

## Marketing Plan Fall 2019

Provides : dance Lessons, workshops, demonstartions, Family Dances, and an enviroment for Community Building and connection  
Location: Festival Hall Red Deer

Background: The club started with a group of friends getting together that wanted to learn to dance and support each other. For taking workshops the club started a competition team that attracted more members and the club did demonstations and competed throughout Alberta. Instructors from the club then began teaching weekly public lessons to share the passion of dance and to continually recruit members. Hosting festivals, workshops, and dances also became a popular way to promote what the club was doing in the community.

Description: The club offers weekluy lessons for Beginners, and beginner plus. At the same time maintains the opportunity for those that want to join the performance team to learn the rountine that is performed for the public. Hosting 3 Family dances per year as well as workshops where out of town instructors are brought in offers more learning for it's members and the public.

Objectives: **SMART**

Specific	Be precise about what you are going to achieve	
Measurable	Quantify your objectives	ex. To have 100 students for fall Class
Achievable	Are you attempting to much	
Realistic	Do you have the resorces to make the objectives happen ( Manpower, money, time ?)	
Timed	State when the will achieve the objective	

Target Audience Male/Females aged 18-70 Primarily in the Red Deer region  
Like dancing, and or Country music

Branding Slogan / Logo

		<b>Who</b>	<b><u>Cost</u></b>
Strategies	1) Parades 3 Parades - Red Deer, Lacombe, Blackfalds	Michelle	\$400
	2) Community Guide	Jeanie/Adrienne	\$300
	3) Facebook Adds	Leona	\$300
	4) Canada Day Booth and Show	Team	\$0
	5) Pin Recognition Program	Rob	\$900
	6) Doodle Video - Google Adds	Rob	\$150
	7) Flashmob	Team	\$500
	8) Brochre	Club	\$0
	9) Dinner & Dance Promo - Restraunt Sponsor	Rob	\$0
	10) Website, Facebook, Twitter, Instagram, Blog	Rob, Kim, Others	\$0
<b>Budget</b>	<b>\$4,000</b>		<b><u>\$2,550</u></b>

Market Research Econmic Impact  
Social Impact

Monitoring