

Philadelphia phillies marketing plan

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Concentrated efforts over the last several years have been to improve Philadelphia reputation as a corporate host ND the city is being discovered as an appealing place to live and work. Few cities in the country can match Philadelphia historic attractions, and the city plays host to millions of tourists each year. Thus, tourism remains an important segment of the local economy. Along with the many historic attractions, Philadelphia is home to the Philadelphia Phillips baseball team. The Philadelphia area has been home to the Phillips for 131 years now and the sport of baseball has never grown old within the Philadelphia community.

They are the oldest, continuous, one-name, one-city franchise in all of sports to this day. Holding just over 1.4 million people in the city, the Phillips have provided great success ever since they started playing. Also, in On March 21, 2004 the Phillips demolished their old stadium, Veterans Stadium and opened Citizens Bank Park on April 3, 2004. Goals Increase regular fan attendance at games from 72.1% to 80% attendance rate. Sellout all diamond club and hall of fame club seats before spring training begin.

To entice more season ticket holder only events to recognize their importance to us, such as priority ticket price in concerts and off the field benefits. To increase our advertising efforts in the southern and central New Jersey area to gain more area recognition. Involve more players and staff in our community efforts to gain long term fans with the youth and education. Increase Preamble events in the Phillips Hall of Fame with former players and coaches hosting autograph signings and giveaways. Utilize Backbone and Twitter to interact with fans before, during, and after the game.