

THE FA CLUB & LEAGUE
FOOTBALL FORUM



FREE WEBINAR

HOW TO USE MARKETING TO BUILD FOR THE FUTURE

Thursday 7th May 2020

Welcome

Welkommin, Mirepres, Heten, iBiala, Qaimarutin, Hospedar, Dobrodošli, nngm, yfi, Akwaba, Goscic, Recoger, Swagata, Acolir, Ongietorri, TonHap, Laukiamas, Bonvenon, Selamat Datang, Sambut, Bienvenue, Yokôso, Gnindi, TonHap, Swaagat, Velkommen, Croesawu, Kaabo, Namaste, Bienvèni, Fáiite, Siyakwamukela, Swagatham, Karibu, Khoshumadi, Sugeng Rawuh, Hosta, добре дошъл, Merodon, Toivottaa, Welkom, Sanno da zawa, Verweklom, Tervetuloa, Karibuni, 欢, Vitejte, Herzlich Willkommen, Degener, Kalosilthate, Benvingut, Woezor, Moguah, সবাগত, Wellkom, Dobredojde, MinsSevzi, EKomomai, Maligayang Pagdating, Uvitani, Teretulnud, Ontvangen, Bonavinuta, Hwangyong Hamnida



FOR ALL

FORMAT & HOUSEKEEPING

- To help with recording quality, please mute sound and turn your video cameras off until the discussion at the end.
- The webinar will be recorded and available to view again
- Slides will be emailed to all participants who signed up
- Any questions you have through the presentation jot them down on a piece of paper or in the chat and we will open up the floor for discussions at the end.

WHAT WE'LL COVER TODAY

- **How to communicate during a crisis - Covid-19**
- **Why is marketing important for a football club?**
- **How can we do marketing well?**
- **Who can help us drive our marketing in the future?**
- **How marketing looks (and performs!) when it is done right**
- **Questions**



GUIDANCE NOTES NO:

6.4

FOOTBALLS STAYING HOME ONLINE PROCEDURES

FOR COACHES/MANAGERS



GUIDANCE NOTES NO:

6.1

RUNNING WEBSITES AND SOCIAL MEDIA PLATFORMS

FOR CLUBS AND LEAGUES

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

8.5

FOOTBALLS STAYING HOME - ONLINE TIPS

FOR PARENTS/CARERS

Version: 1.0
Published: MAY 2020



GUIDANCE NOTES NO:

6.3

STAYING SAFE IN THE DIGITAL WORLD

FOR TEENAGERS

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

6.2

DIGITAL COMMUNICATIONS WITH CHILDREN (UNDER 18s)

FOR ALL

Version: 1.1
Published: MAY 2019



FOR ALL

INTRODUCTIONS



Charlotte Richardson



Jeff Hutton

HOW TO USE MARKETING TO BUILD FOR THE FUTURE



online . mobile . instore

HOW TO COMMUNICATE DURING A CRISIS - COVID-19

DON'T STOP COMMUNICATION



tone of voice

1. Remember, your voice matters
2. Football will be a source of comfort
3. Demonstrate your values
4. Distraction and levity can be valuable
5. Don't forget those who can be forgotten...

BROMLEY FC EXAMPLES....

1. Used the players to record videos of them keeping themselves fit and active and shared online as a motivator to our own fans
2. Set up 'live' streams of archived games every Saturday at 3pm so fans could 'virtually' get together in front of their screens and watch a game 'together' sharing comments in a live chat and via social media etc
3. We pulled together our fresh food stock that would go to waste due to our closure and created food parcels to donate to local residents / food banks
4. Recorded podcast episodes for supporters with our first team management team who recalled funny and previously untold stories about the Club and previous players that fans had never heard before
5. Checking in our elderly season ticket holders via phone calls to see if anything they needed or anything we could assist with (prescription pick ups, food parcels)

WHY IS MARKETING IMPORTANT FOR A FOOTBALL CLUB?



