



TORONTO SAILING & CANOE CLUB

Social Media Plan

A general strategy to guide all social media marketing communications for 2017

Current Situation/Background

Toronto Sailing and Canoe Club is the second oldest yacht club in Canada. We are known for making sailing accessible and cost effective. We have one of the largest sailing schools in Toronto, training over 300 youth and adults a year. We also provide a boat co-op where members can share our fleet of dinghy and keelboats at an affordable price. We are training site for the Ontario Sailing Team, and the training site for local Olympic Sailing Athletes. Our sailing programs include:

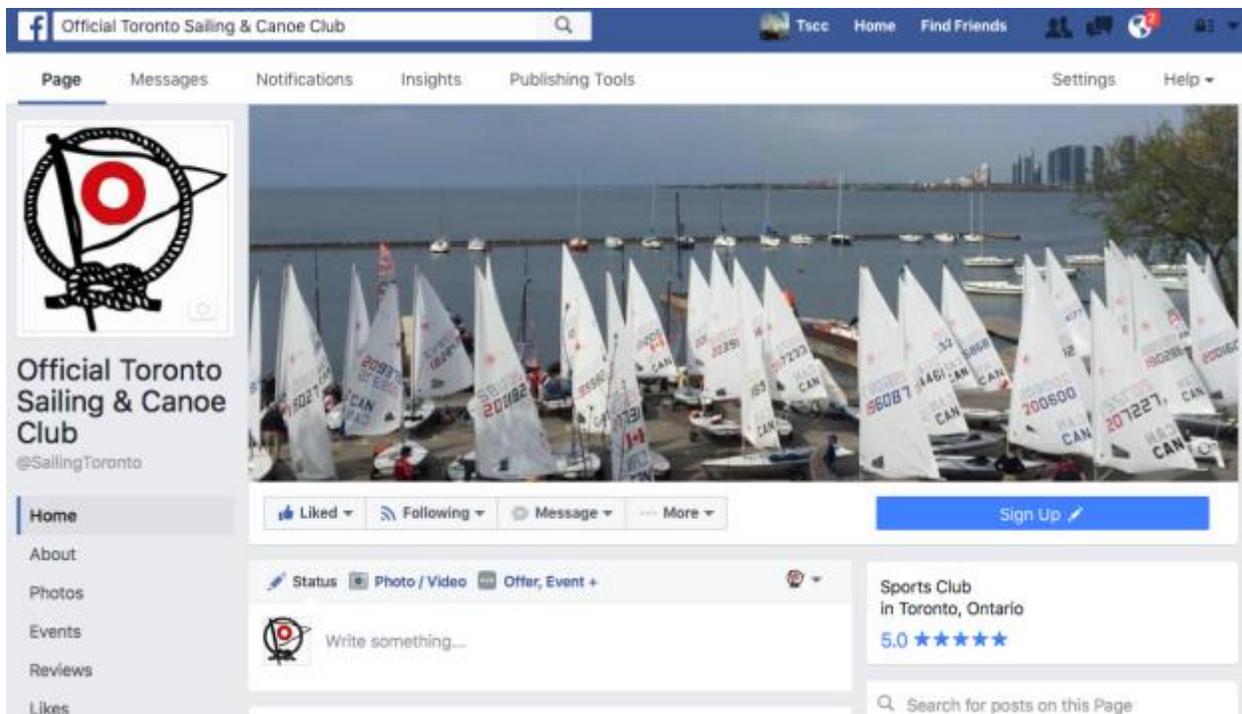
- Keelboat Fleet membership
- Dinghy Fleet membership
- Adult Keelboat Sailing School
- Adult Dinghy
- Youth Sailing School

A small community club, occupying unique and valuable real estate at the foot of Roncesvalles Avenue in the core of Toronto, there is great opportunity to expand our business. The primary hurdle we face is that not many people know of our existence.

To date, TS&CCs communications strategy has been basic. Last season, we informally began to put into place the fundamental elements of this strategy, with an eye to producing and implementing this complete strategy in 2017.

Our social media tactics to date:

1. New company Facebook page started May 2016
 - 87 followers
 - the structural foundation to move forward with this page is in place



This is an excellent opportunity for employing a social media campaign to promote our programs in a powerful, cost effective way.

