

# Marketing your Club





# What is marketing?

- Marketing is about effectively promoting your Club, its activities, and the benefits it provides.
- As simple as posting on your local community Facebook page, holding a 'Come and Try' session or offering an early bird special for registrations.





# Marketing concepts

The 5Ps of marketing:

- **Product:** what registration types are you offering?
- **Price:** how much is registration and what discounts can you offer?
- **Place:** where will teams play/train? What other facilities do you have on offer?
- **Promotion:** how will you let people know about your Club?
- **People:** do you have the right people involved in your Club?





# Benefits of marketing

- Increased registrations
- Enhanced brand, image and reputation
- Perceived value for money
- New partnership opportunities or in-kind support
- Increased awareness and credibility in the community.





A female netball player in a blue and yellow uniform is running with the ball during a game. She is wearing a blue headband and a blue and yellow jersey. The ball is white with blue and black text, including the name 'STEEDEN'. In the background, other players in red and blue uniforms are visible, along with spectators. The scene is outdoors on a grassy field.

# Developing a marketing plan

- Basic elements:
  - Executive summary
  - Objectives/goals
  - SWOT analysis
  - Target markets
  - Key messages
  - Strategies
  - Action plan
  - Budget
  - Evaluation



# Marketing plan template

insert Club logo

## Marketing plan for (name of Club) (year) to (year)

**Executive summary:**  
[This section includes basic information about your Club and an overview of what you have achieved to date, what you plan to do, and how you plan to get there.]

Although it is the first section of the marketing plan, it is recommended that you complete this section last so that you can summarise your information from the rest of the plan.]

[Example:  
(name of Club) has a long and proud history as being a family-friendly Club in (name of region). The Club was formed in (year) and has been home to many (junior/senior) rugby league and Blues Tag players during this time.

At its peak in (year), the Club had more than (number) children registered, fielding 1-2 teams in most age groups. However, due to increased competition from different sporting codes, the Club experienced a decline in registrations in (year) with only (number) registrations.

This plan has been developed to provide a framework that will guide the Club's marketing efforts over the next (number) years. It will help to provide focus, identify opportunities to promote (name of Club) and ensure its long-term success.]

**Objectives:**  
Marketing objectives should be specific, measurable, achievable and time specific.]

[Example:  
(name of Club) aims to:  
• Increase our registrations by 10% over the next three seasons  
• Maintain retention rates at 75% so that we are able to enter teams into all age groups by 2022  
• Bring new supporters to our games and events by (give details of how)  
• Improve the reputation and image of the Club by (give details of how)  
• Secure \$X in new sponsorship by (give details of how).]

**Strengths, weaknesses, opportunities, and threats are as follows:**

- [Example:  
• Strong identification of Club branding within the community  
• Strong on-field performances  
• Genuine interest in player welfare and wellbeing by Committee  
• Strong connection to Senior Club

**Opportunities:**  
What can the Club take advantage of?  
What do we think we'll be good at?  
What will be our differentiator?

[Example:  
• Proactive NRL Development team and Group/Association within the region  
• Low involvement of players aged 13 to 16 years in Club activities  
• Low player numbers in international aged teams (13 to 16 years)  
• The introduction of girls tackle competitions  
• Programs such as Murrumbidgee League  
• Programs within schools to encourage greater participation]

**Threats:**  
What could potentially have an impact on the Club?  
What do we think could hinder our growth?

[Example:  
• Poor off-field player behaviour by players  
• Coaches having a win at all costs attitude]

**Target markets:**  
[This is where you detail the specific group/s you are aiming to reach. Include details such as where they are located, their age range, and what their interests are. This information will help tailor your messaging and promotional efforts more effectively.]

[Example: Our key target markets is all children (boys and girls) aged 5 to 16 years who live within (region), with a particular focus on teenagers aged 13 to 16 years. We also want to focus our marketing efforts on parents of children aged 5 to 16 years, via (manager or trainer). (Provide more details if required).]