Run more effectively



Increase participation and engagement from multiple stakeholders



Attract more commercial partners



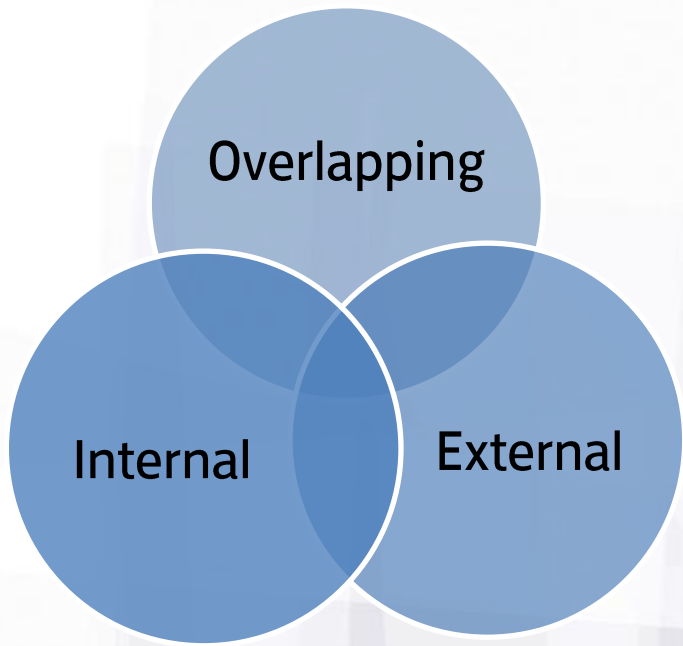
Showcase the strengths of your club to the wider community whilst ensuring longer term stability and sustainability

- Marketing - *“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”* Chartered Institute of Marketing
- Engagement - Engagement is the term for an interaction between a user and a brand.
- Reach - *Reach is the total number of people who see your content.*
- Impressions - *Impressions are the number of times your content is displayed, no matter if it was clicked or not by a user.*
- PR – Public Relations - *“Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.”* Chartered Institute of Public Relation

HOW CAN WE DO MARKETING WELL?

WEBSITE





Overlapping

- Promote sponsors and partners
- Publish success stories
- Share photos/videos from the club
- Increase brand engagement
- Grow club/league database

External

- Raise your club/league's profile
- Increase brand awareness
- Showcase teams within your club/league
- Promote opportunities to play
- Recruit volunteers

Internal

- Publish scores, fixtures, tables
- Complete player registrations
- Manage your fixture schedule
- Integrate with Whole Game System
- Keep parents/coaches informed
- Take payments
- Publish club documents

Increase participation and engagement from multiple stakeholders



Three tips...



Nail your copy



De-clutter your website



Be mobile friendly

Attract more commercial partners



Showcase the strengths of your club to the wider community whilst ensuring longer term stability



#InThisTogether

Welcome

Introduction

1.1198 The 11th September 1918, Margate Football Club was founded. The club's original name was Margate Football Club and it was founded by a group of local businessmen and players who were looking for a club to play in. The club's first ground was at the Victoria Ground, Margate, and it was there that the club played its first game. The club's first game was a 1-0 victory over the local rivals, the Margate Athletic Club. The club's first season was a success and it was there that the club established its reputation as a club that was open to all. The club's first season was a success and it was there that the club established its reputation as a club that was open to all.

History

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Club Motto

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Club Colors

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Destination: Margate FC

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Hospitality

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KYL

KENT YOUTH LEAGUE

EST 1974

KYL SHOP FIXTURES RESULTS TABLES ADVERTISING

Go to The O2
on Stagecoach Express

NIKE PARTNER LEAGUE

discountfootballkits.com

Club partners & sponsors

Bayliss
EXECUTIVE TRAVEL LTD.

Bayliss Executive Travel

Bayliss Executive Travel are one of the leading specialists in the South East of England for coach hire and corporate travel. Established in 2004, customer service has been the focus of their business, building a professional reputation and client base which can only be described as impressive! Their drivers will take the strain whilst you relax and enjoy the journey.

