**Cleveland Indians Marketing Plan**

**Isaac Perry**

Table of Contents

1.0 Executive Summary

2.0 Organizational Overview

3.0 Situational Analysis

4.0 Marketing Objectives

5.0 Marketing Strategies

6.0 Marketing Mix

7.0 Communication / Implementation Plan

Executive Summary

*Product and Service Description:*

The Cleveland Indians are a professional baseball team located in Cleveland, Ohio. The product on and off the field is at a championship caliber level. The Indians performance on the field as well as their great service at and around the stadium, will lead to a remarkable experience for fans of all ages.

*Mission Statement:*

To sustain a championship caliber team that competes passionately, relentlessly and professionally and in the process make a positive statement about its collective vision and core values.

*Reason for Creating Marketing Plan:*

A marketing plan allows for clear decision making in the business. It also specifies a vision for the business. The marketing plan creates a plan of action when in need. It outlines what needs to be accomplished in the business. It shows who will be targeted in the market and reasons why that particular target market was chosen.

*Critical Issues:*

Weather plays a factor in baseball games in Cleveland because their stadium is outside. The beginning of the season is hard to sell tickets consistently because the weather in Ohio is always changing. One moment it may be snowing and they next may be 60 degrees and sunny. Another issue with attendance being low at games is because the Indians have not had much success recently on the field. They have a long World Series championship drought, 1948, and have had numerous slow starts to seasons in recent history after success in the 90’s. However the upgrades done to the stadium has created a new buzz around the organization. It gives fans another reason to head to the stadium.

Organizational Overview

*History / Overview:*

The Cleveland Indians play at Progressive Field located in Cleveland, Ohio. We are part of the American League and play in the Central Division. The Indians changed their name to the Indians in 1915 from the previous name, Cleveland Lake Shores. The Cleveland Indians have won seven AL Central titles and were World Series champions in 1920 and 1948. Famous Indians that have been elected to the MLB Hall of Fame include: Bob Lemon, Larry Doby, Bob Feller, Dennis Eckersley, Gaylord Perry, Eddie Murray, and Roberto Alomar. The Cleveland Indians moved into their current stadium in 1994 when they also last hosted the MLB All-Star game.

*Mission:*

The Cleveland Indians will represent the city by their hard work ethic and their blue collar mentality.

*Vision:*

Celebrating friends and families. Creating memorable moments. Winning attitude.

*Organizational Structure:*

*Leadership:*

Owner: Lawrence J. Dolan

Chairman/Chief Executive Officer: Paul J. Dolan

President: Mark Shapiro

Executive Vice President, General Manager: Chris Antonetti

Vice President, Player Development: Ross Atkins

Vice President, Baseball Operations: Jim Folk

Executive Vice President, Business: Dennis Lehman

Senior Vice President, Public Affairs: Bob DiBiasio

Situational Analysis

*Value Proposition:*

The $20.00 discounted tickets located in the lower box seats down the left field line are part of the value proposition. Also the experience of the game and the activities surrounded the game are included in the value proposition.

*Target Market:*

Our target market includes the younger crowd and families. Marketing to the younger crowd will take place with unique promotions and contests, as well as various ticket giveaways via social media sites, such as Twitter, Facebook, and Instagram. Schools, businesses, churches, and other groups are also target markets. Marketing to families and other larger groups by offering discounts on larger purchases is also ways to sell tickets.

*Market Analysis:*

There are other entertainment and events going on. The Cleveland Cavaliers are in the playoff push and also in the playoffs for the dates offered. Consumers also have other obligations such as work or their own sporting events that occur during the spring and summer months.

*Market Demographics:*

The market demographics included my peers in school or from home as well as Tiffin University faculty. Families with younger children who have enough income to afford to go to a game but also have enough time for the games as well. The families with younger children instead of children in middle school and high school because their summers are the busiest.

*Market Needs:*

The market needs include a great fan experience that will draw them back to the ballpark. Fans also want to be entertained by other things going on at the game besides just the play on the field.

*Market Trends:*

The outcomes of the games affect market trends. Fans want to see a winning product on the field. Popular players that fans know about and are consistently in the lineup and they are familiar with sit well with the fans. Dynamic pricing also excites fans knowing they can afford to go to games.

*Market Growth:*

The outcomes of the games can have a positive effect on market growth. With increased winning, comes increase in interest in the team. Also tickets sold at an affordable price and also attached with promotional dates will help with market growth.

*Market Penetration:*

The $20.00 discounted lower box seats penetrates a new market. Most people are used to watching games in the bleachers or upper deck for those prices. With fans exposed to a new area of the ball park may spark interest and influence them to purchase the seats a different time when they are full price.

