

# Marketing Report

## 1. What We Did

Three people formed a marketing team in September 2023 with three goals from the KMBC Committee:

- 1. To promote the Club to attract prospective players of all ages, gender and ethnicities.*
- 2. The promotion would focus on our catchment area from Johnsonville to Porirua district.*
- 3. Increase engagement of the current membership.*

The team met monthly from September to January. Increasing our membership was dependent on attracting people to the lessons in 2024 and this became our main focus. We did this in the following ways:

### **Posters and Flyers**

We had 100 posters (A4) and 150 flyers (A5) printed by Rudi de Kinderen at Flying Laser Colours, [flying.colours@xtra.co.nz](mailto:flying.colours@xtra.co.nz) at the cost of colour flyers = \$61.90 plus GST and colour posters = \$75.50 plus GST. We These were distributed to members w we were encouraged to promote lessons in their social circles through Table Talk and Session Announcers. The marketing team also placed posters in supermarkets (Johnsonville, Churton Park, Tawa, Porirua, Whitby, Aotea), Community Centres (Tawa, Churton Park, Johnsonville, Tawa, Linden), Libraries (Porirua, Tawa, Johnsonville), Retirement Villages and Malls.

### **Street Signs**

Street signs were organised by Harcourts Tawa, Karen Bridges [admin.tawa@harcourts.co.nz](mailto:admin.tawa@harcourts.co.nz) for two places in Tawa and Collective Real Estate, Hits Patel [engineerroom@collectivefn.co.nz](mailto:engineerroom@collectivefn.co.nz) who placed street signs in Johnsonville/Khandallah, Churton Park, Tawa, Aotea, Porirua and Whitby. We had to apply for permission from Wellington City Council to erect the Harcourts signs whereas Collective organised this for us as well as the design.

### **Kapi Mana News**

We placed two advertisements in Kapi Mana newspaper at a cost of \$324 for each ad, one in the first week of December and one in the last week of January.

### **Online Advertising**

A digital copy of our poster was put onto Neighbourly and Community Facebook pages. Lessons were promoted on the Club website. We paid \$288 to NZ Bridge who ran a Facebook campaign. Michelle Joseph, a marketing professional, gave us some marketing advice as well as advice from Margaret Robertson who attended the NZ Bridge conference.

### **Window Sign**

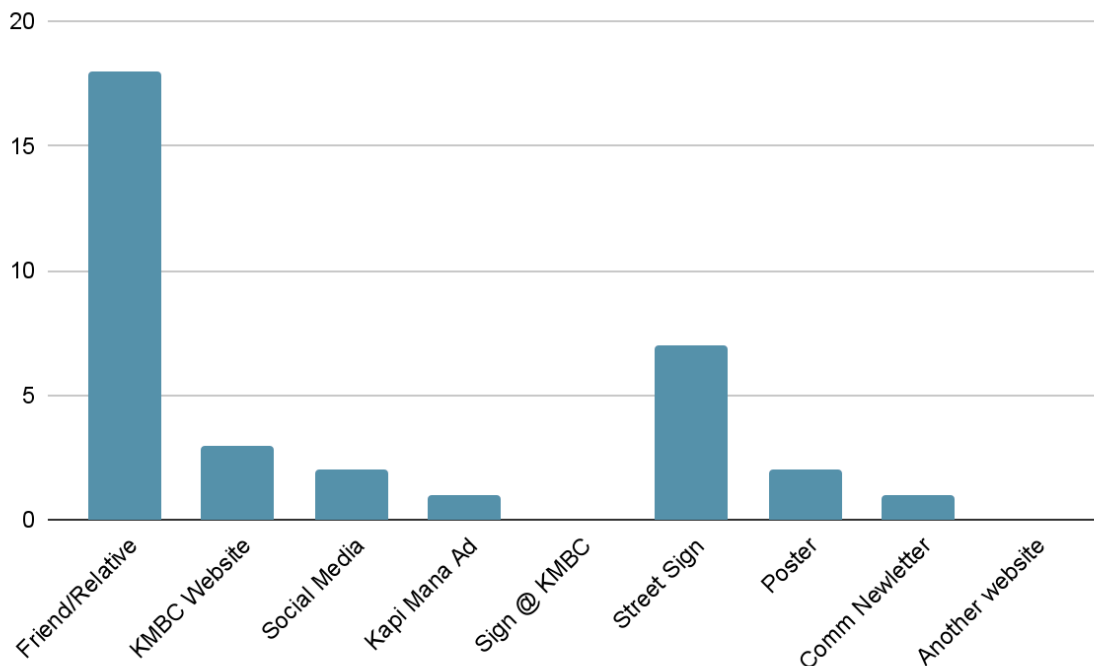
The Kapi Mana Bridge Club lesson sign was updated and put on display in the club window.