Website: www.baylissexecutivetravel.co.uk

Telephone: 01304 36300

FUJIFILM

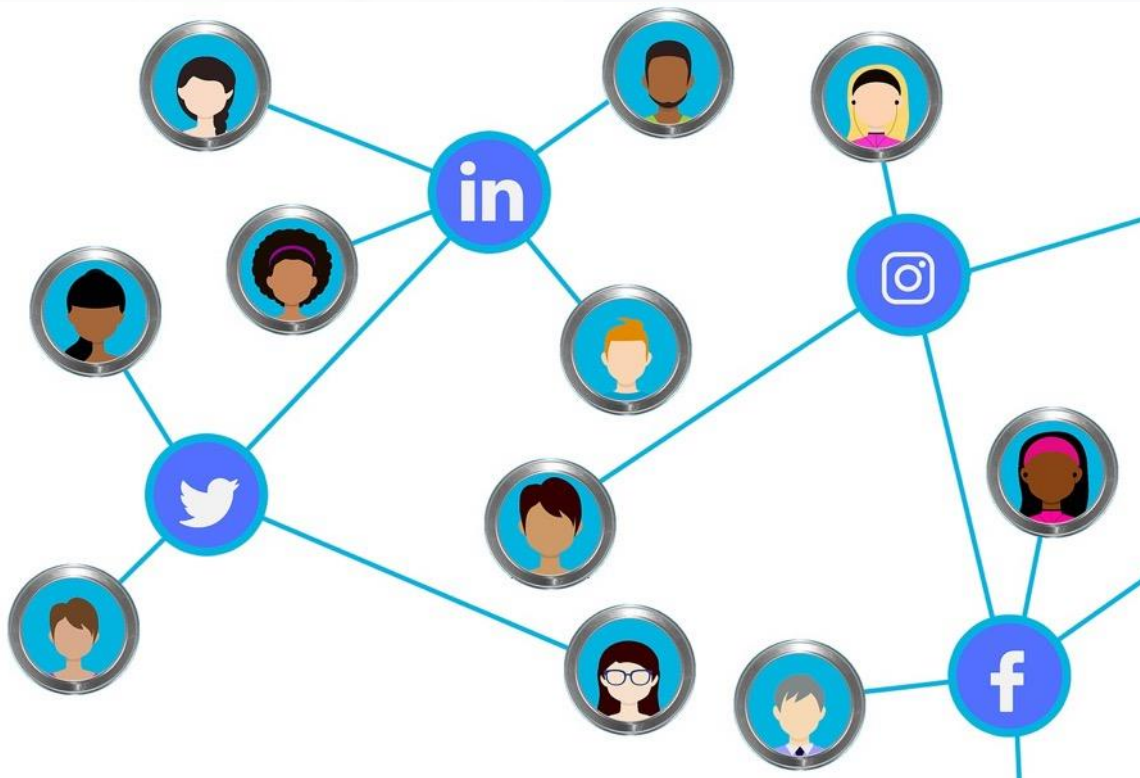
Fujifilm

Fujifilm Specialty Ink Systems develops inkjet systems for [business](#) for

SOCIAL MEDIA









Liverpool FC (at 🏠) @LFC · 3d

Home Workouts, presented by @AXA 🙌

This week, Andreas Kornmayer (head of fitness and conditioning) shares a fun and simple core session...

...you only need a chair to take part! 🪑

Stay active and stay safe Reds ❤️



41.7K views

24 280 1,778



Margate FC @margate... · 23/12/2019

It was a real pleasure to have the guys from Pentins Financial Planners in our Sponsors Lounge on Saturday afternoon 🍷

They selected centre-back Dan Johnson as their Player of the Match following his accomplished display in The Gate's defence 🍷

#TimeForHeroes



1 7



Cray Wanderers FC

@OfficialWands

A Huge thank you to - S and F Elec LTD - for their sponsorship! Welcome to The Wands!

A HUGE THANK YOU TO...



S and F Elec Ltd

THEIR SPONSORSHIP

DURING THIS TIME REALLY

HELPS OUT OUR CLUB!

INFO@SFELEC.CO.UK



Faversham Strike Force... · 27/04/2020

🏠 Moving or selling your house?

🗣️ Be sure to checkout Invicta Estate Agents and earn the club a referral fee!

🗣️ Simply mention 'Strike Force' and after the deal is completed the club will then a fee!

