

LIFEGUARD MARKETING PLAN

SOCIAL MEDIA

1. Returning/Past lifeguards do video clips of what they love(d) about the job
2. Videos explaining benefits of the job
 - a. Tailored towards parents (Facebook)
 - b. Tailored towards employee (Insta/Tik Tok)
3. How to apply for the job/explanation of training
 - a. Interview with me on the "how to" on applying and
 - b. What the Free Lifeguard Training Program works
4. Create separate pages/accounts solely for the purpose of hiring lifeguards.
 - a. We won't inundate our "regular" accounts with lifeguard info
 - b. Pages can easily be shared and boosted

INCENTIVE PLANS

1. Signing bonus
 - a. Gift Cards
 - b. Cash
 - c. Apparel
 - d. Welcome Pack-Uniform, Hip Pack, Sunglasses, etc
2. Referral bonus
3. Free Food/Discounts while working
4. Employee appreciation program
5. Free Uniform/Upgraded uniform
 - a. Currently, staff have to buy their own swimsuits. Perhaps we look into purchasing these?
 - b. Online portal with upgraded uniform options. (Rash Guards, Shorts, Swimsuits, Jackets, hats)



TRADITIONAL MARKETING

1. Contact all media outlets personally
 - a. Morning Shows
 - b. Newspaper Articles
2. Commercial
3. Billboards
4. Hire a marketing firm (More research to follow)



VIRTUAL JOB FAIR

1. Have a few virtual offerings where interested people can log into a virtual webinar/meeting where I'd do a presentation and a Q&A.

