FOOTBALL QUEENSLAND

MARKETING GUIDE

CLUB SUPPORT

PURPOSE OF THIS GUIDE

Football Queensland has developed this Marketing Guide to assist Queensland clubs in building a strong presence within the local community that creates touchpoints and drives retention and recruitment strategies.

TOOLS	**MARKETING PLATFORM**	
STRATEGIES	**RETENTION**	**RECRUITMENT**
RESULTS	**EXISTING MEMBERS**	**NEW MEMBERS**

KEY RECOMMENDATIONS

We recommend having the following in place or working towards them for your club:

MEDIA MANAGER

Someone who can add content and upload imagery to your club marketing channels.

CLUB STRATEGY

Understand the role your club plays in your local area. Tailor your campaigns and target appropriate members.

LIST OF CURRENT CLUB PROGRAMS

Understand the programs your club currently offers and where opportunities exist to expand your membership base. For example, there may be demand for a walking football program.

VOLUNTEER GROUP

Create a plan to recruit the volunteers required to service an increase in club membership.

YOUR CLUB IN THE COMMUNITY

MARKETING CHANNELS

Existing Database	**Website**	**Social Platforms**
Google My Club	**Community Groups**	**Signage**

Having multiple channels within the local community will enable your club to recruit and retain members who will follow, support and help drive initiatives.

Ensure your marketing channels are utilised, are up-to-date and drive a response when found by potential participants.

Member Database

Website

Social Platforms

Google My Business

Community Groups

Signage

Your club database is likely to include several contacts from previous seasons as well as current players, volunteers, coaches and referees.

This database is highly valuable and can be utilised effectively for recruitment and retention strategies.

Check that your club database has the following information:

- Gender (male or female)
- Current age
- Previous team and playing level
- Their involvement (player, coach, manager, referee, volunteer or committee member)

- Identifies current and lapsed members

- Has a valid email address for each contact

Marketing Channels

Member Database

Website

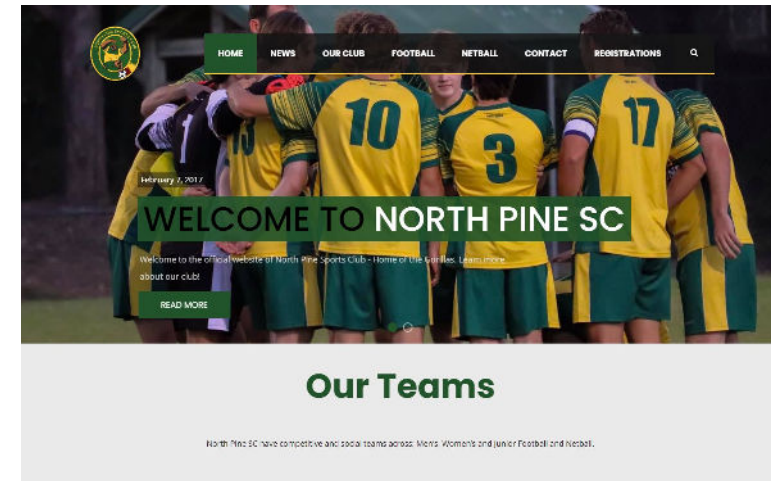Social Platforms

Google My Business

Community Groups

Signage

Club websites can help new and existing members find relevant information. Websites with relevant content attract visitors, generate engagement and turn visitors into members.

Your home page is vital

- Most important info should be briefly listed with links to learn more.

- Add contact details and sign-on day information.

- Provide sufficient detail to prevent members from contacting you asking for the same info.

- Include visuals to bring your information to life and prove the programs and services you offer exist.

- Make sure your website is mobile-friendly and the information is displayed correctly.

Website Example

Marketing Channels

Member Database

Website

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Facebook is the most common platform for clubs and often the most up-to-date source of information.

- Using Facebook Ads to promote messages, events and sign-up opportunities can be worthwhile with specific target audiences.

- Use the club page to join local community groups to share your content and spread your messaging.

Many clubs are now using Instagram for short videos, social graphics and images.

- Ensure the content on each platform is unique and relevant for the audiences you wish to target for maximum engagement.

For additional information and support view the Community Club Digital & Media Guide.

