

MyClubPro[®]

CLUB MARKETING WORKSHOP

Potentially the most **important 90 minutes** of your pre-season!

As you make strides on the pitch, come along to our pre-season event to learn how to promote and market your football club online, support your growth, assist your volunteers and build a bright future.

Event Details

Monday 12th August @ 7pm

Kent FA HQ

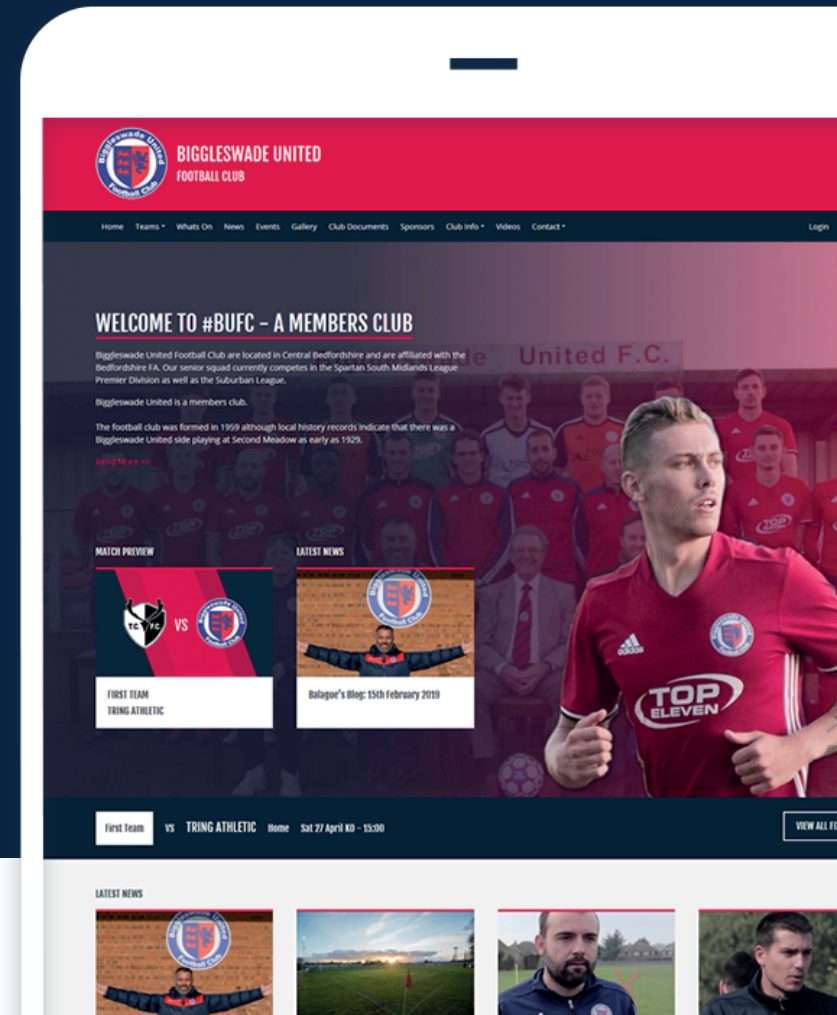
Invicta House
Cobdown Park
London Rd
Aylesford
Kent
ME20 6DQ

Book your place

Simply complete the booking form:
<http://bit.ly/KentMarketingWorkshop>



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www.myclubpro.co.uk

EVENT AGENDA

How to use social media effectively

You may – or may not - have your channels up and running but let us talk you through the benefits of each platform. Learn best practice, quick tips and ways to use analytics and insights to improve your performance online to offline.

How to engage users via your website

Every club invests in a website, serving as the heartbeat to keeping football running. With fixtures, results and other key information sorted, there are ways to take your website to the next level. Monetise, generate revenue, enhance content and make running your club a lot simpler through simple engagement.

How to create quality content

Content is king. If your club is ambitious and has aspirations for the future, the quality of content on your website is key. It doesn't have to be tricky or complicated. Let us explain the basics and some industry secrets too.

Volunteer and player recruitment

The team behind the team is as valuable as the squad of players on the pitch. We know how important it is to recruit the assets your club needs to function. Let us share some tips and guidance for how to do this best utilising traditional marketing methods to target and segment your audience.

How to save your volunteers time

Time is of the essence. With a million things to do when running a club, there are ways a good website can help your Treasurer, Fixtures Secretary, Club Secretary, parents and more! We can explain and help implement some golden ideas to your club.

How to? Ask your questions...

Lots of financial investment is given to growing clubs and increasing team numbers. Invest your time to ask us the questions you've wanted answers to but never quite found the time to ask.

Exclusive offer!



All attendees will be eligible to sign up for a new website with MyClubPro paying nothing until two months into the new season - November 1st!

For those that sign up here's the **exclusive** bit . . .



You'll have follow up workshop support access via telephone and email to our online marketing guru Charlotte Richardson
(Up to 1 hour)