

The background image shows the interior of The Franklin Inn Club. On the left is a large, dark wood bookshelf filled with books. In the center, a staircase with a red carpet leads up. To the right of the stairs is a tall, dark wood grandfather clock. Further right is a wooden table with chairs, and in the background, a dining area with a round table and chairs. The walls are decorated with framed pictures and portraits. The floor is made of light-colored wood, and there are large, patterned rugs in the foreground and to the right.

# The Franklin Inn Club

## Strategic Marketing Plan

Created by: Breslow Partners



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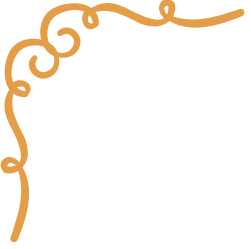
**KPIs and Timeline**



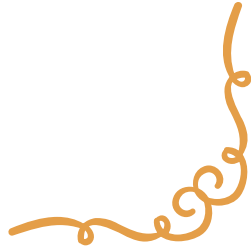
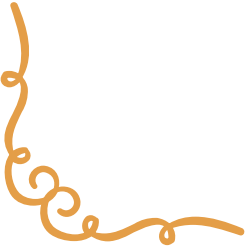


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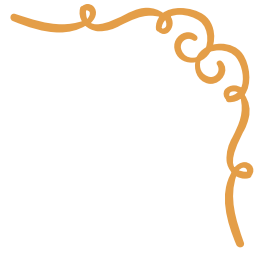
# Executive Summary



The Franklin Inn Club, a historic and exclusive members-only institution, seeks to enhance its brand awareness, increase membership, and promote its premium offerings. This marketing plan outlines strategic initiatives, goals, and content ideas designed to elevate the club's presence in the Philadelphia area. The club offers a refined yet welcoming atmosphere, where members gather to engage in enriching conversations about current events, explore new ideas, and foster a vibrant exchange of perspectives. It is a sanctuary for those who value community, culture, and intellectual discourse—a cordial gathering of diverse minds united in the pursuit of meaningful dialogue and thoughtful connection.







02

## Marketing Objectives



# Marketing Objectives



## **Build Brand Awareness**

Increase the club's visibility in Philadelphia by leveraging both digital and traditional marketing channels to reach a broader targeted audience.

## **Engage Existing Members**

Foster a sense of community among current members with better communication tools and engaging programming.

## **Position as an Event Destination**

Position The Club as a go-to venue for special events, private dinners, meetings and seasonal celebrations.

## **Increase Membership**

Attract 10 new members within the next year through targeted outreach and enhanced brand visibility

## **Enhance Social Media Presence**

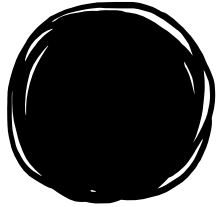
Increase engagement on social media through curated content and member highlights.



03

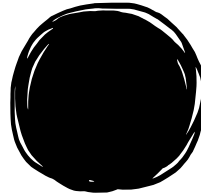
# TARGET AUDIENCE

# Primary Target Audience



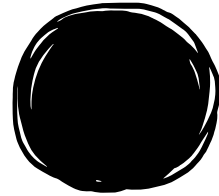
## **Philadelphia Locals**

Philadelphia Locals,  
Professionals & Entrepreneurs:  
Individuals who value the arts,  
culture, intellectual discourse and  
camaraderie.



## **Age Range**

Looking to welcome an  
increased number of  
Junior members within  
the next year

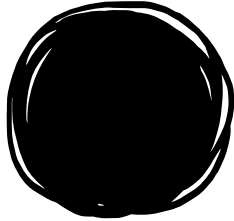


## **Engaged Empty Nesters and Active Retirees**

Individuals with disposable  
income, ample time to invest  
in their passions and looking  
to engage in social and  
cultural activities.

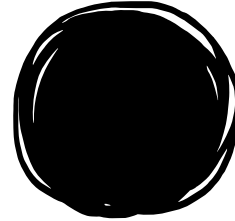


# Secondary Target Audience



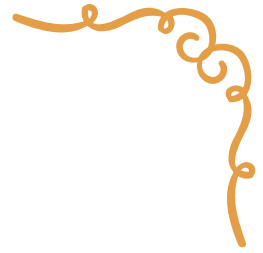
## **Corporate Executives and Businesses**

Companies seeking private meeting spaces or team-building events in a refined setting.



