Get The Word Out!
Marketing Your Program

Or, when “Build It and They Will Come” only goes so far!

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Today **WE** Will Discuss...

‘Marketing’ approach to TOPSoccer
- Segmenting the market, targeting participants, positioning the program
- Marketing mix – what this
- Focus on promotion, brand

USYS Marketing Plan
- Build awareness
- Help local programs grow (and attract new ones)
How could you divide up the people in your local community?

- Geographies (subdivisions, city blocks)
- Students (SPED – participants, neurotypical – volunteers)
- Ethnicities and other demographics
- Soccer players, families (vs. non-)
Targeting

Which segments are you targeting?
- Geography?
- Students?
- Ethnicities?
- Soccer/non-soccer?
Positioning

What do people think of when they hear TOPSoccer?

Safety  Community
Fun  Friendship
Exercise  Development
Teamwork  Relationships
Motivation  Relax
Perseverance  Bond
Marketing Mix Elements

Product

Place

Price

Promotion
Marketing Mix:

1. **Product** – offering, services, ages, weekly schedule,
2. **Price** – list price, discounts/scholarships,
Marketing Mix (cont.):

3. Place – locations, seasons
4. Promotion – website, advertising, social media, PR, direct marketing
Parent, Buddy Engagement Needs to Build

AIDA MODEL

**Attention**
What is it?

**Interest**
I like it.

** Desire**
I want it.

**Action**
I'm getting it.

A: Describe what TOPSoccer stands for, means (‘mix’)

I: List favorable attributes, benefits of your program – for kids, and for parents!

D: Create urgency in the program – season timing, low cost, nearby location

A: Make it easy to transact, contact, participate
Promote TOPS in your Community

Athletes
• Schools
• Therapists
• Pediatricians
• Parks & Rec
• ‘Aligned’ organizations (Miracle League, Special Olympics, etc.)

Buddies
• High schools: NHS, IB CAS hours, K Club
• Community colleges (pre-med, pre-therapist programs)
• Med schools (first-years)
• Soccer clubs: Older players, competitive teams
Direct Interest to your Website

Have a clear presence on the club’s home page

- TOPSoccer (Special Needs)

Use your marketing mix elements

- Product, place, price

Include a program leader name, multiple means of contact

Sample of good website:
Brands Create Mental Images, Feelings of a Product, Service Value
Let’s Get Our Branding Right!

What is wrong with the following?

Top Soccer
TOP Soccer
TOPS Soccer
Tops Soccer

(Test: GTS)
If you fish at the same hole, you’ll catch the same fish!
Inaugural TOPSoccer Marketing Plan Drafted

(Fishing at some new holes!)

Starts with the situation:
• Where are we now?
• Where do we want to go?
• How do we get there?

Provides SMART goals
• Specific, measurable, action-oriented, realistic, time-bound

Details resources, costs required
Plan Includes Updated, New Resources

Brochures, Videos, Website

Make the USYS website THE place to go
Updated brochures, tools, links to comprehensive list of resources
Articles and whitepapers

Looking for volunteers to inventory, assess, recommend, edit as part of a ‘working group’
Plan Includes New, National Events

Event Participation

Building ‘Awareness’
• Educators – adapted PE, SPED
• Medical Professionals – AOTA, APTA, Pediatrician conferences
• Parents – Autism Speaks, others

Attracting ‘Interest’
• Resurrect Kohl’s/Target Cup

Creating ‘Desire’
• Grassroots Symposium, St. Paul, MN, October 1-2
Stay Tuned!

If you are welcoming a new TOPS program to your state, let us know!

If you have a large local/ state/ regional event, let us know!
THANK YOU!