

Digital Marketing Guide for clubs

DEVON CRICKET BOARD



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Importance of Digital Marketing

The first place people will look to find information about your club is online. It is the quickest and most accessible way for someone to find out about your club, which is why it is important for your club to show itself in the best possible light online. This is where digital marketing comes in.

In simplistic terms, digital marketing is the promotion of your sports club using one or more forms of electronic media. Today, digital marketing mainly involves the use of the internet and differs from traditional marketing in that you can respond quickly to queries, join in conversations and take on board any feedback straight away. It gives your potential and existing members and volunteers access to information any time and any place they want it. It is accessible, quick, cost-effective and user-friendly once you know how.

There are a number of channels which your club can use for digital marketing. This guide will focus on the two biggest channels: social media and your club's website.



Social Media

Social media allows conversations to happen between your club and the people important to your club, whether that's your members, volunteers, players, supporters, parents or sponsors. Over 60% of people in the UK actively use social media, which makes it an important channel for your club's digital marketing strategy.

Using social media can be beneficial to your club, as it can add a more informal and personal touch to your marketing and, by creating a strong online community, you will strengthen your club in the 'real world'. Social media and social networking sites are accessible, quick, cost-effective and user-friendly once you get going.

Before you get started you should think about what social media platform is right for your club. Consider:

- How your club wants to use social media and what you want to achieve.
- Which social media sites are the most popular with your target audience (e.g. members / parents / players / sponsors etc.).
- The resources you need, including who has the skills to manage your club's social media presence.



Facebook

Facebook is the most popular social media platform with 2.2 billion active users, which makes having a strong presence on the platform a high priority.

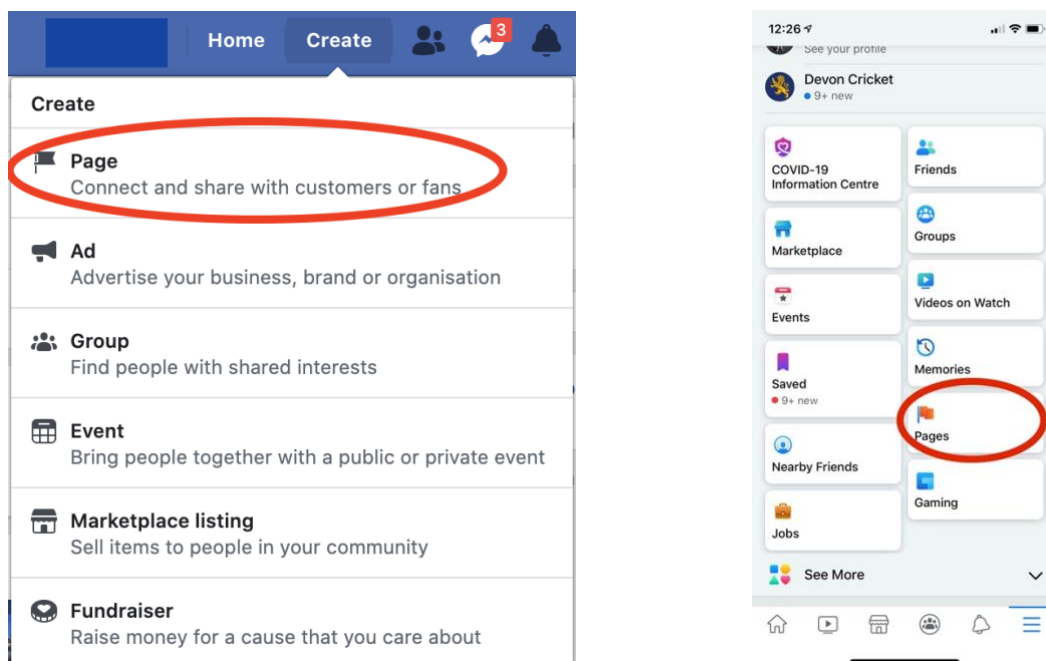
Benefits of Facebook:

- You will be searched for on Facebook!
- You can engage with your audience.
- Allows you to build valuable relationships and a sense of community.
- Allows you to showcase your events, etc.
- You can analyse how your posts are doing, and who's seeing and engaging with your posts with Facebook Insights.

Setting Up

The best way to start your club's presence on Facebook is by setting up a Facebook Page.

You can do this really easily from your personal Facebook account:

