



MARKETING AND PROMOTING YOUR CLUB

MANAGEMENT

▶ ABOUT THIS GUIDE

Marketing and promoting your club should be a key action for any club. There are many ways to do this and it can be difficult to know where to start. How can you stand out from the rest? There are so many different ways people wish to spend their recreational time that clubs need to be clear on who their target is, what benefits they can offer and how they are going to sell these benefits. This guide aims to provide clubs with the tools they need to help them identify their target market, some ideas and templates to make it easier for them to engage the market and most of all take advantage of the exposure Athletics will get at the Rio Olympics. A once in four year opportunity to really sell our sport.

▶ What is Marketing?

Marketing can be defined as a process by which individuals and groups obtain what they want through creating, offering and exchanging products and services of values with others.

All clubs will be doing some sort of marketing whether they know it or not. There are two types of marketing

Formal Marketing: E.g. having a website and a Facebook page to promote club activities and membership information, placing flyers at local schools

Informal Marketing: E.g. word of mouth, going along to a club because a friend does. Observing a session happening at a local park

▶ Marketing Tools

There are 4 main Categories to think about when promoting your club

Product – includes the quality and accessibility of the services the club offers. Coaching, competitions, social functions, fun runs...

Price – includes the cost of membership fees and any discounts offered

Place – includes the clubrooms or the facilities where club activity take place

Promotion – includes advertising of the club. E.g. engagement with schools, flyers or activations at local events, flyers, open days etc.





DEFINING AND UNDERSTANDING YOUR TARGET MARKET

Before we do anything as a club we need to identify and understand our target market. Who is it that we are trying to attract and what will make them pick us over anything else. Remember we can't be everything to everyone so think carefully who you wish to target.

- ▶ Look at the current membership
- ▶ Who is the competition?
- ▶ What are you offering (products or services?)
- ▶ Write out a list of each feature of your service. Next to each feature, list the benefits it provides
 - ▶ E.g. Service: running training for 7-14 year olds
Benefit: Develop better running technique and skills, fun, positive team environment
 - ▶ Once you have your benefits listed, make a list of people who have a need that your benefit fulfils
- ▶ Choose specific demographics to target
- ▶ Figure out not only who has a need for your service, but also who is most likely to use it.
Think about the following factors:
 - ▶ Age
 - ▶ Location
 - ▶ Gender
 - ▶ Income level
 - ▶ Education level
 - ▶ Marital or family status
 - ▶ Occupation
 - ▶ Ethnic Background

Consider the psychographics of your target market (these are more personal characteristics of a person)

- ▶ Personality
- ▶ Attitudes & Values
- ▶ Interests
- ▶ Lifestyle & Behaviours

Note: Everyone has different motives for joining a sports clubs and depending on what you are wanting to achieve you may need to adjust what or how you offer your product. Keep in mind that for some it is purely for social interaction rather than competitive sport. If you just cater to competitive people you are not meeting the needs of a whole potential market.

Once you've decided on a target market, be sure to consider these questions:

- ▶ Are there enough people who fit my criteria?
- ▶ Will my target really benefit from my product/service? Will they see a need for it?
- ▶ Do I understand what drives my target to make decisions?
- ▶ Can they afford my product/service?
- ▶ Can I reach them with my message? Are they easily accessible?



HOW TO DEVELOP A MARKETING PLAN

Your marketing plan should align to your strategic and annual plans and should be updated each year. The marketing plan is one tool to achieve specific objective in your annual plans. E.g. If your objective is to increase membership in the 10 – 14 age groups your marketing strategy may be to target schools, design a poster to distribute or hold open days.



Example Marketing Plan

Marketing Strategies	Who is target?	Who is responsible	By When	Cost
e.g Create and print an A5 flyer promoting run group and the event you are training for.	Local recreational runners	Club running coach or key volunteer	6 months out from event	\$30
e.g Promote your club regularly on club website and social media. Create a sponsored post on Facebook targeting people in your area	Website visitors, friends of members on facebook	Club media volunteer All members	Ongoing	\$50
e.g Write a story for your local paper about a club member's success or club programmes	Potential club members	Club volunteer who can tell/write a good story	Leading into a membership drive	\$0



IDEAS TO PROMOTE YOUR CLUB



Write a media release

A media release is something that you send to local media that they will then turn into a story. See the link below for an example. Remember to send them relevant pictures with your club logo or uniform present.

