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Is Marketing really for Me?

**Presented by
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What is Marketing?

The management process responsible for identifying, anticipating and satisfying customer requirements profitably.



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INTERACTIVE

Who is your customer?

- What is their sex, age, marital status, occupation?
- What commitments and hobbies do they have?
- What barriers would they have to overcome to enjoy your service or product?
- What magazines and papers would they read?
- What type of promotion would most likely excite them?
- How best would they like to be contacted?
- What other brands would fit their aspirations or buying patterns?
- What writing style do they respond to?



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INTERACTIVE Identifying your customer

Find your customer at....

http://www.sportengland.org/research/market_segmentation.aspx



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Identifying customer requirements

Whatever your establishment – you'll already know some of your key customer requirements.

INTERACTIVE

- **What are your customer requirements?**
- **Is this profitable?**



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Anticipating customer requirements

INTERACTIVE....

- **What customer requirements can you anticipate?**
- **How can you make these profitable?**



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Satisfying your customer's requirements

You have identified and anticipated your customer's requirements.

Successful companies don't choose a product then find a market – they identify the want and need, then create it of the right quality – so...



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Step 1 – What do you want to market?

INTERACTIVE: Identify what you want to market.

If you are trying to market yourself, think of yourself in the third person.



Step 2 – What will it cost the customer?

- Set a price that will be profitable for you
- Give a perception of value for money
 - If that's a high price because of added value, beware the high quality then expected by the client for everything you provide from your bin bag disposal to being business-like in your dealings
- Existing customers will be more accepting of price IF your existing quality is high!

INTERACTIVE: What is your price?



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Step 3 – Where will it happen?

INTERACTIVE:

When and where is your product going to take place?



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Step 4 – Promoting your product

Be attention grabbing

Be appealing

Have a consistent message

Give not just the features but the one key benefit of your product.



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Step 4 – - be attention grabbing

- What is it?
- Don't be dull
- Three words only

- 'Take The Reins' potential title for our riders.

What's your three-word-wonder?



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Step 4 – – be appealing

My potential rider is most responsive to magazine ads

She prefers simple straightforward messages – not facts and figures.

She wants something that is informative, offers variety and choice, is aspirational and not gimmick-led.



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Step 4 – be appealing

- Go Riding for Free(dom)
It's fun, fast and gets you fit.
- No such thing as a free ride?
Complete our six-session course and join a celebratory ride in the park for free.

What would appeal to your target?



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Step 4 – - consistent messaging

Feature – horse-riding tuition for new or returning riders

Benefits -

- Taking Control
- Reduced stress
- Equine interaction
- Social interaction
- Increased fitness – balance, coordination, core strength
- Goal-setting towards a ride in the park

INTERACTIVE:

What are the features and what are the benefits to your product?



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Step 4 – Why You?

What the Unique Selling Point for my project?

In taking up the sport the USP would be – The HORSE
– we are competing for the sport itself.

INTERACTIVE:

**What is your USP that sets your product apart from
your competitors?**



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Step 4 – Why You?

Want to be in the local paper, magazine or on the radio?

What is the HOOK to catch the editor's eye?



Step 5 – People matter

- Look after your existing clients –
INTERACTIVE: Can they be accommodated into the product? Is this profitable?
- Make sure your staff and connections are fully briefed to answer informatively –
INTERACTIVE: Can you utilise existing skills or do you need to train staff? Is this profitable?



Step 6 – The Process

- Actually providing and performing your product
- Are you ready?

INTERACTIVE: Create a checklist and make sure all is ready before you begin!



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Step 7 – Make your success snowball

- Get feedback from those to take part
- Review and make changes
- Promote good reviews and case studies
- Promote the changes
- Help others to help you – word of mouth to social media is a great way to get messages out!



Choose a product to market

- **Who is your customer?**
- **What do they need?**
- **What are you going to market?**
- **What price point will you set?**
- **When will it happen – time of day/ week/month/year?**
- **Where will it happen?**
- **How will you promote it – what will grab attention – your three word wonder?**
- **What will appeal to your customer?**
- **What is your consistent message?**
- **What is your USP?**
- **How will you HOOK the reader?**
- **People – do you have staff trained or clients awaiting your product?**
- **Are you already prepared to take this on or do you need to put things in place?**
- **How will you monitor the product?**



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Let's Go!



Take the Reins...

And let Gill know how
you get on – you
could even present
your story at a
Networking meeting...

That's Marketing!



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Thank you

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