



Get The Word Out! Marketing Your Program

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

Dave Robinson



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)

Segmentation

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

Fun

Exercise

Teamwork

Motivation

Perseverance

Community

Friendship

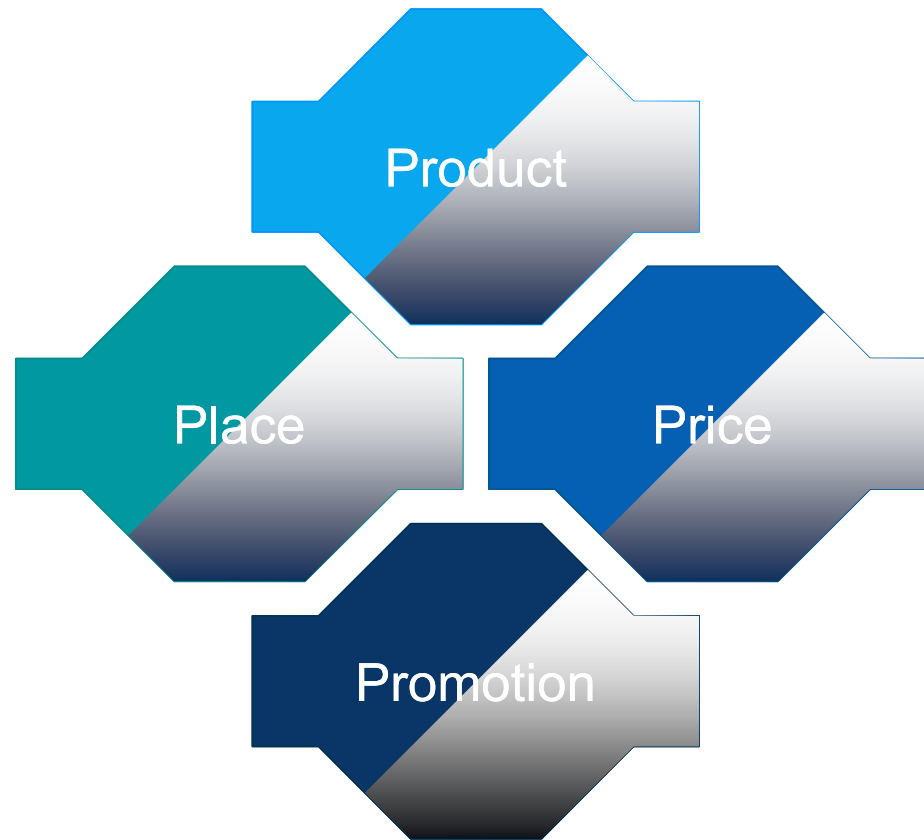
Development

Relationships

Relax

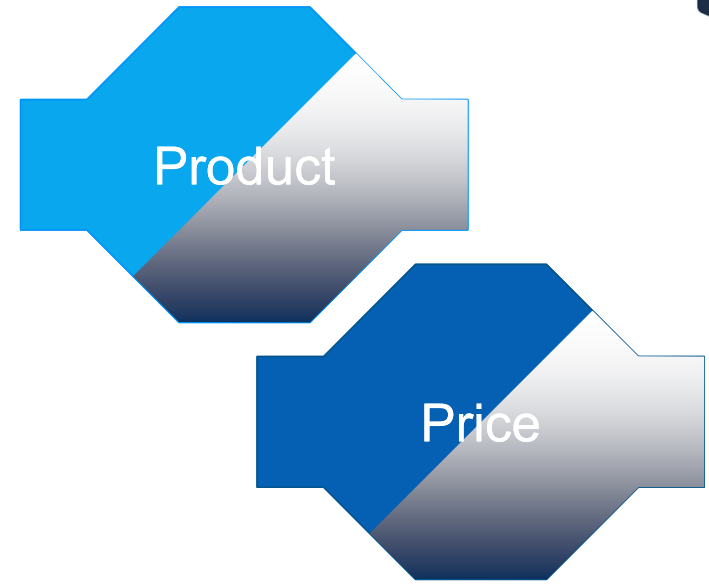