Example media release: Athletics underway at (insert club name)

Athletics is the purest of sports. How fast, how far, how high? But there's so much more when you get involved with an athletics club.

The great thing about athletics is that it caters for all ages, from under-fives to over-eighties and there are many levels to get involved at. It's a fantastic sport for children to get active and learn basic skills that will help them run faster, throw further as well as jump higher and longer. All of these skills will help improve their athletics ability and also assist with all the other sports they play.

Many clubs offer specific skill development programmes like Get Set Go (for ages 3-6) and Run Jump Throw (ages 7-12) and more advanced activities. Competitions are also available for children who wish to take their athletics further.

Teenagers can start training with more intensity and most clubs that cater for athletes 15 and over provide a higher level of coaching.

Masters athletics is very popular and World Masters Games in Auckland in April 2017 is motivating many to get involved in athletics.

The structure of athletics means it is a very social sport that it's very supportive of everyone involved to help them and improve while they are having a lot of fun with their friends.

(insert club name) club caters for (insert ages) offers (choose whichever are appropriate from Get Set Go fundamental skills programme / Run Jump Throw basic athletics skills / Basic athletics coaching, Advanced athletics coaching, masters athletics / cross country and road running / social running and walking and add any others).

The club operates at XXXX on XXXX evenings from XXXX through to March next year and will be taking registrations on XXXX at XXXX.

For more information about XXXX club, go to their website xxx.xxx.nz or phone XXXX on XXXX.



Partner with local running events, give out promotional material



Host an Olympic Lunch

This is a great way to celebrate Athletics while offering value to your membership. Why not extend the invite to other in your community. It could even be a fundraiser for your club. See below for some target events. We think they could work well time wise and most are on the weekend.

Events:

- ▶ Women's Shot Put Final – Saturday 13 August – 1pm
- ▶ Men's Shot Put Final – Friday 19 August - 11.30am
- ▶ Women's Pole Vault Final – Saturday 20 August - 11.30am
- ▶ Men's 1500m Final – Sunday 21 August – 12 Noon
- ▶ Men's 5000m Final – Sunday 21 August – 12.30pm

Checklist for holding an Olympic Lunch:

- ▶ Set date and time
- ▶ Set a price if any
- ▶ Invite members
- ▶ Promote to outside communities
- ▶ Organise catering
- ▶ Organise volunteer to help on the day
- ▶ Organise a way to screen the event

Have a go day – based at clubs or schools

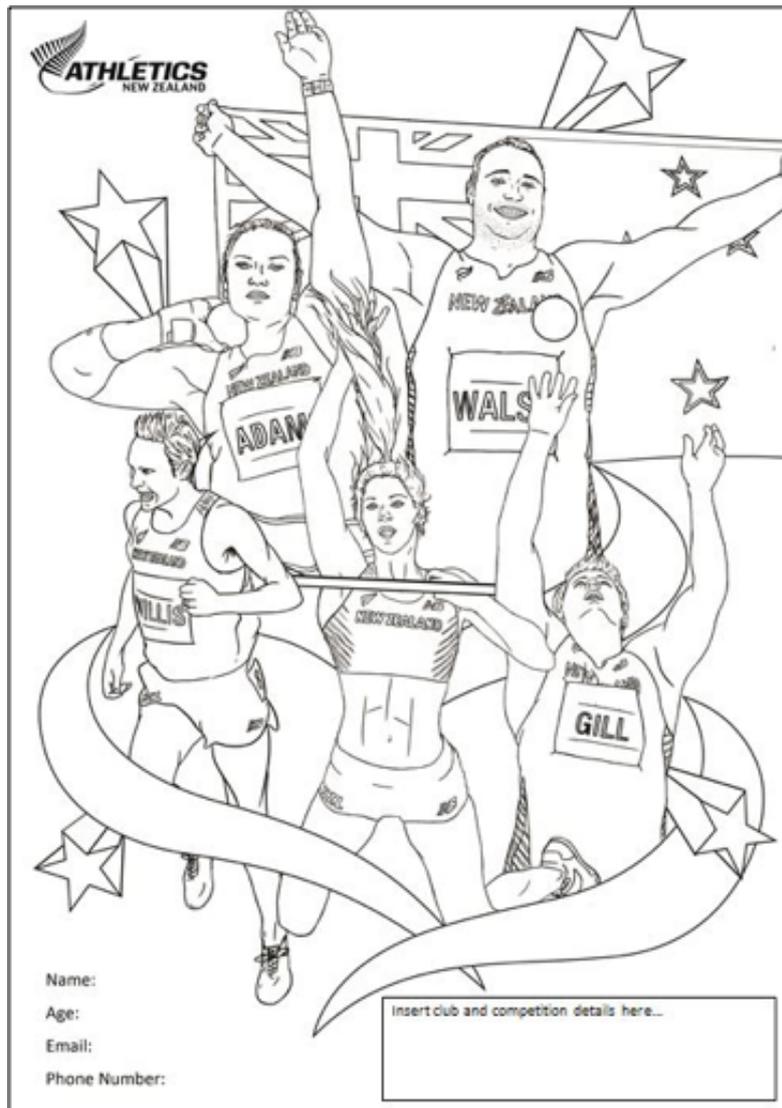
- ▶ Set the time and date for the event in conjunction with your local school
- ▶ Promote to your local school
- ▶ Plan what the day will look like. This may include some Get Set Go and Run Jump Throw activities, some fun run opportunities etc
- ▶ Make sure there is the opportunity for people to sign up on the day

