

Marketing Plan for Coast to Coast Athletics

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# Coast to Coast Athletics

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## Exclusive Summary

Hot dogs, popcorn, a beer and that sound of a ball hitting a bat. Baseball is the greatest past time, so America's say. A company that is involved with baseball, in America would be a lucrative and popular business. Every parent in the United States would like to think there son could be a professional or college baseball player. Coast to Coast Athletics is the company this Marketing Plan was formed for, and they work with boys from the ages of fifteen to eighteen years of age with the potential to go farther then just High School baseball.

Who doesn't like the warm climate of Florida, when you live in the mid-west. Coast to Coast has two camps a year on in the summer and the other in the winter, in the warm sunny Florida. Coast to Coast strives to work one-to-one with every player, to make your time enjoyable and knowledgeable.

After the economic down turn of 2008, Coast to Coast Athletics is a business that became smaller, but it grew stronger in quality. Kevin, the owner, invites coaches, players, and scouts that work with college and professional teams, in order to give the boys exposure to possible scholarships and invitations to play. Everything is handled by Kevin Ritter directly, not a question or concern is left unanswered. He is also very will to help all of his past boys that have attended his camps with their future baseball endeavors, such as paperwork and contracts.

In order to help grow there business in other areas Coast to Coast Athletics goal wish is to grow their market for those that love the greatest past time. First they wish to accomplish it to have summer camps for younger boys in baseball from ten to fourteen. Their next goal they wish to accomplish is to add a softball branch like their upper boys baseball. Adding these will open up there market to more exposure.

A company needs to market and advertise in order to receive more customers. Their very first goal to help them is to utilize social media such as Facebook and Twitter. These modes of social media are utilized buy many teenage boys but also there parents. Growing a business that is involved in baseball can be easy if you reach out to the right people.

No one in America has not ever heard of baseball, or thrown a baseball around. Finding the perfect people to fit your baseball profession is the trick to form a successful business. Its not the fact that people don't like your profession its that you have to make people see you. If you didn't see a ball coming right at you in a baseball game, it is lights out and stars. With this Marketing Plan at hand you can now make sure you have a lucrative baseball business, and so you are not seeing stars, only money and growth.

## **Company Description**

Coast to Coast Athletics is for boy athletes 15 to 18 who are interested in playing college or pro baseball. Kevin Ritter, the founder, has owned this business for 15 years. In the first ten years of the business, it grew dramatically, but since the 2008 economic downturn, Coast to Coast has declined in participation each year. In the past Coast to Coast Baseball had boys from 46 states come and work with them. Now they mainly work with players from Michigan, Indiana, Illinois, Ohio, Western Pennsylvania, and West Virginia. Though the business has become smaller, customers still like that they talk to Kevin directly, and Kevin will help them free of charge for anything they need regarding a boy's baseball future. Coast to Coast helps prepare boy that want to play baseball for college and the pro leagues. They take them for summer training in Florida, and give them a taste of what it would be like to play after high school. They hold twenty to thirty tryouts every year, where they look for six main things: hitting, throwing, fielding, running, power, and body type, to see if they have a high chance of making a college or pro team in the future. If you have the potential, you are invited to Florida where you will train for a week. College coaches, scouts, and sometimes past pro players come to watch and help. They have two different training times, one in the winter and one in the summer. In the winter they accept about 50 to 70 kids, and in the summer they take around 30 kids.

## **Business Mission Statement Description**

### **Mission**

Coast to Coast Athletics helps players age 14-18 discover their present talents, as well as increase their future talents. Coast to Coast also allows players to showcase their talents to college and professional scouts.

### **Vision**

Coast to Coast Athletics will grow into a full-time business for its owner, without losing the personal touch and interactions with players.

### **Objective Description**

As of March 8, 2015, Coast to Coast Athletics only had 426 followers on their business Facebook page. The objective is to have 1,500 followers by May first. That means there are only 1,074 followers left to reach out to before achieving the goal. To help reach the goal, other Facebook tools will be utilized, like sharing and posting in local groups like yard sales.

