

EXPLORING TRADITIONAL AND MODERN MARKETING METHODS

Marketing your club in a variety of ways will be important to help you showcase your club and share key messages with your current members and future audiences.



There are a number of ways you can market your club, from the more traditional methods such as posters and attending community events to digital methods such as location-based marketing and blogs. Some methods will help you connect with different types of audiences better than others, so it may be a case of trial and error before you truly understand what works for your club, your current members and future audiences.

Traditional	
Method	Summary
Word of mouth	Passing of information from person to person. The greater the experience, the higher the chance someone will talk positively about their experience to someone else. Enticing them to find out more about your club.
Local Community	Marketing your club to the audience who are close to where you are located through putting posters up in shop windows, advertising events on community notice boards or attending local events.
TV / Radio	Broadcasting through local television or radio can be a great way to capture a wider audience outside your football family. Try to think what localised opportunities there could be such as hospital radio stations, localised news etc.
Posters / Flyers	A physical copy which can be distributed in local shops, businesses or on community notice boards. This method will support those local individuals who are not tech savvy or do not have social media.

VS

Modern	
Method	Summary
Website	This is your clubs' shop window which can be accessed by anyone, anywhere. A good website will house all the relevant information you want to share about your club.
Social Media	Your club social media accounts are a good way to make connections. They will help you connect with your current audiences and engage with new ones.
Location based marketing	A direct technique that uses a mobile device's location to alert or share information about a business, amenity, event or better still your club. Google searches are the most popular form of this method of marketing.
E-newsletter	An electronic newsletter which can be sent to members email addresses to keep them informed about the latest news and updates.



Traditional



Modern



Traditional	
Method	Summary
Event attendance	Marketing your club through community events such as business breakfasts and local resident meetings can be another great way to deliver face-to-face marketing.
Letters	A physical communication which can be made more personalised and can be distributed to residents. This method will again support those local individuals who are not tech savvy or do not use social media.
Community newsletter	A series of news articles in the form of a newsletter which in some cases is posted to local residents to keep them informed about the latest news and updates within the community. By securing a slot in a local newsletter, you can also share stories and promote your club.

VS

Modern	
Method	Summary
Pay per click	A method whereby you only pay for the advertising if someone clicks on your ad. This can allow you to decide how much you're willing to spend on each keyword, helping you manage your spend.
Reviews	Reviews are a digital form of word of mouth. They can contain powerful content and sharing them on social media can help them be seen by existing members and potential new audiences. Not only can this help further showcase all the good things you do, but it can also help increase engagement across your social media.
Blogs	An online journal written by an individual or group sharing activities, thoughts, or beliefs. Blogging can help drive website traffic as well as give you something to shout about on about your social media channels.

