



Marketing Plan

Cleveland Indians

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4/1/2013

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Executive Summary

Service

Selling tickets for the experience of the Cleveland Indians baseball games.

Mission

The Cleveland Indians are determined to make improvements for the benefit of the team as well as the entertainment and experience for those who believe in Cleveland.

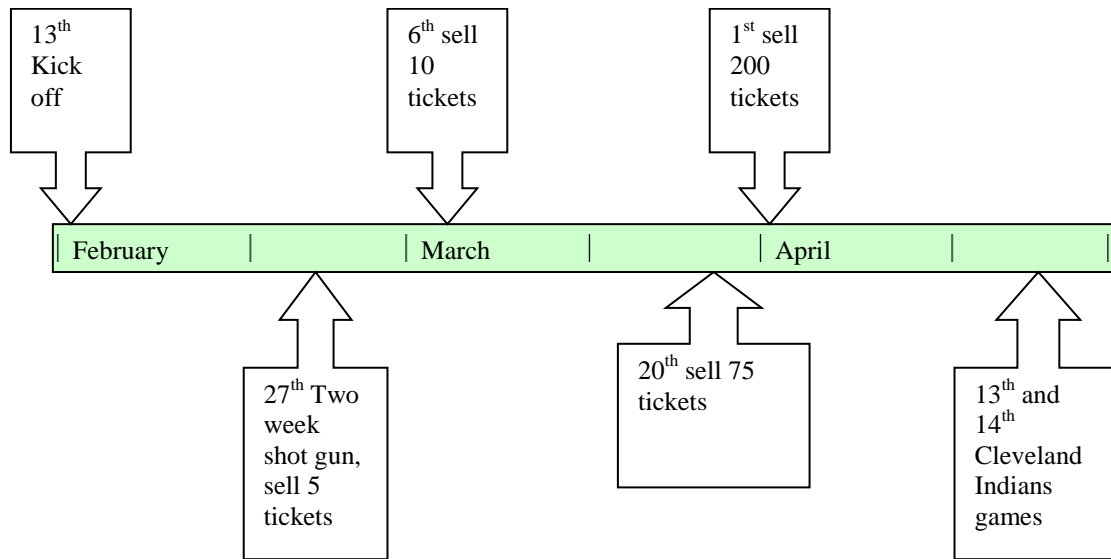
Reason

To enhance marketing skills and challenge the group while working on communication and selling abilities.

Critical Issues

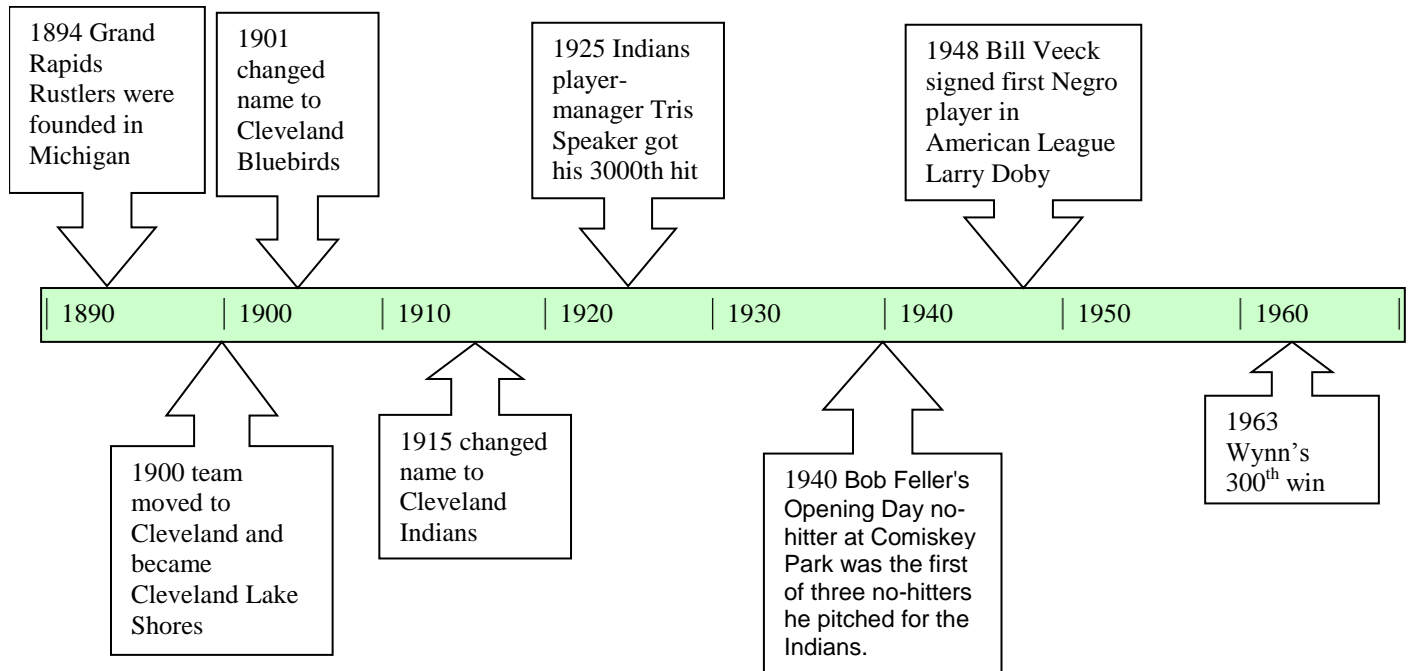
- Location
- Competition
 - Other groups
 - Cleveland Indians sales
- Weather on the day of the games
- Lack of money people can use on entertainment

