Xavier Women’s Volleyball Marketing Plan

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Marketing Objective

• The objective for Xavier marketing is for women’s volleyball to increase in attendance and become more financially independent. For the 2014-2015 campaign, Xavier is exploring new target markets and bringing back a fun and lively environment with more student involvement.
S.W.O.T. ANALYSIS
Strengths

• Highly ranked recruiting class
• Multiple returnees for the 2014 season
  – 9 members from the 2013 team are back
• Household name opponents
  – Ohio State, Syracuse, Kentucky and Cincinnati
• Family affordable fun
Weaknesses

- Lack of NCAA tournament appearances recently and historically
- Small following of college volleyball in Cincinnati
- Olympic sport student following
- Cintas Center size
Opportunities

• Increase student involvement
• Girls empowerment events hosted on game day
• Partnerships with local women’s athletic organizations
  – Girls on the run
  – Youth girl’s volleyball
• Increase attendance
• Reach out to different target markets
• Bengals and Reds
• Lack of TV coverage
• Not as much hype as other sports
• Other local colleges and universities
Target Market

• Families
• Students
• Senior Citizens
• Mentally and physically disabled
Marketing Strategies

• Pre-Season
• Season long ideas
• Four specific games
Pre-Season Showcase

• **Product-**
  – Tailgate and Volleyball Showcase
  – Food and beverages
  – Sand Volleyball
  – “Midnight Madness”

• **Price-**
  – Free
  – Concessions and merchandise booths
  – Budget for event: $2,000

• **Promotion-**
  – Email
  – Pocket Schedule
  – Social Media
  – Local schools and volleyball clubs

• **Place-**
  – Xavier outdoor basketball courts
  – Cintas Center
Season Long Ideas

• Xavier Pulse
• Youth Groups
  – Help sell tickets
• Priority Points
  – 75% of home contests
• Pizza for Kills
  – 15 Kills
## Sept. 19 vs. Lipscomb - Families

| Product | • Family Packs  
|         | • Games, face painting, balloon animals  
|         | • Pictures with mascot  
|         | • Xavier Coloring Book |

| Price | • Balloon artist/face painter- $75-$125/hour  
|       | • 250 Xavier Coloring Books at $2= $500 |

| Promotion | • Announcements at previous games  
|           | • Xavier athletic pages  
|           | • Email  
|           | • Player visits to local schools |

| Place | • Cintas Center  
<p>|       | • Local elementary and Middle Schools |</p>
<table>
<thead>
<tr>
<th><strong>Oct. 4 vs. Seton Hall-Senior Citizens</strong></th>
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</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Product</strong></th>
<th><strong>Price</strong></th>
<th><strong>Promotion</strong></th>
<th><strong>Place</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Group Rate</td>
<td>• $1.49 per white t-shirt</td>
<td>• Announcements at previous games</td>
<td>• Cintas Center</td>
</tr>
<tr>
<td>• Visit retirement homes</td>
<td>• $50- art supplies</td>
<td>• Xavier athletic pages</td>
<td>• Local retirement homes/ senior citizen homes</td>
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<tr>
<td>• T-shirt decoration</td>
<td></td>
<td>• Email</td>
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<tr>
<td>• Arts and Crafts Booths</td>
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<td>• Player visits to senior citizen homes</td>
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<tr>
<td>• “Master Gardener’s”</td>
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**Product**
- Group Rate
- Visit retirement homes
- T-shirt decoration
- Arts and Crafts Booths
- “Master Gardener’s”

**Price**
- $1.49 per white t-shirt
- $50- art supplies

**Promotion**
- Announcements at previous games
- Xavier athletic pages
- Email
- Player visits to senior citizen homes

**Place**
- Cintas Center
- Local retirement homes/ senior citizen homes
Oct. 8 vs. Marquette-Students

<table>
<thead>
<tr>
<th>Product</th>
<th>“X-treme Fans”</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Tailgate/Cookout</td>
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<tr>
<td></td>
<td>Coozies to first 250 people</td>
</tr>
<tr>
<td>Price</td>
<td>Coozies- $.46 each x 250 = $115</td>
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<tr>
<td></td>
<td>Tailgate- under $1,000 or sponsors</td>
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<tr>
<td></td>
<td>Pizza Party- $150</td>
</tr>
<tr>
<td>Promotion</td>
<td>Announcements at previous games</td>
</tr>
<tr>
<td></td>
<td>Xavier athletic pages</td>
</tr>
<tr>
<td></td>
<td>Email</td>
</tr>
<tr>
<td></td>
<td>Players walk around campus</td>
</tr>
<tr>
<td>Place</td>
<td>Cintas Center</td>
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<tr>
<td></td>
<td>Promotion take place on Xavier Campus</td>
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</tbody>
</table>
Oct. 18 vs. Butler - Special Needs

<table>
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<tr>
<th>Product</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>• Partner with Special Olympics</td>
<td>• Minimal costs for promoting event</td>
</tr>
<tr>
<td>• Pictures with Mascots</td>
<td>• $5 Admission</td>
</tr>
<tr>
<td>• Autographs</td>
<td></td>
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<table>
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Timeline

• Aug. 11 – Reach out to local youth volleyball groups regarding fundraiser
• Aug. 25 – Order coloring books, t-shirts and other promotional items for season
• Sep. 1 – Reach out to senior citizen homes
• Sep. 4 – Purchase hot dogs, hamburgers, etc...for showcase
• Sep. 5 – Friday Night Showcase
• Sep. 18 – Reach out to local MRDD schools about visiting for game
• Sep. 19 – Home contest versus Lipscomb
• Oct. 4 – Home contest versus Seton Hall
• Oct. 8 – Home contest versus Marquette
• Oct. 18 – Home contest versus Butler