



# MARKETING TOOLKIT WEBINAR

17 AUG 2021

# ***BUILDING A MARKETING PLAN***

- Determine Your Program Needs & Priorities
- Understand Your Target Audience
  - What is important to parents/guardians in your area?
    - *Swimming is Fun?*
    - *Fitness is important?*
    - *Achievement matters?*
- Decide What is Realistic for Your Club
  - Resources
    - Budget
    - Volunteers
    - Time
    - Space/Availability



# TOOLKIT CREATIVE

- <https://www.usaswimming.org/club-resources/marketing-toolkit>
- Age Group Theme
- Olympic Theme



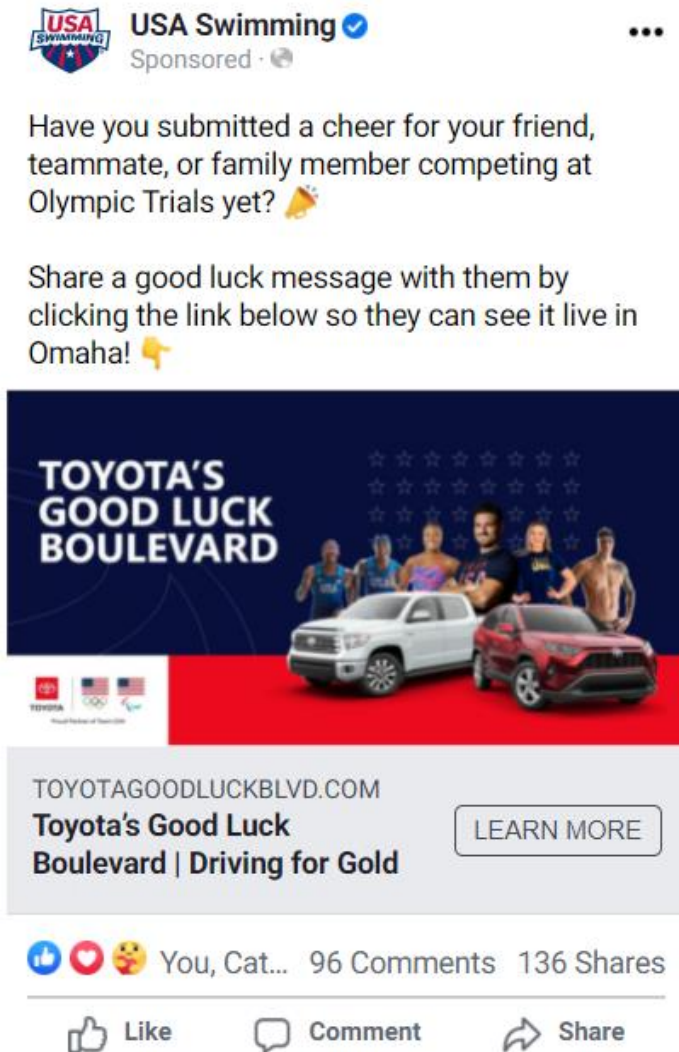




# ***SOCIAL MEDIA TACTICS: AD VS POST***

- Social Media Posts:
  - Creates community
  - Showcases team/program personality
  - Influenced by the algorithm
- Social Media Ads:
  - Ensures your most ideal customer sees your ad
  - Allows people outside of your "circle" to see your page
  - Guarantees you're getting your ad in front of the right people




# SOCIAL MEDIA TACTICS: AD VS POST



**USA Swimming**  Sponsored · 


Have you submitted a cheer for your friend, teammate, or family member competing at Olympic Trials yet? 📣




Share a good luck message with them by clicking the link below so they can see it live in Omaha! 📣