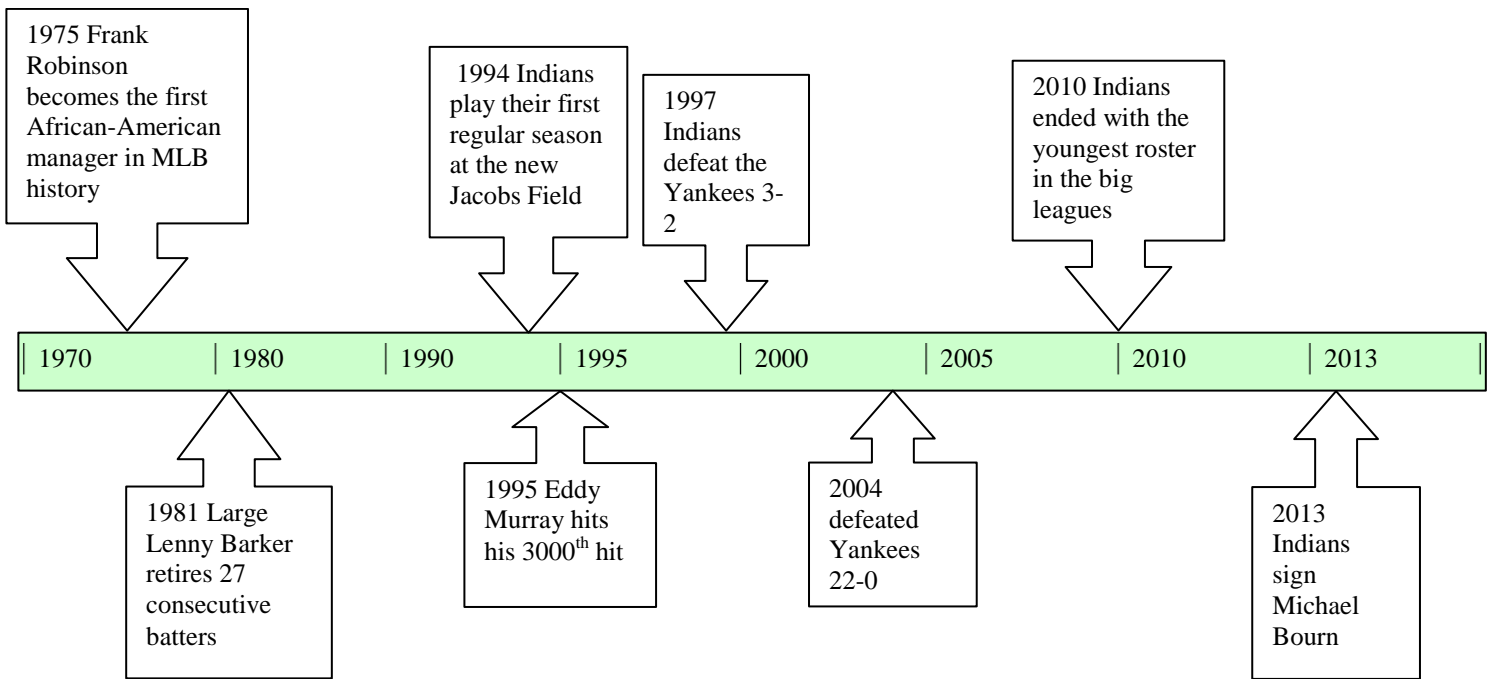
Over-reaching Goals of Marketing Plan



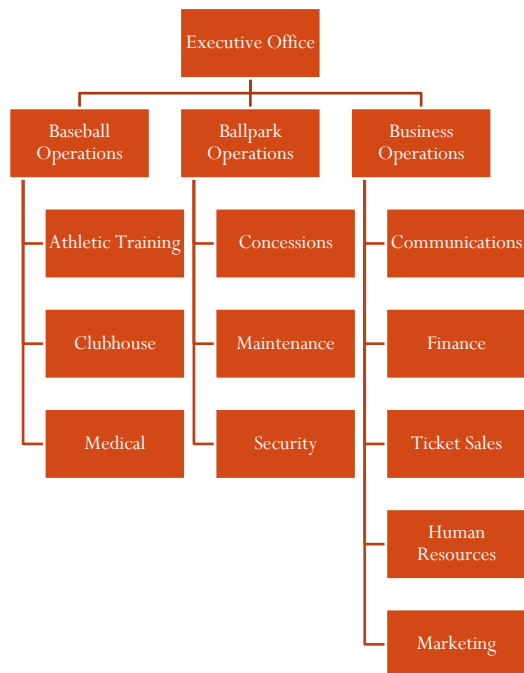
Organizational Overview

History





Organizational Structure



Leadership

- **Lawrence J. Dolan**
 - Owner
- **Paul J. Dolan**
 - Chairman/Chief Executive Officer
- **Mark Shapiro**
 - President
- **Chris Antonetti**
 - Executive Vice President, General Manager
- **Dennis Lehman**
 - Executive Vice President, Business
- **Bob DiBiasio**
 - Senior Vice President, Public Affairs
- **Victor Gregovits**
 - Senior Vice President, Sales & Business Development
- **Andrew Miller**
 - Senior Vice President, Strategy and Business Analytics
- **Ken Stefanov**
 - Senior Vice President, Finance and Chief Financial Officer
- **Ross Atkins**
 - Vice President, Player Development
- **Jim Folk**
 - Vice President, Ballpark Operations

- **Alex King**
 - Vice President, Marketing & Brand Management
- **Sara Lehrke**
 - Vice President, Human Resources/Chief Diversity Officer
- **Kurt Schloss**
 - Vice President, Concessions
- **Joe Znidarsic**
 - Vice President, General Counsel

Services

Using baseball and good service to provide a great experience for all ages.

Mission

- **Baseball**
 - Win the World Series
- **Fans**
 - Make Fans the Focus of Our Actions
- **Ballpark**
 - Preserve and Enhance Progressive Field
- **Community**
 - Positively Impact Our Community

Vision

Creating memories. Connecting generations. Celebrating families.

Situational Analysis

Market Summary

Value Proposition

- The \$15 ticket price
- The location of the seats
- The experience of a baseball game

Target Markets

- Schools
- Business
- Families
- Churches

Market Analysis

- Other entertainment factors in the area
- Consumers other obligations
- Other groups selling discounted tickets

Market Demographics

- Any age because baseball is a universal experience
- Young families with kids
- Any income
- Mostly male oriented

Market Needs

- Entertainment
- American traditional baseball food
- Watching favorite sports team or player
- Connecting to surroundings and meeting new game-long friendships with people in the same vicinity

Market Trends

- The outcomes of the games
- New and favorite players
- What's hot and what's not
- The Cleveland Indians starting dynamic pricing

Market Growth

- The outcomes of the games
- Tickets being at a dynamic price
- The promotions and entertainment
- The favorite players not on the line-up

Market Penetration

- Discounted prices
- New team players
- Higher expectations
- Excitement for the start of baseball season