📞 01795 591080

✉️ info@invictas.co.uk

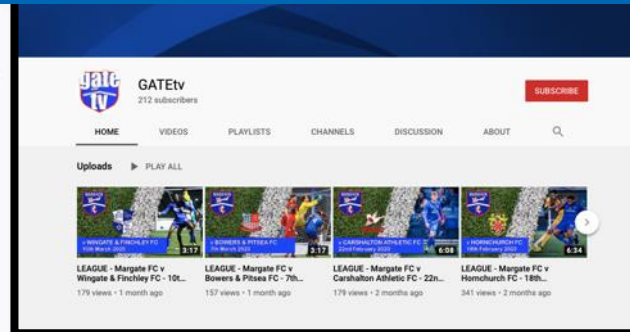
#FeelTheForce



1



#InThisTogether





E-MARKETING





Run more effectively

- GDPR • Engagement • Tailored communications



Increase participation and engagement from multiple stakeholders

- Personalisation • Planning • Target segmentation



Attract more commercial partners

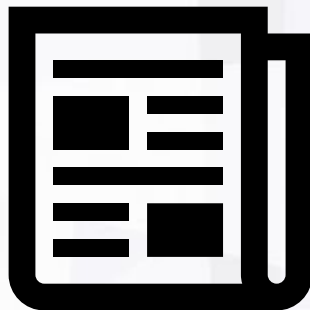
- Campaigning • Positioning

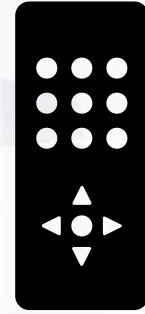
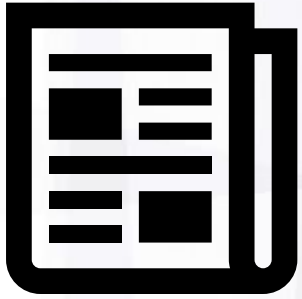


Showcase the strengths of your club to wider community whilst ensuring longer term stability and sustainability

- Content circulation • Simple commitments

LOCAL MEDIA





PARTNERS





Run more effectively



Increase participation and engagement for multiple stakeholders



Attract more commercial partners



Showcase the strengths of your club to the wider community whilst ensuring longer term stability and sustainability

WHO CAN HELP US DRIVE OUR MARKETING IN THE FUTURE?

These platforms and ideas are all great, but we know the workforce is stretched, so who can help us get these into action and improve?

1. Digital Tech

2. Target groups

3. Local colleges and universities

4. County FAs

How marketing looks (and performs!) when it is done right





BromleyFootballClub

#WeAreBromley



ABOUT ME



- Saw my first Bromley FC game when I was 15, instantly fell in love, welcoming atmosphere, friendly people, access to the players, felt like 'real football' not what I was seeing on the TV
- Volunteered until I was 18 helping film matches, assisting the club secretary, match day programme & website content
- Started 'full time' when I was 18 – Kit man, Press Officer, Club Secretary, Jack of all trades..... I'm sure you all understand....
- Been part of our journey from the Ryman League (avg. crowds 250) to the top of the Non league game, The National League (avg. crowds 2,000+)
- Currently General Manager and in charge of Media & Communications



WHY ARE WE HERE?



- We are just custodians of our Club. We recently celebrated our 125 year anniversary and we are responsible in playing our part in making sure our Football Club is still here in another 125 years.
- To make Bromley FC a financially sustainable, community-focused football club playing at the highest level possible in the English game.
- We will achieve this by:
 - Developing home grown Academy talent
 - Actively engaging with our members, supporters and wider community
 - Delivering a viable financial performance within an integrated business strategy; and
 - Investing in our employees, pitches, stadium and educational facilities



HOW WE VIEW 'MARKETING'



- **Attraction** – In order to survive, prosper and continue to play our part and make a positive contribution within our community for another 125 years we need to grow our fanbase and attract our 'next generation' of supporters
- **Affinity** – We must forge that emotional connection between our club and our supporters / community by engaging with them, providing them what they want / need, making them feel apart of what we are trying to achieve – Don't get caught up on 'selling'
- **Loyalty** – Comes with great responsibility but once earned allows us to experiment with what we can offer, what we can provide, what we can 'monetize' in order to help reinvest and grow our club further



WHAT WE NEED TO DO



- We need to **promote** our fixtures / opportunities / services / 'products' as far and wide as possible
- We need to always be **telling our story**
- We need to create **easy access** to our matches / opportunities / services / 'products'
- On the next slides I'm going to try and show you how we set out to achieve these via different all our different marketing channels....