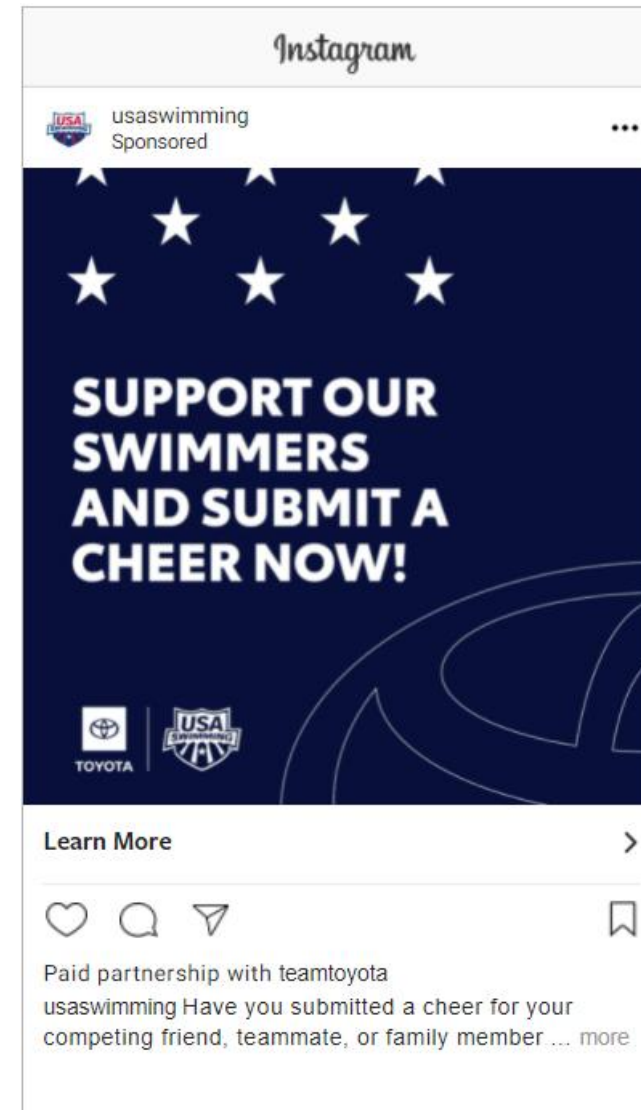


**TOYOTA'S GOOD LUCK BOULEVARD**


[TOYOTAGOODLUCKBLVD.COM](http://TOYOTAGOODLUCKBLVD.COM)  
**Toyota's Good Luck Boulevard | Driving for Gold** [LEARN MORE](#)

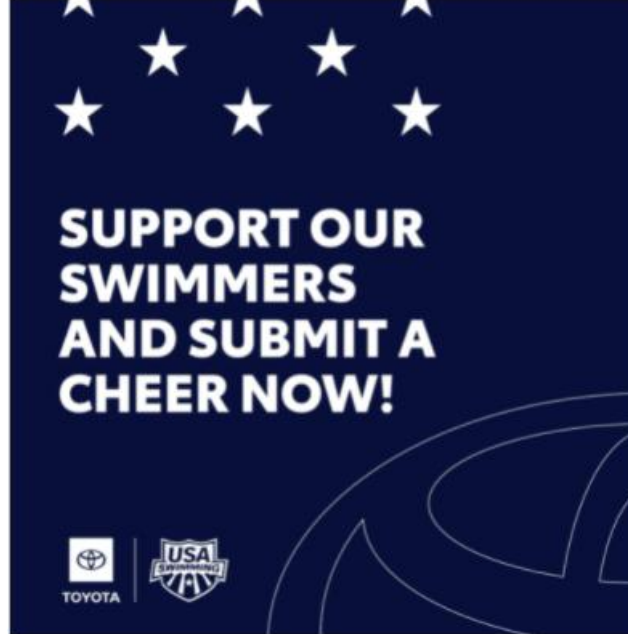
 You, Cat... 96 Comments 136 Shares

 Like  Comment  Share






Instagram





 usaswimming Sponsored



**SUPPORT OUR SWIMMERS AND SUBMIT A CHEER NOW!**

[Learn More](#) 

Paid partnership with teamtoyota  
usaswimming Have you submitted a cheer for your competing friend, teammate, or family member ... [more](#)



