



A CLUB'S GUIDE TO

MARKETING & COMMUNICATION

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MARKETING

For a club to survive and grow, it must attract new members while retaining current members. This can be helped by understanding how to market your club.

Marketing includes the planned approach to selling what your club has to offer to your "customers" using different platforms like websites, eDMs, Facebook advertising and holding "Come and Try" days. It also includes more informal actions like how you treat new members or how you talk to someone who is enquiring about the club.

MARKETING MIX

The 7 Ps of marketing are the fundamental principles in the world of marketing. By looking at the 7 Ps and how they apply to the club, club committees will get a better understanding of the club's position and how to best market the club.

The 7 Ps are:

Product - this is what the club has to offer its customers e.g., a range of training and learning opportunities, competitions and social functions.

Price - this is the price of the products e.g. memberships, event tickets, club merch.

Place - this refers to where your club offers its products or where the club will conduct its marketing activity.

Promotion - includes what activities the club uses to promote the club and its product.

People - includes This refers to the people within your club including club committee, volunteers, players, members, and other stakeholders.

Process - this refers to the process in which a customer must follow to purchase a product e.g. is it easily done online or is it a lengthy and confusing process that may turn new customers away?

Physical evidence - this is all the places your customers interact with the club e.g. social media, website, facility, interactions between customers and volunteers.

MARKETING

HOW TO MARKET THE CLUB

Using the 7 Ps, a club can establish what product it wants to sell, to who it wants to sell to and how it will tell customers.

When marketing the club, it's important to consider:

Brand: what is the club known for or want to be known for? Is it family-friendly, supportive, inclusive etc

Tone: is what the club says done in a positive, friendly, optimistic tone?

Language: is the language used professional, respectful, inclusive?

Purpose: does the activity/message have a purpose? Is the club trying to motivate, inform or engage the audience?

Audience: who is the club targeting? Is it current members, new members, fans, volunteers, children, adults, students etc

Considering these points will ensure your marketing activities are effective and get the desired results.

PROMOTION ACTIVITIES

There are many activities and ways to promote your club and engage current and prospective customers.

These include:

- Come and Try/Open Days
- Print advertising e.g. signage, flyers, newsletter/newspaper ads
- Outdoor advertising e.g. vinyl banners or vehicle decals
- Facebook marketing
- eDMs
- Club website
- Shopping centre or community event pop-up stalls
- Listing in the local directory or LGA website Referral discounts/programs

MARKETING

MARKETING PLAN

A marketing plan helps promote products and services in your club that meet the needs of your target market. It is a practical and detailed document that sets clear, realistic, and measurable activities. The marketing plan will link to the club's strategic plan.

A marketing plan identifies:

- The aim and objectives of the plan
- Details of how the club is described and perceived by its stakeholders
- Members and their needs
- Point of difference – what sets your club apart from others Club's strengths and weaknesses
- How the club will promote itself, activities, or events? E.g., Regular local media coverage, paid advertising, activities with schools or other private/corporate sectors, word-of-mouth, brochures, etc.
- Cost and timelines for the implementation of actions.

A good marketing plan will ensure the club can market and position itself correctly within the community and continue to grow.



COMMUNICATION PLAN

A communication plan is a plan identifying what you need to say, who you need to say it to, and the most effective way to say it.

A communication plan is different to a marketing plan as marketing plans involves the strategic planning to promote a club and its products, while communication plans are part of how the marketing strategy is executed.

A communication plan identifies:

- Who you are communicating to
- What you want to tell them
- How you are going to tell them
- Who is going to tell them
- When are they going to be told

Without a communication plan, communication can get off-track, happen too frequently or not frequently enough, or hurt a club's image by not having purpose or seeming unprofessional.

It is also important to review how effective club communication is. Website analytics, eDM click rates, social media engagement and general enquires can be ways of measuring how effective communication channels and messaging is.



SOCIAL MEDIA

Social media is one of the best communication tools available to clubs.

It has the power to:

- Increase the size of the club's audience
- Increase members' sense of belonging with the club
- Create depth within these relationships
- Engage future participants
- Support the delivery of club objectives

As many as 6 in 10 Australians use Facebook, 1 in 3 Australians use Instagram and 1 in 4 Australians use Snapchat. The latest Australian social media statistics can be found on SocialMediaNews.com.au

FACEBOOK

Facebook is a free online networking website where clubs can create a "page" to share their stories and connect with people. People will typically visit the club's page for club details and to keep up to date with club information. It is important that all information is current, and your page includes the contact numbers and/or emails, location of the club, website link, photos and club offerings.

INSTAGRAM

Instagram is a free, online photo-sharing application and social network platform. Instagram allows users to edit and upload photos and short videos through an app.

Users can add a caption to each of their posts and use hashtags and location-based geotags to make them searchable by other users.

Instagram is the best platform for showcasing the club's 'personality'. Your audience will come to your Instagram page to get 'behind the scenes' experience and to learn about what your club does and how it does it. Instagram is more about sharing the moment with others.

TWITTER

Twitter is an online networking and micro-blogging site with the aim to connect people and share information with a wide audience. Twitter is great for sharing information in real-time.

Twitter is ideal for sharing live information like tournament results.

SOCIAL MEDIA

POSTING ON SOCIAL MEDIA

The success of a social media post can relate to when the post was uploaded. Unfortunately, there is no magic posting schedule, or one size fits all method. The best way to work out when to post your content is to experiment remembering different posts may have different engagement levels depending on your target audience.

When posting online, consider:

- When do your target audience go on social media
- What social media platform does your target audience use the most
- What information is being posted
- What is the desired outcome of the post
- Do you have the time to reply to comments made on the post once posted

TIPS FOR POSTING ON SOCIAL MEDIA

Social media can be great for reaching a wider audience and building a strong connection but it is important you do it right to get the best outcomes.

Use your **communication plan** to ensure your posts are relevant and engaging.

Be consistent - algorithm controls the ordering and presentation of posts users see. If you post infrequently, the platform will punish your page by showing your post lower on your followers' news feed.

No photo, no post (Twitter excluded) - photos or videos makes your post much more eye-catching and engaging.

Interact with your community - reply to positive comments or questions on your posts but DO NOT engage with negative/troll behaviour.

Get creative - not all posts need to be informative. Get creative with engaging your audience with posts like "caption this photo" or funny interactive polls.

THE RISKS

Use of social media platforms like Snapchat, Facebook, Instagram and Twitter has many benefits but with that has come inevitable issues.

The [Office of eSafety Commissioner](#) has information and resources to help clubs navigate the risks of social media and ensure the safety of all users.