



Club Marketing





ACKNOWLEDGEMENT OF COUNTRY

GippSport acknowledges the Traditional Custodians of the land on which we are meeting, the Bunurong/Boon Wurrung and Wurundjeri People of the Kulin Nation.

We recognise their ongoing connection to the land, waters and community, and pay our respects to Elders past and present and the ongoing living culture of Aboriginal & Torres Strait Islander people.



WHO ARE WE?



Michelle Harris
SENIOR SPORTS CONSULTANT



Damen Francis
SPORTS CONSULTANT



Mel Pratt
SPORTS DEVELOPMENT OFFICER

RUN DOWN

Key questions for this session are:

- How can you promote your club in a positive way?
- How do you draw out stories that appeal to a broad audience?
- What sets your club apart and why do people choose your club?

We will do this by helping you:

- Understand your members
- Explore different types of marketing
- Define your offer
- Plan to succeed
- Identify available tools and resources



gippygirlscan.com



Up @ Traf

Beginners Golf Clinics for Women (8 weeks)
Cost \$50
Register at
<https://www.trybooking.com/BEMMS>

17 Oct-5pm or 20 Oct-9.00am
Trafalgar Golf Club



CHANGE the GAME **VICTORIA** State Government **VicHealth**

MARKETING 101

Knowing what your offer is and effectively communicating it, is the key to successfully marketing and promoting your club.

Promoting your club is about telling people what you can offer them. It's important to spend time planning your marketing, thinking about who you are targeting, choosing ways you can reach them and how you will measure the effectiveness of your communication.



WHO ARE YOU?

Your brand should be defined by your values and consistently promote them.

Inclusive? Welcoming? Competitive? Fun?
Professional? Proud? These qualities should be reflected by, and visibly evident in, your marketing. From language to artwork and imagery.

UNDERSTANDING YOUR MEMBERS

If your club is looking to keep or attract more members and participants, you will need to understand their motivations.



UNDERSTANDING YOUR MEMBERS

The more you get to know and understand your current and potential members, the greater chance you have of providing them with a positive experience.

- ??? Why do your members join?
- ??? What makes them come back?
- ??? What do they want from your club?

UNDERSTANDING YOUR MEMBERS



Why do your members join?



YOUTH GIRL PLAYER



A JUNIOR COACH



A VOLUNTEER MEMBER

UNDERSTANDING YOUR MEMBERS



What makes them come back?



YOUTH GIRL PLAYER



A JUNIOR COACH



A VOLUNTEER MEMBER

UNDERSTANDING YOUR MEMBERS



What do they want from your club?

**TO BECOME
A BETTER
PLAYER**



YOUTH GIRL PLAYER

**OPPORTUNITIES
TO DEVELOP MY
COACHING
SKILLS**



A JUNIOR COACH

**A SAFE
ENVIRONMENT
FOR ALL
MEMBERS**



A VOLUNTEER MEMBER

ACTIVITY #1 - IDENTIFY YOUR MEMBERS



- 1 What are your member cohorts?
- 2 Why do they join your club?
- 3 What makes them come back?
- 4 What could stop them coming back?
- 5 What do they want from your club?

PRESENCE AND VISIBILITY

You could run the best club/association going around but if potential members don't know you are there or what you are offering, they may never come through the door to experience it.



DIGITAL VS. TRADITIONAL MARKETING

DIGITAL



Digital marketing is using digital channels such as websites and social media as tools for marketing communication.

Digital marketing channels include:

- Social media (Facebook, Instagram etc)
- Website
- Email
- Electronic Newsletters

TRADITIONAL



Traditional marketing involves traditional channels, like billboards and printed media as tools for marketing communication.

Traditional marketing channels include:

- Outdoor (Billboards, bus/taxi wraps, posters etc)
- Broadcasting (TV, Radio etc)
- Print (Magazines, newspapers etc)
- Direct Mail (catalogues etc)
- Telemarketing (Phone, text message)
- Window display and signs

DIGITAL MARKETING

SOCIAL MEDIA

Social media allows conversations to happen between your club and the people important to your club, whether that's your members, volunteers, players, supporters, parents or sponsors.



WEBSITES

A website can be a really powerful way to let people know about what your club can offer them.



