

## Marketing District 15 Regionals

The process we use to promote our Regional Tournaments has three key components.

### **1 – Identifying the target audience.**

I'll provide a list (sorted by home town) of the players who have played in this Regional in the prior year or two. The Unit will analyze the report and determine what portion of the players are local (day trippers) or out of town (staying over-night). Further, the Unit will determine if the attendance from key areas is at the level that might reasonably be expected.

Next the Unit will identify the geographic areas that form the marketing area. This is generally a 200 mile circle around the tournament site. In addition to District 15 players, we will want to include those Units, which are close to the tournament site, but not part of D-15.

The Unit will supply a list of Unit numbers to me, which they consider to be within their marketing area.

### **2 – Email Marketing**

I will prepare an email marketing list and handle the bulk email process. The Unit will provide email messages that are specifically worded to target a sub-set of the players.

Typically, we will divide our email list into players who have less than 750 MP's and players who have more than 750 MP's. We will send at least two emails to each player on our email list. Our email marketing will be in addition to the standard blast email from the ACBL.

I will work with the unit to define sub-groups and offer wording suggestions on the email messages. During 2015, our typical email process generated 7,500 emails to players for each tournament.

I will work with the Units to define the various batches of emails (by subset). This usually results in 10-15 different batch mailings.

### **3 – Flyer Distribution**

The units will prepare a schedule for the distribution of tournament flyers to nearby tournaments and to DBC's. Flyer distribution must start at least four months before the tournament. Having tournament flyers available at other tournaments is mandatory.

The units will send flyers to most of the clubs in the primary marketing area. Information on clubs and club managers can be found on the ACBL web site.

### **Pre-Registration**

In addition to Marketing support, I encourage all Tournament Chairs to incorporate Pre-Registration in their tournament planning process. Generally, 80% of the players who will attend our tournaments will pre-register. That gives the tournament planners a good idea of how much food will be needed, how many tables to expect and what the Income and Expense report will look like. Now doesn't it just make sense to know ahead of time, how many players will attend our tournaments?

### **Conclusion**

While I am available to help Units market their Regional Tournaments, if the Unit seems non-committed to the activity, then I will withdraw my offer of support.

During 2015, two of our Units participated in the marketing process and experienced at least a 15% increase in attendance. The two Units that did not participate saw their attendance remain flat. The Units have the option of participating in our Marketing process or opting out.

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