



Marketing and Promotion

1. Market the Club Broadly

Project	Role	Measurable
Create attractive marketing material that's consistent throughout the whole club	Marketing Manager	Marketing collateral created
Promote the club through the media	Marketing Manager	Print, radio and tv articles
Promote the club directly through pre-existing networks	Marketing Manager	Information circulated through networks
Create an appealing website and social media	Marketing Manager	Website and Facebook pages developed
Clearly communicate throughout the club	Marketing Manager	Information distributed through various formats

Create attractive marketing material that's consistent throughout the whole club

All of the club's marketing material needs to look attractive, professional and be clear. This includes creating templates using the club's logo and colours for letterheads, flyers, posters, advertisements and online material.

Promote the club through the media

The club needs to create a relationship with journalists and broadcasters. Media releases about interesting club stories need to be regularly provided to the Townsville Bulletin, radio broadcasters and television journalists. The new development and launch of the club's junior teams needs to be used to its maximum benefit.

Promote the club directly through pre-existing networks

The club needs to continuously be promoted throughout the community. Specific membership campaigns should target schools and juniors living in Kirwan, Thuringowa Central, Cranbrook, Annandale, Douglas and Riverside Gardens. To initially attract players, the club needs to liaise with Brothers, Western Lions and Centrals to determine if there's an opportunity for these larger clubs to encourage some of their players to join the Saints. The club also needs to participate in community events such as Townsville City Council's sports expo and other charity events.



Create an appealing website and social media

The club's website and Facebook page must be attractive and updated regularly with interesting and engaging topics. It would be advantageous to create a unique website not using the Sporting Pulse template, so it stands out from other clubs. Incorporating photos on social media always create conversation and videos can be very powerful. Sourcing permission in advance from parents to post photos of their children is essential. Training tips and funny memes will also work well on social media. Paid promotions on Facebook will be a very useful tool to advertise and raise awareness of the inception of junior teams to the club.

Clearly communicate throughout the club

People prefer to receive information in various ways, so it's important to communicate with players, volunteers and families using a variety of formats. This can include regular newsletters, keeping the website constantly up to date, creating Facebook groups for specific teams, regularly providing information on the club's Facebook page, providing flyers and handouts at training and distributing information using email and text message lists.

