



Boxing Scotland Guide

Successfully promoting your club

1 Write a Marketing Strategy

Your marketing strategy is how you are going to market your club to your members but also to any potential new members in the community and surrounds. It says what your objectives are and also how you plan to achieve them.

A few things that you may cover in your marketing strategy are:

- Increase in membership sales
- Bring in new members
- Introduce a new team
- Improve loyalty with in your club
- Encourage word of mouth
- Make your members feel more valued
- Offer existing member offers

How to develop a marketing strategy

1. **What is your unique selling point?**
 - Why should people come to your club over another? If you don't know this then why not speak to some of your members on why they chose you originally and why they are still with you?
2. **Think about who your target audience may be?**
 - How do you want to join your club? Where would you find them? Why haven't they joined your club? Find out what competitors are offering and why people may be there and not your club?
3. **Write down the benefits of your club?**
 - Do you offer flexible membership structure, great social opportunities, facilities, coaching etc What do you think is great about your club?
4. **Describe how you will position your club?**
 - How would you sell it into people? Who are you trying to appeal to? What type of membership do you want to sell?
5. **Define your marketing methods!**
 - How will you advertise? Will you use internet marketing? Do you have a database you can use to contact people?

Types of marketing:

Not all marketing costs money – there are now lots of methods to think of that are free and just as effective.

- Social media (twitter, Facebook, Instagram)
- Newsletters to your current database of members

- Speak to your local press to see if they will support you
- Open days/evenings/come and try sessions or community events
- Posters
- Website/online adverts/email
- Flyers to the local community

Helpful tips on marketing:

Keep it simple and realistic - break it down into bite size chunks are achievable. Set two or three targets your club will try to achieve for each quarter e.g. a press release in the local paper, an open day, a letter to key influencers in the community.

Involve key members – marketing is a job for everyone and everyone can have ideas. A marketing strategy should complement your wider club plans so it is important those within your club understand the importance of it and feel part of the process. Add marketing to your agenda in club meetings.

People are key - Create a contacts list of key stakeholder's at your club (Players, parents, volunteers and coaches etc) and a list of the places where the public will access information (Sports development, the library, community sport hubs, local facilities, doctors surgeries, newspapers) so people are aware of the links. People can be the best form of marketing through word of mouth so they should all be seen as brand ambassadors for your club and promoting it within the community.

Whatever your marketing strategy may be it is important to keep it simple to understand, realistic and ensure it has a clear path of action. Once your marketing strategy is in place it should become part of your wider club plan. Revisit your marketing plan at least once every quarter. Are you on target? Do you need to revise it?

2 Raise your Club's Profile

When your club is up and running it is important to raise the profile of your club with the external community and partners.

It is important to be clear about the following

- Why do you do what you do? Check out the Simon Sinek film above to understand why "people don't buy what you do, they buy why you do it"
- Who are you trying to speak to?
- What are you trying to say?
- How you are going to communicate with them?

Below are suggestions for ways in which you can help raise the profile of your club:

Register with sports development

Make sure your details are registered with your local sports development team, community sport hub and active schools team.

Build partnerships

Develop strong links with key contacts from the local community. Community Sport Hubs, Active Schools, Sports Development, local sports clubs and the local volunteer centre are some of the partnerships you could develop.

Produce a method of promoting your club activities

A film, on your website, Facebook page, Twitter page, a newsletter (check out [mailchimp](#) for an easy online newsletter template) or a leaflet about your club. Use the method that will best relate to your target audience. For a number of people film is the best way to engage.

Maximising local press

Keep them informed of your clubs activities, matches, open days etc. If you supply them with a Press Release and follow up with a phone call to see if they will run your story.

Have an open day or bring a friend day

Organising a regular taster session with exciting activities is a great way to get new members involved

Accessible Information

Accessible information will help clubs grow a stronger relationship with their members and community. Through effective communication channels clubs can provide regular, relevant information to members. This can complement efforts for events, training times, meeting times and training opportunities.

Ways to make information more accessible are:

- Keep your website up-to-date;
- Host annual club meetings (e.g. AGM) with wider membership. This is a great method to obtain honest feedback;
- Establish a 'whats on board' that everyone can update;
- Develop a club newsletter or e-newsletter;
- Hold monthly meetings for members to attend.

3 Social Media

Communicating effectively is vital to keep the whole club up to date on developments and social media can be a very cost efficient way to do this. By using social media within your club you can:

- Promote your club to a wide range of people;
- Reach potential new members (especially young people);
- Effectively communicate with your coaches and volunteers;
- Increase your coverage in the local community.

Below are a few tips that you should consider when thinking of social media for your club.

Know Your Club Voice

Everything you say on social media should "sound" like your club. Think of what your club values are, what do you want people to think of your club? Your club voice should reflect the values of your club.

Time Your Content

Knowing when your content will be viewed will help identify the correct time to post information. It may be worth creating a content calendar that plans what you will say and when you will say it.

Know Your Audience

Why would anyone follow your club on twitter? Why do they like your team's page on Facebook? It's because your club brand offers them something. Make sure you deliver a message that is inspiring and appropriate to your members and your club. Don't write the same comment every week. Get creative and start talking with your followers. Post messages that link to your club vision and what you have to offer.

Solve Problems

Give your audience the tools and information to help them and ensure your social media coordinator has the right information to share. By making things easier for others you will build value in your social media presence; this builds trust and therefore strengthens a relationship.

What should you tweet

Good content has personality and a point of view and it is inherently social. It's why people follow or like your club brand. If you're fun, honest and relevant, they're going to recommend your club to their friends. Match results, events and general club activity or celebration of volunteers makes for good content.