SOCIAL MEDIA



- Simple – Are we using simple imagery that the audience can see what we're promoting / sharing just by looking at the image before they've even read any text?
- Engaging – Are we giving fans content they can interact with, that they can express an opinion on, that they can relate to?
- Accessible – Is there a link our audience can click to gain more information, make a purchase or register?

SOCIAL MEDIA



You Retweeted

Accountancy Aid @AccAid · 4h
What a day! So much has been achieved by @bromleyfc in the dozen years since...and this day was key!

Bromley FC @bromleyfc · 8h
📅 | ON THIS DAY
📍 5th May 2007
📍 Billericay Town
🔗 bromleyfc.tv/site/matchday-...
🏆 Bromley won promotion to the Conference South on this day 13 years ago!
#WeAreBromley // @CannonCars

👍 1 ❤️ 6

Bromley FC @bromleyfc · May 4
🎉 | HAPPY BIRTHDAY

From @JackHolland6 and everyone at Bromley FC we would like to wish a very Happy Birthday to @angieweaver18!

Thank you for your continued support!

🔗 📺 🎵 #WeAreBromley

0:04 | 1K views

💬 5 🔄 3 ❤️ 42 📌

Bromley FC @bromleyfc · 28 Feb
📢 Calling all CPFC supporters!

Not making the trip tomorrow? Why not join us for your football fix!

Bromley 🏠 Sutton Utd

- 💎 Reduced tickets for #CPFC season ticket holders in advance
- 📺 Brighton vs #CPFC on 9 screens!
- 🍺 FREE pint before 1pm

🔗 eventbrite.co.uk/e/bromley-v-su...

Crystal Palace F.C. Women and 9 others

👍 1 ❤️ 5 📌

Bromley FC @bromleyfc · 27 Feb

🏆 Sutton United
👤 @TheVanaramaNL
📅 Saturday 29th Feb
🕒 KO 3pm
📺 BR2 9EF

We are back at home this weekend with the added edge of a South London derby win at stake!

🔗 eventbrite.co.uk/e/bromley-v-su...

#WeAreBromley

👍 1 ❤️ 7 📌



MATCH POSTERS



- You're not alone!
- Ask your fans, sponsors, participants to help you promote your events
 - "WE NEED YOU! We'd love you to help promote our upcoming games and help us to continue to grow our crowds"
- Make posters easily available via the website so fans can download and print and display in their offices, shops, schools etc – Ask them to send you a photo so you can thank them publicly on social media etc – You'll be surprised by the response and just how many fans want to be seen publicly to be helping their beloved club
- Same goes for sponsors, email the poster ask them if they'll kindly promote our latest games – More crowds, better awareness for their sponsorship - Again ask them to send you a photo so you can thank them publicly on social media, fans view of that sponsors grows as they can see the companies genuine attempt to support the club just like the supporter
- Make sure your main sponsors branding features within the poster to give them extra exposure also



MATCH POSTERS



 **Bromley FC** 
@bromleyfc

😊 WOW! What can we say!? A huge thank you for the great response to our poster campaign, great to see so many fans, sponsors & businesses helping to promote our fixtures!

Not done so yet? Get involved 
bromleyfc.tv/site/help-us-a...

#SupportLocal #WeAreBromley



10:45 AM · Sep 8, 2019 · Hootsuite Inc.

