

Tyler Kennedy Hockey Academy Marketing Plan

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Executive Summary

Tyler Kennedy Hockey is a hockey academy, located in Pittsburgh, PA. area, that is operated and owned by the retired Pittsburgh Penguin in the NHL, Tyler Kennedy. Tyler Kennedy is currently the only NHL alumni with a Stanley Cup who is actively teaching. TK Hockey Academy holds various developmental classes and elite level coaching tailored to the specific needs that ice hockey athletes face on the ice. Additionally, TK Hockey Academy hosts five summer camps in Pittsburgh and four other summer camps in different cities such as, Leesburg VA, Vegas NV, and Meadville, PA. The TK Hockey Academy holds a vast potential to grow through increasing the brand recognition and awareness. Therefore, this marketing plan will demonstrate the strategies to increase the brand recognition and the brand awareness and how to utilize and to implement those strategies for Tyler Kennedy Hockey Academy to thrive in the ice hockey industry.

The academy and Tyler Kennedy has a good overall media exposure through having a respectable amount and loyal followers (37.2K on Instagram) on social media and by Mr. Kennedy's presence on various hockey events and radio show, in which he talks about Penguins hockey during NHL season. On social media especially on Instagram, the content is mostly snippets of young athletes practicing on ice and Mr. Kennedy's coaching tips. As the marketing team, we believe that the TK Hockey Academy has an immense potential to grow in the industry by utilizing high quality and fan engaging content creation and engaging with the fans in macro level. Our goal is to raise the brand awareness and visibility as much as possible through different traditional and social media channels and to introduce Tyler Kennedy and TK Hockey Academy to different demographics and generations. Nowadays, the right and efficient social media engagement strategies are crucial, and the magnitude of raised awareness will help the academy to get substantial participation increase on the summer camps which are great revenue streams.

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Situational Analysis (Internal & External)

SWOT

Strengths

- Providing elite level coaching from a Stanley Cup winning retired professional ice hockey player in NHL, Tyler Kennedy
- Having popularity in the Ice Hockey Industry
- Presence in both social and traditional media
- Practicing in nice facilities
- Holding summer camps in multiple locations
- Working with trusted and loyal staff

Weaknesses

- Low brand recognition outside of the ice hockey industry
- Low levels of quality and fan engagement in some content
- Inconsistent and inefficient content creation strategies
- Lack of social media presence of the academy
- Promotion of the academy through Tyler Kennedy's personal social media account
- Lack of diversity in stream of income
- Shortness of staff and consultation

Opportunities

- Growing industry (Ice Hockey)
- Utilizing efficient marketing strategies and initiatives to grow the presence of the brand
- Availability of resources and funds

- Having a great potential of marketability and potential to enhance the brand image in different demographics and generations

Threads

- Local competition from different ice hockey academies
- High cost of practicing on ice
- Economic downturns
- Coaching staff shortage

Mission

“I want to push, guide, and teach kids to enjoy the game while fine tuning their technique and working from the bottom up”

Tylerkennedyhockey.com/about

Vision

“I give the necessary skills to improve your game. I believe in my program, and I know it will create a more developed, complete player that will get them to where they want to be. I expect giving it your all, putting in the work, but to also knowing how to HAVE FUN on the ice.”

Tylerkennedyhockey.com/about

Brand Value Proposition

Brand Value Proposition defines the purpose, values, and differentiation of a specific brand. It delivers a proposition on how the brand will deliver value to its customers.

Tyler Kennedy Hockey Academy Differentiation Factors:

- Elite Coaching
- Selling an experience

- Providing ice hockey coaching for all age groups and levels with options of joining group lessons, private lessons, and special events