ELECTRONIC NEWSLETTERS

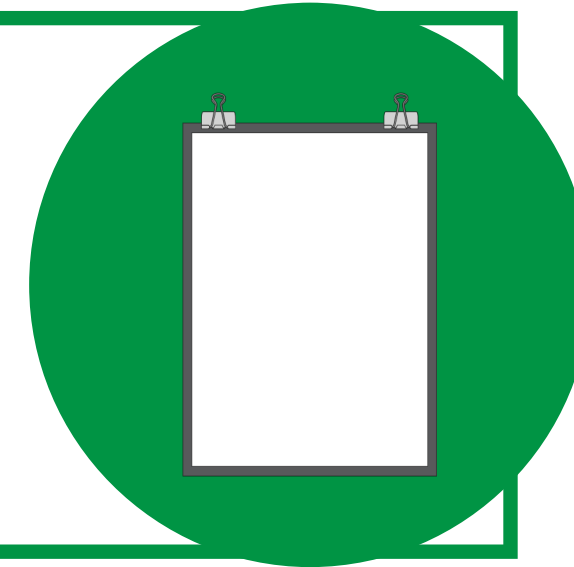
Newsletters can be a great way to advertise your club, promote events, send competition updates and share general club news. It helps in creating a bond between your club and the receiver.



TRADITIONAL MARKETING

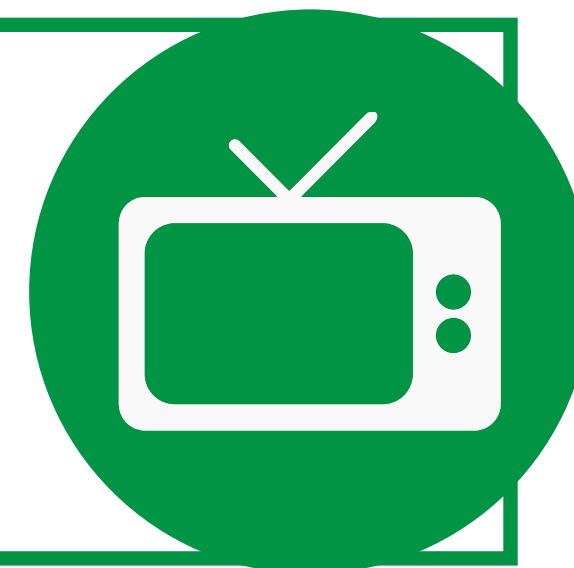
POSTERS AND FLYERS

A great way to contact existing or potential members and volunteers is through posters or flyers, to tell them about the benefits that your club can bring to them.



MAXIMISING THE MEDIA

Increasing media coverage can significantly raise your club's profile in your local area, helping your fundraising efforts and advertising your activities and events.



PROMOTING YOUR CLUB

What is your offer?



What do you want to achieve?



How do you get there?



How do you know you are there?





ACTIVITY #2 - CASE STUDIES

- 1 Grab your phone
- 2 Find 2-3 social media posts to analyse
- 3 What works? What could be improved?



Yallourn Yallourn North Football Netball Club

4d · 🌐

●●● Player Profile ●●●

This week we are profiling senior netballer, Emily Lawrey! Em has been with this club for over 10 years now and is born and bred Yallourn North. Always at club events, Em is known for being a kind and friendly person.

If you see her out on the court today, give her an extra cheer!

[#playerprofile](#) [#GoJets](#) [#womeninsport](#)



PLAYER OF THE WEEK

Name and Position? Emily Lawrey, mid court
- WD, WA & C if the team is desperate!

Number of years at the club? Um over 10 years, haha I don't know exactly but a long time!

What do you love about YYN? The people

If you could give your coach a piece of advice what would it be? Get your 3 feet!

Growing up I wanted to? A vet

If I wasn't playing netball on Saturday I would be? Sleeping in!

Pineapple on Pizza.. Yes or No? Yes

If you could have any one superpower, what would you choose? Control the weather.

WHAT IS YOUR OFFER?

Product

- What problem or issue does the product solve for customers?
- Why is your product the best one to solve it?

Price

- The strategy behind the pricing of your product needs to be based on what your customers are prepared to pay, costs such as retail mark-up and manufacturing, as well as other considerations.