## **2. What Happened**

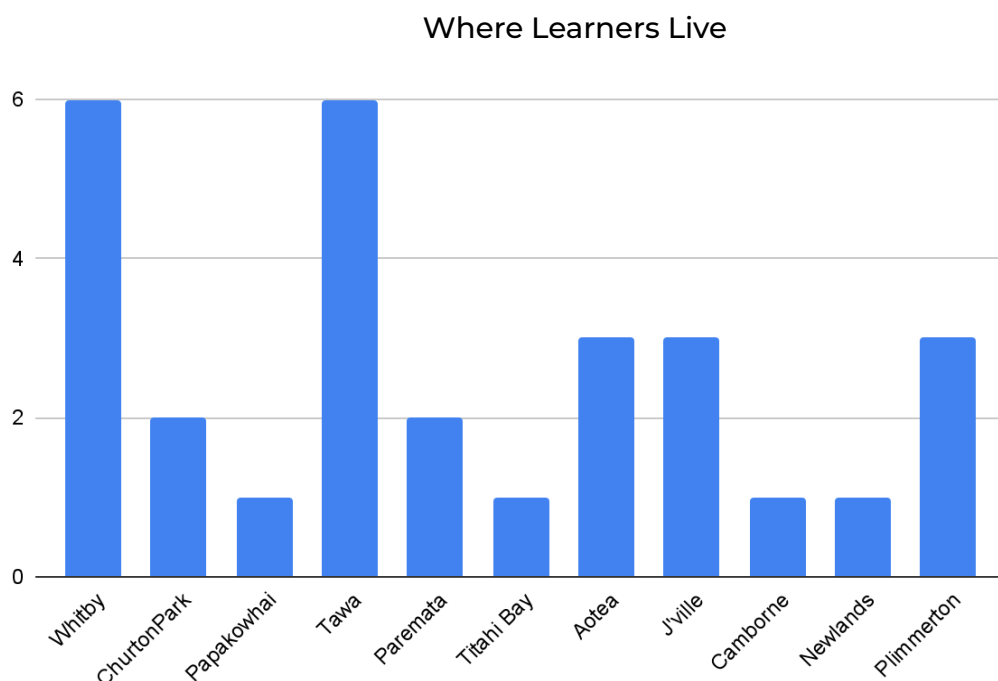
33 people enrolled to learn to play bridge for 2024. Six were unable to come to the first lesson for various reasons including illness and after three lessons (to date) we have lost one person but possibly another two. We conclude this is a huge success.

No one contacted the club through the phone number and all emailed the club on [kmbc@xtra.co.nz](mailto:kmbc@xtra.co.nz).

