

Rugby First

Marketing Plan



The Marketing Plan

Rugby First's current program of marketing, communication and PR services are developed, delivered, managed and evaluated by a combination of Rugby First staff and external local marketing, communications, PR, design, web and event management professionals all within the current budget.

The marketing plan is driven by research and data sourced from a number of internal and external drivers. It has also been structured around the Customer Lifecycle to ensure that it remains customer focussed.

The Customer Lifecycle



Objectives and Key performance Indicators (KPI's)

The following objectives and KPI's have been identified to guide Rugby First's marketing activities and to measure progress.

Objectives	KPIs
To retain and attract 'local customers' by developing their loyalty to the town centre, and building a sense of pride and community spirit amongst them.	<ul style="list-style-type: none"> • Increased number of 'Smile' registrations and uptake of 'deals'. • Increased number subscribing to town centre website. • Increased redemption rate in promotions. • Increased social media activity.
To provide high quality experiences in the town centre that will attract people, increase their dwell time and spending, and encourage return visits.	<ul style="list-style-type: none"> • An annual programme of town centre events has been developed. • To work closely, support and engage with a variety of partners that will enhance their offer • The town is clean, safe, friendly and attractive. • Attractive town centre ambience
To drive return visits by ensuring excellent customer service and a distinct and unique retail offer.	<ul style="list-style-type: none"> • Customer Satisfaction survey • Number of independent stores • Feedback from retailers • Attractive window displays • Provision of training
To develop and enhance the Rugby town centre brand, raising its profile and promoting it in a unique and consistent way	<ul style="list-style-type: none"> • The town has a vision. • Regular press releases issued. • Target audience & key messages identified. • Distinct USP's.
To grow the critical mass of quality independent shops from its current level of around 25 to 40 – 50.	<ul style="list-style-type: none"> • Grants and incentives scheme in place. • Advertising & media coverage • Engagement with landlords & key stakeholders
To ensure people can find what they are looking for and are able to explore and experience the whole of the town's offer.	<ul style="list-style-type: none"> • Customer satisfaction survey • People can find their way around and have awareness of the day and evening economy offer • Customer friendly website • Increased media, advertising & social media • Well informed high profile Rangers
To attract those living within 15 to 20 minute travel time from the town centre (Daventry, Leamington, Warwick, Coventry)	<ul style="list-style-type: none"> • People in Daventry, Leamington, Warwick and Coventry know about the town's offer, visit and return. • Footfall increases • Increased website activity

Key Audiences and Messages

Rugby will not set out to compete on the same playing field as its larger neighbours. We will be distinctive and we will have an offer that differentiates us. This distinctiveness will be self-evident in the quality of the physical environment. It will also be apparent in the quality of our independent shops, our fully-developed café society and a leisure/arts experience, which are on a par with the best in the area.

The agreed offer (as per the Town Centre vision) to achieve this distinctiveness and to be communicated in key customer messages to the target audience is as follows:

- A clean, safe and friendly Town.
- A town with interesting architecture for the visitor to enjoy.
- An in-depth cafe culture both day and night.
- Quality inns and pubs.
- A critical mass (40-50) of quality independent retailers.
- A plentiful supply of cheap car parking facilities.
- Making the most of the fact that we are the birthplace of the game of Rugby football.

Market research has identified Rugby's target audience as being made up of the following demographics:

Audience	Description	Key Customer Messages
Local People	People who live and work in Rugby	<ul style="list-style-type: none"> • A historic town centre to be proud of, celebrated, discovered and enjoyed. • A rich and diverse range of quality events taking place throughout the year
Our Neighbours (Presently need to focus on the 'doorstep' catchment as our offer is currently not strong enough to attract people from greater distances)	Those living within 15 to 20 minute travel time away from the town centre (Daventry, Leamington, Warwick, Coventry)	<ul style="list-style-type: none"> • A clean, safe and friendly Town • High percentage of quality independent retailers • A lively, interesting and eclectic café culture both day and night • Quality inns and pubs, with a national reputation for a superb 'Real Ale' offer to enjoy • A plentiful supply of cheap car parking facilities. • A place to celebrate as the birthplace of the game of Rugby football.

		<ul style="list-style-type: none"> • Just a short drive or train journey away • A town with interesting architecture for the visitor to enjoy. • A leisure/arts/events experience on a par with the best in the area.
Tourists	Sub-regional and regional visitors. Tourists who are visiting Stratford and Warwick. Extending to London, Coventry and Birmingham for events and conferences.	<ul style="list-style-type: none"> • A special and unique place to visit as the birthplace of the game of Rugby football. (including Rugby World Cup 2015) • A town with interesting architecture, including Rugby School, for the visitor to enjoy. • A lively, interesting and eclectic café/restaurant culture both day and night • Quality inns and pubs, with a national reputation for a superb 'Real Ale' offer to enjoy • A rich and diverse annual programme of quality events
Investors/Entrepreneurs	People looking to start a business in the area	<ul style="list-style-type: none"> • Positioned at the heart of the UK with exceptional road and rail networks • Within six miles of the M1, M6 & A14 • Direct access to west coast mainline and 50 minutes from London Euston • Well maintained, clean & safe shopping environment • Start-up grants available • Accessible highly skilled & diverse workforce • 700,000 people fall within the Rugby Retail catchment • 70% ABC1 customers • Vacancy rate well below the national average • Significant sized companies such as Hewlett Packard, Gap, Alstom and Rolls Royce are already based in Rugby

Delivering the plan

Rugby First's current program of marketing, communication and PR services are developed, delivered, managed and evaluated by a combination of Rugby First staff and external local marketing, communications, PR, design, web and event management professionals.

Measuring our success

In order to continuously improve our marketing and events activities, it's vital that we measure their performance. This is done in a variety of ways including footfall counters, spend, return rates, event attendances, social media activity, press coverage and web hits.