

# Marketing Report

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## Permanent Course

- Met with Di Beeton of Delta Park and Siena from City Council Education.
- Have to earn buy in from Parks officials.
- Focus on the Educational aspect and not the Sporting aspect.
- Process will be slow but should be able to get into Delta and Dorothy Nyembe Park

## Twitter

SAOrienteers account been running for about 9 months.

- 163 followers mostly orienteers and orienteering clubs
- Orienteering Club List - 68

## Google Adwords

Been running since mid January. Had 59 clicks to [www.orienteering.co.za](http://www.orienteering.co.za)

## CRM System

Microsoft CRM will be implemented shortly. Contain all contacts and be able to send emails to targeted groups.

## Publicise it on World of O.

The event has been submitted and will need updates from time to time.

Direct marketing to overseas clubs.

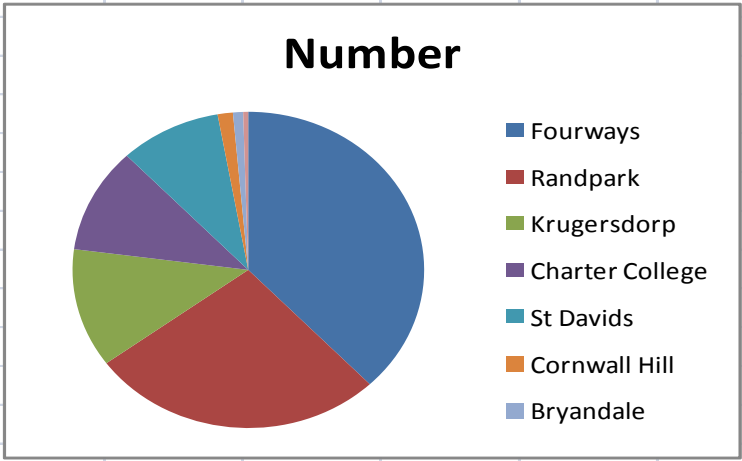
Window of opportunity is in next 3 months.

Mpumalanga Tourism.

Safcol - Sponsorship.

## Schools League

School	Number
Fourways	81
Randpark	58
Krugersdorp	26
Charter College	23
St Davids	20
Cornwall Hill	3
Bryandale	2
Trinity	1
	214



Increased PDI attendance

Addition of 1 major school – Charter College

# SAOF Clubs

✓ Western Cape

PENOC

✓ Gauteng

AR

RACO

ROC

WITSOC

! KwaZulu Natal

New Club (Durban)

! Eastern Cape

New Club (PE)

! Mpumalanga

New Club (Sabie)

✗ North West

Provincial Clubs

✗ Northern Cape

! Limpopo

New Club Phalaborwa

✗ Free State

