

About **Marketing & Communication**

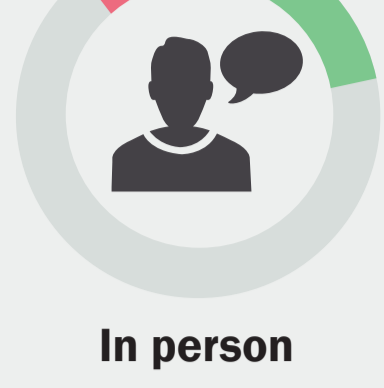
When it comes to **communication channels** members and clubs prefer **EMAIL** the most



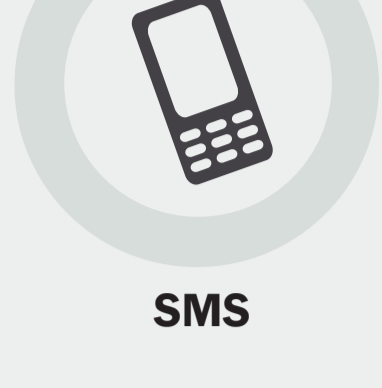
Posted newsletter



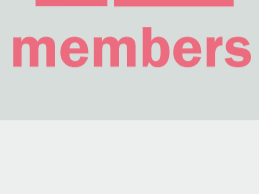
Email newsletter



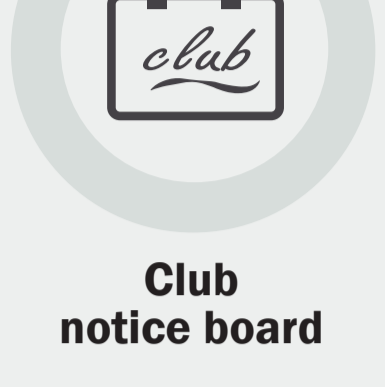
In person



SMS



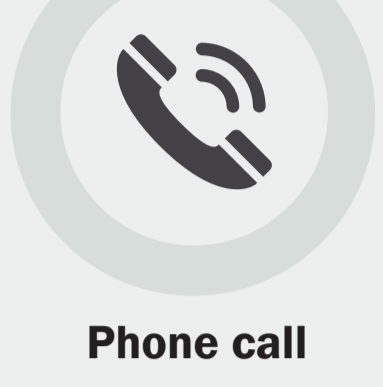
Email



Club notice board



Standard mail

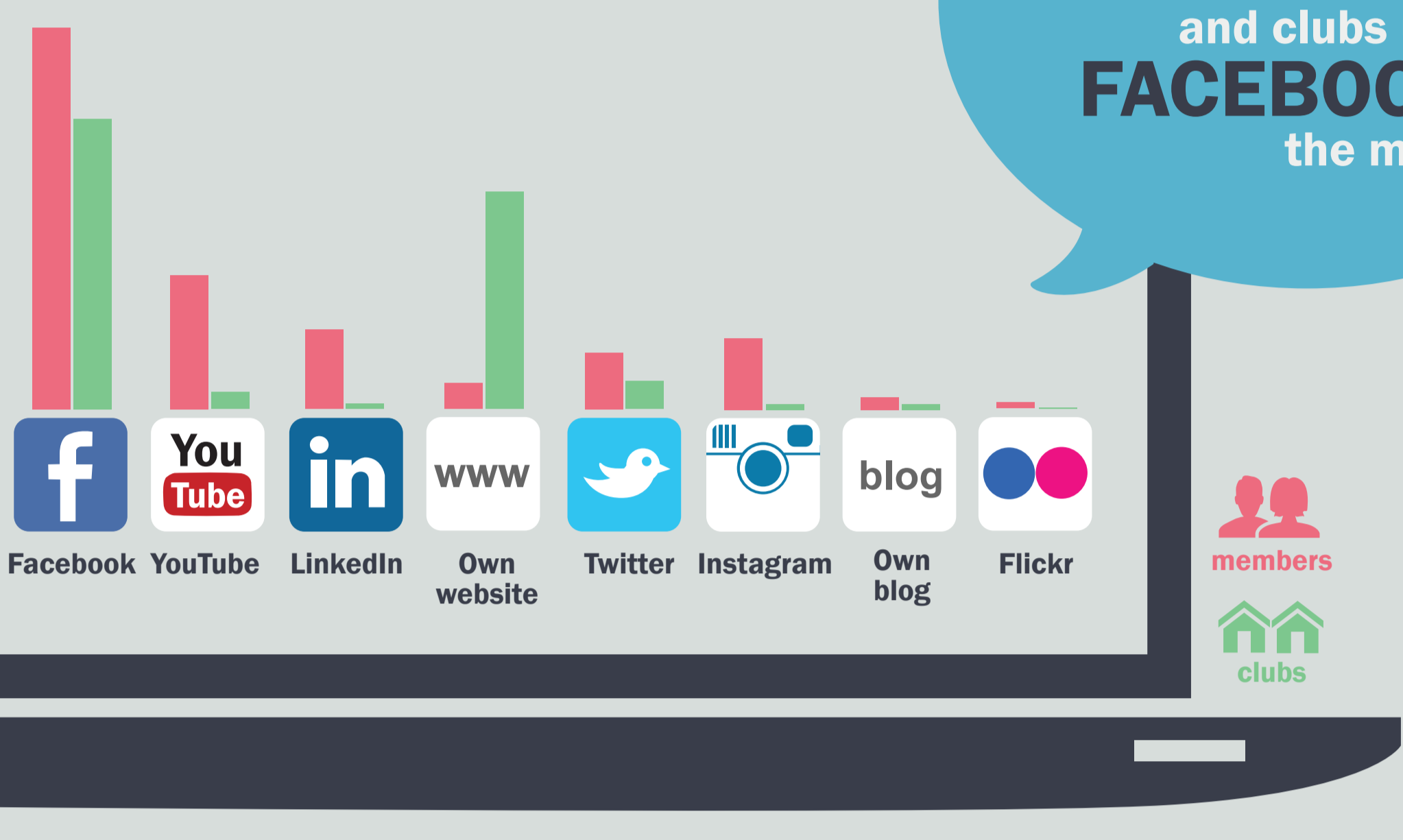


Phone call



Online social media

For **social media**, both members and clubs use **FACEBOOK** the most



In person



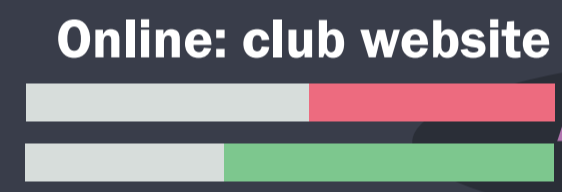
Online: Facebook



Over the phone



Smart phone APPs



Online: club website

Both members and clubs prefer bookings to be done via **CLUB WEBSITES**



**45%** of members like to **BOOK GROUP EXERCISE CLASSES in person at the club** while others prefer to do it



Over the phone

