



How to Advertise Your Organization





1
RAISE
AWARENESS

2
INCREASE
SIGN-UPS

3
MORE
ATHLETES

Introduction

There was a time when posting a flyer for league sign-ups on a community board or rec center wall was enough to get the word out about your club. Most of those community boards have gone digital, especially if you consider how social media and apps like Nextdoor shape how we find out about club sport options, timelines, and costs.

With today's expansive digital landscape, there are countless ways to promote your business, or even advertise key items like events and registration. The options don't have to strain your bank account. Let's take a look at the options available for you to use to **raise awareness, increase sign-ups and ultimately get more athletes in the game.**

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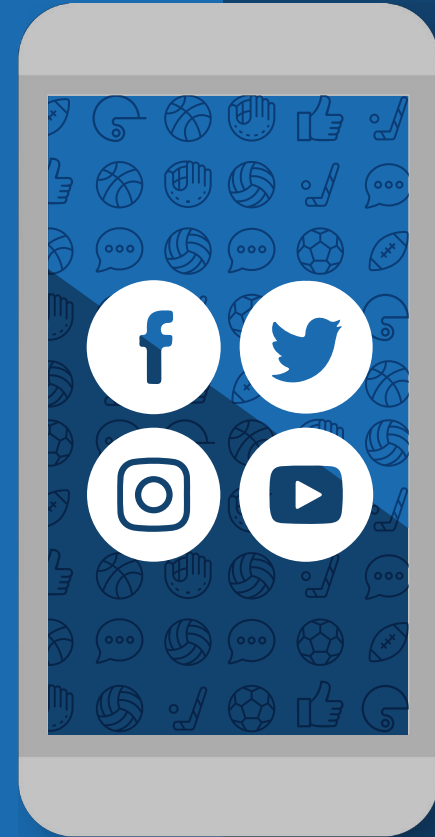
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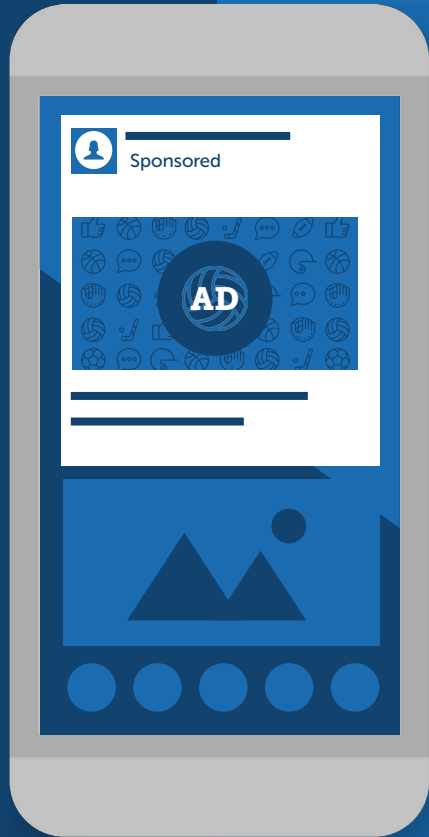
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Social Media

Social media is one of the most dynamic and relatively simple tools you can use to grow your business. There are numerous small businesses whose most prolific marketing is solely about utilizing social media. The goal is to make connections. That takes a human voice – which you already have – and a propensity to engage with whomever you are talking to. Sometimes that can come through paid advertising. Other successful routes are simply posting, sharing, and asking others to share the valuable opportunity your club has for them.





Facebook Advertising

Facebook advertising makes it easy to speak to your local community and make sure they see your ads in a cost effective way. A small budget of \$50 a month can lead to hundreds of impressions and dozens of new visitors to your website's registration page. Instagram is integrated with Facebook and allows you to turn your personal account into a business profile so you can use similar advertising methods.

\$50 a month can help
impact your website

Facebook Parent Groups

Parents seek referrals from other parents, because they tend to share like-minded priorities. This can happen among groups of friends at games but also in online communities – such as a local Facebook group. Many parents will ask a question within a group, or search archived discussions for recommendations. For example, I want to enroll my daughter in a solid soccer program but am overwhelmed by the options. So I will use a local Facebook group to ask, “What’s the best club for youth sports for girls in the area?” You have the opportunity to be the answer to that question.

