USA Swimming National Convention

Swim Biz – Marketing Tips to Grow Your Team

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10 Marketing Tips to Grow your Team (Growth can be increase in membership, sponsorship or retention)

Perceptions of Non-Swimming Parents

* Nearly 80% of swim lesson parents don’t see competitive swimming as an option
* Parents see swimming for 12 and under as a life skill
* Swimming is a “country club” sport – too expensive
* Swimming has too many opportunity costs – time at pool, days of commitment, etc
* USA Swimming membership is year-round – this is scary to new parents just trying it out
* Briefs (Speedos for boys) are scary
* Non-swimming parents don’t understand the benefits of competitive swimming – health, community, fitness, social skills, teamwork, etc
* Once parents are involved, parents “get it”

10 things to try

1. Mom drives the bus – child’s choice is #2, dad’s are #3. Mom’s make the initial choice. Get in contact with mom’s. Network where they are. Provide, focus, what are you delivering as a product? Help them know what you can provide differently.
2. Target 15 minutes from the pool – (national average) Mom will drive an average of 16 minutes for a USA swim team and 7 minutes for a rec team. Target your efforts within that 15 minute distance range.
3. Create a welcoming entry – Most will visit webpage first. Of those only 7% will email and only 5% will call, Create a friendly front door. What do they see when they come to your webpage? Get all of our offerings up and easy to see in one place.
4. Bridge the gap – make it easy to move from lessons to competitive
5. Give Parents a Different View – Show what you can offer on your webpage
6. Promote the Coach – parents perceive swim coaches as more professional than other sports
7. Realize the coach is all wet – Let coaches focus on pool. Dedicate someone to focus on social media, marketing and PR.
8. Don’t rely on google – Local knowledge and word of mouth are the top ways parents find swim programs. Google is #5.
9. Show your personality – Show your program’s personality and culture beyond results in social media and web site.
10. Focus on team – families need to understand the team aspect of the sport. Don’t just focus on individuals. Use the word TEAM.