

Marketing Report February 2012

Permanent Course

- Geoff Lockwood is setting up a group of interested parties to engage Joburg Council.
- Di Beeton has compiled a curriculum for Orienteering for 2012.
- Have reduced the Delta map to the area within 500m of the centre.

Twitter

Twitter account has been dormant over past 2 months. Needs regular feeds.

Sports Plan

I attended the launch of the sports plan. Many of the SAOF objectives align with the sports plan and can be used to promote our image and status.

Google Adwords

Been running since mid January. Had 59 clicks to www.orienteering.co.za

CRM System

We have subscribed to Salesforce.com for 5 licenses. Will allocate 1 licence to Karen for inputting all the Schools data.

Aims for 2012

1. Focus on Marketing pass all development to VP Development

2. Hold course on EMIT for all clubs to free up time.

3. Publicise activities such as:
 - Big 5-O
 - Schools League
 - Expansion Plan

4. Draw up a request for sponsorship to secure funding for the Expansion Plan.