Promotion

- Successful marketing strategies include all the promotional activities across the marketing mix, including advertising, direct marketing, online events, chats, social media groups, and livestreams.

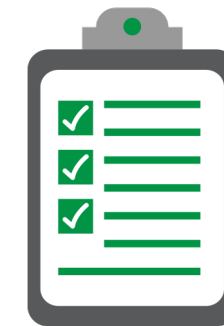
Place

- Where and how your product is displayed and sold should be directly informed by your customers.

HOW DO YOU GET THERE?



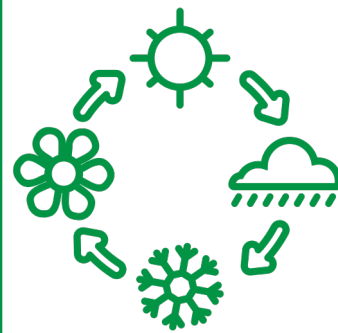
Identify your target market



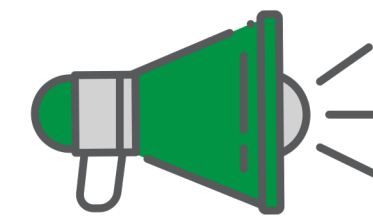
Know what you want your marketing to achieve



Identify what you can afford to do. Establish a mini budget and seek approval from your committee



Consider the seasonal nature of your club or sport and think of ways to maintain interest year round



Keep marketing consistent- it should feel like everything comes from the same home



Keep the objective of marketing in mind, you can't appeal to everyone all the time



Evaluate marketing regularly- don't waste resources on something that isn't working



If you have an online presence, keep it up to date

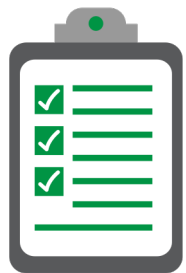
HOW DO YOU KNOW YOU ARE GETTING THERE?



Progress should always be monitored to ensure your efforts are not wasted.



Put timescales and measures for success against each activity in your action plan.



Identify how you will know that your plan has been a success.



Remember, don't be afraid to change tactics if it's not working.



Make sure that these are realistic, and set yourself measures to make sure you are on track.

DON'T FORGET THE YOUTH

QUESTION No 1

Does your club's marketing material and social media content show young people having fun?



#YOUthSportLatrobe

QUESTION No 2

Does the balance of content shared by your club or association accurately reflect the age demographics of its participants?



#YOUthSportLatrobe

QUESTION No 3

Does your club have a youth spokesperson or encourage young people to speak to media on its behalf?



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QUESTION No 4

Does your marketing material and content highlight the involvement of young people from diverse backgrounds?



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QUESTION No 5

Does your club promote ways for young people who are time-poor to participate?



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QUESTION No 6

Does the content your club shares promote ways in which youth of all levels of experience and ability can participate?



#YOUthSportLatrobe

TOOLS AND RESOURCES

Design online

Canva

Canva is an Australian graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. One Design Tool, 200,000 Photos, 57,000 Graphics, 13,000 Videos, Endless Content. The Free Straightforward Design Software. Design Anything In Minutes With Canva.

canva.com

Mail Chimp

Mailchimp is an all-in-one Marketing Platform for small business. It is a marketing automation platform and email marketing service for managing mailing lists and creating email marketing campaigns.

mailchimp.com/en-au



SUMMARY AND FINAL TIPS



**Know your audience
and target market**



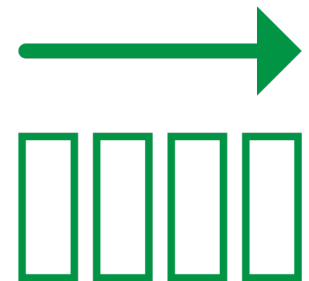
**Understand your
offerings**



Do the basics well



**Embrace different
types of marketing**



**Develop a style
and be consistent**



**Focus on people
centred messaging**



**Always be on the
lookout for content**



**Invest. Budget and
volunteer resources**



Evaluate regularly

CHECK OUT
GIPPSPORT'S FREE
MARKETING GUIDE



Let's work together



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