 View Tweet activity



FOR ALL

TELLING OUR STORY



- Highlight the 'real moments' that happen within your club not just the 90 minutes of football
- Get fans to share their stories / tell our story via social media and use of a #hashtag
 - We do a 'On this Day' and 'Goal Morning' feature where we recall memorable previous matches that occurred on this day X amount of years ago, more recent ones will see fans reply with their own comments from the day or a funny story that happened, shared by the Club it then creates a conversation amongst our fanbase – Likewise with a video of a random goal every morning, everyone will have their own little story or memory related to that goal which can spark a conversation
- Creating an engaged online community via social media
- Provide regular updates via our website, email marketing

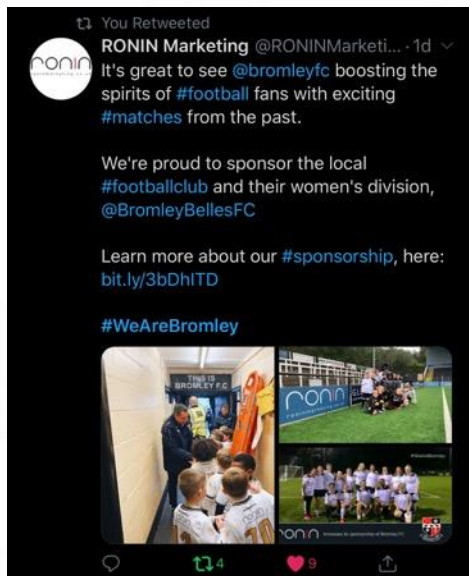


TELLING YOUR STORY - HASHTAG



- We wanted a quick and easy way to constantly, almost subconsciously, remind people that we are / want to be the heart-beat of our community, we want to be a proud ambassador / representative of our town and our people
- Why do we want that? Because in an ideal world we all want as many people and organisations as possible to feel and care as strongly about our football club as we do and to have an emotional affinity / loyalty
- This is obviously created by all the work you do; mascot opportunities, community soccer sessions, free tickets, donating raffle prizes to charities, school assemblies, but how can you summarise all of that in the shortest form possible?
- In a #hashtag – Previously it would be via your ‘Club Motto’, and potentially it still is, is your motto short? Why not use it as a #hashtag?

#WeAreBromley used by others to share Bromley related content



Sponsor



Youth Volunteer Coach



Supporters



TELLING OUR STORY – REAL MOMENTS



- How do we tell the full story of our matchdays or our community projects or our Club in general?
- Not just the 90 minute action on the field, the 'real moments' that make us all tick and gives us that satisfaction;
 - The proud parents whose kids are the mascot that day and leading the team out
 - Our Manager who goes out of his way before a game to say hello to our elderly fans
 - The mascot who scored a goal at half time on the stadium in front of a crowd
 - The man of the match who spent time talking to supporters in the bar after a game
 - The players who lost the opening game of the season but had time to shake the hand of a young supporter as they got off the team coach on the way home



We all do great work within our match days and events but if we don't document it and share it, who actually knows about the good work we are doing?



TELLING OUR STORY – REAL MOMENTS



- Video & Photos are the best way to capture these moments
- We used students from UCFB and have been able to film an almost ‘behind the scenes’ look of our match days in order to catch those ‘real moments’ and share with everyone
- We provided students with travelling expenses (our league actually reimburse us now as part of the UCFB link up) and UCFB provide students with the the equipment (camera / laptop) they need in order to film and edit a video
- The student sends us the final video and we have the opportunity to edit, tweak before uploading to our official platforms
- Make contact with your local collages / sixth forms / universities'
- No significant cost to Club





Bromley FC @bromleyfc

Despite the result Saturday a lovely moment back at Preston train station on our way home when young @bromleyfc supporter James got to meet and greet the players as they got off the coach #NonLeague #WeAreBromley




67.6K views

8:28 AM · Aug 6, 2018 · Twitter for iPhone

The difference between how Premier League and Non League players treat their own fans... 🤔

Well played Bromley! No wonder more people prefer the lower leagues. 🍌



0:35 279.2K views

9:51 PM · Aug 6, 2018 · Twitter for iPhone

2.2K Retweets 5.3K Likes

Beccehamian RFC. A Kids First Rugby Club @Be... · Aug 7, 2018

Replying to @bromleyfc

Absolute Class work @bromleyfc particularly on a long journey too , well played all the squad 🍌🍌 #WeAreBromley