**Key messages:**  
[Outline your key messages. Make sure they are in the right tone of voice so that they will resonate with the people you're trying to speak to.]

[Example:  
• (name of Club) is a family-friendly Club which provides a fun, safe, enjoyable environment that encourage all boys and girls to reach their individual potential.  
• We (insert details).]

**Market strategies:**  
[Outline your strategy for implementing the plan. Consider your marketing mix and provide a brief description of each of five components below.]

Product:	Price:	Place:	Promotion:
Includes the range of registration offerings within your Club	Includes registration fees, discounts and offers	Includes where your Club competes, where teams compete (home and away), train and other facilities on offer within the Club	Includes activity to make people aware of your product, including advertising
[Example: Registration offerings for boys aged 5 to 16 years to include 'Come and Try' sessions for girls aged 5 to 12 years to promote ongoing registrations and 'Come and Try' session. Registration offering for girls aged 5 to 16 years to include 'Come and Try' session.]	[Example: Registration fee set at \$120 as part of an early bird special offer from mid-February to end of February and then \$130 from March onwards. All new players to receive free shorts and socks in their first kit. All returning players can purchase merchandise as required.]	[Example: The (number of competition) has Clubs from (town) to (town) will take place within this area each (day of week). Home games to be scheduled at (name of field), with mid-week away games to be scheduled at (name of field) between (times).]	[Example: Signs around local community, talks by NRL Development team at schools, regular posts on social media accounts, posts on local community Facebook pages, advertisements in local newspapers, website, media releases in local newspapers, website, Come and Try day event, regular emails sent through MySideline etc.

**Action plan**  
(Example below – please adjust and make changes as appropriate)

Objectives	Target market/s	Strategies	When	Responsibility	Cost (if any)	Measures of success
To increase registrations by 10% over the next three years	Existing players/prospective players	Posts on Club's social media channels about registrations open	From 1 December to 20 December	Social Media Coordinator	No cost	# of click throughs to registration link # new followers on Club social channels # of likes and comments
		Posts on Club's social media channels to promote ongoing registrations and 'Come and Try' session	From mid-January to early February	Social Media Coordinator	No cost	# of click throughs to registration link # of registrations during campaign # new followers on Club social channels # of likes and comments
		Paid Facebook advertisement to promote ongoing registrations and 'Come and Try' session	From 1 January to early February	Social Media Coordinator	\$200	# of click throughs from ad to registration link # of registrations during campaign # new followers on Club social channels # of likes and comments
		Posts on community Facebook pages to promote ongoing registrations and 'Come and Try' session	Fortnightly from 1 February to early February	Social Media Coordinator	No cost	# of click throughs from ad to registration link # of registrations during campaign # new followers on Club social channels # of likes and comments
		'Come and Try' session held for players aged 4 to 12 years	Early February	Committee/NRL Development team	\$350	# players/prospective players in attendance # of registrations following session
		Skills/fitness session held for players aged 13 to 16 years	Early February	Committee/NRL Development team	\$150	# players/prospective players in attendance # of registrations following session

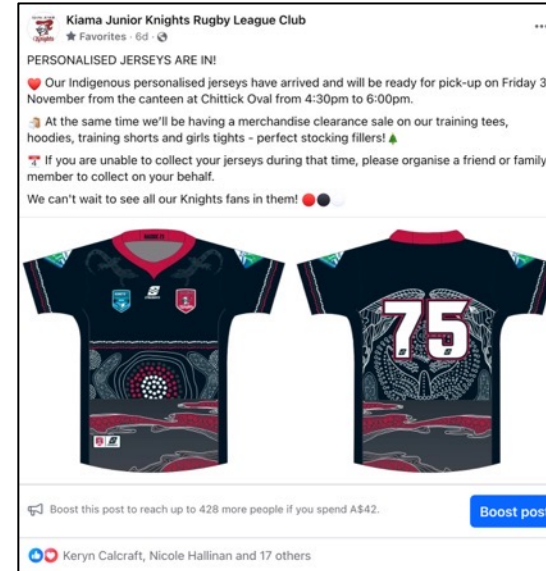


# Social media

Is a great way to:

- promote activities, news and resources
- develop your brand
- drive traffic to your Club website
- connect with communities
- increase online engagement and awareness
- offer insights into the content that your Club members want.

