

A photograph of polo players on horseback in a field at sunset. The scene is bathed in warm, golden light. In the foreground, a player on a white and brown pinto horse is seen from the back, wearing a dark polo shirt with 'ORANGE COUNTY POLO CLUB' and a logo on the back, and white breeches. To the left, another player on a dark horse is visible, wearing a light-colored shirt and a green helmet. In the background, another player on a white horse is partially visible. The background features a wooden fence and a building with horizontal slats, all silhouetted against the bright sunset sky.

ORANGE COUNTY POLO CLUB

MARKETING RESEARCH PROJECT

OC POLO OVERVIEW

The Orange County Polo Club (OC Polo) had its start over 30 years ago at a stable near Anaheim Stadium and was originally known as the Winston Polo Club. It was here that Denny Geiler first became involved in polo and would later take on the role of Club President. Over the years, the club has been located at many equestrian facilities throughout Orange County.

Recently, Denny jumped at the chance to ensure that OC Polo will always have a place to call home in Orange County. In 2015, Denny and his family purchased an older stable in Silverado Canyon, and built a brand-new state of the art stables and polo facility at the renamed Rancho Silverado Stables. The new facility showcases two polo arenas, stabling for over 60 horses and a clubhouse that acts as a central gathering place for family and friends.

OC Polo is a family affair. Many of the members, management, staff and ownership are multi-generational polo players.



RESEARCH QUESTION:

How to market polo lessons to new people?

Orange County Polo Club, is a brand new equestrian facility built in Silverado, CA. The club offers a full clubhouse, lockers, restrooms, showers, free parking, boarding and feeding of horses, and equestrian lessons. Currently, they are struggling to find new customers that are interested in luxury horseback riding.

By conducting primary and secondary research, we hope to collect information to help determine the ideal customer who would be interested in taking lessons.

RESEARCH STRATEGY:

Primary Research:

1. Using Salesforces online survey function, ask each current and new polo lesson player anonymous questions about income range, age, city, marital status, how did you hear about us, other recreation interests and an open suggestion box.

- Salesforce is the company's CRM and holds all current/past customer data

Secondary Research:

1. Using data from the 2017 and 2018 United States Polo Association annual report, we will collect information on each club. The United States Polo Association is the governing board for polo in the US. It releases a report compiled from online member surveys.

2. Accessing current demographic player information from Salesforce, we will utilize existing data sources. The data will be easily accessible because the club already uses Salesforce to collect data from existing customers.

TARGET AUDIENCE

MARKET SEGMENTS



Segment 1

30-45 years old who is familiar with polo but doesn't like the pretentiousness of traditional grass polo and is looking for a more relaxed and local area to play.



Segment 2

45–65 years old who is looking for a non-standard sport. A sport that is exciting and shows off affluence.

TARGET PERSONA 1

Segment

1

30-45 years old who is familiar with polo but doesn't like the pretentiousness of traditional grass polo and is looking for a more relaxed and local area to play.

Jessica



Age: 32
Work: Technology
Family: Married without children
Location: Orange County, CA

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Cultural Attributes

- Individualistic; values ability to make decisions based on her own best interest
- Low context; seeks direct communication relying on words and language for context

Goals

- Interested in finding a local and casual area to play polo
- Wants to learn the proper rules, techniques, and strategies for playing polo
- Wants to be part of a relaxed equine-centered community; interested in meeting new people that share her same feelings about polo

Frustrations

- Doesn't like the pretentiousness of traditional grass polo

Bio

Jessica has always had a strong interest in equine sports including polo but she's not interested in playing traditional grass polo. She's had some experience handling a horse but is unfamiliar with proper handling techniques and the rules of polo. She's interested in being part of a relaxed club that will teach her how to play arena polo without the pressure and pretentiousness.

Jessica is eager to find new hobbies that support an active and healthy lifestyle.

Social Media Preferences

- Uses Facebook to connect with friends, family, and businesses
- Uses Instagram to share and connect with friends, family, businesses, and other interests

Motivation

Incentive	High
Fear	Low
Growth	Medium
Power	Low
Social	Medium

Preferred Channels

Traditional Ads	Low
Online & Social Media	High
Referral	Medium
Guerrilla Efforts & PR	Medium

Products & Services

- Polo Lessons
- Club Membership

TARGET PERSONA 2

Segment 2

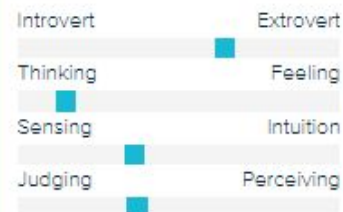
45–65 years old who is looking for a non-standard sport. A sport that is exciting and shows off affluence.

Richard



Age: 46
Work: Finance
Family: Married with adult children
Location: Orange County, CA

Personality



Cultural Attributes

- Individualistic; values personal freedom and choice
- Low context; explicit communication, values straight forward and precise language to convey meaning

Adventurous Competitive Social

Goals

- Interested in playing a non-traditional sport
- Wants to try something new in the local community
- Desires to find a sport to play that's exciting and shows off affluence.

Frustrations

- Unable to find local sports clubs that are welcoming for men his age

Bio

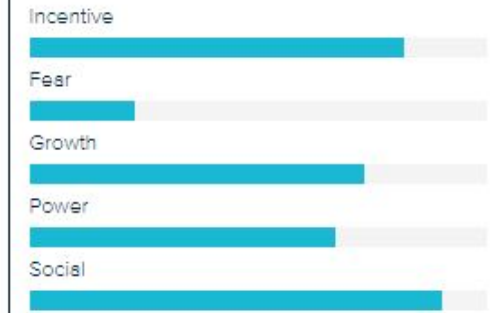
Richard is currently married with two adult children who are going to leave the nest soon. Faced with the prospect of becoming an empty nester and desire to be more active, Richard is eager to play that will allow him to showcase his wealth and provide him with the opportunity to socialize with people of all ages.

As a long-time resident of Orange County, Richard cares deeply about supporting his local community and would prefer to not commute outside of Orange County to join a sport.