A second Coast to Coast Athletics objective is to increase their attendance for their tryout events to fifty percent. This objective will increase by fifty percent by the end of the 2016 summer. This goal can be reached through advertising on Facebook, along with the tryout events shared and posted to local groups.

## **Situation Analysis**

Coast to Coast Athletics owner Kevin has baseball experience at the college and professional level, giving them a huge strength in the market. Another strength has been the individual attention the players are provided at the camps, because of Coast to Coast's small size.

In recent years there has been a decline in business. This has had a snowball effect causing a further weakening of the business because Kevin, whose experience and knowledge are a strength, has had less time to devote to Coast to Coast Athletics because he has had to resort to working other part-time jobs. This lack of time also caused a decreased ability for Coast to Coast to utilize target market opportunities, which has become a big weakness.

There are opportunities available for Coast to Coast Athletics to recover and expand. Aggressive advertising, such as Facebook, can help Coast to Coast Athletics expand. They should also bring back their camps for younger players. These camps would act like a feeder program for their upper-level. This will help to grow the upper-level camps. Another area of opportunity would be for Kevin to expand to include softball. If he could hire an experienced softball player to train and work with young women who dream of this sport, he could double his target market.

Coast to Coast still has threats to their business. Existing competitors, like colleges, threaten Coast to Coast's target market since they not only offer athletic practice and training but also an education. Another threat is that since the economy has started to make a comeback, some new competitors are now willing to take a risk and start their own and challenge for Kevin's potential clients. A third threat is with the economy still in recovery-mode most people have little extra cash around to spend on athletic training. This could greatly reduce the number of potential customers for both Coast to Coast and its competitors.

### **Competitive Advantage**

Coast to Coast Athletics owner, Kevin, has experience at the college and professional baseball level which gives the company a huge competitive advantage to competitors. Potential clients, and their parents, realize that Kevin has really experienced the dreams that they and their teenager desire. Their players receive lots of individual attention in their camps, because Coast to Coast athletics is much smaller than many other camps. Their camps also have college coaches and scouts at them to watch and help. Customers can also speak directly to Kevin when there are question or concerns. Coast to Coast's knowledgeable, one-on-one atmosphere with their customers, allows them a competitive advantage compared to their larger competitors.

## **Marketing Strategy**

### **Target Market Strategy**

#### **Target Markets and Messages**

There is a little variety in Coast to Coast's target market. One Coast to Coast target market is thirty to fifty year old, middle to upper class parents of high school baseball players from small and rural schools in the Midwestern United States. Another obvious target market for Coast to Coast is male baseball players from the ages of fifteen to eighteen, who really love baseball, want to practice to get better, and be noticed for scholarships and future teams. These parents should get the message that their child will receive lots of one-to-one help because they are a smaller business. This training will be from someone who is very knowledgeable about baseball and can help them get noticed. The message for these young boys is that Coast to Coast can help them chase after their dreams of playing baseball. Another important part of the message for both target markets is that Coast to Coast will allow baseball player to be noticed which they would not get if they were in a rural area in a small school. Coast to Coast's Winter Camp would also give boys an upper hand because they could practice while those stuck in the snowy Mid-West could not.

## **Market Mix**

### **Product**

The product Coast to Coast is selling is a chance for fifteen to eighteen year old boys with promise in baseball to come to Florida over the winter or summer to



get more one-to-one help. This assistance will be with someone with loads of baseball knowledge, and also allow them to experience what college or professional baseball would be like.

## **Product**

Coast to Coast can change and improve their product by adding at least two more summer camps in Florida for there 15-18 year old baseball. Coast to Coast also needs to have more tryouts throughout the Midwest in order to fill these extra slots. Advertising will help them grow to have more camps and tryouts.

## **Price**

The price for Coast to Coast is thirteen hundred dollars not including transportation. The pricing strategy Coast to Coast should use and does use is penetration pricing, which is when a company charges a relatively low price for their product. Penetration pricing is a way to gain a larger share of their target market (Lamb, pg 375).

