

Marketing for Squash

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What is Marketing?

Marketing is about customers



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Marketing is a cultural approach to management - it is the process of how everyone in an organisation works to satisfy customers.

(Price, 2007)

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Who are they?

- Profile : Squash generally attracts educated professionals who are higher income earners mostly aged 25 to 45 years. More are men than women.
- Participation: Played in over 175 countries by 20 million people on all five continents (www.squash2016.info)

– But who are they not?

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What is Squash?

- Positioning: Healthiest Sport (Forbes Magazine), Good for busy people and available “Anytime. Anywhere. Anyone”
- Products: competition, clubs, events, development, coach and technical education.

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Focus is on the customer

- Identify, anticipate and satisfy the needs of your customer.
 - What have you done as a sport service provider to exceed your customers' expectations?
 - How much focus on the customer is there in your own organisation?

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Importance of marketing in sport

- Sport has progressed from an institution that was simply 'administered' to a form of organisation that requires managing
- Sport has reached a phase in its development where it is incumbent on the sport manager to be actively seeking ways to increase the revenue base of the organisation
- The professionalisation of sport during the last 20-30 years has raised the level of importance of the marketing function

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Importance of marketing in sport

- Marketing in sport has continued to gain significant momentum
- Sports have had to find ways of generating revenue to sustain the increasing costs of professional competitions.
- The identification and nurturing of new markets has brought recognition that the customer is central to ongoing organisational survival.
- Together with sport operations (all that surrounds the management of fielding a team), marketing is a sporting organisation's principle ground for identifying and creating a competitive advantage.

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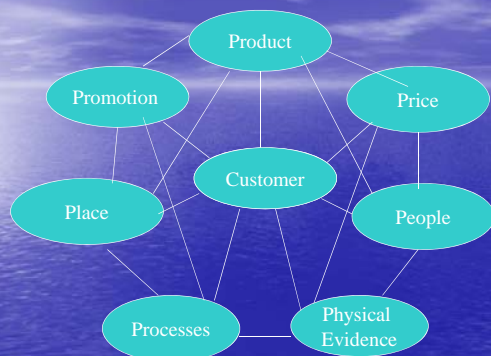
Definition of Sport Marketing

- Sport Marketing
 - A social and managerial process by which the sport manager seeks to obtain what sporting organisations needs and wants through creating and exchanging products and value with others (Shilbury et al, 2009, p.15)

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- Value customers put on it
- Exchange - both sides obtain need and want
- Social – political/social as well as profit objectives
- Process
 - Identify customer needs
 - Segmenting and targeting customers
 - Research and planning
 - What to offer? 7 P's of Marketing Mix

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A Planned Approach

- A market, customer oriented organisation will have a customer focus in the organisation's objectives
- Marketing plan is one of the most important outputs of the marketing process
- Achieving the organisations strategic plan and direction

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US Squash: 2008-13 Plan

- Build brand reputation – fitness, efficiency, social and networked
- Grow Membership – member club program and Squash Affiliates Program
 - Promotion: website, publications, community building
- Build Awareness – Top ranked players at adult and Junior level, Convert Racquetball courts to Squash, and Events
 - Public Relations to promote health and social benefits
- Increase Participation – Leverage strategic partnerships
 - Products: Scholastic Squash Project, Promote school leagues, College /Varsity Squash Initiative, Women's Squash Initiative, Urban and Community Programs, Develop Championships, Leagues and Ladders, Launch Team Championship and Doubles Squash Initiatives

(www.ussquash.com)

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Malaysia Squash: 2008-13 Plan

- To improve the development of players through
 - Sustaining and enhancing the Elite, Pelapis and Junior Development Programme
- To spread the game among the masses through
 - Strategic Alliance with existing and potential partners
 - Ensuring existing facilities are fully utilised
 - Running squash clubs throughout Malaysia

(www.malaysiasquash.org)

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England Squash: 2008-2013 Plan

- Increased participation and accessibility
 - Increase participation by women, girls and by people from black and minority ethnic groups
- Squash among best known and recognised sports in England
 - Brand awareness, communication of focus on health and fitness
 - Events, leverage media and work with WSF on Olympic bid
- School age children
 - Introduce 122,000 to Squash thru Charter Clubs and School Sport Partnerships
- Increased membership
 - Develop number and type of memberships, player memberships and affiliated clubs

(www.englishsquash.com)

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Marketing strategies/tactics and tools

- Market Segmentation and Target Marketing e.g.
 - Juniors, College students, women, ethnic minorities
- Relationship Marketing e.g.
 - corporates, educational and district institutions
- Product e.g. new leagues and competition,
- Promotions e.g. public relations, sponsorship, websites.
- Place issues e.g. accessibility to facilities
- Product diversification e.g. Junior Development - Mini Squash

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Squash Potential Customer



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Marketing of Sport

- Marketing of sport
 - Use of marketing mix variables to communicate the benefits of sport participation and spectatorship to potential customers
 - What are the benefits of Squash from the customers standpoint?
- **Benefits of Squash e.g.**
 - Improves strength in your legs, arms and torso
 - Great upper body workout
 - Burns lots of calories
 - Competitive sport
 - Improves fitness and reduces illnesses
 - A social sport
 - Maximum exercise in minimum time
 - Low playing costs

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Customer centred

4+ P's

(Sellers perspective)

- Product/Programme
- Price
- Place
- Promotion
- Peripheral P's

4+ C's

(Customer benefit - buyers perspective)

- Customer needs/wants
- Cost to the customer
- Convenience
- Communication
- Complete experience

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MARKETING MIX – 4 P's

PRODUCT

- Variety
- Design
- Features
- Benefits
- Quality
- Branding
- Packaging

PRICE

- Pricing Policy
- Discounts
- Credit Terms
- Allowances
- Indirect
- Direct

PLACE

- Location
- Transport
- Distribution
- Timing

PROMOTION

- Advertising
- Sales Promotion
- PR and Publicity
- Direct Marketing
- Personal Selling

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+ PERIPHERAL P's

PEOPLE

People skills
Internal Customer
External Customer

PROCESS

Operational
Management Packaging

PHYSICAL EVIDENCE

Peripheral
Essential
Environmental
Atmosphere

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Why is sport marketing different?