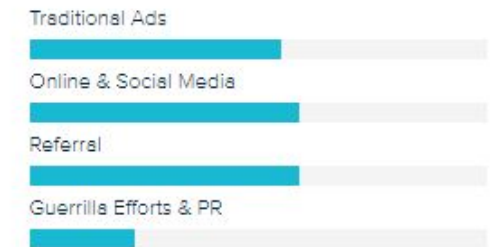
Social Media Preferences

- Casual user of Facebook; uses platform to connect with friends & family

Motivation



Preferred Channels



Products & Services

- Riding Lessons
- Polo Lessons
- Club membership

SWOT ANALYSIS

INTERNAL FACTORS

STRENGTHS (+)

- Brand-new state of the art facilities, stables and arenas
- The only permanent location in Orange County
- U.S. Polo Association member with certified instructors
- Strong leadership team with multi-generational experience with horses and arena polo
- Established in the community for 30+ years; community driven
- Good business systems and technology to manage staff, customers, members and horses

WEAKNESSES (+)

- Arena polo is not as well-known as other sports
- High cost to maintain facilities and stables
- Lack of clear marketing and engagement strategy
- Higher prices compared to surrounding arena polo clubs

EXTERNAL FACTORS

OPPORTUNITIES (+)

- Refining and perfecting existing brand identity. Who is the OC Polo Club?
- Developing an effective marketing & social engagement strategy
- Untapped markets
- Improving the use of Salesforce to better understand current customer base

THREATS (+)

- Economic conditions might cause people to not invest/divest in luxury sports like arena polo
- Like any equestrian sport, polo can take up a lot of time.
- Weather. Since this is an outdoors sport, the weather has a huge impact.

SURVEY SUMMARY RESULTS

Email Survey Sent Via Orange County Polo Club
Manager, Heather Perkins.

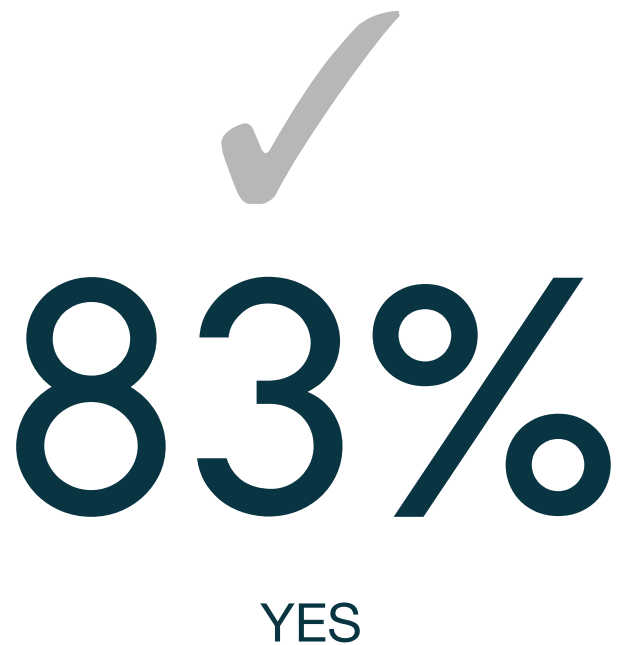
Questions: 14

Total Response Count: 23 out of 35



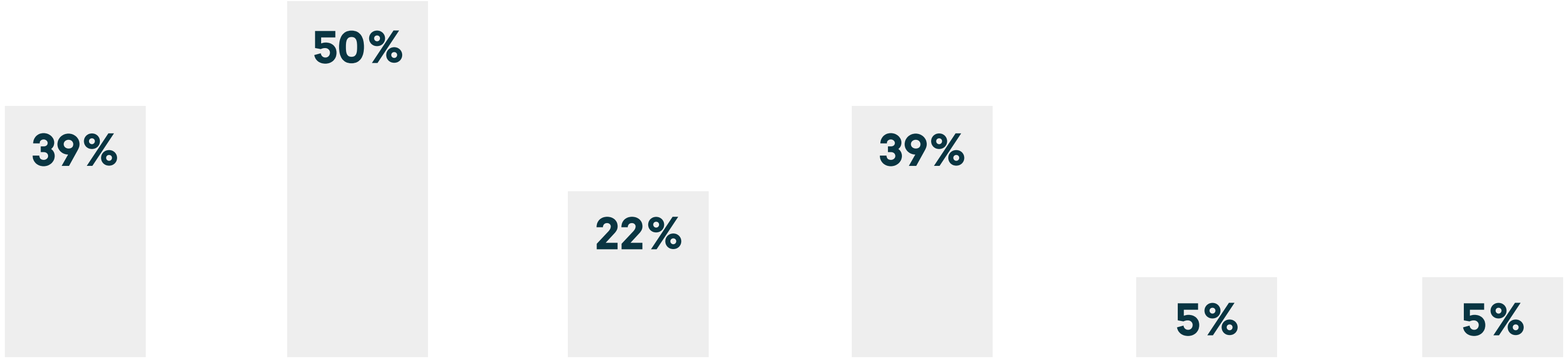
QUESTION:

Have you ridden polo or any other equestrian sport previously?



QUESTION:

If yes, which one?



POLO

**HUNTER
JUMPER
X-COUNTRY**

DRESSAGE

**WESTERN/
WESTERN
SHOW**

**YES, BUT
NOT SURE
WHICH ONE**

OTHER
Includes but not limited to:
Rental Horses, Drill Team,
Trail, etc.

QUESTION:

What type of lessons do you find to be the most valuable?