SWOT Analysis

Strengths

- Think outside of Tiffin
- Expanding networks
- A Cleveland native on the team
- Discounted tickets

Weaknesses

- Location by being so far away from Cleveland
- The groups' schedule being hectic
- Not having a lot of Cleveland connections to sell tickets

Opportunities

- Able to expand the target market and market growth
- Network with people
- Being able to have the experience to put on resume

Threats

- Other groups selling the tickets
- The Cleveland Indians selling tickets
- Surrounding entertainment at time of games

Climate

Economic

- Recession
- Gas prices
- Other entertainment in Cleveland

Political

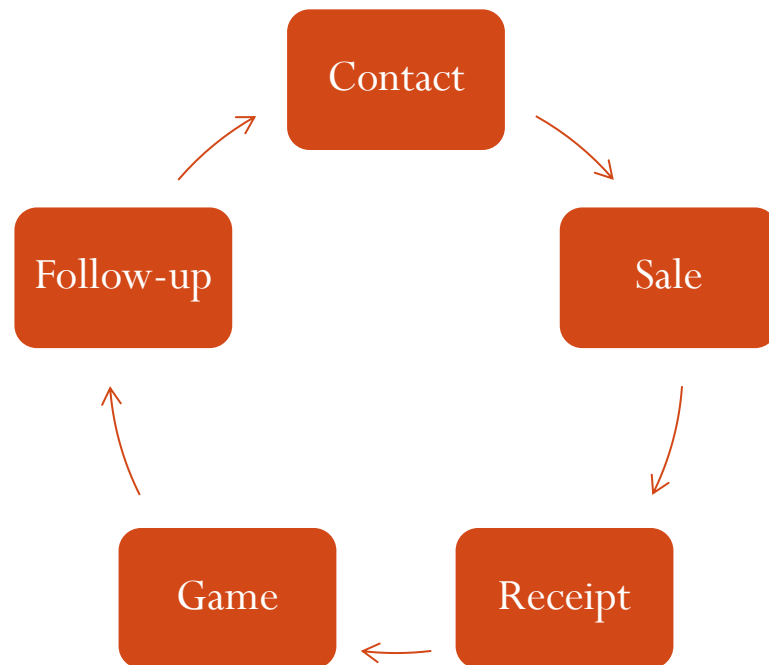
- Ethical overcharges on tickets

Technological

- Emails
- Social media

Competition

Product Life Cycle



Growth and Share Analysis

*	

Critical Issues

- Location
- Competition
 - Other groups
 - Cleveland Indians sales
- Weather on the day of the games
- Lack of money people can use on entertainment

Marketing Objectives

- Sell 5 tickets by February 27th.
- Sell 10 tickets by March 6th.
- Sell 75 tickets by March 20th.
- Sell 200 tickets by April 1st.
- Get two groups of 20 or more people.

Marketing Strategies

Activities

- Turn in money on time
- Do research to get connections in Cleveland
- Make phone calls and be prepared for them

Responsible Parties

The responsible parties for selling the tickets are everyone in the group.

Deadline

	Date
Two Week Shot Gun Start	February 27
First Deadline	March 6
Second Deadline	March 20
Final Deadline	April 1

Operational Chart

Goal	Action	Responsible Party	Target Start Date	Target End Date	Resources / Costs	Evaluation Criteria
Sell 5 Tickets	Turn in money on time	Group Members		27-Feb		
	Do research to get connections in Cleveland	Group Members	Immediately	31-Mar	Time	
	Make phone calls and be prepared for them	Group Members	Immediately	31-Mar	Time	
Sell 10 Tickets	Turn in money on time	Group Members		6-Mar		
	Do research to get connections in Cleveland	Group Members	Immediately	31-Mar	Time	
	Make phone calls and be prepared for them	Group Members	Immediately	31-Mar	Time	
Sell 75 Tickets	Turn in money on time	Group Members		20-Mar		
	Do research to get connections in Cleveland	Group Members	Immediately	31-Mar	Time	
	Make phone calls and be prepared for them	Group Members	Immediately	31-Mar	Time	
Sell 200 Tickets	Turn in money on time	Group Members		1-Apr		
	Do research to get connections in Cleveland	Group Members	Immediately	31-Mar	Time	
	Make phone calls and be prepared for them	Group Members	Immediately	31-Mar	Time	
Get two groups of 20+ people	Do research to get connections in Cleveland	Group Members	Immediately	31-Mar	Time	
	Make phone calls and be prepared for them	Group Members	Immediately	31-Mar	Time	

