

Ready to start growing your club? Follow this simple checklist to start marketing your club like a pro.



1. Website

Your website is the foundation of any marketing strategy. It is where you will direct traffic, inform potential players & parents, register new players and communicate with all of your existing membership.

- ☐ **Represent your brand:** Communicate the club's message consistently with your logo, colors, and the tone of your website.
- ☐ **Write a powerful "About" page:** While the specific pages on your website will vary, an interesting about page attracts new players and parents to your club.
- ☐ **Include social media accounts:** Most website providers will allow you to plug in social media accounts to the home page. Use this as another way to engage with the audience.
- ☐ **Links to specific levels & teams:** Make sure the navigation menu on your website is easy for parents to access the information they are looking for. Check out this website example by 3Step Sports: <https://threestep.com/>
- ☐ **Easy-to-use staff page:** Players, parents, and coaches will need to get in contact with specific members from your club's leadership team throughout the year. Make sure a name & email address is available for key members. Here is an example from Northern Virginia Volleyball Club: <https://www.nvva.com/staff>



2. Social Media

Posting updates, links, schedule changes and fun photos from the season are all great ways to interact and connect with parents and athletes. Social media channels increase traffic to your website and allow potential members to interact & communicate with you directly.

- ☐ **Claim your club on all platforms:** Register your club name on each network to prevent someone else from using it. Use this checklist to make sure you open an account on all relevant social media channels.
 - **X-** www.x.com (use X to post everything club related)
 - **Instagram** - www.instagram.com (use Instagram to post fun photos & videos)
 - **Facebook** - www.facebook.com (use Facebook to communicate with parents)
 - **LinkedIn** - www.linkedin.com (use LinkedIn to recruit & hire new coaches)

- ☐ **Be consistent:** When setting up your social profiles, use the same profile image, bio, banners, and colors to strengthen your club's presence.
- ☐ **Post organic content:** You are a youth sports club and sports are meant to be fun. Encourage parents to take pictures and videos during games to post on social media. Post or reshare as many gooooooooooals, home runs, and awesome catches as possible!
- ☐ **Focus on conversation and engagement:** Social media is about human interaction, online. Aim to create a thriving community on each social channel as opposed to overloading your audience with promotions.



3. Email Marketing

Successful email marketing communicates with coaches and parents on a regular basis. The key is sending relevant and interesting messages on a consistent basis. It takes time to build a quality list of community contacts, but it's well worth the time and effort. Here is how to get started.

- ☐ **Choose the right platform:** Determine the email marketing platform that has features you need at the price point that works for your club. Here are some affordable options:
 - **SendinBlue** - www.sendinblue.com (free version available)
 - **Moosend** - www.moosend.com (free forever)
 - **Constant Contact** - www.constantcontact.com (\$20/mo)
 - **MailChimp** - www.mailchimp.com (free version available)
- ☐ **Create a newsletter template:** Most of the email marketing platforms above provide ready-to-use templates you can customize easily with your logo and club information. Take the time to do this initially and you can reuse the template every time you send a newsletter.
- ☐ **Promote early registration:** Get ahead of the game and promote your next season registration as soon as you have decided on a start date & registration fees. This will make planning for the season much easier. There is nothing worse than recruiting last minute coaches because you had more kids than anticipated sign up.
- ☐ **Stick with it:** Sending information on a regular basis will keep your club top of mind. When parents and players are choosing a club, they will go with the one they have the most information on, not the quiet club down the street that they know nothing about.



4. Build Community

Creating a tribe of people that believe in what you are doing is the ultimate goal of marketing and building a successful club. While there are many different ways to achieve this, here are some easy ways to get started.

- ☐ **Consistent communication:** Sending information on a regular basis will keep your club top of mind. When parents and players are choosing a club, they will go with the one they have the most information on, not the quiet club down the street that they know nothing about.
- ☐ **Local sponsors:** Partnering with local businesses is an extremely effective strategy to promote your club in the community and generate revenue.
- ☐ **Cross-promote with other leagues:** All clubs, regardless of sport, are in the trenches trying to grow & innovate. Join forces with other youth sports programs in your area to learn how they are promoting themselves. Also be sure to ask if there is any opportunity for cross-promotion. You'll be surprised at how much others will be willing to help.

Other Resources:

Blog - [7 Tips for Marketing your Youth Sports Club](#)

Blog - [6 SEO Tips for Marketing Your Youth Sports Club Website](#)

Blog - [How to Present Sponsorship Opportunities](#)



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