

Marketing Campaign

I must devise a marketing campaign in order to reach potential customer and make them aware of my business. I will do this using my theoretical knowledge on marketing and the primary and secondary research into marketing a leisure club.

- **Product** - The service I will be offering shall be spa facilities, swimming pool, café, sauna and gym equipment. I will be offering these specific services in accordance to the results from my primary and secondary research, which show that these services are most successful in order give the customers what they both want and need which will in turn allow me to survive within the market.

My Promotional Campaign

	Pre Launch	Launch	Post Launch
Objective	Raise local awareness	Sell Leisure Club Memberships	Achieve loyal customers who will return.
Advertising	Television adverts, leaflets, Billboards and Posters will be used to maximise initial awareness	Radio Advertising and Newspaper Adverts and leaflets will be used to minimise costs and ensure advertising is localised.	I will have continuous use of radio and newspaper advertising to keep attracting new customers and maintain awareness within the market.
Sales Promotions	I feel that a buy one get one free offer or a free gift would appeal to the customers most and therefore attract more customers to joining my leisure club. It will also bring attention to the opening of my new leisure club.	I think that a Buy One Get One Free (BOGOF) offer on memberships would attract more customers and would give the chance of more repeat customers. Therefore it would maximise customers.	A discount offer would keep customers interested and make them feel they are getting more value for money. This should also attract new customers to the leisure club. This won't be as expensive as up keeping a BOGOF offer or a free gift.

Personal Selling	I will try and attract more customers by talking to them individually and using persuasive language to draw them into signing up to joining my leisure club. I can then find out their wants and needs in relation to my business, which will give me more opportunities to achieve customer satisfaction.	I will try to use customer selling during the launch by inviting potential customers to look round my new leisure club and explain the benefits of my club and its advantages over local competition. This may help me to steal competitor's members and give my business a reputation as being a better leisure centre to be part of.	I will try to use personal selling after the launch of my new leisure club to help me to maintain customer satisfaction as personal selling allows me to obtain customers and potential customers views on leisure clubs, and so I will be made aware if any changes need to be made to improve my club. This will help me to achieve a good reputation for quality and general customer satisfaction.
Publicity	I will sponsor the local university teams and the local football and rugby team in order to increase awareness of the opening of my new business. This will reach various ages within the market and will aim at people who I would like most to join my club.	I will invite a local celebrity such as Johnny Wilkinson or Alan Shearer to open my leisure club. This should attract a good crowd including local newspapers, maximising attention for my new business and creating PR for my business.	Continue sponsoring local teams, giving players discounts and having the leisure club logo on all things related with the team, such as the strip, brochures and advertising stands. This will hopefully attract media.

I have observed and analysed aspects of alternative promotional campaigns, including those of my competitors and other generally successful leisure clubs such as Banatynes and the Meridian.

My researched showed that one of the most influential forms of promotion was word of mouth. I must try to maintain a positive reputations so that recommendations are high. I can do this by always maintaining a high standard of quality in my staff, equipment, environment and general atmosphere. Use of sales promotions can help me to ensure that I am giving my customers a good deal for their money, so that they never feel they are over paying of getting ripped off. These aspects of customer satisfaction will help me to achieve good recommendations and a good reputation.