19%

Scrimmage Lessons

14%

Strategy/Rules

4%

Riding Drills

81%

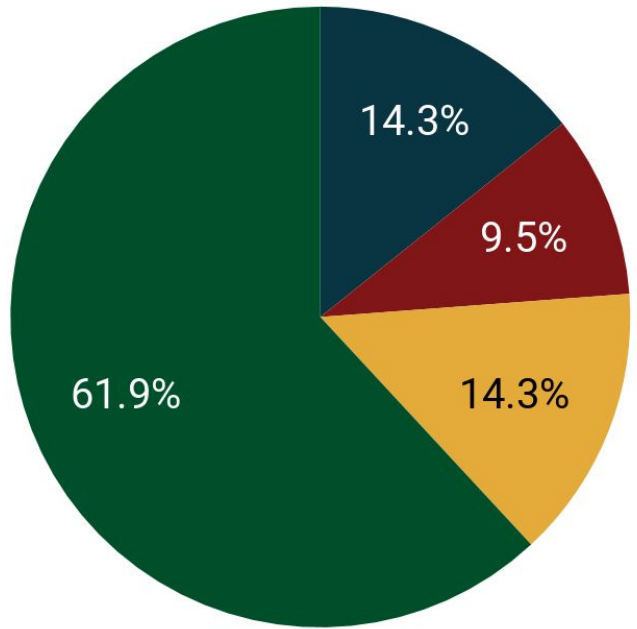
All Of The Above

QUESTION:

How many arena lessons have you taken at OC Polo in the last 6 months?

Number of Lessons

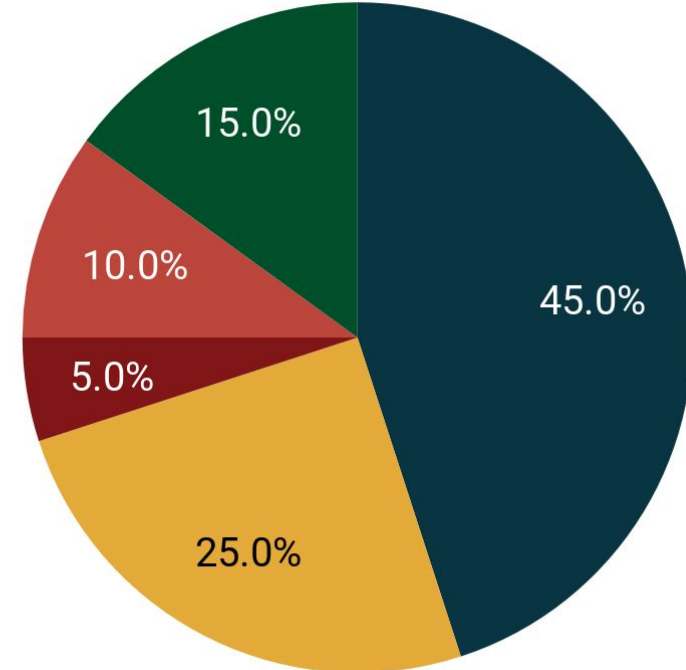
- 1-3
- 3-5
- 5-10
- 10+



QUESTION:

How many arena lessons at OC Polo do you plan to take in the next 6 months?

- Weekly
- 2 x Week
- More than 2 a week
- Once a month
- More than 2 a month



QUESTION:

Would you like to become an OC Polo member in the future?