If your sports organization doesn’t already have parent advocates, see if someone in your organization can join a group and be that voice for your business. Most groups allow local businesses to post something promotional at least once a month.





Local Schools

Many schools send students home with folders containing homework, permission slips, and flyers featuring relevant information from local businesses. If you have registration season coming up, reach out to local schools to see if you can drop in flyers promoting your open-house date or registration website address. Even make a point to mention your TeamsSnap capabilities so schools and parents know the registration process is easy. Your schools may communicate information electronically via services such as **Peachjar**. Connect with them about advertising within their communications.

Optimize Your Website

Maybe you are already using these tools and interested parents are coming to your website. But what do they find? A complicated site that is hard to navigate? Or a smart site that is easy to find information, register, and works just as well on a mobile phone? You don't need a background in website design and development to create a good one for your business, especially if you use the **TeamSnap Website Builder**. When you are building your site make sure to link out to other local websites, your social media tools, and resources that will benefit parents while giving you more good exposure online.





Paid Search

This form of marketing allows you to place ads on **search-results pages** (SERP) allowing people to find you more easily when searching for a sports league or local sport options, and you'll only pay per link click. One benefit is that you're marketing to an audience already seeking something you offer, which makes it easier to target an engaged demographic.

RESOURCES: **Google Webmasters**

You can use tools like **Cobiro and Marketo** to set up your ads, or if you're just starting out, it may be wise to hire an agency to help.

Local Websites and Blog

There are family-oriented resource sites like [Redtri.com](#) and [Hulafrgo.com](#) that provide information on local activities and gatherings. When a parent goes to one of these sites they are looking for new opportunities and ideas to get their kids involved and active. There are few better places to have your business highlighted for those parents to find.

Many cities also have independent information hubs that shine the light on local businesses. In the Chicago suburbs, for example, [mykidlist.com](#) is a popular resource for local families to find the perfect activity for their kids.

Find your top, local bloggers and reach out with your latest news or a piece of relevant content to share. An organic, editorially driven mention can go a long way to increase traffic to your website, creating more registrations.





League Directories and Online Communities

You can advertise registration in a league directory, and in other online communities for increased exposure. Localized sites like Nextdoor and Tinyhood offer newsletters, allowing you to capture more eyes than you may otherwise receive with a regular site visit.

For example, advertising can show on a local Tinyhood group page without even logging in or joining the group. Tinyhood “Denver Parents” is a great example of how a local business catches your attention before you even enter the community page: <https://www.tinyhood.com/denverparents>. If your advertisement hits the right note with a user, you may be the very solution they were looking for before they even joined a group page.

Direct Mail

It may sound surprising but there is data that supports direct mail as an option for getting the word out. In some instances it may be easier to acquire a mailing address than email, making direct mail a great option. <https://www.experian.com/small-business/geographic-targeted-mailing-lists>

Messaging on a postcard is similar to an email – keep it simple and to the point. Help them want to find out more about your business with direct, eye-catching copy that is easy to read. Size matters when it comes to words and cramming as many as you can at the smallest size possible is a recipe for failure.

General recommendation is a **postcard**. The small size – 4.25x6 – keeps it as a **post card rate** and mail costs are lower, unless you are doing bulk mailings. If it is in your budget, consider creative alternatives, shapes and sizes to grab attention.





1

**GROW YOUR
BUSINESS**

2

**ADVERTISE
EVENTS**

3

**GROW
SIGN-UPS**

Conclusion

Where you choose to spend your efforts and budget to grow your business matters. Many digital solutions are easy to use with the right know-how. You can grow your business, advertise events and registrations and keep the bottom line in the black with any of these smart options.

- ① Social Media
- ② Facebook Advertising
- ③ Facebook Parent Group
- ④ Local Schools
- ⑤ Optimize Your Website
- ⑥ Paid Search
- ⑦ Local Websites and Blog
- ⑧ League Directories and Online Communities
- ⑨ Direct Mail