For example, although we currently have 87 followers, the potential reach of these efforts are not in proportion to that number of followers. In the below example, a single post reached 1,225 people and we engaged 167 people.

The Post On Sept. 30, 2017:



The corresponding statistics of post:



Official Toronto Sailing & Canoe Club

Promote Page

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	5	3	66.7%
Weekly Total Reach	1,225	356	244.1%
People Engaged	167	22	659.1%
Total Page Likes	83	82	1.2%

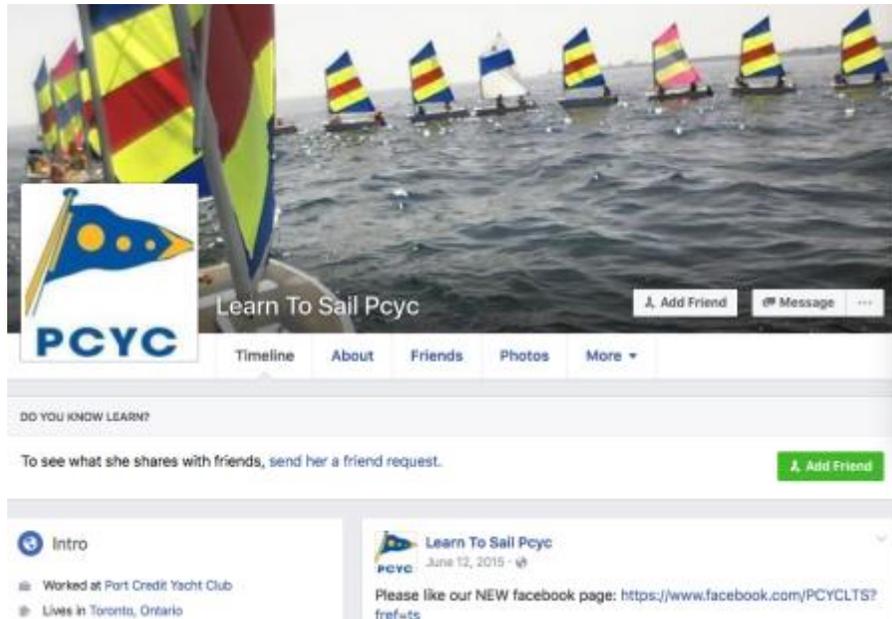
Our competitors social media tactics

Our competitors are slow to employ a social media strategy, opening up an ideal opportunity for our organization.

Etobicoke Yacht Club has no outward facing social media strategy in place. They have a closed group for existing members

The screenshot displays the Facebook group page for the Etobicoke Yacht Club. At the top, there is a cover image featuring the club's logo on the left and a photograph of a marina with many sailboats on the right. Below the cover, a 'Join Group' button is visible. The page indicates that the group is a 'Closed Group' and provides a link to 'Join this group to see the discussion, post and comment.' Below this, there is a 'MEMBERS' section showing 224 members. A 'DESCRIPTION' section states: 'We are located west of the Humber River, in the west-end of Toro... See More'. A 'TAGS' section lists 'Yacht club · Sailing · Etobicoke · More'. At the bottom, there is a 'CREATE NEW GROUPS' section with a 'Create Group' button. The page also lists several members, including Aniko Woods, Jeff Chadwick, Krystyna Lukaszew, Pat McRae, Bernie Guerin, Richard Bowles, Roman Fluta, and Mary Jean Beech.

Port Credit Yacht Club's sailing school has not updated their Facebook page since 2015.



Business Objective/Social Media Strategies/Social Media Tactics

Our social media strategy should focus on three main business objectives: **Brand Awareness**, **Attracting New Customers (Increasing Revenue)**, and **Thought leadership**.

