# 12 Month Marketing Plan template

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Website & Social Media** | **Membership Recruitment** | **Membership Retention** | **Visitor Marketing**  **and Retention** | **Group Marketing**  **and Retention** | **Clubhouse**  **Marketing** | **Corporate**  **and/or Business** | **Review Tasks** |
| **JANUARY** | Update website and social media as necessary |  | Member newsletter  Focus on renewals | Winter Warmer Offer  4 for 3 on all tee times | Society packages to be promoted |  | Target local businesses | AGM Preparation |
| **FEBRUARY** | Update website and social media as necessary | Member recruitment programme – 1st year offer | Member newsletter  Focus on renewals | Valentine’s promotion |  | Promotion of Valentine’s Day meals at the Clubhouse |  | Data collection review |
| **MARCH** | Update website and social media as necessary | 3 month trial membership | Member newsletter  Focus on renewals | Buggy campaign | Business and corporate marketing campaign |  | Target local businesses |  |
| **APRIL** | Update website and social media as necessary | Member-Get-Member scheme launched | Member newsletter  Focus on renewals | The Masters promotion |  | Dedicated clubhouse marketing campaign- social membership |  | Data collection review |
| **MAY** | Update website and social media as necessary | Academy membership programme launched | Member newsletter  Member Exit Survey | Driving range campaign |  |  |  | Google analytics review |
| **JUNE** | Update website and social media as necessary | Member recruitment programme – 1st year offer | Member newsletter  Focus on renewals | Member guest green fee promotion | Autumn Society packages to be promoted- repeat visits |  | Target local businesses | Data collection review |
| **JULY** | Update website and social media as necessary | 3 month trial membership | Member newsletter  Focus on renewals | The Open green fee promotion | Business and corporate marketing campaign |  |  |  |
| **AUGUST** | Update website and social media as necessary  Website copy refresh |  | Member newsletter  Focus on renewals | Bank Holiday green fee promotion |  | Dedicated clubhouse marketing campaign- social membership |  | Data collection review |
| **SEPTEMBER** | Update website and social media as necessary |  | Member newsletter  Focus on renewals | Autumn offers promotion | 2019 Society packages to promoted- repeat customers |  | Business and corporate- meetings rooms lettings | Google analytics review |
| **OCTOBER** | Update website and social media as necessary | Winter Membership package launched | Member Satisfaction Survey | Autumn offers promotion | 2019 Society packages promoted- new customers |  | Target local businesses- Xmas parties | Data collection review |
| **NOVEMBER** | Update website and social media as necessary |  | Member Newsletter | Winter offers promotion |  |  |  |  |
| **DECEMBER** | Update website and social media as necessary  Website copy refresh |  | Member newsletter  Feedback on satisfaction survey | Winter offers promotion |  |  | Business and corporate- meetings rooms lettings- 2019 | Data collection review |