Clubs can download the NSPCC - Social Media strategies for sport document from the Club section of the Boxing Scotland website.

4 Developing a Club Website

Having a website is a great way to keep members up to date on what is going on at your club. Below are 3 options to consider when looking at building a website for your club:

Do it yourself

You may have a member within your club who has the skills to develop a site. It could be a project for some of your younger members to get involved in. This approach can be really successful if the web developer is closely affiliated to the club, but it's important to ensure the club has control over updates and that there is a back-up plan in case the web developer moves on.

Web Design Agency

Clubs can engage a web design agency to produce a website for them. This route can often be quite costly for clubs so it's important to consult all committee members before you go down this approach.

Template Packages

There are a number of template packages available online. These can provide a basic site that a club can then populate with information. Template packages generally have a set structure and clubs can upload images and content. The limitation with this option is that the templates are set and they might not meet your club's desired look so you may have to compromise to fit the structure.

Examples – www.Pitchhero.com & www.clubwebsite.co.uk

Creating content for your site:

- Ensure you put content up that will be of interest to users;

- Make sure that your pages are consistent (font, colour etc.), concise (don't write too much, a few short paragraphs at most) and clear (use simple language). This about who your target audience is;
- Think of using different formats of information – text, video, pictures etc;
- Keep it regularly updated;

Suggested pages to include on your website:

- Introduction to the club - who you are, what you do, where you are based;
- The range of activities offered by your club and club facilities;
- Calendar of events such as coaching sessions, matches, tournaments;
- Results and reports from recent matches, competitions and events;
- Membership information – structure, how to apply, eligibility, criteria;
- Contact information for key officers;
- Member discussion forums.

5 How to write a Great Advert

How to write a great advert

If you are looking to promote your club or an event you are running it may be that you want to produce an advert to do this. This advert can then be used within your club to promote internally or you could ask local shops, libraries, community noticeboard to display the advert for you.

When starting to write an advert there are some things you should consider:

- **Target audience** - who are you trying to reach? Does your advert speak directly and clearly to these people?
- **Focus** - does your advert offer one central idea?
- **Visibility** - will your advert stand out from everything that might surround it?
- **Branding** - does your advert promote your club colours, values and branding and is it distinct from other clubs in your area?
- **Layout** - is your advert simple, logical and easy to read? Is the headline interesting enough to draw the reader in to read more? Does your advert catch the attention?
- When it comes to writing and designing your advert below are a few things to consider:
- **Headline** – grab people's attention. People see a lot of adverts every day of their life so how will your stand out to them
- **Create interest** – 'what's in it for them' if the reader of the advert cant immediately tell how the advert will affect them then they will walk past it.
- **Create desire** – why do they want to come to your club, what will you give them others wont, make it tangible (save £5) or even emotional benefits
- **Call to action** – what do you want them to do? Do they need to buy tickets, come along, make a phone call etc. Make it clear what you need of them from reading the poster.
- **Contact us** – it sounds obvious but always give the time, date, location and contact number for your event. If you are getting a lot of posters printed to advertise your club maybe don't put a date or time on them as they can't be used in the future or look out of date.
- **Check for errors** – get other people to read over and check for errors – is the day, date, time or even year correct. The more you work on it the less likely you are to pick them up so it is always good to get a fresh pair of eyes looking over it.

A few helpful tips:

- Use bold colours;
- Try not to use too much text (people may not see it or read it);
- Don't expect it to work first time, it can be a case of trial and error.

6 Promote your Club

Attracting and recruiting members is a core element of a club's activities. The best way to keep members is to ensure that they have access to good facilities and plenty of opportunities to enjoy sport at their own level.

However, many members, due to other commitments, may not have as much opportunity to participate as they might wish, so it's vital that you keep in regular touch with them. This way, they stay informed about the club and the opportunities open to them.

As a club you will find that you will have a wide variety of people that you will need to communicate with – often about different things. Below are just some of the groups we imagine you will be in touch with:

- Club members and volunteers;
- Members of other clubs or teams;
- Parents and carers;
- Technical officials such as referees, judges and umpires;
- Representatives from SGBs, local authorities and local sports councils;
- Local schools and other community organisations or partners;
- Potential new members;
- The media and sponsors.

Sport clubs communicate with a variety of people from all backgrounds. It is important to be clear about three things

- Who are you trying to communicate with?
- What are you trying to say?
- What method of communication will reach your target audience?

It is important to tailor your communication based on who you are speaking to and what may be their interest. Email is one of the best ways get in touch with different groups as you are able to change the content relatively quickly depending on who you are sending the email to.

How to market your club?

- Effective communications can help attract new members to your club;
- Having a clear target audience will allow a club to communicate relevant information;
- Provide clear information about where and when the activity will take place;
- Make club information accessible;
- Communicate club information effectively in a way that members will understand it.

Benefits of promoting your club

Effective marketing and promotion can attract new members, sponsors and supporters.

How to market your club? Be clear about the key aim of your promotion. Simple language is best for communicating with new members.

Generate an interest! There needs to be a method for engaging your target audience. It could be an opportunity, a new activity or a story of interest.

What are you marketing? Try to emphasise the benefits of your club. If your club are accredited with your local authority or governing body try to mention this as well. Other useful information to include is PVG information, coach education and a key contact.

Target audience. You need to define your target audience to help you select the most appropriate method for contacting them. For example, to encourage more young people to participate at your club, you would be best to display posters in local schools but to secure sponsorship from local businesses will require a more personalised approach.

When will you promote it? Timing is everything. If you are recruiting for a new team member it is important to put the word out at a time your target audience will be able to engage with the information.