*Strengths:*

1. Discounted tickets
2. Great view for the price of the tickets
3. Ohio natives on the Indians roster
4. Multiple All-Stars and a Cy Young winner on the roster
5. Popular promotional days
6. Battle of Ohio draws both Reds and Tribe fans
7. Tax refund season, people willing to spend money

*Weaknesses:*

1. Not many Cleveland connections to sell tickets to
2. Weather conditions early in the season are often cold and unfavorable
3. Cleveland Cavaliers success takes business/hype away from the Indians

*Opportunities:*

1. Networking
2. Expanding the target market and market growth
3. Experience gained to use for future use to potentially acquire a job.

*Threats:*

1. Other groups selling the same deal
2. Other entertainment around the Cleveland area

PEST Analysis:

*Political:*

This is how government regulations and legal issues affect the company’s ability to be profitable and successful.

*Economic:*

Economical reasoning that may affect ticket sales include gas prices, cost of public transportation, cost of parking at or near the stadium, and any other entertainment people may attend before or after the game.

*Social/Technological:*

Social media and other technology are a major help in marketing. All forms of social media are used by every professional, minor league, and college team out there. Also tickets are able to be printed off instead of being picked up at will-call or sent in the mail.

*Product Life Cycle:*

Contact with consumer- Sale- Receipt- Game- Follow up

Marketing Objectives

*Short Range Goals:*

Sell the first few tickets to people I am close with and myself if interested.

*Long Range Goals:*

Move on from selling to peers to bigger groups. This can include businesses, churches, and any other large group of people who has the financial ability to purchase Indians tickets while also having the physical ability to get to the games without assistance of a charter bus or other type of transportation.

Marketing Strategies

*Activities:*

Saturday, April 11th Indians vs. Tigers

Game Time: 4:05

Sunday, April 12th Indians vs. Tigers

Game Time: 1:05

Friday, May 8th Indians vs. Twins

Game Time: 7:05

Sunday, May 24th Indians vs. Reds

Game Time: 1:05

*Responsible Parties:*

Each member of our group is responsible for selling at least 5 tickets to any of the dates above. The Cleveland Indians organization’s responsibility is to ensure every person has a ticket for the date they chose.

*Deadline/Time Factor:*

Deadline to purchase tickets was March 23rd, 2015. Money for the tickets were also turned in at this time. This will give the Indians ample time to ensure everyone’s tickets are delivered electronically before the date in which the ticket was bought for.

*Operational Chart:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | April 11th  | April 12th | May 8th | May 24th |
| Game Time | 4:05 | 1:05 | 7:05 | 1:05 |
| Promotions | Magnet Schedule Give A-Way |  | Fireworks and dollar dog night |  |

Marketing Mix

*Core Products:*

Cleveland Indians Tickets

*Product Extensions:*

The entertainment, food, and promotions that are attached to the available games. For example the magnet schedule, and dollar dog night with fireworks after the game.

*Quality:*

Discounted tickets at a cost of $20.00 located in the lower box seats on the left field line.

*Branding:*

The Cleveland Indians and all other sponsors that are affiliated with the Indians.

*Financials:*

With the discounted tickets fans may be more inclined to spend more money on souvenirs, food and beverages*,* and other things around the ball park

*Budgets:*

Little to no money budgeted to market personally. The use of social media and other inexpensive ways of advertising is best suitable.

*Forecasts:*

Other than the discounted dates provided by the Indians organization, no other dates will have the seats going for this low of price with this location.

*Advertising:*

Social Media such as Twitter, Facebook, and Instagram. Text messages and phone calls to family and friends and other people my parents know.

*Sales Promotions:*

April 11th – Magnet Schedule Give-a-way

May 8th- Fireworks and dollar dog night

*Cross Promotions:*

*Public Relations:*

On the flyer the Cleveland Indians handed out it states how partial proceeds will benefit Tiffin University’s student classes and sports management program.

*Direct Sales:*

Directly selling to customers face to face as well as specific phone and text conversations.

*Distribution Channels:*

The Cleveland Indians Organizations decided on particular games Tiffin University and other Universities would sell. Each university has a few classes involved and those classes are split into groups. Tickets were then sold on an individual level and collected as a whole group. The money was then collected by each University and sent back to the Cleveland Indians Organization.

*Logistics- Supply Chain- Delivery Methods:*

Tickets may be picked up at will-call before the game or emailed to the consumer who may print out the ticket or show it on their cellular device prior to arriving to the stadium.

Communication / Implementation Plan

*Internal:*

We interacted internally with the Cleveland Indians when we took our class trip to Progressive Field. Any questions were answered and advice on how to go about selling the tickets was given.

 *External:*

External communication happens with the consumer themselves and me and the seller. Implementation is the particular way or method in which I would go about selling the tickets.

*Implementation:*

Making phone calls, texts, emails, tweets, and posts to inform people of the available dates I am selling.

*Interaction of Marketing Mix:*

Price: discounted tickets at a cost of $20.00 each

Product: the product of the Cleveland Indians on the field along with the other entertainment and promotions with each particular game.

Place: Progressive Field Cleveland, Ohio

Promotion: Magnet Schedule, Fireworks and dollar dog night