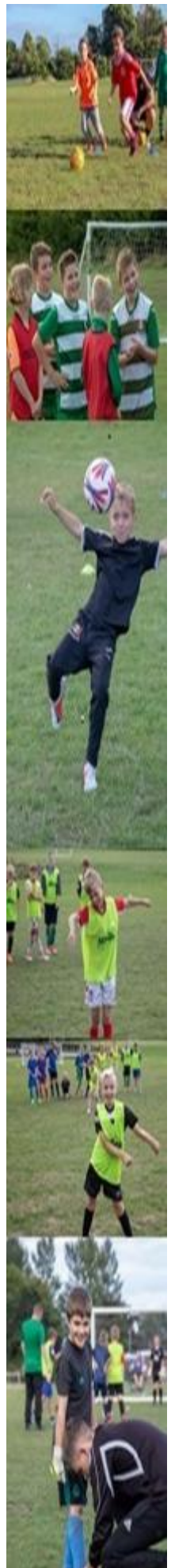


How to raise the profile of your football club in your community



We are all at



..apart from

Cricket Club



Tennis Club



So, how visible do you think your club is?

1. We are **very visible** in our local community and beyond. We understand there is a lot of competition for people's attention, so are always involved with local events and indeed run many of our own. We are very active on social media.
2. We are **getting increasingly visible** although not as visible as we would like. We know how we want to improve our profile and we are working hard to get there
3. We need to **focus less on ourselves** and more on the outside world and how to raise our profile
4. We **rarely talk about being visible** - do we really know what that is?
5. We are a football club - **why should we be talking about being visible?**

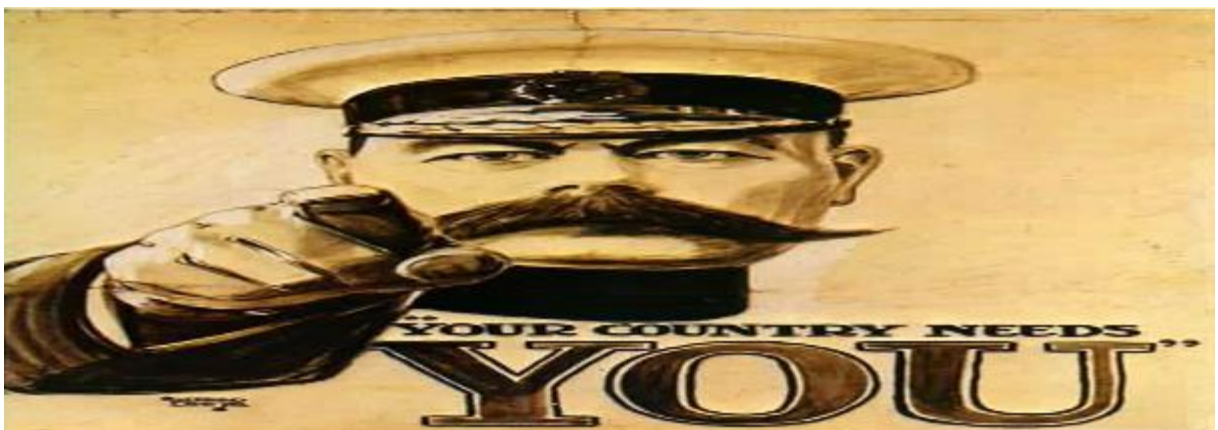
Rejuvenate your club and see it grow



What are they saying about your club? ...if anything at all



Visible clubs are created *in* and *by* the community



Go out into your community

Parks
Shopping centres
Events
Car parks



Broughton Park...how create 3 girls teams and grow membership by 50%



YouTube link <https://www.youtube.com/watch?v=-WGuNECmlzQ>

Llandrindod Wells AFC... Doggy walk and mountain climb



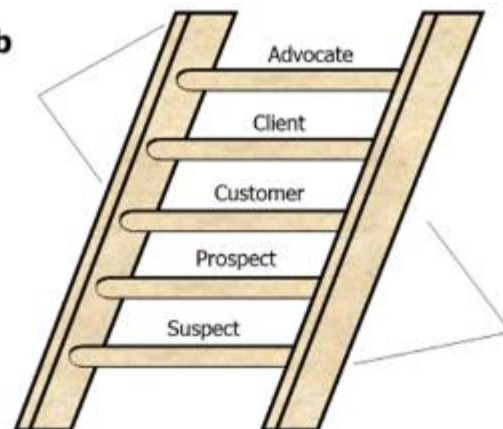
A really welcoming Open Day

1. Think it through – why are you doing it?
2. People, people, people
3. Who is it for?
4. Make sure a great time is had by **all**
5. Share value with the community
6. Members 'spread the word' – offline/online
7. Welcome everybody
8. More than 'just cricket'
9. Joint promotions with local media
10. A *friendly* point of contact
11. Social media share the experience
12. Follow up, follow up



Your best marketing tool is a customer who has just had a great experience with you

A great coach/club focuses here



Traditional advertising

Social/digital media – embrace it

Even if you are a bit afraid of it...
just let others do it



Change of mindset Developing new skillset

From flyers to Instagram....