86%

YES, Becoming a member in the future

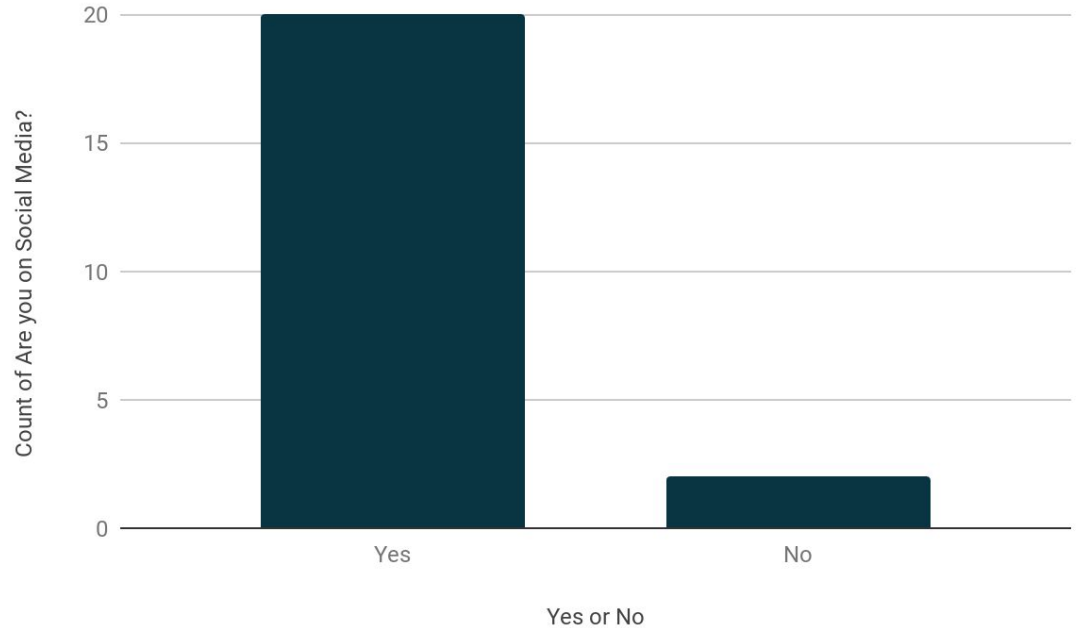


14%

Not Sure Yet

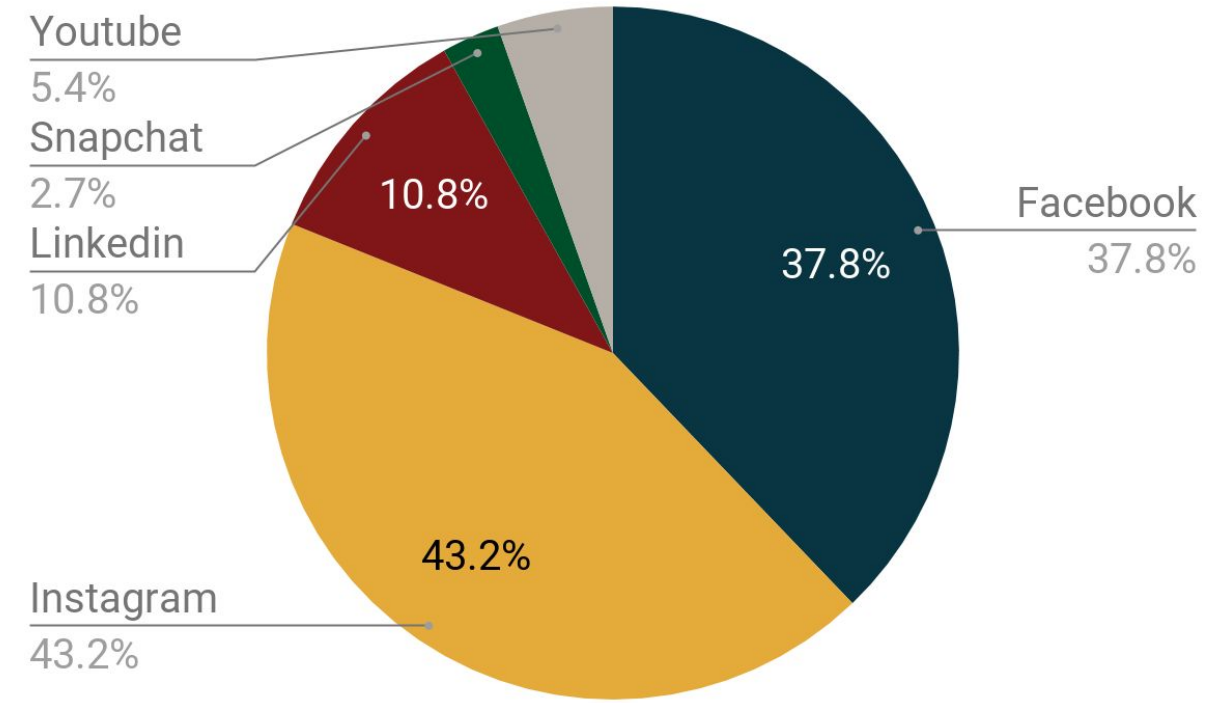
QUESTION:

Are you on Social Media?



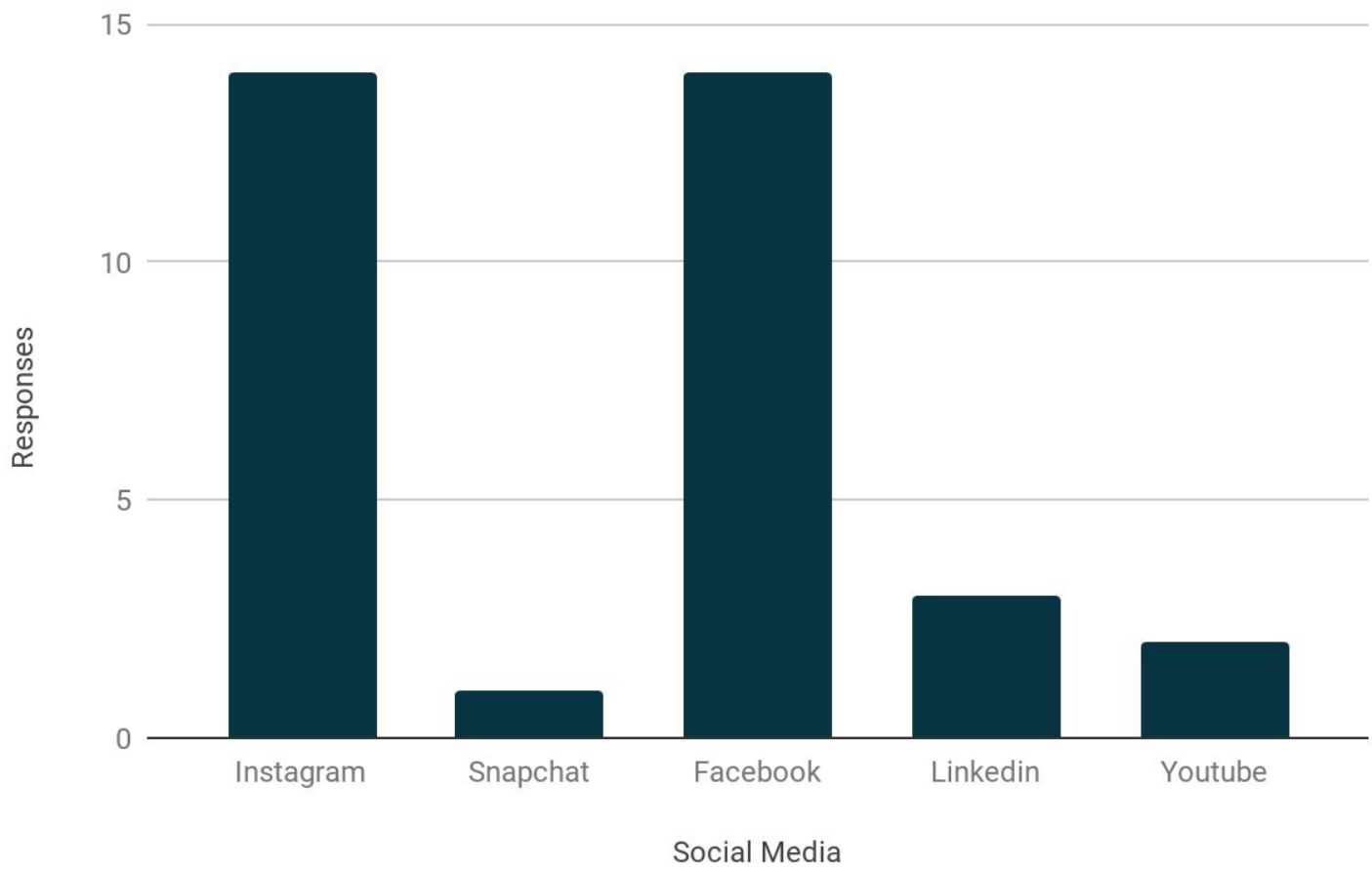
QUESTION:

If yes, which one do you prefer?