The social media strategies and tactics are mapped to these objectives

Table 1: Business Objectives Mapped to Social Media Strategies and Tactics Overview

Business Objective	Social Media Strategies	New Social Tactic
Brand Awareness	Drive traffic to our social media pages	Use social channels to post engaging content depicting the story of our brand and the benefits of the programs
Attract New Customers (Increasing Revenue)	Drive traffic to our company website sign-up online	Use social channels to advertise with call to action and discount tracking codes
Thought Leadership	Become Known as industry experts and establishing us a choice not a compromise.	Create Blog where complex issues are discussed: weather; racing tactics; boat maintenance; how-to articles and possibly video

Justification for Business Objectives

1. **Brand Awareness.** TS&CC is a small community club. Our primary hurdle is the lack of awareness about our brand. Our primary goal is to spread awareness of our programs and services to a larger market segment. We have in place the infrastructure to become the largest sailing school in the country. Increasing brand awareness will increase our visibility to potential students and positively affect revenue.

2. **Attracting New Customers.** Building out a strong strategy for increasing brand awareness will allow us to market directly to our target audiences. By offering discounts to our programs through our social media channels will allow us to increase revenue and will have the added benefit of allowing us to track the effectiveness of social media strategies.

3. **Thought leadership** - Establishing us a choice not a compromise. This is the ultimate goal: to

communicate that our informal atmosphere is a choice based on a value system of a promoting a healthy lifestyle, inclusiveness, and passion, and above all, quality.

The fact that our rates our one the lowest in Toronto has, overtime, become confused with a lack of seriousness or even quality. Improving our image, or rather communicating that we are one of the top training facilities for everyone from the novice sailor to the Olympic sailor and everything in-between, is key to attacking new customers. This done, we can increase revenue by drawing membership from other clubs and the community, not because we are the most affordable, but because we are the best choice of club.

Audience Demographics/Social Media Platform Justification

Table 2: Our organization’s three primary target audiences:

Audience	Program	Age Demographic
Parents (& Youth)	Youth Sailing School	25 - 55
Adults/Professionals	Adult Sailing School & Boat Co-Ops	20 - 55
Retired Professionals	Adult Sailing School & Boat Co-Ops	55+

Table 3: Social Media Platform Democracies matched to target audiences

Platform	Published Platform User Demographics Age and % of Internet Users	Corresponding Target Audience Groups	Corresponding Age Demographics
Instagram	18 - 29 - 55% 30 - 49 - 28%	Parents & Adults/Professionals	25-55
Facebook	18-29 - 82% 30-49 - 79% 50-65 - 64% 65+ - 48%	Retired and Mature Professionals Parents & Adults/Professionals	55+

Justification for Social Channels:

1. Facebook

Facebook has over 1.7 billion users. In Canada alone it is estimated that 14 million people

log onto Facebook everyday. Facebook has an excellent spread of age user demographics, making it a good choice to market to all three of our target demographics. It has been selected as the method to market to one of our primary markets in particular, the market of retired and mature professional demographics, because it the best social media platform for communicating to the age range for 50-65+.

We are keenly interested in attracting this target market, as the majority of our adult sailing programs and co-op programs are particularly suited to this market. Generally, this means people with time and extra income to invest in the activity of sailing.

Facebook provides the opportunity for posting images and longer and more engaging useful content such as how-to articles and video – content that is useful and sought after by this primary audience - and it will part of our strategy to employ this feature.

By virtue of targeting this primary audience we will also be able to use this channel to market to our other two primary audiences (Youth and Parents/Professionals, generally ages 16-49).

2. Instagram

Instagram users skew heavily to two age demographics 18-29 and 30-49. Combined, these two demographics account for 83% of internet users. These two age groups fall into our second primary market, Parents and Adults/Professionals ages 25-55. It also lets us target millennials for our youth sailing program. Though they are not primarily known to have purchasing power, they can convince our primary audience group of Parents to purchase.

Sailing, in general, being a highly photogenic activity, Instagram (being a photo bases platform) provides the ideal method to engage the target markets of Parents and Adults/Professionals. Also, Instagram has the ability to post 1minute video, which can be add interest ad will be employed

The ease of use of Instagram also important factor in the justification of use. It is a simple matter to have our staff collect images on their phones whenever they are on the water providing us with a deep library of images for use on this platform. It will be a relativity low-labour activity to curate a frequent content calendar.