Marketing Channels

Member Database

Website

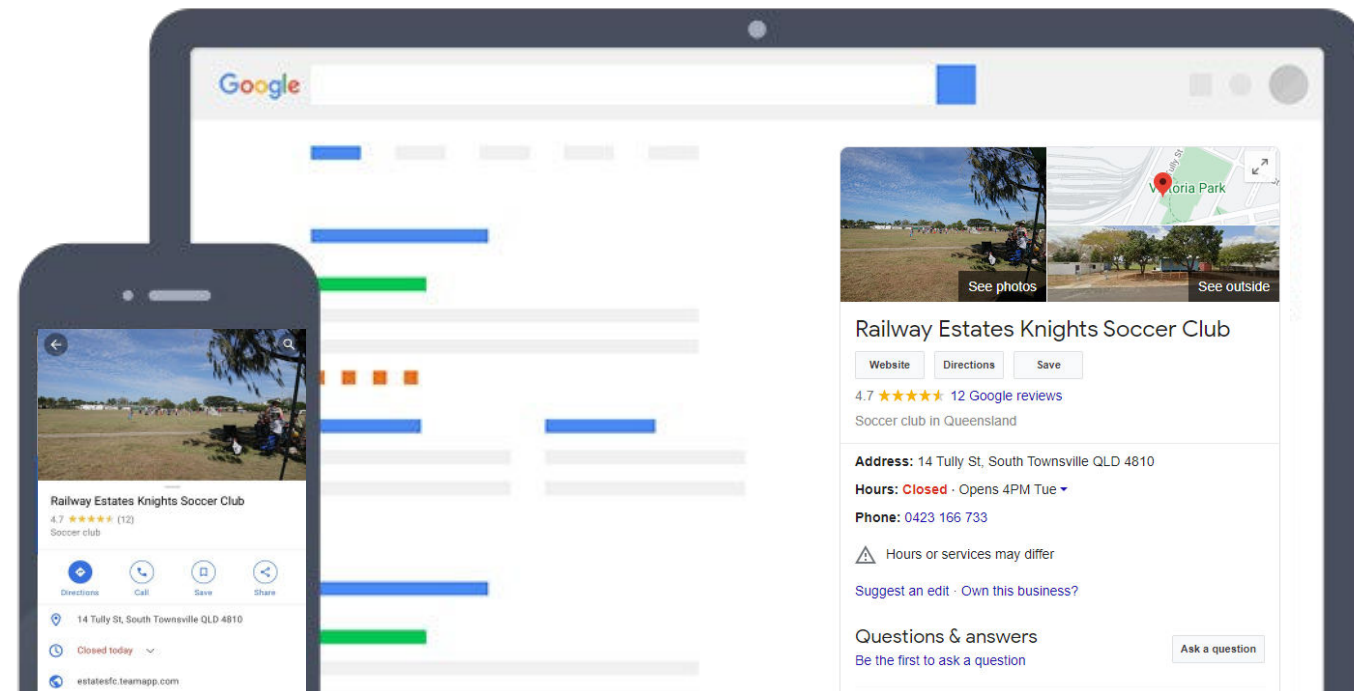Social Platforms

Google My Club

Community Groups

Signage

Google provides contact details when someone searches for your club. Clubs can own this information to ensure the correct details are being shown and information is up-to-date.

Claim your 'knowledge panel' by following steps HERE

Example Knowledge Panel

Marketing Channels

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Opportunities for promotion of your club programs and initiatives exist on local community group channels on Facebook. Search and find relevant groups to join that fall within your club's target location.

Posting in these groups as both an individual and as the club can be beneficial in attracting new members who live close to the club. Often, new people to the community will join these groups to seek information about what is happening in the area or when seeking local advice.

Learn more about Facebook Groups here|Facebook Help Centre

facebook groups

Marketing Channels

Member Database

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Signage

- Engage with a local sign company who may also be able to assist with graphic design.

- Keep your signage free of specific dates and information that may change every year. This will allow the club to re-use signage without having to change the content.

- Make sure that the website or social media you are directing people to is up-to-date with the information required.

- Look out for noticeboards or community boards at local churches, supermarkets and complexes to display promotional club flyers.

- Apply to hang a community banner pole in your council region. Some examples for councils are listed below:

  - Moreton Bay Regional Council - https://www.moretonbay.qld.gov.au/Services/Community-Support/Community-Banner-Poles

  - Somerset Regional Council - https://www.somerset.qld.gov.au/downloads/file/1605/banner-pole-booking-application-form

  - Rockhampton Regional Council - https://www.rockhamptonregion.qld.gov.au/CommunityEvents/Community-Banner-Poles

KEY REMINDERS

✓ **Media manager** – a media manager can manage the sites and create templates at the start of the season to use throughout the year e.g. for game day or events, however they need access and support when it comes to staying on top of what is happening at the club.

✓ **Existing members -** reach out to your existing members to see who may be interested in the media manager role or who could provide support to the existing manager regarding content generation.

✓ **Support your media manager** - social media platforms need to be updated regularly as they are typically the first-place people will look for information.

✓ **Review your sites regularly -** ensure your sites have current, up-to-date information

✓ **Ensure the contact information on every platform is up-to-date** as committee members may change

✓ **Measure the effectiveness of your website and Facebook campaigns -** ask your members where they have seen your club advertised and how new members found you. This will guide the plan for future recruitment and retention campaigns.

✓ **FQ graphic support** – Football Queensland has a dedicated Club Marketing Portal which houses graphics suitable for clubs to use. In addition, FQ can create specific graphics suitable for club events or campaigns. Submit the Graphic Request Form online or email marketing@footballqueensland.com.au

For more information or assistance, please contact Football Queensland
at marketing@footballqueensland.com.au

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