting clubs attending, **name your top accounts. Perhaps you have seen our photos on facebook?**

We are linked with and work with our community office and have a hub space available that might suit you guys should you ever need some extra space, I'd love you to drop in and have a look around, put a face to the name.

Suggest a date a time for a meet and view of centre.

Can I grab your email address please, I can pop you over my details and a copy of our scheduled classes for both centres.

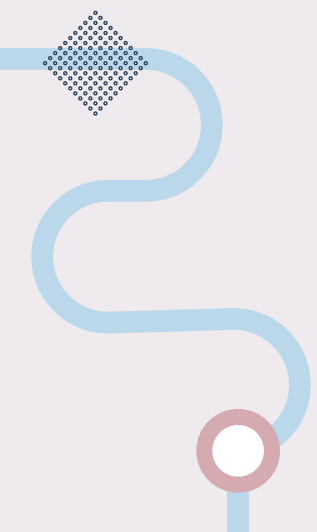
Can I ask, are you working with or linked to any other groups within the community? I am trying to reach out to as many as possible (referrals are always the easiest way to break in)

I really appreciate your time, it's been a pleasure chatting with you and I look forward to our meeting next...**date and time.**



EXAMPLE

Marketing and Communications Guidelines for Business Planning

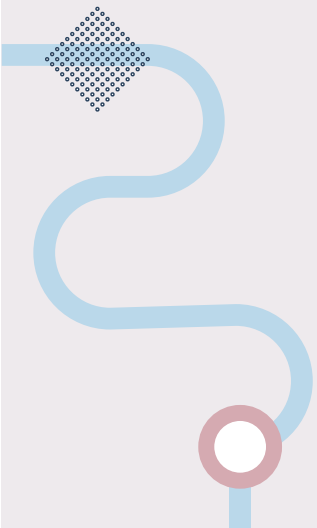


TIMELINE – EXAMPLES

After School Club- Launch – SAMPLE

Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Text box
Process		<p>Meeting with Head:</p> <ul style="list-style-type: none"> a) Confirm the club and day the head is interested in. b) Set an after-school taster session date. c) Set start date of club. 	<p>Prepare marketing:</p> <ul style="list-style-type: none"> a) CREATE URGENCY AND EXCLUSIVITY b) Ensure time frame to book on is within 3 days of the taster session. c) Ensure it displays places limited. d) On launch-drive customers to phone or website or Eventbrite page to book. e) Create a booking form. 	<p>Taster Sessions:</p> <ul style="list-style-type: none"> a) Run in curricular time for 30 minutes per class. b) Hand out marketing. c) Let children know places are limited. d) Ensure delivery is TOP CLASS 	<p>Bookings-centre:</p> <ul style="list-style-type: none"> a) Take details-if booking form not already filled in (eventbrite). b) Advise that places are limited and that if their friends want to join it'd be a good idea to call soon to get a place. c) Call customers -Tell the parents what the children need to bring. 	<p>Deliver session:</p> <p>Ensure quality. Refer to Continuous System (see below)</p>		
0 = not achieved 1 = achieved								

