



CASE STUDY

HOW TO USE MARKETING EFFECTIVELY

OVERVIEW

Bromley FC play in the highest level of the National League System. Their average attendance at home games is 1,470.

The club believes its level of consistent support is due to the way the club markets itself and communicates with the local community.

The use of marketing is a key enabler for the club. It's used to promote fixtures, fan opportunities, services and products as far and as wide as possible. The use of numerous social media platforms allows the sharing of stories with a range of different audiences.

“One of the biggest niches we have is the connectivity and accessibility of our players and the opportunity this allows us to connect with our supporters and local community. It’s not just about the 90 minutes on the pitch – it’s those real-life moments which happen at our ground and during our games which we capture and share to the wider community.”

Jeff Hutton, General Manager



20,446

Twitter followers



2,020

YouTube subscribers



6,781

Facebook check-ins

HOW BROMLEY FC VIEWS MARKETING

The club focuses on three elements of marketing:

- **Attraction**
- **Affinity**
- **Loyalty**



For the club to survive, prosper and continue to play its part and make a positive contribution to the local community, it needs to grow its fanbase and attract the ‘next generation’ of supporters.

The club must forge the emotional connection between the club and its supporters and community. How? By engaging with fans and local people, making everyone feel part of what the club is trying to achieve.

With loyalty comes great responsibility. But once earned, it allows the club to be more creative with the offerings it provides its members and spectators.

Below are a number of ways Bromley FC use marketing and communications to share its messages as far and as wide as possible.

SOCIAL MEDIA

With some impressive social media followings across a variety of platforms, the club builds its audience by following three simple steps:

- 1. Keep the imagery simple:** This allows your imagery to 'sell' the initial story or message without the need to read additional text.
- 2. Upload content which is engaging and interactive for supporters/wider community:** For example, ask questions, allowing your audience opportunities to share their thoughts.
- 3. Make the journey easy:** When directing users to another platform ensure that the journey is easy and directive. Check any additional links are working and send the user to the right destination.

WEBSITE

The website platform the club uses allows easy navigation to a number of different areas of the club. The club regularly goes through a de-cluttering process on its website to ensure the user experience is high quality and information is found in the correct areas of the club website.

The mobile-friendly format allows the information they share to be accessible to a range of different audiences. It also allows the information to be accessed continuously.

MATCH POSTERS

Social media and modern technology is a great way to connect with people en masse and in a modern way. However, the club recognises that not everyone uses these types of platforms. So they devised a way of sharing their upcoming fixture information. They ask their spectators, sponsors and participants to help promote their next game by sharing this simple message **"WE NEED YOU! We'd love you to help promote our upcoming games and help us to continue to grow our crowds."**

Matchday posters can be downloaded from the club website and everyone is encouraged to put them up in their shop windows, offices, schools etc. to help share details for the next Bromley FC match.

NEWSLETTER

The club's e-newsletter goes out to over 7,000 individuals and is a great way to summarise the weekly happenings, share a personal message from the manager or coach and promote sponsors and partnerships.

FIVE TOP MARKETING TIPS



Add marketing and communications to your club's committee agenda.



Explore social media channels and the free analytics they offer to help you focus your messages.



Keep the timing of your outbound communications consistent. Do this by using scheduling tools.



Be creative. Marketing is fun. But make sure you learn from successful initiatives and repeat them.



Don't be afraid to ask for feedback. Use surveys and polls via your website and social media.

"When we came up with #WeAreBromley, we asked ourselves whether it was too bold. But we wanted to be proud of our town, and found out that everyone else does too, including our sponsors and fans.

"So #WeAreBromley suited everyone. It meant anyone could use it to share their stories of how they were supporting not only the football club but the town too."

Jeff Hutton, General Manager

#WeAreBromley