20%



Using the club website

19%



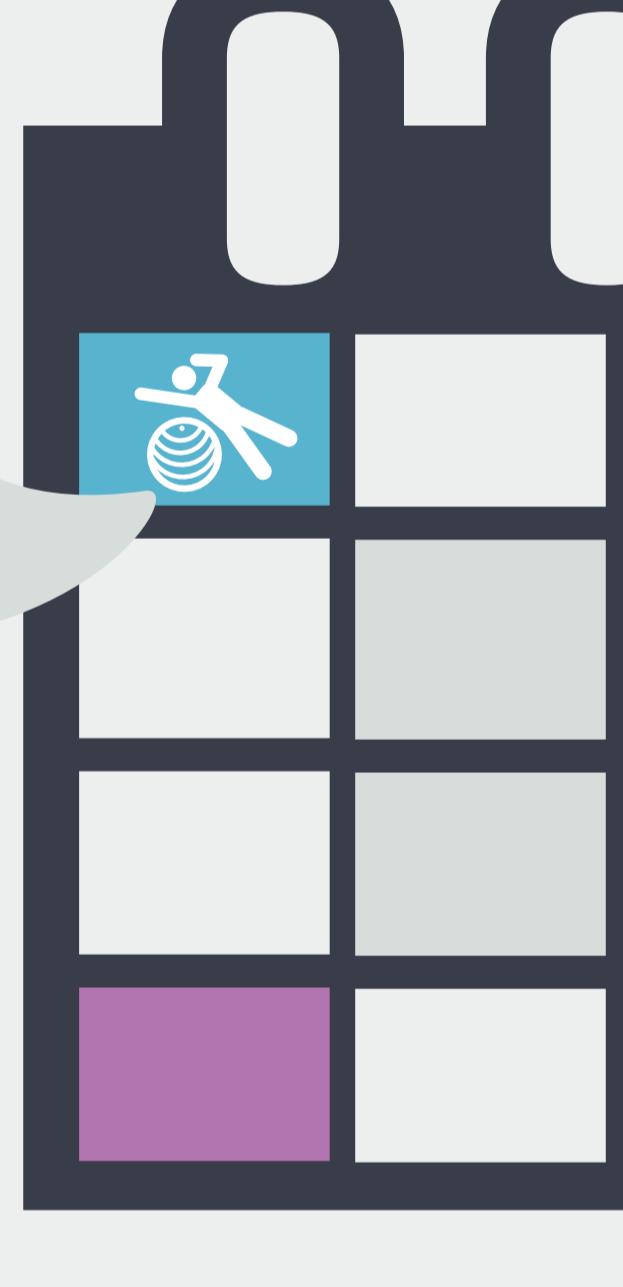
Through a smart phone APP

11%



With Facebook

2%



In SWIM SCHOOL

**38%**

of clubs like their members to **MAKE BOOKINGS through the club website** while others prefer to do it



In person at the club

37%



Through a smart phone APP

11%



Over the phone

12%



With Facebook

2%

Most clubs say **TV & EXTERNAL SPONSORSHIP** are the most effective **marketing methods**



TV & external sponsorship 100%



3rd party website advertising 71%



Community events 60%



Local newspaper 56%



Own website & referral campaign 48%



Radio & social media sites 44%

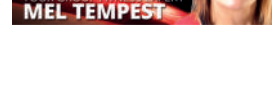


Door drop leaflet & billboard/ outdoor advertising 43%

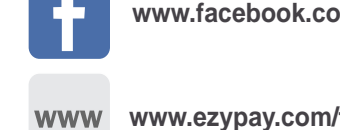


Building signage 40%

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