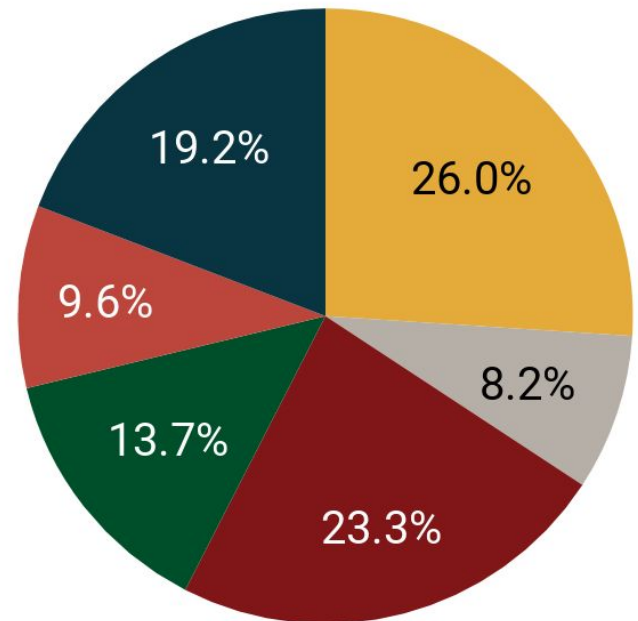
QUESTION:

Best form of digital communication.



QUESTION:

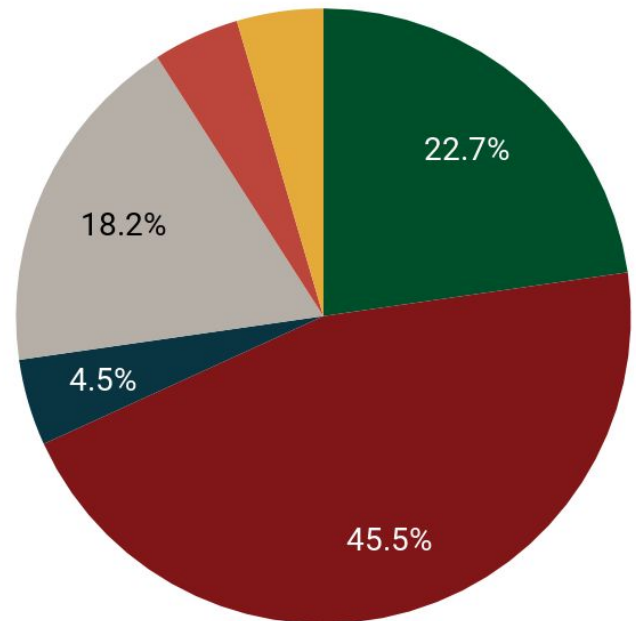
What benefits of OC Polo do you value the most?



- Social/People
- Competition
- Horses
- Adrenaline
- Strategy
- Because it's so cool

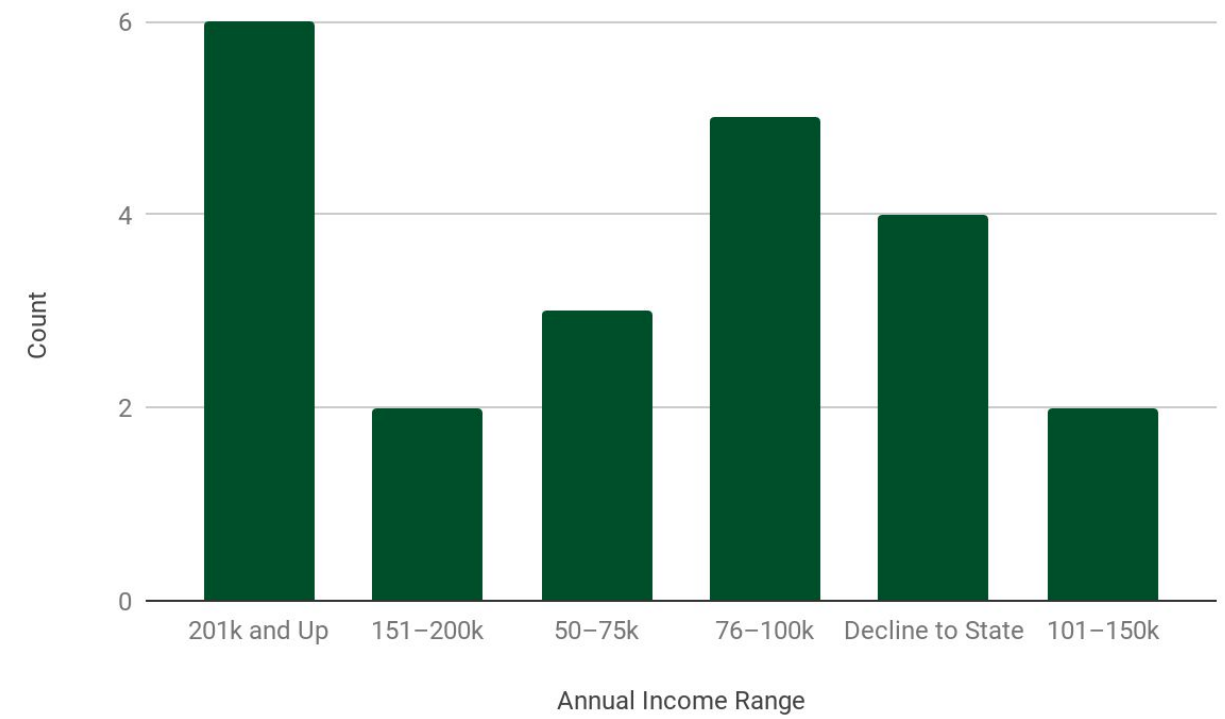
QUESTION:

How did you hear about the OC Polo Club?

