



# HOW MARKETING CAN HELP YOU GENERATE INCOME

Exploring different ways to market your club, could help you reach a wider audience as well as generate those much-needed funds.



Marketing methods can be used to share who you are and what you do but also the services you offer. This can be extended to market your assets such as your club house, pitch or events you are hosting. This is known as revenue marketing and it's good to know the importance this can and will have on club survival. As custodians of the game, you always have to have one eye on the future and the other on accounts! Every penny counts and there are ways marketing can drive income generation.

## WHAT CAN YOU COMMERCIALISE?

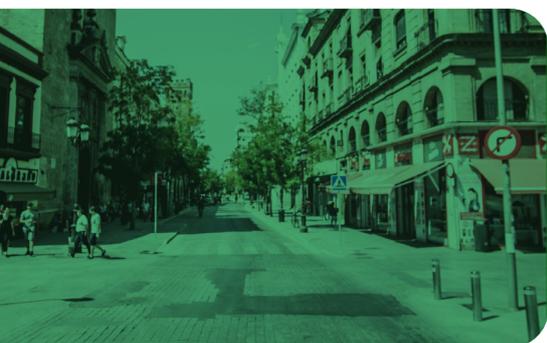


### Your ground

This is your primary asset because it is the hub of your footballing activity. It offers great exposure due to the footfall you accumulate on a daily, weekly and monthly basis. Your ground offers external stakeholders the chance to advertise in front of your local community. Additional ways in which this can be done are explained below.

### Pitch side advertising

The most familiar one is pitch-side advertising and is one of the most traditional ways of selling. There are other opportunities including entrance or road-side advertising, which your club may want to consider.



### Outward looking space

Have you ever considered the opportunity to offer outward looking space? If you've got busy roads and footpaths around your club, the reach you can offer advertisers is even greater and within the rules of your local authority or if you own the land, you are well within your rights to capitalise upon it.

### Match day equipment

There are also some more creative ways to use your ground as branding spotlights for partners; from your dugouts to goal posts – don't rule anything out. And if there's something unique about your ground or set-up, have a think about how a company's brand could get involved. Even some of the leading companies with bigger budgets may want to get involved in something a little more bespoke, more tailored and more original.



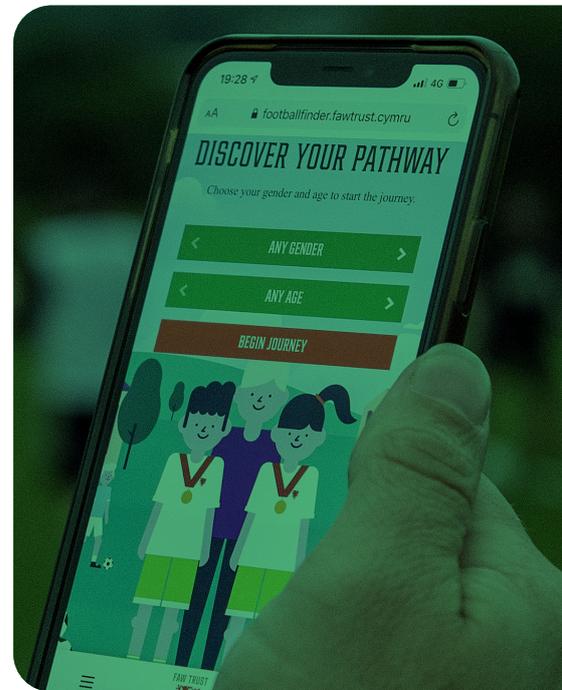


## Your kit

Kit deals are standard practice as they offer obvious exposure and reach. Think about the number of teams set-up, games played, and miles travelled during a season - this reach traditionally appeals to businesses. Don't forget a kit deal also has a digital value too. Every photo shared across social media, uploaded to your website, and every video uploaded to platforms like YouTube repurpose the value of a sponsorship deal. It increases the reach and impressions a brand gets, adding value to their agreement with you. When it comes to gaining commercial value out of your kit, also consider the different variations of kit you have. It's not just your match day kit you can sell for commercial value, there are training and travel kits too.

## Your website / social media

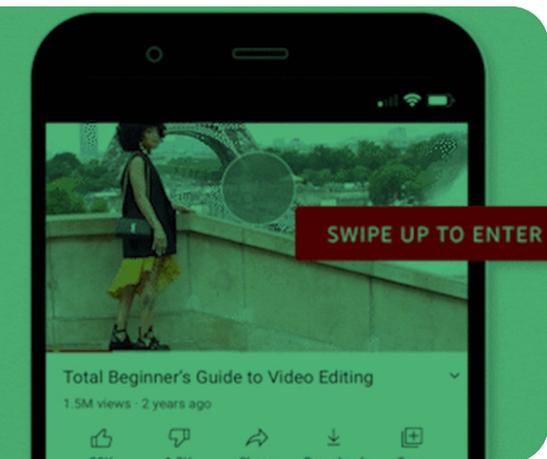
Your website truly is the shop window of your club. It's often the first place someone will go to learn more about you, so it is a powerful platform to monetise. You can do this in a number of ways. Firstly, you could look to offer brands the chance to advertise on your website. It is recommended that you offer your partners the chance to change their content throughout the season, giving them the chance to change their messaging to reflect their business goals seasonally. Another good way of maximising your website could be by adding a directory to your website. Adding this to your homepage means you have yet another string to your bow, another advertising platform to appeal to brands to entice them to invest. It doesn't require a lot of work, you simply ask for the copy from your partner, their logo and the link they want to promote.



## Match day magazine / programme

These publications are good opportunities to generate income. Whether as one-offs, regular contributors or again extras as part of larger partnership deals, more traditional marketing still has value and can generate income for you too.





## Social media platforms

By capitalising upon the digital following you have and the reach you offer to others, can help you generate some additional income. You'll have worked hard at building your club, its reputation and its offer. If your club has a YouTube channel and has 1,000 subscribers or more and 4,000 views in the past 12 months, you can join the YouTube Partner Program. This enables you to add monetisation features, Ad revenue, YouTube Premium revenue and channel memberships which are all things to aspire to.

## What advertising opportunities do you have?

Now you are fully aware and equipped with these marketing assets, it's all about advertising them to the wider community. Your website and social media platforms are the shop window of your organisation. It is important they sell or at least showcase everything your club is about. With a good website and social media platform, you're drawing back the curtain on how amazing and commercially attractive you are.



## Social media

Using social media to follow and connect with partners is key. That connectivity will help you to drive income. Companies and businesses are involved with you because they see value, they see a link into the community. When you work hard to use social media to tell people about these opportunities, don't forget you can also use platforms like Facebook, Twitter, LinkedIn and others to build relationships with posts and content that signposts your followers to sponsors. All of this amplifies how switched on you are, attracting others to join you.

To encourage enquiries as well as satisfy the current partners you've got make sure your website displays the logos of your sponsors on its homepage. This demonstrates your appeal to others because if you think of it from a competitive point of view, if businesses see your club has a broad range of partners already, it subtly plants a seed that they're missing out on something and triggers them to want to get involved!

