

12 & Under Marketing Toolkit Q&A Webinar – Follow-Up

- **To download the 12 & Under Marketing Toolkit, please visit our website at:**
<https://www.usaswimming.org/club-resources/marketing-toolkit>

1. How do I build a marketing plan?

Although there are many ways to build a marketing plan, we suggest by thinking about three things: 1. Determine your programs needs and priorities; 2. Understand your target audience; and 3. Decide what is realistic for your club/program.

2. Why are there two themes of campaigns to use?

Based on member feedback, we have included an additional campaign for you to utilize. The first campaign, which is age-group themed, focuses on younger swimmers and the ability to be in the water rather than viewing a screen. The second campaign, which is Olympian themed, focuses on capitalizing on the recent successes of our Olympic athletes at the 2020 Olympic Games. Both campaigns can be used by all our USA Swimming member clubs and programs in order to best fit their individual needs.

3. How do we know which image to use where?

All images are titled according to where they should be used (such as social media, email, flyers, etc.). When you download the different resources, you can see where they should be marketed.

4. How much do social media ads cost?

You can make it as much or as little as you want – the more you spend the more views you can get on your advertisement. You don't need to be spending thousands of dollars on it. If you decide you would like to run your advertisement for multiple weeks, you can spend more money to keep in sight for your target audience. In addition, when you go into your account to create the advertisement and budget, social media platforms will show you an estimate for the number of people who will see it so you can manage your budget accordingly. Lastly, we recommend you always check the analytics after you run an advertisement. It is a great way to decide if you want to put more financial backing on specific advertisements or not in the future.

5. Who is generally on each social media platform?

In the PowerPoint presentation, we referenced a 2019 study done by the Pew Research Center. To see what demographics are on Facebook, Instagram, LinkedIn, Twitter, Pinterest and Snapchat, please reference slide 7.

6. Who is on each of my platforms?

To find out what demographics you have on your Facebook and Instagram accounts, please reference slide 9 in the PowerPoint. Unfortunately, Twitter does not allow individual access to account followers, but you can search online for general Twitter demographics.

7. Who do I reach out to for additional questions?

Reach out to your Team Services Zone staff member for additional questions.

Central Zone: Jay Chambers (jchambers@usaswimming.org)

Western Zone: Juan Caraveo (<mailto:jcaraveo@usaswimming.org>)

Eastern Zone: Kaitlin Pawlowicz (<mailto:kpawlowicz@usaswimming.org>)

Southern Zone: Brendan Hansen (<mailto:bhansen@usaswimming.org>)