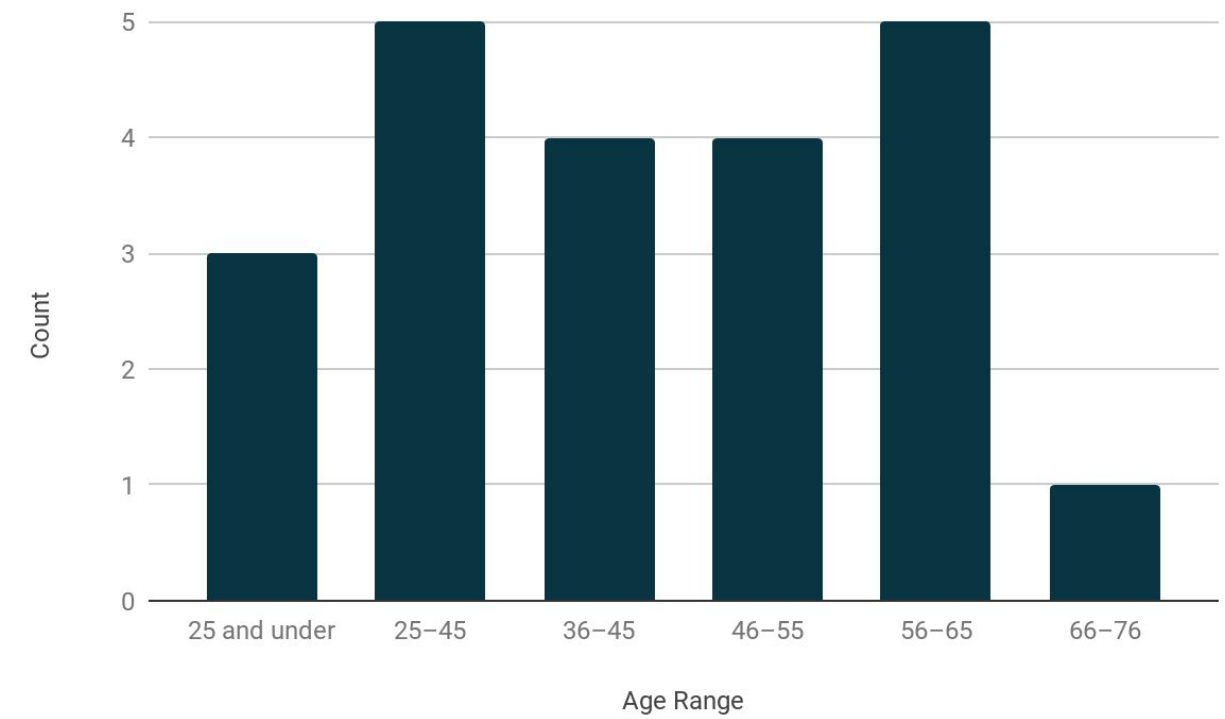


- Event
- Family/Friend
- Social Media
- Website
- Google
- Advertising

QUESTION:
Annual Income Range



QUESTION:
Age Range



FINDINGS

Most current customers had ridden polo or participated in another equestrian sport. Nine respondents had practiced hunter/jumper/cross country riding, seven respondents practiced western show or polo, and four practiced dressage. Most respondents found all arena polo lessons offered by the OC Polo Club to be highly valuable indicating that the current program and lessons are an asset to the club.

Sixty-percent of respondents have taken 10+ lessons in the last six months and 66% of respondents plan on taking weekly, biweekly, or 2+ lessons a week. This indicates that current customers are loyal to the club. There is potential to market club membership to current customers with 85% of people expressing interest in becoming a club member.

Clear majority (90%) of respondents are on social media with Instagram and Facebook being the preferred channels and e-mail and text being the preferred methods of communication. This shows that it will be important to have a well-defined social media strategy to reach and engage with the target markets.

Majority of respondents are 25+ making \$75k+ a year.

MARKET ENTRY STRATEGY

Respondents value the social aspect, horses, the “coolness” of the sport, and the adrenaline rush of the club the most. This helps us understand what aspects/benefits of the club to highlight in our marketing activities. For example, developing messages that highlight the social aspect of the club, the horses, and the affluence of the club rather than arena polo being the primary focal point will help show that the OC Polo Club provides a truly unique experience.

Most people heard about the club from a family member/friend, events, or the website. This indicates that word of mouth and presence in community events continues to be influential. It would be worth exploring methods for driving customer reviews through Google and/or Yelp. Also, encouraging members to share their experiences on social media.

DIGITAL MARKETING STRATEGY

DIGITAL MARKETING CHANNELS

1. Update Website
2. SEM - SEO and PPC
3. Social Media Platforms
4. Keyword cohesion across all channels

SEARCH ENGINE MARKETING

SEO

1. Updated the website to reflect a more personable and friendly experience.
Include detailed content about lessons, rates and membership. Full transparency.
2. Ensure all images, pages, titles, and links are not broken and have correct tagging
3. Stay current on Google Analytics and Trends.

PPC

1. Analyze conversion tracking from existing newsletter email addresses and Facebook responses.
2. Target other clubs and social organizations with similar demographic and member base.

SOCIAL MEDIA STRATEGY

Results of the survey indicated that majority of customers are on social media and prefer Instagram & Facebook. Social media strategy should focus on creating new followers on Facebook & Instagram, promote Club services, and engaging with new and existing customers.

FACEBOOK

- Place to share updates about the club, organize & promote Club/other equine events, and promote community causes
 - Event ideas: Open House, Meet Our Instructors and Horses, etc.
- Since 45% of people indicated that they heard about the OC Polo Club from friends/family we can create opportunities for people to ‘share’ posts with their friends/family on their news feed.

INSTAGRAM

- Since Use a combination of sponsored and Club-owned posts to highlight facilities, horses, and customers.
 - “We are Polo” campaign that profiles customers of all ages and answers the questions “Why do you play arena polo?”. The goal is to show that arena polo is a game for everyone.
- Use Instagram Stories to build engagement by taking users on tour of the facility, interacting with the horses, introducing staff and instructors, educating users about arena polo (how it’s played, the rules, etc.) and previewing polo lessons.
 - The goal is to show people how approachable and fun arena polo can be while also highlighting the staff, horses, and facilities that make the OC Polo Club enjoyable and a fun place to be.
- Use Instagram Live to encourage people to ask questions about the club and/or arena polo and to showcase a live arena polo game.

SOCIAL MEDIA CONTENT STRATEGY

- Use a combination of sponsored and Club-owned posts to highlight facilities, horses, and customers.