Flyers – send to local schools and put up in local community



Editable version is available here (all you need to do is add your club name and details)

Run a Rio Colouring competition – engage with your local schools and community.



[Editable version is available here \(all you need to do is add your club name and details\)](#)

Checklist for running the competition:

- ▶ Identify your target schools – do you have the appropriate contacts for them?
- ▶ Source prizes for the competition
- ▶ Set a due date and a date the competition winners will be announced
- ▶ Set the rules/Categories
- ▶ Make sure you add you club details and dates for registration nights to the template
- ▶ Send the competitions to target schools
- ▶ Judge the competition and notify winners

GETTING YOUR INFORMATION OUT THERE

Social Media: How to get the most out of it?

- ▶ Don't take on too much - choose your social media platforms , keep it simple and do it well
- ▶ Facebook is the best to communicate to the widest audience and will be the best to reach most of your members - it's also good for engaging with members
- ▶ Twitter is popular but the reach is rather narrow and probably not worth doing for clubs
- ▶ Instagram is growing fast, particularly with the younger demographic and is a good way to share quality images from your events
- ▶ Snapchat is fast growing but would have a lower importance for clubs currently
- ▶ Keep posts short and to the point and include images as much as possible
- ▶ Keep language polite, positive and encouraging
- ▶ Use photos and videos to attract more engagement. Make sure to check first with parents if using images of children and don't name them in posts
- ▶ Try to facilitate two way communication with your members - ask questions, ask people to post pictures and content or run competitions (competitions must meet the platform's guidelines)
- ▶ Keep your social media postings consistent. Even in the off-season do the odd posting to keep members engaged
- ▶ Remember that some people will want to communicate with you via your social media platforms, so make sure you check them regularly and answer any questions that come in, in a timely way
- ▶ Use social media platforms to drive people to your website where there is more information
- ▶ Facebook Live offers live streaming using Facebook and is an excellent way to show club activities

Website: What's important

Websites and the internet has become the single most powerful communication tool. They are cheap and effective ways to get information out to existing and prospective members. It is great if your club can maintain an exciting, informative and up-to-date club website.

Tips for maintaining a brilliant website:

- ▶ Keep it simple. A website needs to be sustainable so don't get too complex too soon
- ▶ Keep the content consistent and make sure to check spelling and grammar
- ▶ Make sure content is up to date so people can find the information they need
- ▶ Have several people able to maintain the website this means the load is shared and covers you if one person with these skills leaves the club
- ▶ Use photos if you can - a photo is worth a thousand words
- ▶ Make sure your club's identity is clear by using your club logo and images of people in your uniform etc
- ▶ Provide easy navigation and use links to important information e.g your club's ClubNet online registration, event calendar and results
- ▶ Athletics NZ offers a free website for clubs through each club's ClubNet console

ClubFinder:

ClubFinder is a tool on the Athletics NZ website that allows prospective members to look for a club that suits their needs E.g. in a 10km radius from where they live that provides the Get Set Go programme. It is important that your club can be found by potential members. Make sure that your Club Finder profile has been activated in your ClubNet portal and that your details are up to date. To learn how to activate and update ClubFinder check out the [step by step instructions](#).