It is important for your Club to determine which social media platforms are most effective.







# Tips for using social media

- Begin with just one or two platforms – Facebook and Instagram recommended.
- Use a social media content calendar.
- Create your own content or share content.
- Get some great images.
- Have a call to action eg. register now.
- Use tags and hashtags.
- Facilitate user-generated content.
- Consider paid social media advertising.
- Use Community Facebook pages.
- Consider when it is best to post.
- Monitor and interact regularly.



# Media

Traditional media is one of the best ways you can attract attention for your Club and its activities.

## Tips:

- Get to know your local journalists.
- Send media releases.
- Check their deadlines.
- Have good photos available.
- Have an allocated spokesperson.
- Check if your local radio station has a regular segment available.
- For any issues management, refer directly to NSWRL's Media Team.







KIAMA JUNIOR KNIGHTS

[About us](#) [Latest news](#) [Online store](#) [Photo gallery](#) [Sponsors](#) [Contact us](#)



## Welcome to the Kiama Junior Knights

We are a family friendly club that provides an opportunity for boys and girls to play junior rugby league or league tag.

In 2024, we will be fielding teams in:

- Junior Rugby League - Under 6s to Under 16s (with Tackle Ready program being run in Under 6s and Under 7s)
- Girls Rugby League - Under 14s and Under 16s
- Girls League Tag - Under 8s, 10s, 1s, 12s, 13s, 14s, 15s and 16s

Registrations will open on 1 December.

[Find out more](#)

## Key achievements in 2023

**480+**

Players registered

**37**

teams across all age groups

**3**

Premiership winning teams

**170+**

volunteers

**Largest Club**

Group 7 and Illawarra competitions

## Latest news

Connect with us on Facebook and Instagram to keep up-to-date

[Facebook](#)

[Instagram](#)

# Website

Websites are a simple and effective way to communicate to your members, supporters and the local community.

Some key tips:

- Include basic information such as registration information, policies, constitution, contact details.
- Ask around – a parent may be able to help.
- Link to it from your social platforms.



# Paid advertising

Advertising is paid information that appears in different forms of media.

Some key tips:

- Choose the most appropriate advertising method – print, radio, social media.
- Assess cost and determine if you have budget.
- Have a clear call to action.
- Include contact details.





You have received a notification from:

Kiama Junior Rugby League Inc

0402080165

[secretary.juniorknights@gmail.com](mailto:secretary.juniorknights@gmail.com)



### Reminder: Coaching applications now open!

Coaching applications for the 2024 season are now open for all age groups from Under 6s through to Under 16s, including rugby league and Blues tag.

If you are interested in coaching a team, please complete this form by 17 November: <https://form.jotform.com/232971107844863>

Interviews will be held on 20 November if we receive more than one application per team.

If you have any questions please contact Carl Middleton, President, on 0400 334 031.

This message was sent to you by MySideline on behalf of your club, association or program deliverer.

# Electronic direct mail

eDMs can:

- drive traffic to your website
- engage your audience
- reach those who may not be on social media
- promote Club activities
- highlight player, volunteer and Club achievements.

Some key tips:

- Use the communications function within MySideline.
- Ensure you are only sending relevant information.
- Write concisely.



# Flyers, posters, banners and other printed materials

Printed materials are relatively cheap and easy to create and can have a huge impact on the local market your Club may be trying to target.

Some key tips:

- Use a program such as Canva to create professional looking materials.
- Include key information.
- Consider including a QR code.
- Identify places to distribute materials.



