Managing the Internal and External Marketing Efforts
Marketing Today
- Experiences Behaviors Implications
- Bite Size Messaging
- Good Digital Customer Service

Knowing the Brand You Market
- Youth Sports Club Positioning and Messaging

Invest in Marketing
- Internal Marketing
- External Marketing
Marketing Today
Marketing in 2015

Experiences

Behaviors

Implications

Overwhelmed

Want instant gratification

Make it SIMPLE

Make it SHORT

Make it WHERE I AM

Everyone’s an expert & Crowdsourcing decisions

ALWAYS ON

EMPowered

PERSONalized Messaging

Managing Data

Engaging Experience
Are you winning the moments that matter?

1. Are you discoverable? Can families easily find you? On all devices? All the time?

2. What is the experience like? Does it lead to the next logical action?

3. Are you delivering the right solution for each context/device? Do you know the value you are delivering at each moment? How are you measuring? Tracking | A/B Testing
Best User Experience, it must be Bite-Size Messaging

90% = of information transmitted to the brain is visual
17% = of page views that last less than 4 seconds
8 seconds = The average attention span thanks to technology
2.7 minutes = Average length watched of a single internet video
What makes for a good digital customer experience

- Accessible Content
  - Discoverability / Cross-device
- User Experience
- Anticipating and Filling User Needs
- Relevant and Engaging Content (Right Time, Place, and Context)
- Ability to Share
- Ability to Inquire and Receive Timely Responses
- Offer a variety of communication channels
- Privacy
Knowing the Brand You Market
BEFORE YOU GET STARTED YOU MUST...
Know what you are offering

Identify what makes your club unique

What sets your club apart from the other teams?
What is the league’s mission?
How does your pricing compare to other clubs?
What facilities do you use and how do they compare to others?
What makes the club **compelling** to your target audiences?
What safety measures does your club integrate?
What do your current customers value about the club?
Key Performance Indicators 
“KPIs”

Increase

Players  Revenue
Sponsorships  Volunteers
Focused Marketing Efforts During Each Season

Pre-season

In-Season

Post-Season
Invest in Advertising

While some parents seek out information about local teams, others might need the information to be brought to them. Therefore, it’s worth investing in various forms of advertising.
Internal Marketing

How are you taking advantage of your owned assets?

Communicating with your database
Website
SEO
Social Media
Facility and Team Advertising (Sponsorship Opportunities)
Engaging with your Database

Email Marketing
• Tailored Messaging to Specific Groups
• Monthly Newsletter
• Continuous Growth

Text Messaging
• Are you leveraging texting now?

Direct Mail
• Hitting key dates (pre-season)

IP Address Targeting
• Did you know you can specifically target the homes of your database?
Although a relatively old technology (in Internet years), email continues to be an important marketing channel.

How are you managing and growing your database?
Do you segment your database by school age, team, sponsors, etc. so that you can send different messaging at different times?

Utilize email for regular communication to keep players, parents, fans and volunteers informed about:

- Registration
- Upcoming events
- Games
- Apparel
- Sponsor Highlights
- Exclusive Content
- Alerts
Website Management

Websites used to be destinations – today they are distribution channels

What is the user experience like?

What do you want someone to do in first 10 seconds of being on site?

Is your site a responsive design?

Tracking Analytics?
Search Engine Optimization
“SEO”

Kids Soccer Teams Near Me
- Soccer Shots
- Jump Start Sports
- YSC Sports
- I9 Sports
- Lil Kickers
Social Media Marketing

How are you leveraging social media for your club today?

Facebook Organic Reach
• Is Dying - 2-6% organic reach and declining
• Drive from offline platforms
• Amplify with paid promotion

Scheduling Tool
• Hootsuite or Sprout Social to name a few
• Schedule direct through FB

Content Building
• Theme out your content for easier info
  • Motivational Monday
  • Tip Tuesday
  • Sponsor Highlight Wednesday
  • Fun Friday
  • Action Shot Saturday

Monitoring
• Social Reputation Tools for News and Alerts
In today’s social media environment you must pay to play!

Social Advertising

- Determine the Targeting
- Determine the Messaging
- Drive the Call to Action to the site
- 20% Rule
External Marketing
While internal marketing is proven to work, so are more external marketing methods.

- Be Present in the Community
- Social Connectivity
- Grassroots Efforts
- Hyperlocal Advertising
Be Present in the Community

Your targeted audience is parents and youth athletes in the community, so it’s important to make your local area aware of the team.

Consider participating in parades, carnivals, fairs and other local events to increase your club’s awareness in the area.

Increasing awareness about your club will likely both have immediate and long-term benefits for years to come.
Gather Information

Many of our parents and members have connections with the outside world and experiences with things going on outside your club. The ability to bring these people together is absolutely invaluable.
There are several reasons you should consider using grassroots marketing.

1. Remarkably cost effective
2. It makes smaller more targeted campaigns viable
3. Capitalizes on existing social trends

4 Grassroots Marketing Ideas

1. **Posting flyers** at schools, community centers and grocery stores
2. **Support a Good Cause** - Philanthropy and charitable giving can be a powerful motivator for many people.
3. **Be Ready to Capitalize on Trending Topics**
4. **Create Buzz with a PR Stunt**
Local Advertising

Partnerships
Joining forces with other sports leagues in the area

Direct Mails
Great for preseason to get the word out about registration to past participants

Print materials
Good old flyers and posters that local businesses will be accepting to hang

Signs and banners
Lawn signs are by far one of the best hyperlocal ways to get the word out

Community publications

Church and school bulletins
These bulletins are great sources to post club news and highlights
THANK YOU