

How well do you know your Core Market?

As Sport England has placed an emphasis on NGBs and other providers to concentrate on their core market it is becoming more and more important for these bodies to not only know who these people are but also to be able to communicate with them on a group and 1:1 basis.

However, before you start thinking about your messages, communication channels, routes to market, what campaigns and initiative to run - essentially the exciting part of the marketing and engagement process - you need to know who you are targeting, how they currently get involved in your sport or activity and what programmes and activities they may be interested in.

It all starts, therefore, with the quality of data you hold on everyone interested in, and interacting with, your sport or organisation – i.e your members, participants, coaches, officials, supporters and volunteers. You need the raw data before you can start analysing it (or thinking about fancy CRM systems and marketing tools) and unfortunately many NGBs and sporting organisations are finding themselves lacking in this crucial aspect. They simply do not know enough about their members and are also missing out on the opportunity to encourage casual participants to join them.

Another vital side effect of this is that these bodies are also missing out on a huge opportunity to generate additional revenue through membership fees and potential sponsorship. Individual memberships are the route many NGBs are looking towards as they bring in significant funds and also attract sponsors due to the fact they can be targeted on a more sophisticated level meaning a greater return for the sponsor. The answer lies in automating the registration process for your memberships, courses, tournaments and events. As a result, you will have access to an incredibly rich data source providing an in depth insight into your members and customers, enabling you to analyse membership and participation by age, gender, ethnicity, disability and so on and also to gather feedback and measure an initiative's effectiveness.

You will then be able to engage and communicate on a targeted and 1:2:1 basis with your members, service your core market more effectively, increase revenue and participation, reduce dependency of external funding and work for everyone interested in your sport across the country. In addition, you will improve your operations, cut costs, streamline your processes and make your sport more accessible through better online technology thereby becoming more efficient, more sustainable and better positioned to support participation growth and reduce dependency on external funding.

Participant UK provides NGBs and other sporting organisations (including the Sport and Recreation Alliance) with sport specific membership, event registration, course administration, online payment and participation management solutions.

Please get in touch for an initial conversation to discuss how the Participant platform could work for you.

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