The flyer features a black background with a red and white diagonal graphic element. On the right, a young boy in a red and black jersey is running with a white rugby ball. In the top left corner is the Kiama Junior Knights logo, which includes a shield with a knight's helmet and the text 'KIAMA JUNIOR Knights'. The year '2024' is written in large, red, brush-stroke font. Below it, the text 'Registrations now open!' is in white. A red button contains the text 'Register now - \$120 early bird special!'. A QR code is located to the right of the button. At the bottom, there is a website URL 'www.playrugbyleague.com' with a search prompt, and a phone number '0432 607 537' with the name 'Cass Timms, Registrar'.

**KIAMA JUNIOR Knights**

# 2024

## Registrations now open!

**Join the Kiama Junior Knights and play:**

- Junior rugby league (Under 6 - Under 16)
- Girls Blues tag (Under 8 - Under 16)
- Girls Tackle (Under 12 - Under 16)

**Register now - \$120 early bird special!**



[www.playrugbyleague.com](http://www.playrugbyleague.com)  
Search for 2533 and follow the prompts

**0432 607 537**  
Cass Timms, Registrar





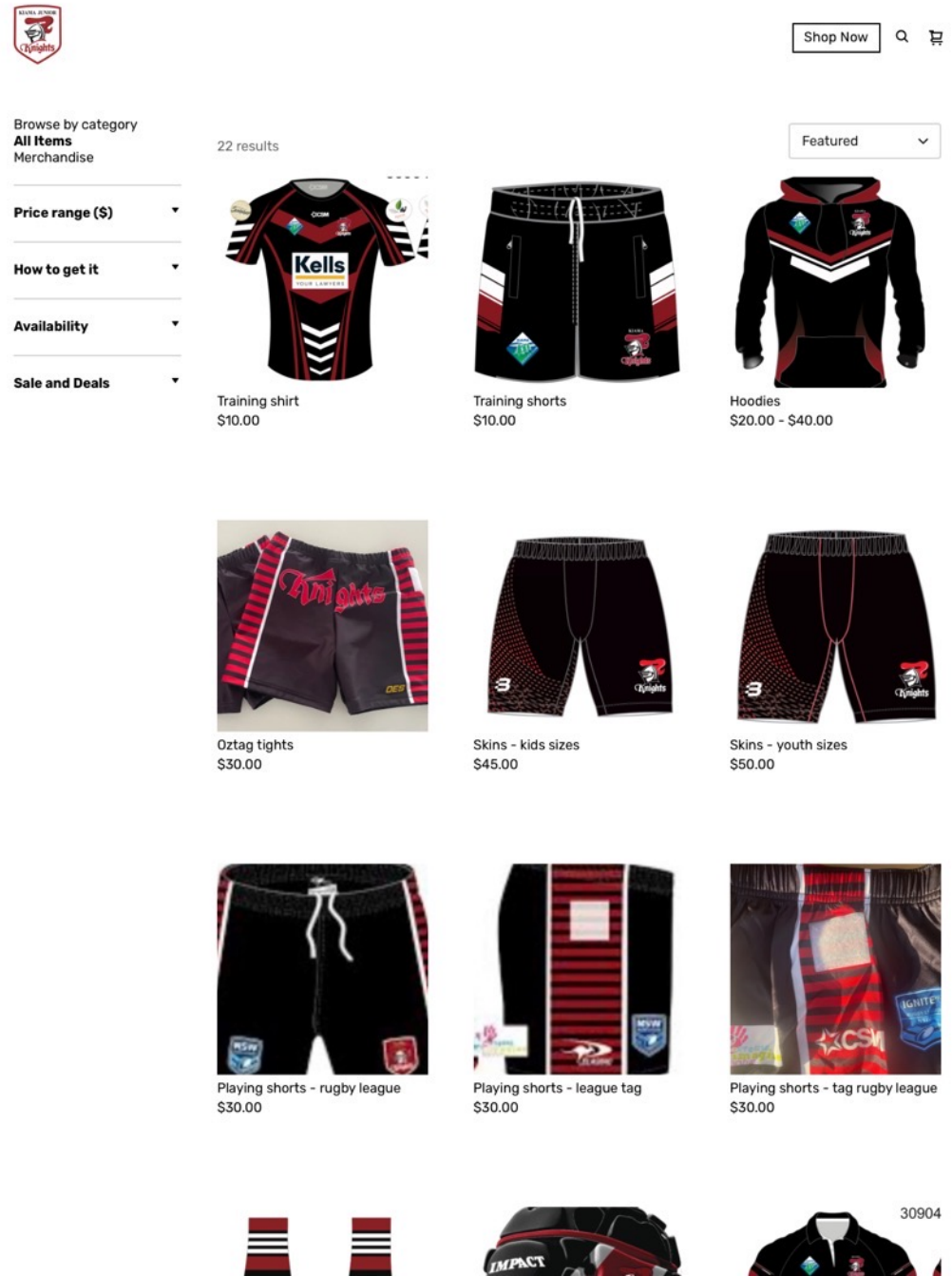
# Branding

- Branding is more than just a logo on a jersey or a website.
- A brand can take on a life on its own by:
  - giving your Club a strong positive image
  - setting your Club and activities apart from others
  - increasing trust and loyalty
  - acting as a sales engine
  - attracting more partners.



# Tips for creating a strong brand:

- Be disciplined and consistent in apply your branding.
- Employ your tone of voice in all marketing.
- Consider updating your branding.
- Create an online store so people can purchase merchandise all year.
- Ask for feedback.





# Partnerships

## Local Group / Association / NSWRL

- Encourage Clubs within your area to work together more.
- Development / representative opportunities.
- Regular reviews of competitions
- Planned and proactive communication.
- A positive and supportive environment.