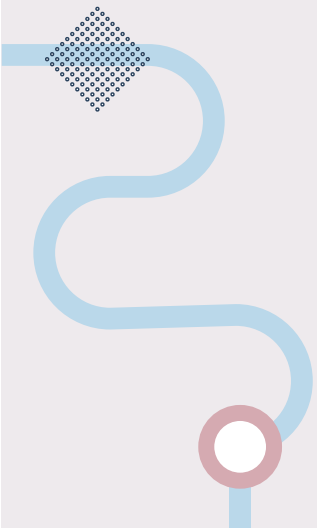




Holiday Camp Marketing/promotion

Time deadline / steps	Before Local Marketing	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Bookings
Process	<p>Social media-ensure that social media offers do not clash with any local marketing offers.</p> <p>Don't have two different plans going on at the same time.</p>	<p>Secure Venue:</p> <ul style="list-style-type: none"> a) Secure and set dates as far in advance as possible. b) Think about current groups and clients to begin marketing already in the centre. c) Decide on the camp activities you are going to deliver. d) Create a flyer to issue to schools and groups and for social media and website 	<p>Market to existing customers:</p> <p>CREATE URGENCY AND EXCLUSIVITY</p> <ul style="list-style-type: none"> a) Market to previous holidays customers: book by the end of that week and receive 'x%' discount. b) Distribute marketing for next holiday-always price match if discrepancy in offer. c) Exclusive offer to current customers e.g 10% off until 4 weeks before holiday. d) Email database. e) Call key customers who bring groups in for you f) Online listings, social media, other local channels for advertising for free. 	<p>Market to organisations:</p> <ul style="list-style-type: none"> a) Run discounts for business park staff, HSE staff and local business etc. b) Discounts to club members e.g. football clubs, swimming clubs etc. c) Link with local schools and the local authorities etc. 	<p>School/ Community marketing campaign:</p> <p>Flyers to all schools via parent mail-create links in advance-flyers to have an early bird offer to finish approx. 2-4 weeks before the holiday.</p> <p>Provide the school with an assembly or taster session the day the flyer goes out. Staff discount voucher.</p> <p>Deliver assemblies and tasters' market to all weekly class and party attendees.</p>	<p>Additional Marketing:</p> <ul style="list-style-type: none"> a) Events, networking, meet and greet: go to coffee shops, children's activity events etc to inform of the holiday camps. b) Any free radio, newspapers, magazines etc. c) Local magazines. d) Take advantage of topical advertising opportunities (holiday camp themed e) Articles/listings/promos). f) Include in local newsletter. g) Social Media and online listings 	<p>Bookings:</p> <ul style="list-style-type: none"> a) Advise that places/discounts are limited and that if their friends want to join/get the deal it'd be a good idea to call soon to get a place. b) Call back- Tell the parents what the children need to bring. c) Confirm booking via a courtesy call/a mail and explain messages 	
No. of places booked								

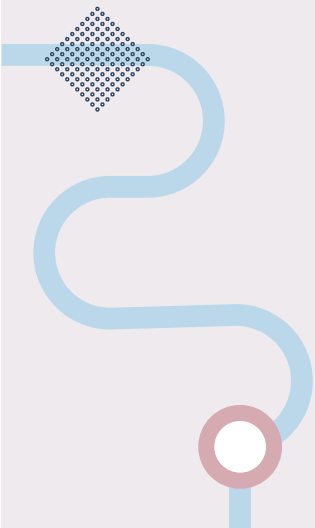




Parties

Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Bookings
Date to complete								
Process	Refer to tool kit for Birthday Flyer	<p>Venue and room availability</p> <p>Know what you get-size/ suitability/ equipment – make sure staff are aware as possible about what is available so they can sell enthusiastically to parents. This way you can give the best advice on managing the numbers they plan to have and or the activity they plan to do?</p>	<p>Raising profile in the local area and marketing to know networks/ existing customers</p> <p>a) Distribute print marketing.</p> <p>b) Hail websites and local listings; social media.</p> <p>c) Free listings.</p> <p>d) Email database.</p> <p>e) Call key contacts who spread the word for you.</p> <p>f) Cross-sell through weekly classes, extra-curricular clubs and holiday camps.</p> <p>g) MOST IMPORTANTLY – be aware that the majority of parties will come from recommendations or experiences of your wider provision.</p>	<p>Market to particular groups:</p> <p>h) Have particular discounts for children who attend weekly classes, extra-curricular clubs etc.</p>	<p>Getting Started:</p> <p>a) Offer a timed discount i.e 20% discount for all parties booked in [Month] (it's only the booking that needs to happen in that month, the party itself can be several months away!!).</p> <p>b) Ask parents attending to support you in generating wider interest for all the services you offer; provide marketing materials.</p> <p>c) Use the Community Support Programme to showcase popular party games and formats in return for handing out information and spreading the word.</p> <p>d) Parties are fun – use social media to spread the word!</p>	<p>Additional Marketing:</p> <p>a) Networking, events, develop a local newsletter to highlight provision, success, offers etc.</p> <p>b) Any free radio, newspapers, magazines etc.</p> <p>c) Update/add to local listings/ magazines</p> <p>d) Take advantage of topical advertising opportunities (party guides).</p> <p>e) Maintain a strong social media presence.</p>	<p>Bookings:</p> <p>a) Manage bookings accordingly (age group, venue, activities etc).</p> <p>b) Advise on the number of children that would be okay for a particular venue etc.</p> <p>c) Maintain communication with parents, make sure they know how/when to pay, the format of the party etc.</p> <p>d) Be clear that children need to wear loose clothing and trainers/ pumps etc.</p>	
No. of parties booked								