# ***SOCIAL MEDIA TACTICS: Target Audience***

- Tailor messaging/placement based on audience
  - Ask yourself:
    - *Is this platform where my target audience spends their time?*
    - *Does my caption/title grab attention, make sense AND get the key points across?*
    - *Gut check – Put yourself in the shoes of your audience. Does your ad send the right message to make them want to discover more?*
- Find out WHO your social audience is by looking into your audience insights



*% of U.S. adults who use ...*

	<b>Facebook</b>	<b>Instagram</b>	<b>LinkedIn</b>	<b>Twitter</b>	<b>Pinterest</b>	<b>Snapchat</b>
Total	69%	37%	27%	22%	28%	24%
Men	63%	31%	29%	24%	15%	24%
Women	75%	43%	24%	21%	42%	24%
Ages 18-29	79%	67%	28%	38%	34%	62%
30-49	79%	47%	37%	26%	35%	25%
50-64	68%	23%	24%	17%	27%	9%
65+	46%	8%	11%	7%	15%	3%
White	70%	33%	28%	21%	33%	22%
Black	70%	40%	24%	24%	27%	28%
Hispanic	69%	51%	16%	25%	22%	29%
High school or less	61%	33%	9%	13%	19%	22%
Some college	75%	37%	26%	24%	32%	29%
College graduate	74%	43%	51%	32%	38%	20%
Urban	73%	46%	33%	26%	30%	29%
Suburban	69%	35%	30%	22%	30%	20%
Rural	66%	21%	10%	13%	26%	20%

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

PEW RESEARCH CENTER





*Among U.S. adults who say they use \_\_\_\_, the % who use each site ...*

<b>Platform</b>	<b>Less frequently</b>	<b>Weekly</b>	<b>Daily</b>
Facebook	12%	17%	70%
Snapchat	19%	21%	59%
Instagram	20%	21%	59%
Twitter	27%	27%	46%
YouTube	16%	29%	54%

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER





# ***SOCIAL MEDIA TACTICS: Target Audience***

- Look into your own social media analytics:
  - Facebook:
    - Must be team page admin
    - Go to profile > Manage page section > insights > People
  - Instagram:
    - Log in to team profile > Go to Profile > Insights > Audience



# ***SOCIAL MEDIA TACTICS: TIPS***

1. Make sure your profile makes a good first impression
  - *Do you have clear profile/cover/post images and videos?*
  - *Are the ALL the sections of your profile filled out AND is the information up to date?*
2. Profile = Your team/program personality – What do YOU want people to see?
3. Balance post messaging by changing it up each post.
  - Try to post one of each at least week:
    - Growing the grassroots
    - Promoting fun/personality of your team
    - Celebrating your team/program wins







## SOCIAL MEDIA INSTRUCTIONS

### Objective:

Facebook ads are an easy and effective way to help get publicity for your club! By using Facebook ads, you can promote your social media post on Facebook feeds of those in your area, people who are interested in swimming, parents, young athletes and more. This simple method not only gets more eyes on the content you post, but it gets your content and promotional materials in front of the correct people. Get started today by walking through the steps below!

### Steps:

**Get Started:** Open your club's Facebook page and scroll through the "Manage Page" options that should be on the left side of your screen. From there, select "Ad Center" and click "Create an Ad".

**Creative:** Update the text and image in the "Ad Creative" section. If you would like to promote a post that is already on your page, select "Use a Post" and click the content that is already on your page.

**Audience:** Make sure the correct people see your ad. By clicking the pencil image in the "Audience Details" section, you can target general demographics, such as age and location, as well as more specific interests such as swimmers, swim lessons, parents or sports. To make your audience more specific, type in keywords to the "Detailed Targeting" search box.

**Duration:** Choose how long your ad will run for.

**Daily Budget:** Adjust the amount you are spending per day on your ad. The higher the amount, the more people your ad will reach.

**Review:** Before going live, ensure that the correct credit card is listed under "Payment Method". Facebook will provide a daily estimate of how many people will be reached with your current set-up. If this is lower than desired, you'll need to adjust targeting or increase your daily budget.

