



SAMPLE MARKETING IDEAS

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

Here are a few ideas for different promotional activities and tips for your club.

Print advertising:

- Contact your local newspaper to assess cost and size of advert and publication dates.
- Ensure a clear call to action such as register now and include necessary information including email address and website.

Radio advertising:

- Contact a local radio station to assess cost, length and timing of advert.
- Can it be a script read or do they want a generic radio advert?
- Ensure a clear call to action such as register now and include necessary information including email address and website.

Facebook marketing:

- Create a Facebook advert from your club's Facebook page.
- Ensure the content i.e. photo or video is emotive or showcases your local club.
- Within Facebook you can identify target audience, set budget and placement of adverts.

Outdoor advertising:

- Signage including vinyl banners, corflute signs, large window posters and car decals.
- Ensure a clear call to action and consider placement in high traffic areas or at your local ground.

Flyers:

- Create a club branded flyer to distribute at local schools, letterbox drops, community centres, other sports, workplaces.

Advertising in schools:

- Distribute flyers or place on noticeboard.
- School newsletter adverts.