“We are Polo” campaign that profiles customers of all ages and answers the questions

“Why do you play arena polo?”. The goal is to show that arena polo is a game for everyone.

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SOCIAL MEDIA STRATEGY POSTS

WE ARE POLO

2:12 PM 100%

Photo

oc_polo • Follow



#WEAREPOLO

1,234 likes

oc_polo We are parents, children, running late, teachers, horse lovers, looking for something different. We Are Polo #wearepolo

View all 212 comments


archie Awesome!

MEET AND GREET

2:12 PM 100%

Photo

oc_polo • Follow



1,234 likes

oc_polo Join us for the Saturday Club Chukkers game on Saturday, March 2nd from 11am-1pm! After the game, join us for our meet-and-greet where you can meet our #poloponies and our polo & riding school instructors to learn more about our riding lessons and how to play arena polo.

View all 212 comments

LESSONS

2:12 PM 100%

Photo

oc_polo • Follow



1,234 likes

oc_polo When you take arena polo riding lessons with us, you'll learn the proper way to handle and care for a horse, the rules and strategies of arena polo, techniques for hitting and riding, and take part in active scrimmages to prepare you for a real arena polo game. You don't need any previous riding experience... we'll teach you everything!

View all 212 comments

archie Awesome!

SOCIAL MEDIA STRATEGY POSTS

PICNIC N' POLO



2:12 PM 100%

Photo

oc_polo • Follow

PICNIC & POLO

1,234 likes

oc_polo Come out and enjoy a 2-for-1 lesson and then enjoy delicious wine and your custom picnic.

View all 212 comments

archie Awesome!

betty Beautiful shot :)

1 DAY AGO

MY POLO STORY



OC Polo Club
16 hrs · 🌐

My polo story, my way. Learn more about Andy Perkins polo story and how he ended up at OC Polo.

Like Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

POSITIONING IN SOUTHERN CALIFORNIA

POSITIONING MAP 1

SOUTHERN CALIFORNIA LESSONS PRICES & PROPERTY COST

Lets face it, property in Southern California is expensive and playing polo in Orange County is even more expensive. Orange County Polo Club or OCPC only offers arena lessons, unlike many of its counterparts, which is tied to grass polo where you typically use the arena lessons to advance onto a large grass field. With the increasing cost of property, OCPC has to keep up with the rising property prices of Southern California. I am looking at the relationship between the cost of lessons and the median home prices per county. This allows me to look at their cost position relative to the cost of living in Orange County.

A: Orange County Polo Club
 \$150/per lesson
 Median Home Price: \$775,000
 Orange County, CA

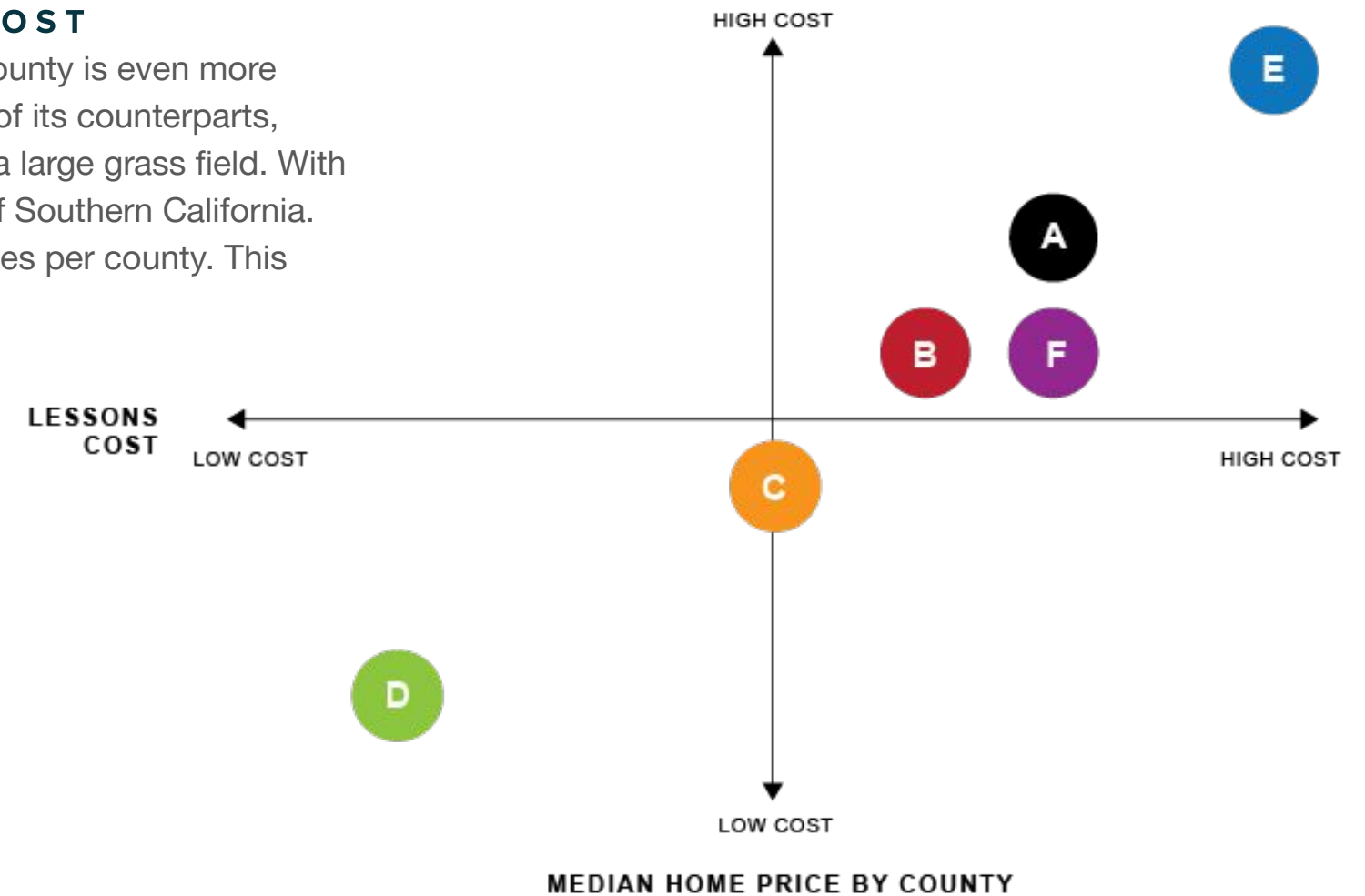
D: Poway Polo Club
 \$75/per lesson
 Median Home Price: \$470,000
 San Diego County, CA/Escondido