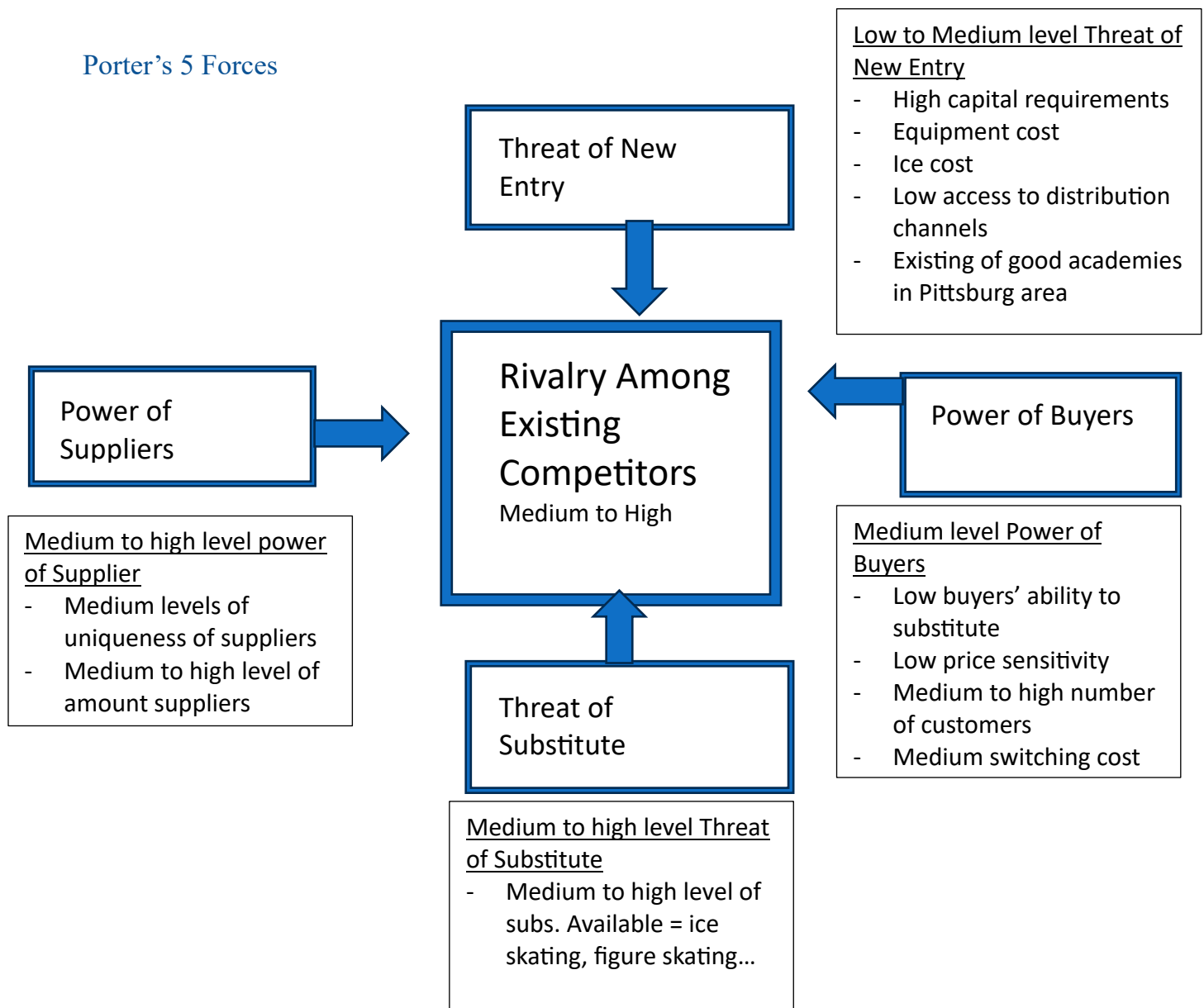
BVP:

For everyone who is interested in learning how to play ice hockey or improving their ice hockey skills – ice hockey enthusiasts – TK Hockey Academy is the only ice hockey academy that offers elite coaching from a former Stanley Cup winner, Tyler Kennedy, providing both private and group lessons, as well as summer camps.

Market Research

The global ice hockey industry is projected to grow in the next 5 years with a compound annual growth rate (CAGR) of 7.1%, reaching a value of \$2.98 billion by 2030. Due to the rising popularity towards ice hockey, the training industry for ice hockey is also projected to grow simultaneously. In the next 5 years, participation in the ice hockey training will be projected to increase through the professionalization of training practices as well.

Porter's 5 Forces



Competitor Analysis

- Quest Hockey
 - Nice looking, simple, and easy to navigate website
 - Prices: \$150 for privates, \$60 for group
 - Website is tailored to booking a lesson, rather than BVP and About
 - Instagram: 2k followers with low to medium fan engagement per post

- Ice Castle Arena
 - Nice looking and easy to navigate website
 - No private lesson, \$60 for group sessions and events
 - Instagram: 1kish followers with low to medium fan engagement per post

- Pittsburgh Ice Arena
 - Nice looking, simple, easy to navigate website
 - \$0? False information
 - Social media?