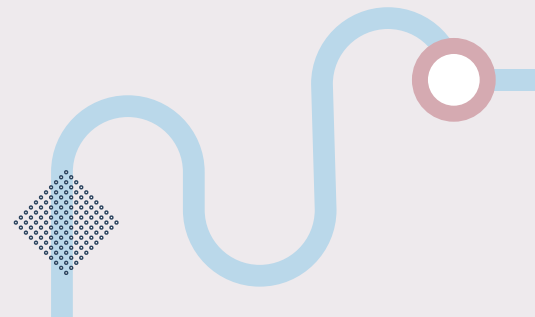
Weekly classes (not associated with school) Saturday Morning

Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Bookings
Process	What resources do we have that we can use to create marketing materials? Templates, logos, formats for different media etc.	<p>Secure venue/ room/space</p> <p>a) Secure venue/ space/room as far in advance as possible.</p> <p>b) Does your centre positioned to take on this project- demographic, transport, access etc.</p> <p>c) Decide on the class age groups/ timings etc.- what's appropriate – age group/ demographic.</p> <p>d) Get promotional material ready and signed off – no printing if at all possible.</p> <p>e) How best to get to target market- local contacts?</p>	<p>Raising profile in the local area and marketing and promotion to known networks/ existing customers/ target group:</p> <p>a) CREATE URGENCY AND/OR EXCLUSIVITY</p> <p>b) Distribute marketing.</p> <p>c) Hail websites and local listings, social media.</p> <p>d) Free listings.</p> <p>e) Email database.</p> <p>f) Call key contacts who may be able to promote for you.</p> <p>g) Emphasize 'free taster session' and any offers, / referral strategies.</p> <p>h) Generate PR around social media issues.</p>	<p>Market to relevant organisations/schools/ nurseries:</p> <p>a) Try to start with at least 3-4 children in a class.</p> <p>b) Provide a 'showcase' for the first ever session to create a buzz.</p> <p>c) Have parents sign up with registration forms on the day or ahead of the session preferably online.</p> <p>d) Coaches/staff to fully arrange with parents as well as children.</p> <p>e) Ask parents attending to support you in generating wider interest; provide marketing materials and talk about the Community Support Programme (know how you can help local groups etc in return for handing out information and upgrading the word).</p> <p>f) Clarify any offers (e.g free taster session) and referral schemes.</p> <p>g) Report on classes on social media.</p>	<p>Getting Started</p> <p>a) Try to start with at least 3-4 children in a class.</p> <p>b) Provide a 'showcase' for the first ever session to create a buzz.</p> <p>c) Have parents sign up with registration forms on the day or ahead of the session preferably online.</p> <p>d) Coaches/staff to fully engage with parents as well as children.</p> <p>e) Ask parents attending to support you in generating wider interest; provide marketing materials and talk about the Community Support Programme (know how you can help local groups etc in return for handing out information and spreading the word).</p> <p>f) Clarify any offers (e.g. free taster session) and referral schemes.</p> <p>g) Report on classes on social media.</p>	<p>Additional Marketing:</p> <p>a) Networking events, develop a local online newsletter to highlight provision, success, offers etc.</p> <p>b) Any free radio, newspapers, magazines, etc.</p> <p>c) Update / add to local listings/magazines.</p> <p>d) Take advantage of cyclical advertisement opportunities for new courses e.g. for the start of the academic year; for the start of the new nursery classes in January each year.</p> <p>e) Maintain a strong social media presence.</p>	<p>Bookings.</p> <p>Manage bookings accordingly (age groups etc.) and keep clean waiting lists.</p> <p>Advise that places are limited and that small groups provide the best quality coaching for young children to develop well in and make friends etc.</p> <p>Maintain communication with parents, make sure they know how/ when to pay, that the course is ongoing and that there is a one month notice period to stop at any time.</p> <p>Be clear that children need to wear loose clothing and trainers/ pumps etc.</p>	
No. of places booked								



EXAMPLE

Marketing and Communications Guidelines for Business Planning



GUIDELINES TO PRODUCE CENTRE NEWSLETTER

Newsletter | Content

1. Content of what is happening or has happened in the centre – good news stories and promotion of up and coming
2. Show Potential of centre to the local community – show whats going on and what you can do – tell a story – preferably visual
3. Spread the love across the range of activities and groups – photo page with links?
4. Content needs to be relevant and eye catching

Newsletter | Branding

1. Logo – large on front page – smaller on all other pages
2. Full name of centre across the top – front page
3. Keep the colour palate as close to the logo colours as possible whomever did logos should have colour palette
4. Consistently have website and links to social media on the front page – how to contact us
5. What else need to remain consistent through the newsletter?