## **Private Event Space**

Individuals looking to host elegant rehearsal dinners in an intimate setting.

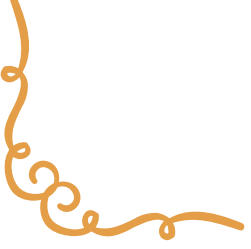



04

## Marketing Strategies



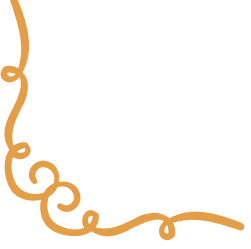
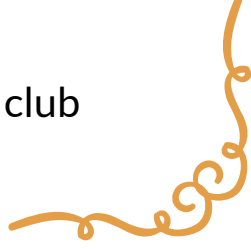
# 1. Brand Positioning & Identity:

- **Cultivate a Distinguished Identity:** Position The Franklin Inn Club as a symbol of Philadelphia's rich history, intellectuals and individuals who value cultural enrichment, meaningful conversation and refined social experiences.
  - **Leverage The Club's Legacy:** Utilize the club's long-standing heritage and history in all marketing materials to build a sense of prestige and tradition.
  - **Quality & Service:** Highlight the impeccable events, exclusive membership benefits, and community experiences.
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## 2. Content Marketing:



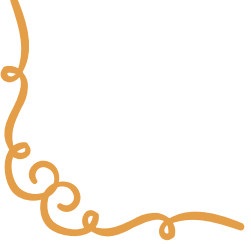

- **Storytelling through Heritage:** Share the history of The Franklin Inn Club through blogs, social media and newsletters. Highlight milestones, prominent past members and the club's connection to Philadelphia's history.
  - **Member Spotlights:** Feature current members on the blog, social media and in newsletters, highlighting achievements and how they engage in the club.
  - **Event Highlights:** Create content that promotes past, present and future events—both private and club-hosted—demonstrating the versatility of the club as a venue.
  - **Exclusive Offers:** Send personalized invitations for exclusive events to current members, encouraging them to bring guests to experience the club firsthand.
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### 3. Social Media:



- **Instagram:** Create a professional account and boost engagement by focusing on visually appealing content—photos of the club's elegant interior, upcoming events, past programming, and members enjoying the space.
  - **Facebook:** Engage with local audiences by promoting events, posting member stories, and encouraging discussions about the club's impact on the community.
  - **YouTube/Video Content:** Create short videos that showcase the club's amenities, behind-the-scenes glimpses, and testimonials from long-time members.
  - **Flickr:** Build a photo library to include photo albums of different initiatives.
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# Social Media Topics



- Monday Quarterback Lunches
- Thursday Roundtable Lunches
- Annual events
- Merchandising
- Special discussions
- Member Features
- Past member highlights
- Host your event at The Club

- History of The Club
- Events
  - Cooking classes
  - Restaurant outings
  - Bourbon Tastings
- How to become a member
  - Discount benefits
  - Partnerships
  - Why members love the club

# Sample Social Media Posts



## Monday - Become a Member:

Discover your urban oasis of art, culture, and conversation. Join The Franklin Inn Club and be part of over a century of ideas and community. 🖋️ 🍷

More information can be found using the link in our bio.



## Wednesday - Join us for Roundtable:

An afternoon of insights and conversation with inspiring guest speakers.

Attend The Franklin Inn Club's thought-provoking roundtables every Thursday at 12:30 pm.



## Thursday - Bourbon Tasting Event:

Raise your glass to an evening of bourbon and elegance 🍷 ✨ Join us on November 29th for a tasting experience like no other at The Franklin Inn Club.

Reserve your spot today with the link in our bio!

# Sample Social Media Posts continued



## Monday - Host Your Event:

Looking for the perfect venue to host your event? The Franklin Inn Club offers an elegant and welcoming space for private gatherings, corporate events, and celebrations.

