

Digital Marketing Hacks for Your Sports Org



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How can digital marketing help your sports organization?

- 1 Drives awareness about your club
- 2 Brings visibility to your club and programs
- 3 Creates opportunity for increased member enrollment
- 4 Drives community engagement

In a perfect world, increasing enrollment in your sports organization would be as simple as creating a new program, posting the registration online and getting new sign ups. But with so many options for activities and sports programs, it can be harder to reach your target audience than you think.

The internet has brought a whole new market, and with so many parents, players and coaches online through work, school or fun, the digital marketing landscape can be a huge opportunity for your club or league to grow. Digital marketing can lead to greater exposure and in turn more sign ups and members.

Here are some of digital marketing strategies you can implement in your sports organization to help increase your member enrollment rates and drive revenue.

Build & Leverage an Email List

If you don't already have a mailing list option on your youth sports club, league or association's website, add one! Having prospective or existing members add their email addresses to your mailing list allows you to target them for email marketing campaigns for anything like sharing upcoming club events, marketing your upcoming season registration, sharing information and news about your club.



In terms of best practices, be sure to use an engaging subject line when emailing your email list and make sure you are sharing valuable information to them. No one wants to receive an email that isn't sharing information they need to know or can use, so the more important your message is, the better engagement you'll get.



PRO TIPS TO BUILD YOUR EMAIL LIST:

- Create a signup form on your [website](#). When people come to your website for the first time and like what they see, they'll want a way to stay in-the-know about your brand. Create a [form for newsletter signups](#) and install a pop-up to collect customer data from your visitors.
- Use a good old-fashioned signup sheet. Add a signup sheet at tryouts, your next club or league-wide event and at your regularly scheduled games. Make it easy and accessible for your members or prospective members to add themselves to your list.
- Drive sign ups via [social media](#), it's an easy way to promote your email list cross functionally. If you have a good social media following but don't have a good email list yet, tap into your social media account to get members signed up.

Create Content For Your Website

Increase your website discoverability ([SEO](#)) by creating new content for your club or league's website, like blog posts. Blog posts and other recurring content can help your club continually interact with your website but also helps prospective new members find your club's website because search engines prioritize websites with new and original content. This means when a prospective member searches for information on a local youth sports program, it's more likely to pull up your website if you've been creating content for it on a regular basis. Recapping your team's games and highlights is another great way to create fresh content. *Plus, highlighting teams and players in your club gives prospective members a glimpse into what it's like to be part of your community.*



PRO TIP:

Have a blog post you feel is particularly powerful? Run a Facebook advertising campaign with it to further market your youth sports club or league.

Market Your Sports Organization on Social Media

Social media marketing is the practice of using social media channels to sell or promote a brand, product or service. In this instance, you would use your club or league's social media accounts to promote your club and your programs.

Social media marketing can help you:

- Increase awareness around your sports organization
- Advertise your club or league's programs, clinics and camps
- Reach and build your audience
- Promote your registration enrollment periods
- Interact with current and prospective members
- Drive traffic to your website



Social media can be a simple tool you can use to grow your club or league. After a website, social media is one of the first things people check when evaluating or looking for a specific service or business.

The primary goal with social media is just connecting with your audience and showing them a little bit about who your organization is through images and posts. Sharing content from other businesses or key players in the youth sports space is a great way to build new connections and share relevant content to your prospective or current members.

If you already have an engaged audience on your club or league's Facebook, build greater credibility with Facebook reviews from existing members, or reshare posts of theirs from gamedays. Another successful way to uplevel your social media presence is through paid advertising, which we'll talk about next.



PRO TIP:

Keep it relatable and human. People want to connect through social media, show them the fun and authentic side of your club or league with your posts.



Create a Facebook Ad Campaign

Advertising with Facebook is a low lift way to market your youth sports club or league. All you need is a few high quality images of your club or other digital assets you'd like to use and a small budget to put towards spending to start getting impressions and drive new traffic to your website. Video or image ads will be the quickest options to start your advertising campaign.

If you're already creating blog content for your website, you can also choose to run an ad campaign on Facebook featuring a blog post you think might perform particularly well and resonate with your audience. Running an advertising campaign around a blog post is an easy lift to drive traffic to your blog and in turn your website. With Facebook advertising, you can target also geographically to ensure you're reaching potential new members in your area.



PRO TIP:

Leverage existing experts. Social media management softwares like [Hootsuite](#), [offer free information and best practices for advertising on Facebook](#) to make it that much easier for your club or league.

Optimize Your Club or League's Website for SEO Purposes

Learning how to optimize your website for [SEO](#) and conversions is crucial for your site's success. Good SEO can help your club or league attract more traffic to your website, and more visitors to your website means more brand recognition and more importantly, increase in potential new members.

SEO or “search engine optimization”, is the process of increasing traffic to your website through search engine results, like Google.

SEO helps your website be more discoverable by leveraging search terms related to your sports club or league. For example, if your youth soccer club's website is SEO friendly and a prospective member in your area Googles 'girls soccer teams {city}' and your website is SEO optimized, it will pick up those keywords from your website and list your club's website as a top result in the search.

This helps your website become more discoverable. When potential customers search terms related to your brand, they'll have a better chance of discovering your website and becoming a customer.



There are lots of easy SEO hacks you can implement on your website to improve your search rankings:

- Use keywords on your website
- Optimize your title, meta description and headings
- Optimize your URLs
- Avoid Flash
- Consider site speed
- Make your website mobile friendly
- Create a sitemap



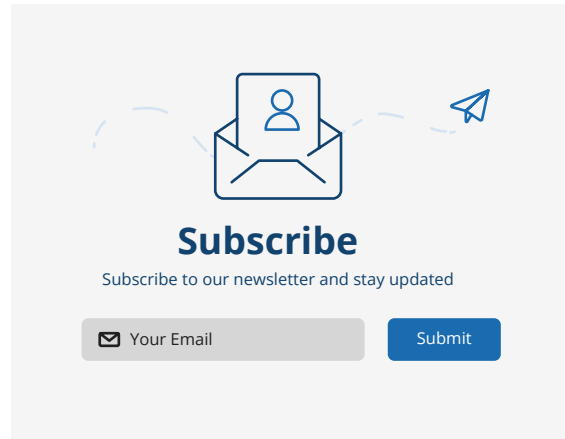
PRO TIP: USE AN SEO TOOL.

There are also lots of accessible SEO tools at your disposal should you want to leverage them. We've included two that we recommend: [HubSpot's Website Grader](#) is a free tool you can use and [Yoast SEO](#) is a great plugin for WordPress to help with your SEO needs. It's the number one SEO plugin for WordPress users and a plugin we recommend for all TeamSnap Website Builder customers.



| Advertise Locally

Does your town or any local business have a monthly email newsletter they send out? Inquire about advertising your youth sports club or league within their newsletter or space on their website, or see if they will feature a blog post from your website. It's a relatively quick and easy way to increase visibility and traffic to your organization's website through a new marketing channel.



| Conclusion

How you promote and market your sports organization can have a direct impact on your organization's growth. Most digital marketing tricks can have a big lift with just a little bit of effort and the right know-how. We hope these hacks will make it a little more accessible for sports organization administrators to implement an easy to use marketing plan.



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