

# LRG Marketing Plan

## Budget

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## Deadline

April 2

## Target Audience (Apprentices)

The Hockey Referee program is aimed at:

- **Age:** 13 to 30
- **Gender:** Males and Females
- **Location:** London, Ontario
- **Who they are?:** They are passionate about hockey and feel that they could make a difference in every match they assist. They do not have full time jobs. They know how to ice skate very well. They feel comfortable using a uniform. Their presence represents authority. They have high communication skills. They know how to control their temperament. They have a strong character(Or want to build it). They are in good physical condition. They have a High School certificate or are currently enrolled in High School. They are more digital social media people.
- **Hobbies:** They like to do exercise and learn new things.
- **Financial Status:** They can afford LRG referee program services (\$40 in a lifetime).

## Target Audience (Hockey League Owners)

The Hockey Referee program is aimed at:

- **Age:** Any.
- **Gender:** Males and Females
- **Location:** London, Ontario
- **Who they are?:** They are owners of Hockey Leagues and are looking for an organization (LRG) to referee their leagues. They are hockey game organizers.
- **Financial Status:** They can afford LRG referee services (\$\$\$).

## **What do we offer?**

**To Hockey League Owners** - LRG is an organization of 225 hockey referees serving London and the area. If you are currently looking for an organization to referee your hockey league.

**To Apprentices** -The beginning and the fundamentals in the hockey refereeing career. You will become more responsible. We will help you build a stronger character to face problems through the experiences that being a referee offers on the playing field.

## **LRG Mission-**

## **LRG Vision-**

## **Advertising**

### **How are we going to communicate this?**

We will use the next kind of advertising:

1. Print Ads, for handling them on schools' walls and out of the Budweiser stadium (Downtown) and Public skating rinks.
2. Brochures.
3. Guerrilla Advertising:  
This is a way that won't just call people's attention but will give them an experience; which is better because it will remain in their minds.
4. Event Marketing (Virtual by Quarantine)  
We will invite people to zoom meetings where some referees will tell how it is to be a referee and why it is a great election to take.
5. Digital Advertising  
Social Media ads are a great and the best way to mass deliver so we will be using platforms like Facebook, Youtube and Instagram to promote LRG.

