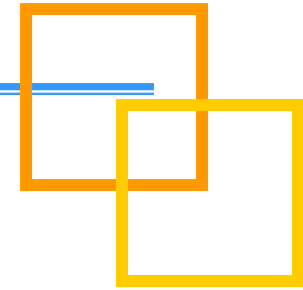


BRAND MANAGEMENT



Managing Your Square Dance Club Brand to Attract and Retain ~~Membership~~ **Participation**

...  The Gathering May 12, 2007  ...

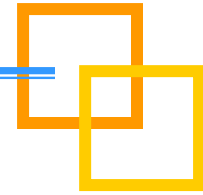
Steve Foster

The Bee Sharps Square Dance Club of Somerset County
"Plus Level Dancing and Classes Serving Central New Jersey"

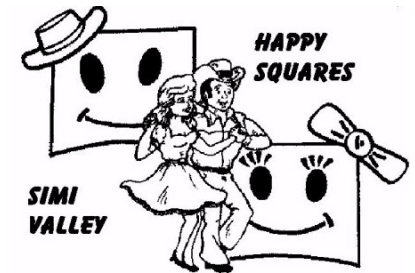
We dance 1st and 3rd Fridays in Bound Brook, NJ. Join Us!



Managing Your Square Dance Club Brand to *Participation* Attract and Retain ~~Membership~~



- The 5 “P”s: Product, Packaging, Placement, Pricing and Positioning
- Properly position your packaged and priced products to peak in the right place at the perfect moment to promote more active participation – And stand out in the crowd.
- Benefits of Brand Management: Unify your offers and value, Communicate your quality and Create a visual imprint - Cut through the clutter!
- Clearly define your products, your promises, your culture and your logo
- Your club’s Next Poster, Flyer, Street Sign
- Brand Awareness: 1. Build loyalty and skill in presenting the brand through education and practice of Members 2. Build recognition and respect for your brand through visibility and clearly communicating value throughout the community 3. Build continuous awareness of the availability and benefits of committing to your brand of activities to Future Members/Participants.



- Passionately care for and guard your brand: constantly review, rehabilitate and reward
- Think **OUT** of the square! ...
 - Know your Products and their attributes (The 5P's), Know your customers' needs and concerns, use (The 5C's of) Brand Management: Communicate Consistently, Clearly, Continuously and Carefully.
 - Regularly rediscover and reinvent your unique Brand of Square Dancing
 - Have a real Plan to bring members in and ...to keep them **IN** the square!

- My Notes outside of the Square:



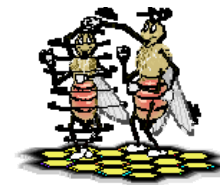
① **Defining Your BRAND**

POP QUIZ!

- My Club's **Product(s)** include:
- + My Club's Top Two **Priorities** Are:
 - + My Club's Top Two **Assets** are:
 - + My Club is **Unique** Because it **Offers**:
 - + My Club's **Culture** is one of:
 - + My Club's **Logo** includes/communicates:

= THESE ARE THE UNIQUE AND DEFINING QUALITIES OF YOUR CLUB'S BRAND

② **My New Poster**



- Who's Doing It? (Brand)
- What Is It? (Unique Value)
- Why Me? (The Promise)
- When (and Whenever)
- Where (Map, Landmark)
- What Do I Need To Do? (Need to Act/Commit Now!)

③

SMART
objectives:

Specific, Measurable, Actionable, Relevant, and Time-bound

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The Bee Sharps Square Dance Club of Somerset County <http://www.squaredancing.com/beesharps/>

Brand Strength Checklist

- Can you state your five most relevant and compelling brand attributes (that is your strengths or traits)?
- Do you have a brand positioning statement or tag line stating your unique promise of value?
- Can you clearly describe the demographics of your target audience (name, age, gender, location, etc.)?
- Can you describe the makeup of your target audience (what they read, what they're interested in, etc.)?
- Do you know your short and long term goals?
- Do you know who your competitors/peers are and what their strengths and weaknesses are?
- Can you clearly describe what differentiates you from your competitors?
- Do you have a brand communications plan for the year?
- Have you published any article for print/for the web in the past three months?
- Have you spoken before a group in the past three months?
- Do you have your own newsletter, on-line or printed?
- Do you have a plan for diminishing or eliminating any less desirable brand attributes (things that can get in the way of your own success)?
- Do you mark every project with your personal brand (e.g. e-mail, voice-mail greeting, reports, etc.)?
- Do you send regular communications (e-mails etc) to your network members?
- Are your brand goals SMART (Specific, Measurable, Attainable, Realistic and Time-frame specific)?
- Are your goals documented?
- Do you have metrics in place to assess your brand progress? Do you track progress toward them?
- Do you regularly ask for feedback from peers or Public (at the end of a project, each quarter, etc.)?
- Do you have a coach or mentor?
- Do you have a plan describing how you would like to see your brand evolve?
- Do you know what the next step in the evolution of your brand is and when you're going to take that step?

From: Powered by ACCPOW Coaching Assessment Generator
by William Arruda www.assessmentgenerator.com