B: California Polo Club
 \$125/per lesson
 Median Home Price: \$615,000
 Los Angeles County, CA

E: Santa Barbara Polo Club
 \$200/per lesson
 Median Home Price: \$1.25 Million
 Santa Barbara County, CA

C: San Diego Polo Club
 \$125/per lesson
 Median Home Price: \$575,000
 San Diego County, CA

F: HYT Polo Club
 \$150/per lesson
 Median Home Price: \$615,000
 Los Angeles County, CA



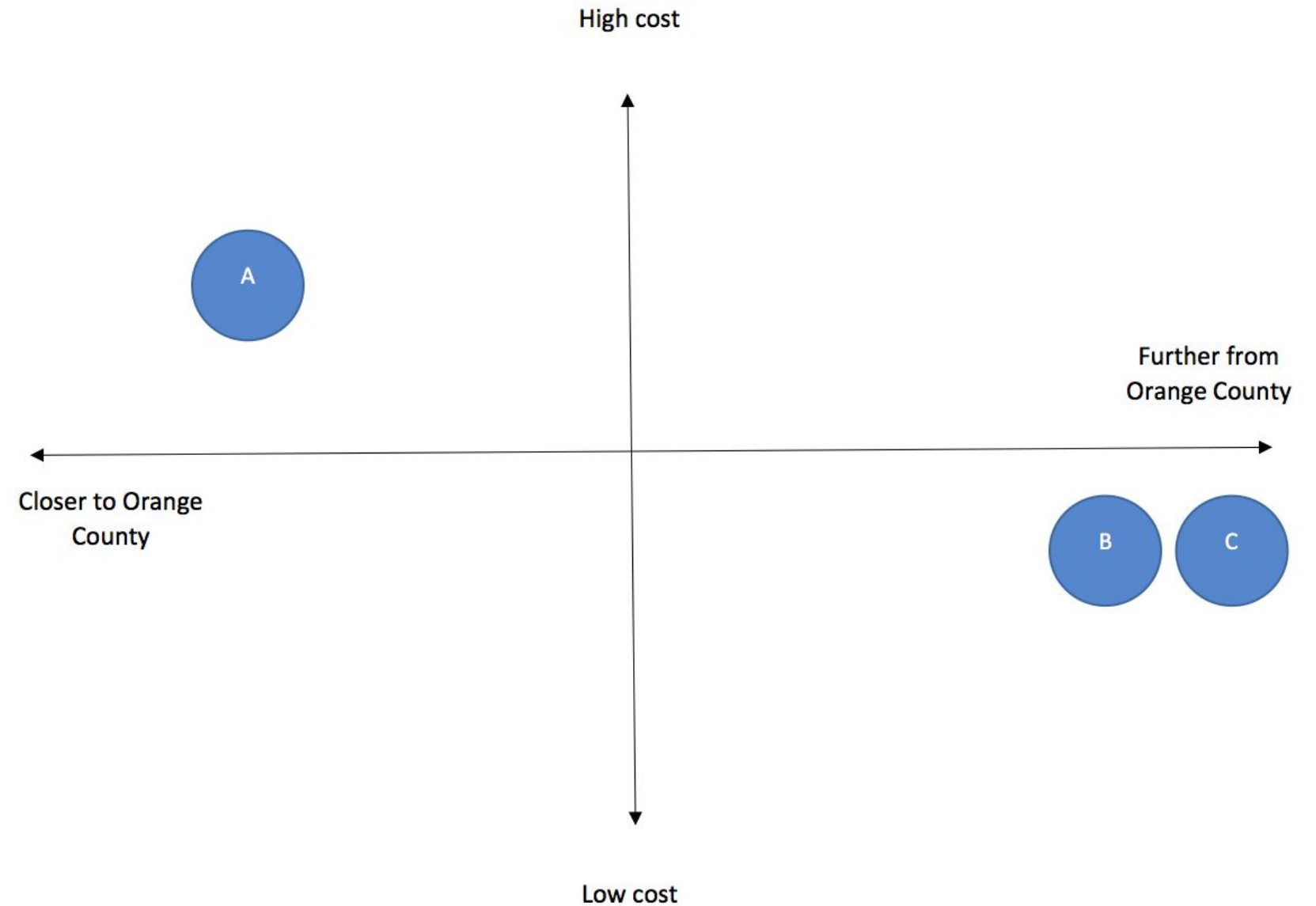
POSITIONING MAP 2

To play arena polo requires a significant amount of time and investment. The most important attributes that were used to plot the OC Polo Club relative market position was the cost of an arena polo riding lesson and the distance from Orange County. Since the OC Polo Club is the only polo club of its kind that offers arena polo lessons, the market strategy should be focused on increasing market share in the Orange County area.

A: OC Polo Club \$150/per lesson located in Orange County, CA

B: California Polo Club \$125/per lesson located in Los Angeles, CA

C: San Diego Surf Polo Club \$125/per lesson located in San Diego, CA



CONCLUSION

- Research shows that the OC Polo Club's arena polo lessons are highly valued by members of all ages
- Implement SEM strategies to promote a consistent web experience and to use Google Trends to emphasize keywords on websites and social media
- Use Facebook and Instagram to target and engage new customers by positioning the OC Polo Club as a leading expert in arena polo in Southern California
- Use images and video to educate new customers on arena polo
- Shows how accessible and relaxed arena polo is
- Provide visibility into the sport and highlight horses, players, and facilities to show that the OC Polo Club is the premier destination to play and watch arena polo in Southern California