Marketing Mix

Product

Core Products

- Cleveland Indians tickets

Product Extensions

- Entertainment
- Food
- Promotions

Quality

- Discounted tickets
- Mezzanine section

Branding

- The Cleveland Indians
- Sponsorships

Price

Financials

- Recession
 - Most people are unable to pay for food, ticket, parking, souvenirs, etc.

Budgets

- Unable to spend a lot of money on gas to promote tickets
- Unable to spend money on newspaper ad

Forecasts

- Ticket prices increase as time gets closer to games

Discounts

- \$15 ticket during dynamic pricing

Promotion

Advertising

- Emails
 - Cleveland businesses
 - Cleveland schools
 - Cleveland churches
- Phone calls
 - Cleveland businesses
 - Cleveland schools
 - Cleveland churches
- Social media
 - Friends
 - Family

Sales Promotion

- April 13, 2013 is photo day

Public Relations

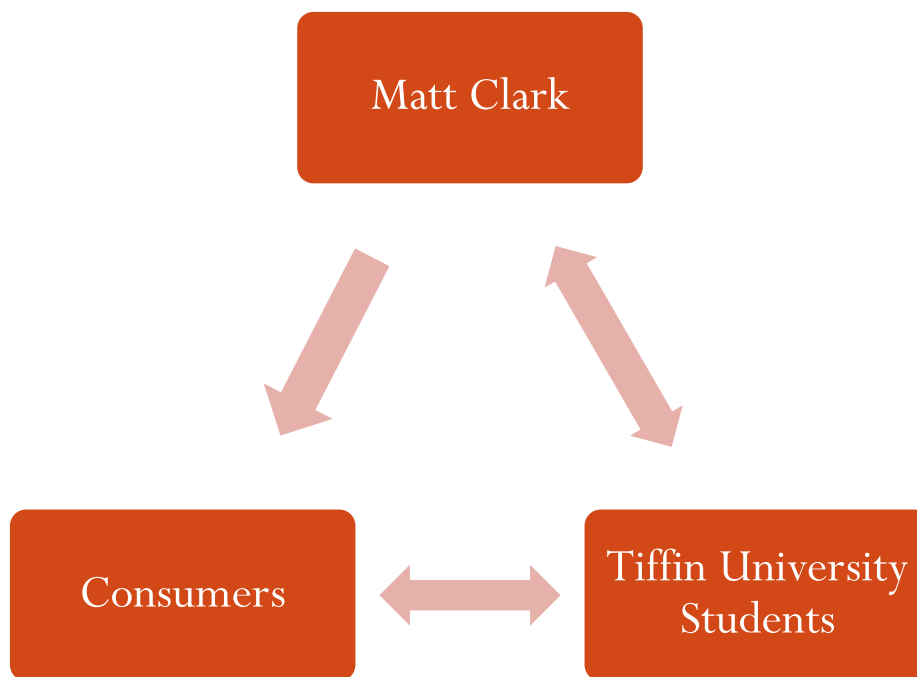
- Having a team sell tickets for \$20 each so they fundraise a \$5 profit per ticket

Direct Sales

- Talking to people directly
- Emailing specific people
- Asking family members and friends
- Asking coaches, teachers, groups, and sports teams

Place

Distribution Channels



Matt Clark distributes information to Tiffin University students. Students relay information to consumers. Consumers buy tickets from students. Students give money and contact information to Matt. Matt emails consumers their tickets.

Locations

- Progressive field

Delivery Methods

- Email

Communication Plan

Internal

- Training with Matt Clark
- Motivating group members
- Visit to Progressive field

External

- Businesses
- Schools
- Churches
- Family and friends

Implementation

- Emailing
- Calling

Interaction of Marketing Mix

- Using the benefit of low prices, knowledge of the product, and the experiences that come with the game to promote and encourage consumers to attend games at Cleveland's Progressive field.