<https://twitter.com/thecasualultra/status/1026571534343831552>

<https://twitter.com/bromleyfc/status/1026369339501498368>

Martin Benson @blackpoolfyld · Aug 6, 2018

Replying to @bromleyfc

Absolutely brilliant, that's what non league is all about. Real players playing real football. A moment James will remember for a long term, well done to the Bromley players

julie coates @pastystone · Aug 6, 2018

Replying to @bromleyfc

How proud you must be of your team. Made that little boys day. Priceless ❤️



FOR ALL

TELLING OUR STORY



Weekly e-newsletter



Good evening supporters, as ever we hope this email finds you safe and well! Find below a summary of the latest content from the Club to help keep you informed and occupied during this time. Wishing you all the very best from us all at Bromley FC.

Join first-team players on Instagram tomorrow



A number of Bromley first-teamers will be helping a NHS fundraising campaign set up by Hartlepool United's Myles Anderson, as they run miles for the NHS, tomorrow at 3pm.

[Click here to read more >](#)

Goal of the Month



We are revisiting each month of the 2019/20 season to bring you a 'Goal of the Month' competition. We began with July today, to see the choices and how to cast your vote visit the link below.

Matchday Replay



Last weekend we re-ran the entire 90 minutes of our clash with Sutton United from January 2019. Missed it? No problem, you can re-watch it in your own time using the link below!

[Watch here >](#)

Target 500! We've almost hit 350!



For supporters who do believe they are in a position to be able to support Bromley Football Club financially we would like to direct you to our volunteer led '100+ Club'.

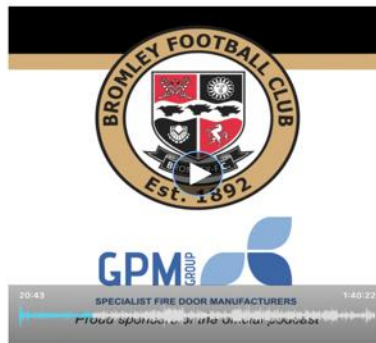
Weekly Audio Podcast

'Ravens Weekly' Bromley FC Official Podcast

edit Analytics Total plays: 625

69: Special - In conversation with Neil Smith & Mark Hammond

14 Mar, 16:04



+ Playlist Headliner Embed

Episode 69 is unexpectedly here, proudly sponsored by [GPM Group](#)! Due to the late postponement of our National League fixture with Chorley we took the opportunity to catch up in conversation with Manager Neil Smith and Academy Director Mark Hammond for a podcast special! It's a long one, an hour and forty minutes, so sit back, listen and enjoy! Don't forget to let us know your feedback!

A big thank you as always to Graeme Martin ([@MrDogstand on twitter](#)) for our fantastic opening and closing track!

We always welcome views, messages and questions from listeners and supporters. You can get involved and tweet us [@bromleyfc](#) using [#RavensWeekly](#) or email podcast@bromleyfc.co.uk

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Next

Podcast Special II - Smudge & Hammo again...

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PARTNERS / SPONSORS



- **Attraction, Affinity, Loyalty** - A reminder that those marketing principles at the start apply across everything and everyone, your fans, your participants and your sponsor
- You want to attract your partners / sponsors, you want them to become emotionally attached / care for your club / be proud of the fact they support you and ideally you want to retain them long term and where possible grow that support
- So you've done the hard bit, you've found a sponsor!
- Great! What are you giving them? What are they getting in return? You're not just going to stick a board up in the ground to be seen a few times a month are you.....
- Well, luckily because you've been marketing yourself and because you've been telling your story you actually have 'products' you can align their sponsorship to now....



PARTNERS / SPONSORS



- You've only got so many 'prime' advertising boards behind a goal, on the half way line etc so you need to be able to justify the money that sponsors want to support you with so why not align their sponsorship with elements of your own marketing / story telling.....



- Also, remember all those nice images / content that we used to promote to the outside world what our football club does and is about. Look again....