Bond

Marketing Mix Elements



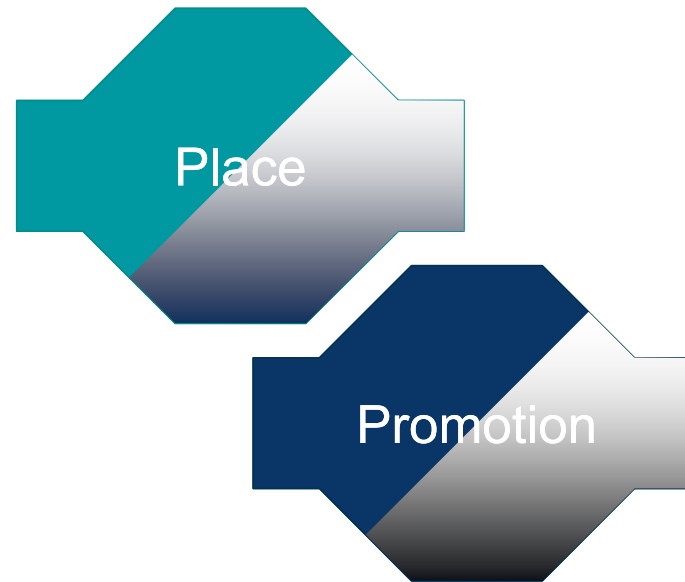
Marketing Mix:

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



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

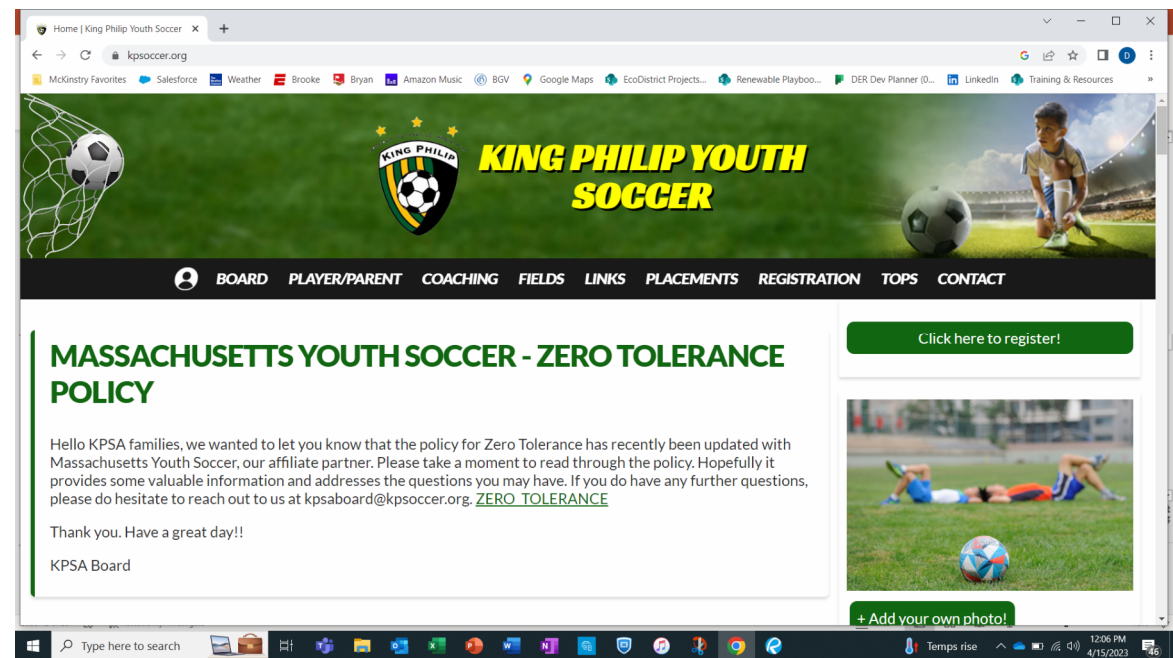
- TOPSoccer (Special Needs)

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)



TOPSOCCER



***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!



TOPSOCCER