



The [Club Matters website](#) has lots of information, resources and downloads to help sports clubs. The four tables below identify the main pages under the [Marketing](#) section of the Club Matters website and illustrates some of the reasons clubs may want to access the information available.

To help clubs find the support they need, this short guide provides top tips and direct links to the relevant resources.

Please note that in order to access some of the links below you will need to be registered and logged in to the Club Matters website.

DEVELOPING A MARKETING STRATEGY



A club wants some support creating a plan of how they will promote themselves...



- Be clear of what your offer is and what you want to achieve from marketing
- Consider who is your target audience
- Conduct market research to better understand your members



[Marketing Strategy](#) • [Market Research](#) • [Use Club Views Planning your promotion](#) • [Marketing Strategy Online Module](#)

EVALUATING MARKETING OPTIONS



A club wants some support deciding on the best way to promote themselves...



- Understand your different options and the time and cost required for each
- Think about your target audience and where they go for information
- Budget for marketing activities



[Evaluating Marketing Options Online Module](#) • [Traditional Marketing Digital Marketing](#) • [Maximising the media](#) • [The perfect media release Building a website](#) • [Website content ideas](#) • [Using social media](#) • [E-newsletters](#)

SOCIAL MEDIA



A club wants to increase their social media presence to help raise awareness...



- Consider which social media sites are most popular with your target audience
- Ensure the person managing your social media presence has the skills and experience to do so
- Keep content fresh, up to date and engaging
- Use photos and videos as much as possible



[Using social media](#) • [Making the most out of Facebook](#) • [Top tips for Twitter Social media safety](#)

SPONSORSHIP



A club requires support obtaining sponsorship funding...



- Research your local businesses, the work they do and what their values are to see what potential links you could make
- Before approaching a potential sponsor, you must define the objectives of the relationship and fully understand the opportunities available to both sides
- Keep sponsors involved in the club; invite them to events and report on club news



[How do sponsorships work?](#) • [Sponsorship toolkit](#) • [Sponsorship proposals](#)