Marketing Mix

Product

- TK Hockey specialized hockey training programs from a well-known, former professional hockey player and his team. Summer camps, after school clinics, private lessons.

Price

- Pricing differs for what program the athletes choose to participate in, there are various levels of pricing with payment options and membership packages.

Place

- 5 local places in Pittsburgh, PA and 4 other branches around PA and different cities

Promotion

- Active presence on social media on Instagram and traditional media on radio show and TV show. TK Hockey Academy website

Target Audience

Demographic Profile

Target audience age: 5-18 years old hockey players and enthusiasts and their parents

Target audience on social media: 5-30 years old

Gender: Mostly male but targeting females too as hockey is a growing industry

Location: Mostly people around PA for the approximate to the academies and people who live around the camps

Income Level: Middle to upper-income families, as hockey can be expensive with gear, league fees, and training

Psychographic Profile

The 5–18-year-old kids who will be participating in the trainings and their parents and relatives who are influencing them in their participation of hockey should value skill and character development through sports and facing adversity. They should praise teamwork, discipline, and competitiveness. The active, healthy, and the sporty lifestyle should be valued and prioritized. Ultimately, the family should have high interest in hockey and have an interest in pursuing hockey as a career or a path to scholarships and higher education.

Needs and preferences

Coaching, resources, and facilities are the most important needs of this target audience. TK Hockey Academy provides great coaching from Tyler Kennedy and his staff, but the cost and the duration of the ice time, which counts as facilities, has been an issue in the past. Parents and athletes prefer a supportive community in which they acquire professional level hockey training and has access to potential big connections and college scouts. TK hockey academy offers a wide range of training plans for most of the age groups which meets the needs of the target audience.

Purchase Behavior

The parents of the target audience can enroll their children to season or yearlong clinics and lessons. Therefore, they would value the quality of coaching their kid will get and will like to see improvement. Once the family find an academy they trust and see results, they will tend to stay loyal.

Communication preferences

The target audience and their parents will have different type of communication mediums such as, texting, emailing, social media, and etc. They would value the personalized messaging and emailing to keep the families informed about promotional programs and the improvement of their kid. Of course, for the young adults, the largest communication channel and preference will be the digital channels like Instagram, TikTok, and Twitter.

Customer Segmentation

There are various types of segments for the levels and the age of the athletes. For example, Youth/Beginners (6-10 years) where they learn the fundamentals and have fun; Intermediate players (11-14 years) where they learn how to train, how to be a team, get assigned to specific roles in the team, and train to compete such as strategies and practice competition.

Advanced/Performance athletes (15-18) where they compete to win and train to win and have tangible roles and responsibilities in the team and training. There are also summer camp participants which are Families looking for seasonal training options during the summer or school breaks. For the parents of the target audience, they can be segmentated and classified by the income level, commitment level, and the enrollment timeline (full year, summer, or winter).

Competitive Analysis

The direct competitors of TK hockey academy are the other hockey academies in United States, especially in PA area and the cities that summer camps are located. Most of the academies offer elite coaching, facilities, and different kinds of training for age groups. The differentiation of TK academy is getting coached by Tylor Kennedy himself and offering remote training programs and tips tricks through social media to its target audience. Some of the direct competitors might be investing in the quality and the reach of the content of social media via utilizing digital advertising strategies. Additionally, competitors might be targeting athletes through sponsorships of local hockey leagues, tournaments, or teams to keep their visibility.

Marketing Goals

Objectives

Objective #1: Organically enhance brand awareness, visibility, recognition through utilizing social, traditional, and digital media marketing strategies

Objective #2: Stay within marketing/operating budget of \$100,000

Objective #3: Launch new products to generate various revenue streams such as merchandise, virtual training platform, webinars, podcasts, talks, events, and etc.