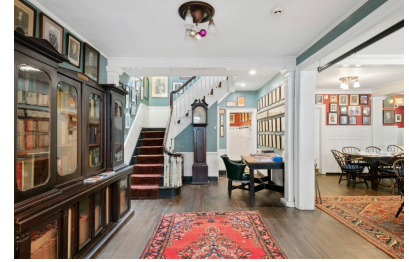
Let us make your occasion unforgettable with the link in our bio! 🍷 🏛️



## Wednesday - history:

Founded in 1902, The Franklin Inn Club has been a cornerstone of Philadelphia's cultural scene for over a century.

From its humble beginnings on Chancellor Street to its charming home on S. Camac Street, the Inn blends rich history with timeless conversation. 🏛️



## Thursday - holiday gifts:

Give the gift of The Franklin Inn Club this holiday season. Purchase or renew a membership or bring The Club home with exclusive merchandise!

With everything from wine glasses to t-shirts, we have the perfect gift for anyone. Shop now in person or on our website.



# Social Media Hashtags

## **General Promotion**

- #FranklinInnClub
- #HistoricPhilly
- #PhiladelphiaHistory
- #PhillyCulturalSpot
- #HistoricLandmark
- #PhillySocialClub

## **Community and Networking**

- #PhillyNetworking
- #PhillyCommunity
- #CreativeMindsPhilly
- #PhillyWriters
- #PhillyArtists
- #PhiladelphiaProfessionals

## **Events and Gatherings**

- #PhillyEvents
- #PhillyMeetups
- #PhiladelphiaNightlife
- #CulturalEventsPhilly
- #PhillyBookClub

## **Artistic and Intellectual Themes**

- #PhillyArts
- #PhillyCulture
- #HistoricPhillyArt
- #PhillyThinkers
- #WritersOfPhilly
- #PhillyCreatives

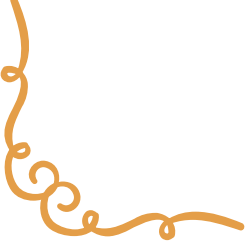

## **Local and Regional Tags**

- #PhillyLove
- #VisitPhilly
- #DiscoverPhiladelphia
- #MyPhilly
- #PhillyLife
- #Jointoday
- #LocalPhilly
- #CityofBrotherlyLove
- #PhillyProud
- #PhillyLife



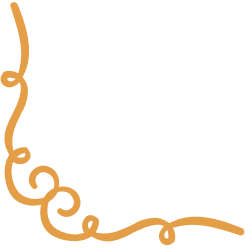
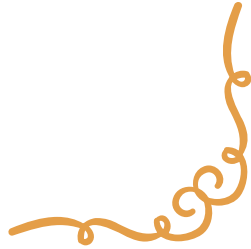
## 4. Email Marketing:



- Create a new monthly communication template with a subscription service like Mailchimp or Constant Contact where you can retrieve data such as open rates and click-throughs.
  - Distribute a compelling monthly newsletter to members promoting upcoming programming, news and member highlights.
  - Develop a new and improved RSVP system.
  - Create special invitations to exclusive programs.
  - Distribute targeted email campaigns to attract potential members, highlighting the benefits of joining the club.
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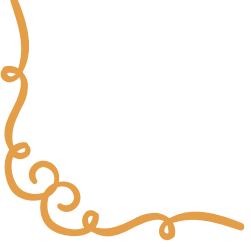



## 5. Public Relations & Partnerships:

- **Press Outreach:** Pitch feature stories in the local media to increase brand visibility.
  - **Partnerships:** Collaborate with local businesses like Penn's Village and William Way LGBT Community Center to offer exclusive programming to similar target demographics.
  - **Strategic Community Connections:** Build relationships with civic associations to explore opportunities for shared initiatives and mutually beneficial events that enhance community engagement.
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## 6. Referral Program & Open Houses:

- **Referral Incentives:** Incentify current members for referring new members.
  - **Exclusive Open Houses:** Host events for potential members to experience the club firsthand. Include complimentary hors d'oeuvres, tours and special programming.
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05

## Execution



# Execution



## **Brand Collateral & Merchandising:**

Develop a high-quality brochure, a membership packet, and promotional items (e.g., branded stationery, wine glasses, coasters, bottle openers, cigar cutters, etc.) to sell, send to potential members, give as prizes or distribute at events.

