**MHJA Marketing Report**

*Marketing is used to communicate who we are to target audiences for a set purpose.*

Target Audiences are:

1. Sponsors – both new and existing
2. Spectators – the different spectator types are: general public, riders, trainers, and families of the competitors
3. Competitors – both new and existing

Purpose of communicating with the target audiences:

1. The purpose for communicating to sponsors not only to grow our overall sponsorship base, but is to let current sponsors know we appreciate them and choose their products and services over their competitors as a result of them supporting our horse shows, as well as to communicate to new potential sponsors who we are and what we do as a club to run horse shows and support our competitors. Our goal is to increase the sponsor give back ratio by supporting their business more and advertising their businesses better
2. The purpose of communicating with spectators is to:
   1. Grow a small general public spectator audience in the coming years
   2. Encourage riders and trainers to stick around and watch the key classes of the horse shows by adjusting the show schedule, making the classes more interesting to watch, etc.
   3. Best inform family members of competitors the approximate times their loved ones will be in the ring
3. The purpose of communicating with competitors is to inform them of events, event changes, volunteering opportunities, the importance of supporting our sponsors, the importance of being friendly and kind to the audience; and getting them this information as fast and efficient as possible. In addition, the MHJA would like to target new competitors to come and join us at our events throughout the year

Targets:

Growth Targets:

* Competitor target: grow the number of competitors by ten stalls per horse show by 2019 from its current levels
* General public spectator target: grow from nil to 15 people per horse show by 2019
* Sponsorship (with relationships to stakeholders): grow by 7 sponsors by 2019
* Sponsorship (with no relation to stakeholders): from nil to 5 by 2019

Satisfaction Targets:

* Find out and measure current levels of satisfaction from valued stakeholders in order to set future targets

Communication Targets:

* Monthly new blasts are very informative and are doing a good job of getting information out quickly, however our website needs an overhaul to better meet all user needs

**How to achieve the targets?** Form a 5-year plan with detailed projects to complete with goal start and finish dates. Describe how these projects will better the club and which stakeholders will benefit from them…. This is currently in the works. We are at the stage of identifying potential projects for the 5-year plan. Once the plan is complete a better information package can be used to let stakeholders know where we are now and where we are planning on going in the future.