## **Place**

Coast to Coast's locations or places of business currently include Ohio, Michigan, and Indiana with the winter camps being held in Florida. These tryout locations could expand to other rural areas in the Midwestern United States to try and help fill their expanded Florida camps.

## **Promote**

To promote Coast to Coast, social media should be utilized as it is becoming very popular. Facebook and Twitter especially should be used. Facebook is already being used for advertising, and their Facebook likes are on the increase. Twitter could also help get Coast to Coast noticed. Facebook should be used to advertise tryout events, which is also being done, but it also should post updates and pictures. Pictures placed on social media of the players working with the coaches, and also any famous coaches and players that come to watch or help would boost interest in their company. Also, any testimonials or updates of past kids that have worked with them and reached their goals would be great material to put on social media. This kind of advertising should mostly reach out to the male baseball player and should push the message that Coast to Coast could help them make their dreams come true. The Internet can be utilized in many ways, for those who are searching related topics to Coast to Coast, will have Coast to Coast pop up as advertising for them. Not many people buy magazines or newspapers, so most of Coast to Coast's advertising money should go to the internet and social media.

## **Implementation Plan**

There are three important plans that I recommend you work towards in order to improve your business. The first and most important thing I recommend is implementing some changes in advertising. Currently you want your advertising

to reach out to fifteen to eighteen year old baseball players. As I have said before, social media is your best advertising tool to use, as it is very popular with that age group. Social media and the Internet is where you should focus your advertising time and money. You should start advertise heavily at least four months before your tryouts.

A second recommendation I have for you is that you should expand your baseball camps. I believe that you should have camps for younger players from the ages of the to fourteen. I think that you should allow it to be open to everyone without holding tryouts. They could take place at the same places and times as your upper-level baseball tryouts. This might allow more families to drive to tryout locations if more of their boys could play and take part. Also, You should hold younger baseball camps starting in the 2016 summer. Again advertising will be the huge piece to making these new camps successful. Softball is big if not bigger then baseball in some rural areas and is becoming more and more popular for girls. I recommend that you expand to having softball camps identical to your upper-level baseball camps. This will grow your clientele and business drastically. You will have to hire someone that can run it for you and has a background in and extensive knowledge of softball. Advertising for this new branch of softball camps will be vital in its success as many will only associate you with baseball unless they see you now do softball camps. This plan will take up much of your time, money, and energy for a few years, and

therefore you should do this only after you are happy with where your younger and upper-level baseball programs have gone.

### **Evaluation and Control**

The evaluation of your summer tryouts should be done this August. You will want to see if your tryouts met your goal, and if you feel the Facebook advertising helped. You already have a question in the registration where people explain how they found out about your business. This will help tell you whether the Facebook advertising was successful. You will also want to decide if you want to continue advertising through Facebook, and expand to Twitter or other Internet based advertising. You should re-evaluate your advertising every year in the Fall, to see what should be adjusted to help you be successful.

After the summer of 2016, you should evaluate your younger baseball camps to see if it was lucrative enough to do it again for the 2017 summer. You should evaluate it based on the number of participants and profits. Small adjustments should then be made based on those evaluations for the 2017 camps. These adjustments might include more or fewer camps, bigger or smaller camps, or more or less advertising.

Like I said before, after you are happy with your younger and upper-level baseball camps, you should evaluate starting softball camps. The first year of your softball camps you should probably only do one camp either in the winter or

summer, to help you save time. After that first camp you can reevaluate if softball is the right direction for Coast to Coast. You will have to evaluate if it is lucrative enough to continue, if more advertising should be done, and if you should stick with one camp a year or do both a winter and summer camp. Evaluate your Softball Program every August like the rest of your recommended plans.

If one of yours goals is not being met, especially in turn out numbers for camps and tryouts, you should always reevaluate advertising, and maybe reevaluate more then once a year. Advertising is your key, so see if you should also try newspapers and magazines, or if you should stick to Internet advertising and spend more money in your advertising.