## **Event Marketing:**

Host monthly themed events at the Club including: bourbon tasting, wine pairings, cooking classes, chair yoga, etc.

Create a calendar of cultural outings like the Kimmel Center, the Barnes Foundation, restaurant outings, etc.

Create educational activities to include DEI, LGBTQIA, social media 101 and what the grandchildren are saying discussion.

Promote all events on our social media channels.

## **Website:**

Improve the website to make it more user-friendly and visually appealing for non-members, including updated information on membership, events and amenities.

Implement a blog section with regular posts on events, member features, and exclusive club content to increase organic traffic and engagement.



06

## KPIs and Timeline

# Key Performance Indicators

01

## **Membership**

**Growth:** Track the number of new members and the retention rate of existing members.

02

## **Social Media Engagement:**

Monitor likes, comments, shares, and followers on Instagram and Facebook.

03

## **Event Attendance:**

Measure the number of attendees at club-hosted events and private events booked by members.

04

## **Website Traffic:**

Track website visits, especially membership and events pages, to gauge interest in joining the club.

05

## **Email Open Rates & Click-Through Rates:**

Monitor the effectiveness of email campaigns to drive engagement and event attendance.



# Timeline



- **Update Website:** Ensure it reflects the Club's mission, programming, and membership details.
- **Create Communication and RSVP Systems:** Standardize processes for member communication and event registration.
- **Subscribe to Email Marketing Service:** Set up Mailchimp or Constant Contact, create a branded email template, and draft a monthly newsletter schedule.
- **Build a Photo Library:** Begin capturing high-quality photos of the Club, events, and members (with permission) to use in promotional materials. Consider using Flickr or a private Google Photos album.
- **Develop Social Media Platforms:**
  - Create accounts on Instagram and Facebook.
  - Share account passwords and a content calendar with key team members.
  - Post twice weekly, alternating between feed and stories. Include Club highlights, member spotlights, and cross-posts from similar organizations.
  - Begin engaging with followers by liking and commenting on relevant posts.
- **Implement Analytics:** Track website traffic, email opens, and social media engagement to set baseline metrics.



# Timeline continued



- **Launch Referral Program:** Develop member incentives and start promoting the program.
- **Continue Email Campaigns:** Assess open rates, click-throughs, and RSVPs from early campaigns. Refine content based on data.
- **Expand the Photo Library:** Include candid shots from events and Club activities to showcase vibrancy and engagement.
- **Host an Open House:** Plan an event to attract new members, featuring tours, light refreshments, and presentations from key stakeholders.
- **Organize Seasonal Events:**
  - Promote diverse offerings like bourbon tastings, wine pairings, cooking classes, and chair yoga.
- **Create a Cultural Calendar:** Partner with local institutions (Kimmel Center, Barnes Foundation) and plan outings that align with members' interests. Share these through email and social media.
- **Establish Member Feedback Channels:** Launch an online survey or suggestion box to collect ideas for programming and other improvements.


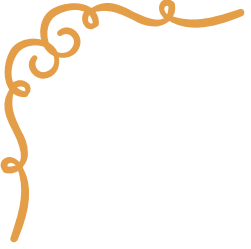




# Timeline continued



- **Host Regular Programming:**
  - Maintain a consistent schedule of events to encourage member engagement and retention.
- **Produce Ongoing Content:**
  - Post blog entries on topics of interest to members.
  - Release newsletters with event highlights, member stories and upcoming opportunities.
  - Share dynamic social media content to grow online presence.
- **Measure Progress:**
  - Analyze website traffic, email open/click rates, social media engagement, and membership growth.
  - Track the success of the referral program and event attendance.
- **Adjust Strategies:** Use insights from KPIs and member feedback to tweak programming, communications, and marketing approaches.
- **Strengthen Partnerships:**
  - Deepen collaboration with local organizations for co-hosted events or cross-promotional opportunities.



With this strategic marketing plan,  
Breslow Partners aims to support  
The Franklin Inn Club in fostering growth,  
enriching membership experiences,  
and strengthening community ties.

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Strategic Marketing Plan Written for The Franklin Inn Club by Breslow Partners  
November 25, 2024