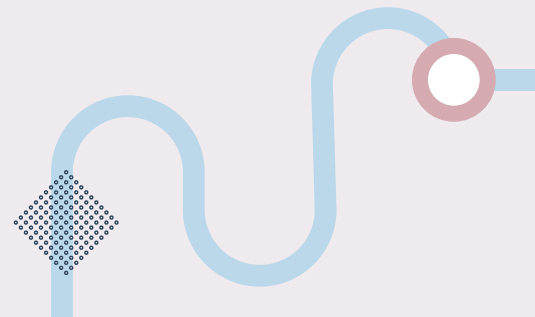
Newsletter | Approximate make up of Newsletter

1. 2 to 3 pages of Centre news and events – up and coming and previous events and successes – is it relevant? Check CSO for area demographics.
2. 1 to 2 pages of Community activity or interesting relevant content
3. 0.5 to 1 page of stakeholder information
4. Limit amount of text – keep it short and sweet – get the message across in first sentence – keep it brief and link if necessary.
5. Use photos – make it as visual as possible – QR codes – links to Videos? Other links to content especially if space is an issue.
6. Calls to action – book now don't miss out? Click here – don't delay /phone now....
7. Direct to website and social media channels /centre phone number – have staff ready – ask where they heard about us – can you record the data?



EXAMPLE

Marketing and Communications Guidelines for Business Planning



Newsletter | Reach

1. Soft copy on website – promoted via social media.
2. Soft copy to schools / local business / current customers/groups– send out via parent mail or messaging.
3. QR code in centre to allow customers to download.
4. Keep the print copies as limited as possible and make sure they go directly into communities hands – direct mail, leaflet drops, do not drop bundles in shops and other businesses. Get to source as effectively as possible. Public Health Nurse, Alone, Cross care – for older demographic.
5. Frequency to be decided but roughly Easter /August/Xmas

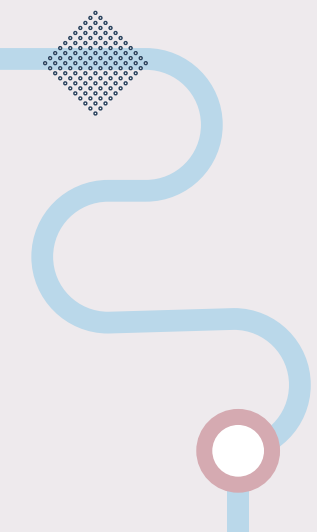
Newsletter | Other guidelines

1. Save time use current or previously used content.
2. Once template is agreed for newsletter then don't change.
3. Who is the target audience? What are the demographics of the area – should be in your business plan.
4. Balance of soft V hard copies? Printing twice a year but soft copy will remain consistent each publication.



EXAMPLE

Marketing and Communications Guidelines for Business Planning

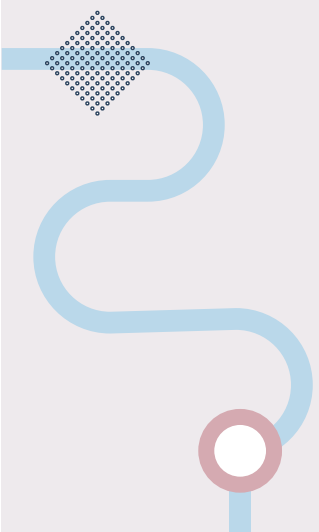


Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Text box
Text Box								



EXAMPLE

Marketing and Communications Guidelines for Business Planning

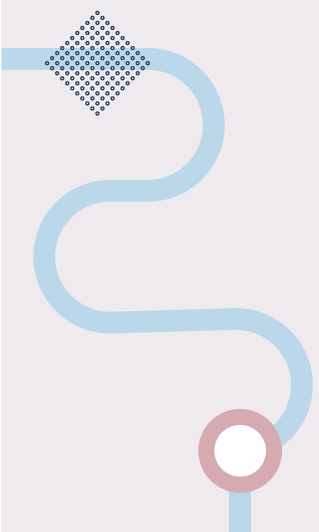


Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Text box
Text Box								



EXAMPLE

Marketing and Communications Guidelines for Business Planning



Time deadline / steps	Centre Marketing Material	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Total Text box
Text Box								