PARTNERS



Bromley FC @bromleyfc

♥ Despite the result Saturday a lovely moment back at Preston train station on our way home when young @bromleyfc supporter James got to meet and greet the players as they got off the coach #NonLeague #WeAreBromley

67.6K views 0:21 / 0:28

8:28 AM · Aug 6, 2018 · Twitter for iPhone



EASY ACCESS

- Online sales for tickets, soccer schools, services;
 - Range of different options out there and charges
 - May seem like a loss leader at first but making it cheaper when purchased in advance or online assists with being able to predict crowds / participant numbers etc allowing for better planning but also increases the sense of commitment from the supporter / attendee
- Online forms forms to speed up registrations;
 - Collect as much relevant information as you need ahead of your events / sessions / fixtures
 - The easier and straightforward the actual arrival is made the better the first impression and the better the chances of retention / **loyalty**

WHY DOES ANY OF THIS MATTER NOW?



EMAIL RECEIVED FROM MAXINE DURING COVID-19



----- Forwarded message -----

From: **Maxine** [REDACTED]
Date: Sun, Apr 26, 2020 at 10:05 AM
Subject: Season Ticket 20/21
To: <info@bromleyfc.co.uk>

Hello Bromley FC,

I'm emailing you about possibility of me getting a season ticket at Bromley FC next season. I understand that, given the current circumstances, it may not be possible to plan ahead for the new season at this stage. However, I've been so so impressed with the way you've stayed connected with your fans and, even though I only went to a handful of games this/last season (as a Chelsea ST holder) I was so impressed with the atmosphere and the matchday experience.

I've not been impressed with the Chelsea players' decision not to take a pay cut; I've known for years that Premier League players aren't in touch with the real world but this hurt me and led me to decide, as painful as it is, that I won't be attending matches at Chelsea for the foreseeable future, if at all.

Not only am I a Chelsea fan, but I'm a football fan, and have been for 40 years. Bromley FC is my local non-league club and I've decided that I'd rather give my money to you guys and girls and support my local team which is only a short bus ride away.

Thank you for making your fans feel valued, for keeping them in the loop and for making us feel a part of your club. I feel more wanted and valued at Bromley FC than I do at the club I've been supporting for 35 years.

I look forward to hearing from you.

Maxine



FOR ALL

SUMMARY



- You are what you put out

GET IN TOUCH

- jeff@bromleyfc.co.uk
- <https://www.linkedin.com/in/jeffhutton1/>
- <https://twitter.com/jeffhutton>



FINAL FIVE PRACTICAL TIPS

1. Add marketing to your committee agenda so it plays an active part of your plans and future seasons
2. Take a look at your social media channels and the free analytics they have to help you focus. Commit to those platforms and do them well
3. Keep your communications consistent and do this by using scheduling tools. Studio Creator on Facebook can be used for your FB and Instagram posts. Hootsuite and Tweetdeck are great for Twitter posts
4. Don't be afraid to ask for feedback. Use surveys, polls and questionnaires via your website and social media. They don't have to be super formal
5. Be creative. It's a simple one but it's one to remember. Marketing is fun and when you see the positive impact it has both on and off the pitch, enjoy it!

THE FA CLUB AND LEAGUE
FOOTBALL FORUM

FREE WEBINAR

HOW TO USE MARKETING TO BUILD FOR THE FUTURE

Guidance on how to communicate during times of uncertainty as well as ways in which marketing can be used now and in the future.

Time: 20:00 – 21:15

Date: 7th May 2020

Register your interest here:

<http://bit.ly/2Fx202R>



FOR ALL

OPEN DISCUSSION/QUESTIONS

- Ask Questions
- Share your own experiences
- Share your current challenges
- Solutions

If you'd like to contribute, either

1. Please type your name and club/org. into the chat box so we can effectively bring you into discussion or
2. Please type a question/comment which one of the presenters will raise



THE FA CLUB AND LEAGUE
FOOTBALL FORUM

FREE WEBINAR

HOW TO USE SOCIAL MEDIA EFFECTIVELY

A look into the range of social media channels available to clubs and leagues, how best to maximise their functionalities and save volunteer time.

Time: 20:00 -21:30
Date: Wednesday 13th May 2020
Register your interest here: <http://bit.ly/2Fx202R>



THE FA CLUB
FOOTBALL FORUM

FREE WEBINAR



THANK YOU