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Protected: Marketing

 <p>Same</p>	 <p>Same</p>	 <p>Better</p>
Previous Status	Current Status	Working Towards

MA has worked on pulling together a usable word document for all of us to use in communications about the centre: Download Here:

tkc-notes < <https://www.thekenilworthcentre.com/wp-content/uploads/2023/11/tkc-notes-1.docx>>

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Active on social media. Online Brochure to be Updated, LinkedIn reactivated. newsletter is being sent bi-Weekly – please sign up.

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The Kenilworth Centre

Marketing Budget?? – This is something we need to think about, although current financial situation prevents it. But we need to fill the hall and encourage

donations and support. Do we spend some money on advertsing to chieve this?

Some users have notices a significant drop off in attendance (cost of living?) so we could do with ramping up ut marketing to assist them and essentially keep them! – What can we put in place to help them?

2 comments



Rachael

2 September 2023 at 8:05 pm

I had also volunteered to get involved in this but my current situation won't allow much time. Happy to be involved in a meeting but my availability usually works against us!

My suggestion is that we get back to basics: what are our customers telling us? I'm terms of reaching others... We cover a broad cross section of demographics already. Are there any segments we haven't yet included? If we're clear on who we're going after, what's the best mechanism? We do a lot of local social media, which has worked well so far... What about targeted emails/calls?



Nigel Briggs

16 January 2024 at 2:27 pm

Nothing succeeds like success... I think our customers/ users are potentially our best (and cheapest) marketeers. Hence finding out what they like (and don't like) about tKC is important and updating and improving our premises. I feel that spending on marketing isn't likely to be cost effective until we can demonstrate that users are liking what they get.



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