How Learners Found Out About Lessons



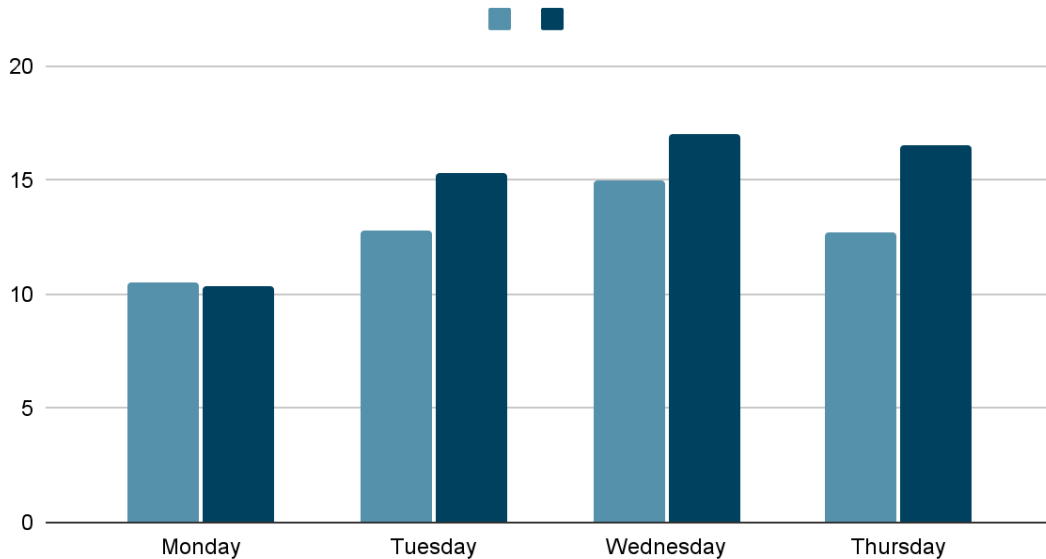
The most successful source for learners was encouragement from a club member aided by flyers. Next was the street signs, then posters and the website as well social media. One person found out through the Kapi Mana ad and one from a community newsletter.



The Goals:

1. We have not gathered information on age, ethnicity or gender so cannot confirm our success on the first goal.
2. We were very pleased with the number of learners we attracted. We reached a wide range of people from Johnsonville to Plimmerton, hence achieving the second goal.
3. Engagement of current members was not a focus of the marketing team but the number of pairs at each session has improved compared to 2023 (see chart below). There has been a resurgence of members who left during COVID and a more regular attendance by other members. Partnership stewards play an important role in this.

## Pairs per Session for 2023 and 2024 February and March



### 4. Recommendations for 2024/2025

The following recommendations are made for next year:

- Start the planning in September
- Set lessons to start at the end of February, this was a more successful start time than previous years in April.
- Use Collective for street signs, planning needs to start in November for signs to go up a month before the lessons start. Ask for signs to be placed in Johnsonville, Churton Park, Newlands, Tawa, Porirua, Aotea, Titahi Bay and Whitby. Ask to have more input into their design.
- Do not buy ads for Kapi Mana as it is expensive with a dismal outcome.
- Word of mouth needs to be encouraged asking members to take flyers and posters and encourage their social circle to learn to play bridge. This is done through Table Talk and Session Announcers. This can be repeated before Christmas and in the new year.
- Print 50 posters and 100 flyers.
- The Facebook campaign did not draw a lot of people and does not warrant the cost of \$500.
- Use the money saved on the Facebook campaign to update the KMBC website to provide information on lesson dates and contact details. The content is excellent but a simpler and modern design would be great,

perhaps pay someone for the design? (eg. Christchurch Bridge Club, Victoria Bridge Club)

- The club window sign did not attract any learners but if Brian (Dianne's brother) can update it each year, it should go ahead..
- Contact details should be by email only, [kmbc@xtra.co.nz](mailto:kmbc@xtra.co.nz)
- Once people start lessons, a weekly email to encourage continual attendance should be sent.
- Make the move from lessons to session play as friendly and encouraging as possible.
- Ask learners to create their own groups, maybe through whatsapp, where they can talk and form small groups outside the bridge club.

## **5. Moving Forward**

- Improve Monday session attendance.
- Retain our new learners.
- Wednesday players need to be encouraged to play on other days, especially once the learners move to Wednesday nights.  
Wednesday players are under the impression other sessions are too hard, too strict and not as friendly and we need to dispel this myth.

KMBC Marketing Team,  
Cherie Arlidge, Dianne Grain and Pam McLean  
March 2024