3. Company Blog

Blogs can be a very effective way set a brand apart as a thought leader. To achieve thought leadership (thereby establishing us a choice not a compromise) it is suggested that we

endeavor to become thought leaders in the sailing community by creating a community blog on sailing. This blog would be hosted on our website so that we own and control all the content. We can produce blog posts discussing issues that are important to the Lake Ontario sailor. The blog will appeal to all of our demographics as they are designed to solve problems. **Possible topics would include: weather, racing tactics, boat maintenance; how-to articles or even video tutorials on these items.**

Though our club lacks the funding for hiring videographers, we can use members to produce these videos. By beginning to make videos and hosting them on our site, in the future we can move to using YouTube as another social media strategy.

It should be noted that this also provides the opportunity to use YouTube to distribute video content. Though YouTube is not currently a recommended part of this strategy, YouTube is the number two search engine in the world with 3.2 billion videos being viewed every month. In future, using YouTube to give our potential customers important information they can use to solve problems we can firmly establish our organization as thought leaders.

New Social Media Recommendations and Original Sample Content

Table 4: Business Objectives Mapped to New Social Media Tactic

Business Objective	New Social Tactic
Brand Awareness	Create New Instagram Account and Use Instagram to tell the story of our programs through beautiful images
Attract New Customers (Increasing Revenue)	Use Facebook Ads with discount tracking codes to promote our programs creating a measurable conversion method
Thought Leadership	Create Blog where complex issues are discussed: weather; racing tactics; boat maintenance; how-to articles and possibly video

Instagram - beautiful photos of our program



Adult Learn to Sail - A beautiful way to end a busy day. #sailing

Facebook Ads - Advertisements with Call to Action and Discount Code

Facebook Newsfeed

 **Official Toronto Sailing & Canoe Club** [Like Page](#)
Sponsored · 

Reserve your child's spot today! Toronto's best learn-to-sail programs designed for all levels and age groups. Ages six to adult. One week summer programs. Sign up today!



Kids Summer Programs
Use discount code FB10 to receive 10% off! TS&CC is an accredited National Training Center and training site for Sail Canada and Ontario Sailing athletes.

WWW.TSCC.NET [Learn More](#)

 Like  Comment  Share

Company Blog – Video Post: The Speed Bowline (double-click to play).

SPEED BOWLINE -- THE KING OF KNOTS

(The majority of blog will be written problem solving content. i.e. race tactics, how-to fix boats etc. but there is opportunity for member generated video content that can be later used for a YouTube campaign in thought leadership (thanks to Brent Bain for his assistance in producing this video))

Measuring of Success

The success of this strategy will be measured in a two-fold manner. We will be measuring the number of likes and followers for a social channel (Facebook and Instagram). Though this metric is of arguable value; since this a new strategy and only this season being put into place, these goals are considered attainable and valuable as a foundation for future increases in engagement.

We will also be measuring the effect of our discount code as a measure of success.

Table 5: Social Media Goals Linked to Business Objectives

Business Objective	Goals
Brand Awareness	Increase followers on Facebook from 87 to 300 Create Instagram Channel and Increase followers from 0 to 300 followers
Attract New Customers (Increasing Revenue)	Use Facebook Ads with discount tracking codes: Increase enrolment by 15% and have that increase matched to customers using discount codes.
Thought Leadership	Create Blog and monitor comments. Goal of 100 comments by end of season

Conclusion

Toronto Sailing and Canoe Club is uniquely suited to become an industry leader in sail training. By focusing on the business objectives of **Increasing Brand Awareness, Attracting New Customers, and Becoming a Thought Leader** we can become that leader in the community and increase our revenue.

The strategy to achieve this goal is to **drive traffic to our social media pages, drive traffic to our online signup page, and become known as industry experts.** The tactics for these strategies are to use our social channels to **tell an engaging story of our brand, use Facebook ads to gain new customers and track the conversions with discount codes** and to create a **Sailing Blog where complex issues are discussed:** weather; racing tactics; boat maintenance; how-to articles and possibly video.

Our competitors are greatly lagging behind. None are utilizing to power of new medias to drive their businesses. Our own token efforts to build the foundation of a social strategy have yielded surprising results. This presents a unique opportunity for TS&CC to use the digital landscape in the sailing industry to our exclusive benefit.