16-24 year olds are online 30 hours per week



That's 37% of their waking hours

How Mountain Ash Golf Club transformed itself by engaging with local primary schools



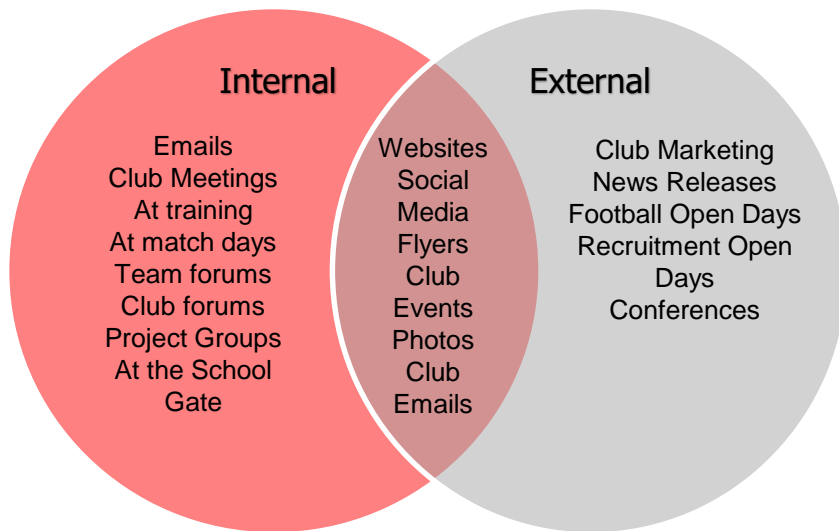
From 1 to 61 junior members in 18 months

Key points of advice from Mountain Ash:

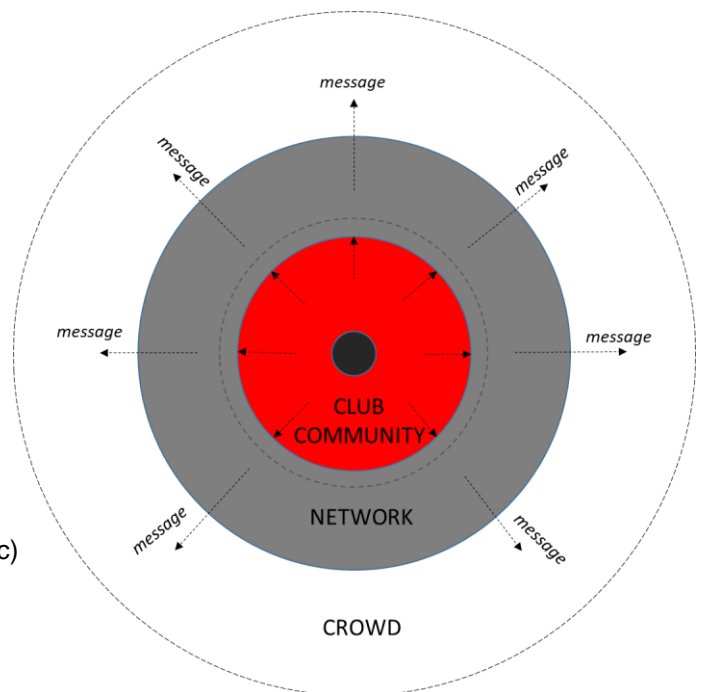
- When you engage with schools and teachers involve someone from the club with a background in education
- Make sure the children are having fun
- If they become golfers, fine. If they prefer other sports, also fine



Internal and external and comms crossover with thanks to Ty Celyn FC



Who are your audiences?



Club Committee

- Officers and key helpers (coaches, F-Aid etc)

Club Community

- Mostly Parents and Players
- Attend training / Saturday morning matches
- Attend end of season individual team events
- Listed in our database
- Connected via Facebook, Whatsapp, email in there separate team communities
- Physically all live locally

Network

- The community of our community
- We don't know who these people are and cannot connect directly to them
- Aim to try and convert the network to join the community through awareness
- Potential New Players/Helpers/Coaches

Crowd

- People unaware of your club
- Receive information and messages via the network

SMN's 5Com model

Community Marketing—Packaging the passion

- ✓ **COM**munity
- ✓ **COM**munication
- ✓ Wel**COM**ing
- ✓ **COM**fortable
- ✓ **COM**puter

Your next steps

Baby steps



Giant step for mankind