Objective #4: Generate new business leads and maintain the client base for Summer 2025

Camps

Strategies

Objective #1: Macro Fan Engagement

- Value and invest to improve fan engagement per post rather than the number of followers in social media platforms or other metrics
 - Joint posts with NHL and Penguins (high Engagement Rate) – 43% & 23%
 - Funny and engaging videos during practice (high ER) – 148% & 10 - 20%
 - Celebrity/influencer collaboration (medium ER) – 3 – 5%
 - Tips and tricks videos (Low ER – only related to hockey) < 1%
 - Posts about camps and lesson times (low ER – only related to hockey players and families)
- Create separate TK Hockey Academy accounts on Meta Platforms, TikTok, and X
- Do NOT spend too much money on digital advertising. This study shows that customers are more willing to pay a premium not to watch advertisement on social media than to watch ads.
 - “99% of Gen Z consumers will hit ‘skip’ on an ad if it’s an option and that nearly two-thirds (63%) use ad blockers to avoid online adverts.”
 - <https://newdigitalage.co/advertising/gen-z-dont-want-to-watch-your-ads/>
- Invest in content creation. Hire or outsource a creative content creator
- Partner with Micro Influencers in the ice hockey industry

Objective #2: Budgeting and Calculating ROI

- Select which posts to promote efficiently
- Collaborate with the best micro influencers that align with TK Hockey Academy values

- Track Return on Ad Spend (ROAS), Cost per Acquisition, Customer Conversion Rate, Return on Investments
- Have monthly monitoring and control meetings and quarterly budgeting meetings

Objective #3: Take Action and Digital Advertising

- Gather all the tips and tricks and educational videos make a virtual 10 lesson training program
- Offer coaching and ice hockey webinars
- Attend or organize in person events
- Partner with local gyms and ice rinks
- Utilize the TikTok market for t-shirts and etc. – the reach is immense
- Utilize Facebook marketplace

Objective #4: Digital Advertising and Customer Feedback

- Just because the Summer Camp posts are getting the worst fan engagement rate on Instagram, it would be smart to promote the brochure through digital advertisements, such as Instagram boost post or Facebook
- Value customer feedback and keep track of the Customer Satisfaction Score (CSAT), Net Promoter Score

Marketing Communications

Marketing Communication Strategy

The marketing communication strategy for Tyler Kennedy Hockey Academy will be utilizing all of the marketing platforms and strategies, such as traditional and social media marketing, digital advertising, public relations, and direct marketing. The consistency of creating and posting fan engaging content throughout all of the communication channels will help increasing brand recognition and awareness of TK Hockey Academy nationally and globally.

Key Messages and Unique Selling Points

- The most important key message and differentiation of Tyler Kennedy Hockey Academy from its competitors is the world class coaching that prospects receive from Tyler Kennedy.
- Tyler Kennedy has various locations across the globe with top class training facilities and opportunities to learn from the best.
- TK Hockey Academy has many different opportunities that suits different age group of kids and prospects and tailored practices and clinics
- TK Hockey Academy has different kinds of payment options for the level of participation and flexible with players' and parents' schedules
- TK Hockey Academy offers fun, interactive, and engaging summer camps for prospects that want to get into hockey and for parents to send their kids while they are working

Communication Channels

Social media & content marketing: Instagram, TikTok, X, Facebook, Youtube

Traditional marketing & digital channels: Cable TV, ESPN, ESPN+, Fox sports, NBC Sports

Digital advertising: Meta Platforms, TikTok, Facebook, Cable TV, ESPN+

Brand Messaging:

TK Hockey Academy is dedicated to instilling Tyler Kennedy's passion for hockey to every single prospect athlete that joins the academy. Tyler Kennedy Hockey Academy will guide, provide the necessary skills to improve your game, and teach kids to enjoy the game while fine tuning their technique and working from the bottom up.

Social Media Strategy:

TK Hockey Academy's social media strategy will be utilizing macro fan engagement by creating relatable content to not only ice hockey fans but also anyone that is looking or have potential to get into ice hockey and coaching.

Meta Platforms, X, and TikTok will be used mostly for the social media strategy, and it is believed that the utilization of all those platforms will allow TK Hockey Academy to reach to every single demographic, such as adults, young adults, teenagers, and kids in their target audience base and to even more potential audiences who are looking to start their ice hockey journey.

Partnering with micro influencers will be another very effective advertising strategy to reach to specific target audience and to create fan engaging content.

Marketing Plan Budget

Overview of Budget Allocation

The marketing budget will be allocated and distributed across channels and key activities. The money allocated for marketing strategies will be similar for each quarter but with a slight increase in Q2 to maximize the raised awareness for the summer camps.