# Partnerships (cont)

## NRL Development Officers

- ‘Behind the Goal Posts’ as part of the curriculum at local high schools.
- Regular school gala days / carnivals and competitions.
- ‘League Star’ programs.
- ‘Come and Try’ sessions.
- Girls tackle sessions to encourage more female players the opportunity to try the game.







# Partnerships (cont)

## Senior Clubs

- 'Team of the Week' initiative.
- Promoting pathways to the Senior Club.
- Grade players to help coach or be a trainer for teams.
- Senior Club present at grand final jersey presentation, award evenings etc.



# Partnerships (cont)

## NRL Clubs

- Participate in game day activities.
- Have NRL players visit local schools
- Be part of 'Back to Junior' initiatives where NRL players visit local Clubs
- Host NRL Clubs at your local grounds.







# Events

Events can be a great way to raise awareness and recognition and support the social aspects of your Club.

Consider:

- 'Come and Try' sessions or open days
- Season launch with music, food stalls
- Treat game days as an event – music, canteen, ground announcements
- Mental health talks or injury prevention and management workshops
- Munchkin League for younger kids
- Trivia night or dress-up night to raise money.



# Final tips on getting started

- Raise it with members at a Committee meeting to get buy in.
- Look at how other Clubs market themselves.
- Don't forget about existing players!







CLUB HUB

PLAYERS

REFEREES

VOLUNTEERS

RESOURCES

PROGRAMS

Child Safe Standards

< NSWRL Home

# CLUB MARKETING MATERIALS /



A selection of resources that can be used to market your club.

## Club Marketing Resources /



**BASIC SOCIAL MEDIA CALENDAR 2024**

The calendar can be used to plan.



**DETAILED SOCIAL MEDIA CALENDAR 2024**

A detailed overview of your



**PHOTOGRAPHY AND VIDEOGRAPHY**

A guide to capturing photos and videos



**MARKETING PLAN**

A marketing plan template for your club

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Thank you!