- As a service has some element of *intangibility* associated with it, which involves some *interaction* with customers or with property in their possession, and does not result in transfer of *ownership*. (Payne 1993).
 - Cannot always be delivered in the same way (variable and perishable)
 - Is inseparable from people - Coach of Squash is inseparable from the session
 - The experience is intangible
- Marketing mix variables change and become tailored for the recreation and sport consumer
 - Increased demand on the marketer

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Product

- Ensures that product characteristics provide benefits to the consumer
- Product types
 - Participation Product
 - Spectator Product
 - Equipment and Apparel
 - Promotional Merchandise
 - Facilities for producing participation or entertainment
 - Services supporting squash
 - Recreational activities

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Price

- Ensures that the product is priced at a level that reflects consumer value

Place

- Distributes the product to the right place at the right time to allow ease of purchase

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Promotion

- Communicates the product's ability to satisfy the customer



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Promotional Tools

Advertising	Sales Promotion	Public Relations	Personal Selling	Direct Marketing
Television Radio Cinema Newspapers Magazines Posters	Point of purchase Contests, games Lotteries Packaging Brochures/ Leaflets Samples	Press kits Speeches Seminars Hospitality Annual Reports Charitable donations	Presentations Sales meetings Incentives Front Desk Coach	Catalogues Mailings Tel-market'g Internet Electronic shopping
Outdoor Logo/emblem Display signs	Premiums Exhibitions Demonstrations Coupons & cash discounts	Sponsorship Events Celebrities Word of mouth		CD Rom WWW E mail
Fliers	Sponsorship Coach Trade-in allowance	Coach		Interactive kiosks Coach

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Fuji Mini Squash Scheme – Hong Kong Squash



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Fujifilm Mini-squash Promotional Campaign

- Organisational Objective**
 - To develop the game of squash in Hong Kong
- Promotion Objectives**
 - To introduce the game of squash to juniors aged 6 to 12 years and to develop the market of primary schools
- Target group**
 - Primary
 - Teachers in primary schools
 - Parents of primary age children
 - Secondary
 - Children aged 6 to 12 years

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Fujifilm Mini-squash cont.d

- Promotion Strategies**
 - Introduce mini squash to parents and teachers by making the game accessible, easy to play, easy to manage
 - Build interest in children by taking the game to the community and schools
 - Present squash as a safe game and suitable for children
 - Develop trust and confidence in parents and teachers of organisers
- Promotional Activities**
 - Primary School Training Scheme - Mini-squash Instructor Course, School Roadshows, School Team Training, Inter-schools Competition
 - Youngsters Training Scheme – Carnival, Mini-Squash Training Course, Mini-Squash

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Fujifilm Mini-squash cont.d

- Promotional Mix**
 - Advertising – posters, pamphlets,
 - Direct Marketing – letters, members mailing, internet, email,
 - Sales promotion – sponsorship giveaways, Exhibitions, Demonstrations
 - PR/Publicity – Press Conference, Press Release, television, celebrities, events, sponsorship, Word of Mouth
 - Personal Selling - Presentations to schools
- Monitoring and evaluation**
 - Evaluation of media coverage and sponsor recognition
 - Data concerning participation and reach monitored
 - Increase 1996 2,000 to 2008 40,000
 - Expenditure reviewed

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Lifetime Participation

- Retention Marketing? An initial proposal for Hong Kong
 - Increase squash participation and retain participants in squash activities throughout their lives (Chan 2008)
- Findings: Current situation
 - Demographics – U15 shrinking and population aging
 - Status of squash superior to other sports
 - HK Squash reduced membership/focus upon junior development and elite players
 - Adult players dropping out
 - Resources in community clubs/coaching limited and facilities reduced
 - Squash perceived as difficult and requiring high energy
 - Infrastructure, technology, resource training, leisure, administrative structure and relationships can support development

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Findings cont.d

- Findings: needs
 - Adults play squash for
 - social and business purpose
 - regular exercise
 - Improve skills in relaxed atmosphere
 - Public perception of squash negative
 - Recreational squash training for adults and children
 - Non-competitive play and forum for meeting friends
 - Develop link between clubs, schools, Gov.t and HK Squash

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Recommendations

- Clubs promote squash to all levels and meet different recreational needs of different life stages
 - Promote to recreational players
 - Racquet rental service
 - Diversified club activities e.g. master leisure play
 - Roving consultation service
 - Promote squash as hot sport for families and friends
 - Interactive games on HK Squash website
- (Chan 2008)

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Marketing for Squash

- Building awareness of squash
- Developing confidence in brand (awareness of the importance of branding and the customer)
- Increasing membership, participation, access
- Retention marketing?
- Social capital? Using-squash-to-help-at-risk-youth www.msnbc.msn.com/id/21134540/vp/29427626#29427626
- **Are you focused on your customer?**

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