Budget Categories

- Content Creation – video and graphics production
- Digital Marketing/Advertising – Paid ads, email marketing, and social media campaigns
- Events – Sponsorships, event participation and organization
- Promotions – Discounts, giveaways, and special campaigns.
- Public Relations – Press releases, media outreach, and influencer collaborations.
- Market Research – Surveys, focus groups, and analytics tools

Cost Estimates

- Digital marketing/advertising: \$20,000 (influencer fees, media buys, placement)
 - Q1: \$4,500
 - Q2: \$6,500
 - Q3: \$4,500
 - Q4: \$4,500
- Content Creation and Stats Tools: \$30,000 => Fan engaging content for Macro fan engagement
 - Q1: \$7,500
 - Q2: \$7,500

- Q3: \$7,500
 - Q4: \$7,500
- Events: \$20,000 (Hosting Events, logistics, venue, catering)
 - Q1: \$5,000
 - Q2: \$10,000
 - Q3: \$2,500
 - Q4: \$2,500
- Promotions: \$10,000 (promotional items, discounts, give aways, merchandise)
 - Q1: \$2,500
 - Q2: \$2,500
 - Q3: \$2,500
 - Q4: \$2,500
- Contingency Fund: \$20,000

Contingency Fund/Budget Management

- Contingency Fund: \$20,000 (20% of the total budget)
 - Setting a 20% of the total budget to address unexpected costs or opportunities
- Budget approvals and expense tracking will require sign offs from Ty Kennedy and Brandi Kennedy (marketing related). Budget and expense tracking will be conducted by specific tools, such as Excel, Google, and other specific budget management apps with reasonable subscription fees
- Budget monitoring will be handled by Ty and Brandi Kennedy, but a getting help/ hiring a professional accountant is highly recommended.

Measurement of Success

KPI's

Marketing

- Engagement Rate
- Social shares
- Return on Ad Spend (ROAS)
- Cost Per Acquisition
- Conversion Rates (For Specific Goals)

Finance

- Return on Investment (ROI) for specific goals
- Net profit margin (%) (COGS – operating expenses)

Customer Service

- Customer Satisfaction Score (CSAT)
- Net Promoter Score

Operations

- Cash Flow/ Cash Conversion Cycle
- Operating Margin

Quantify Objectives

- **Objective #1:** Organically enhance brand awareness, visibility, recognition through utilizing social, traditional, and digital media marketing strategies

- Acquire an Engagement Rate per post (on average) of 5% (5.2% Industry Average)
- Acquire a Conversion Rate (on average) of 2% (Industry Average: 2-2.5%)
- Acquire Social Shares per post (on average) 3 - 5% = 1100 – 1860 social shares

- **Objective #2:** Stay within marketing/operating budget of \$100,000
 - Obtain Return on Ad spend of 2:1
 - Cost Per Acquisition rate of 2:1

- **Objective #3:** Launch new products to generate various revenue streams such as merchandise, virtual training platform, webinars, podcasts, talks, events, and etc.
 - Ensure a positive cash flow throughout the investments on the various revenue sources
 - Obtain a CCC of 30-40 days
 - Operating margin 10-20%

- **Objective #4:** Generate new business leads and maintain the client base for Summer 2025 Camps
 - Obtain a high Customer Satisfaction Score (CSAT)
 - Obtain a high Net Promoter Score

Track Progress Over Time

A system for tracking and monitoring of these key performance indicators (KPIs) has to be established to ensure the effective process of achieving the benchmarks and the goal measures.

Each of the metric can be calculated manually, but it is advised to invest in specific data analytics tools and software to optimize the progress of the various marketing strategies.

- Qlik: KPI examples and templates: <https://www.qlik.com/us/kpi/kpi-examples>
- On Strategy: Strategic Planning Services: <https://onstrategyhq.com/services/>
- Hockey Stack: Revenue Acceleration Program: <https://hockeystack.com/>

Gather Customer Feedback

Customer feedback will be gathered through surveys and questionnaires. Customer Satisfaction Score (CSAT) and Net Promoter Score will be evaluated to assess overall customer satisfaction and how much promotion TK Hockey Academy is getting through their regular and previous customers.

Conclusion

In conclusion, the Tyler Kennedy Hockey Academy is uniquely positioned to capitalize on the growth of the ice hockey industry by offering a compelling brand value proposition and clear differentiation. By delivering elite coaching tailored to developing athletes at all levels. It is believed and mentioned throughout this marketing plan that instead of focusing on digital advertisement (paid media), TK Hockey Academy can organically grow its business by investing in macro fan engagement through investing in content creation and organic promotion (earned media). This focus on organic brand building and fostering genuine connections ensures the academy not only stands out in a competitive market but also strengthens its reputation as a leader in the ice hockey industry.

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