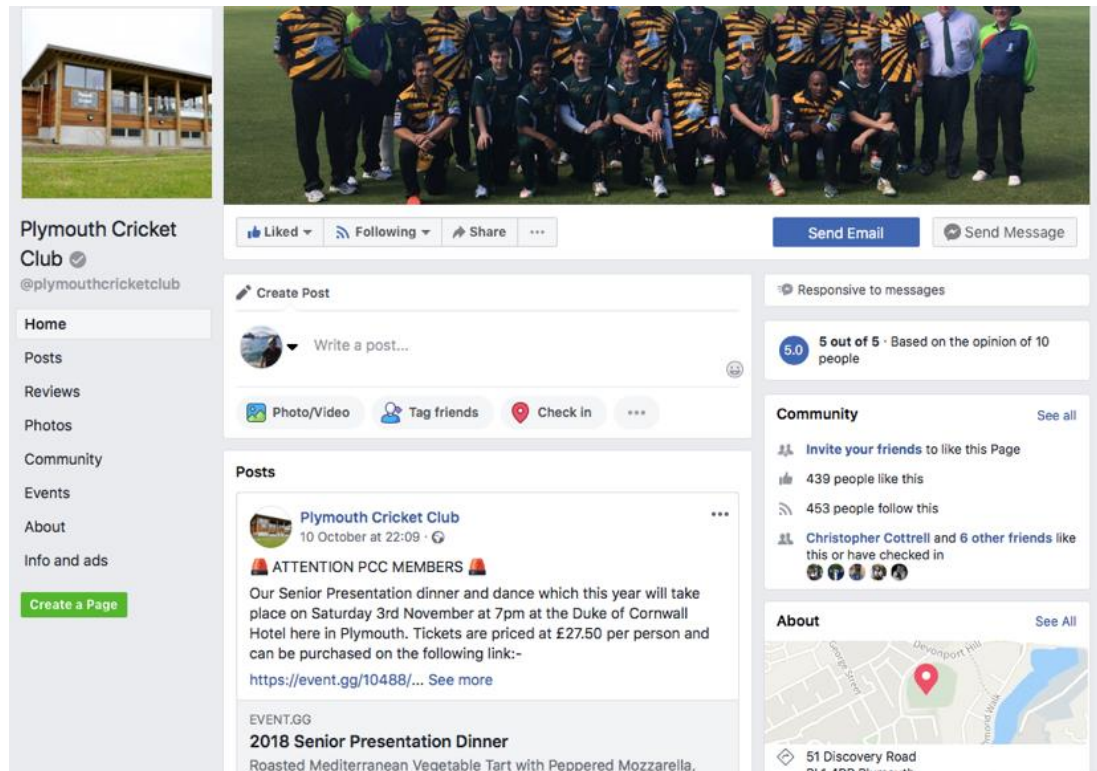


It is preferable to set up a Page rather than a Group due to the public nature of Pages.

When people search for your club on Facebook, they will always look to see if there is a Page for your club before they look for a Group. That's not to say your club should not also

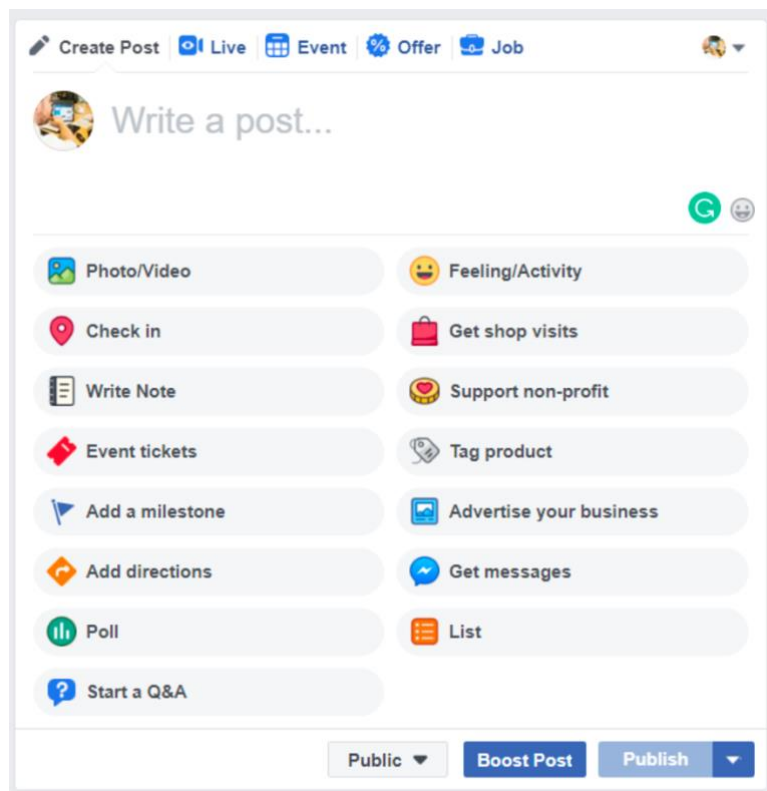


have a Facebook Group, though this is discussed further on in the guide. Facebook Pages also rank better on Google searches.



Facebook Insights

Facebook also has plenty of features that allow you to vary your content more than any other platform, such as Facebook Stories, Call-to-Action buttons or Polls.



Facebook Live

Facebook also allows you to post live videos. This can provide you with a unique opportunity to showcase personality the people behind the club. Live videos tend to have a high engagement rate as your followers are notified when you start a live video, and they can be a great way of varying your content. Followers can comment on your video & interact with you directly and it is also possible to schedule live videos and to promote them.

Potential live content ideas include:

- Hosting live Q&A sessions
- Sharing exciting news & updates
- Showcasing live events/sessions
- Interviews

Facebook Advertising

Facebook advertising allows you to reach a new specific target audience based on location, gender, interests, age, whether or not they like your page, etc.

Tips for Facebook advertising:

- Always include a call-to-action and/or a question.
- Make sure you know **who** your audience are.
- Consider the purpose of the boost/advert.
- Use a striking image – 20% text rule (No more than 20% text in an image).
- Use your Insights to increase success.

Facebook Groups

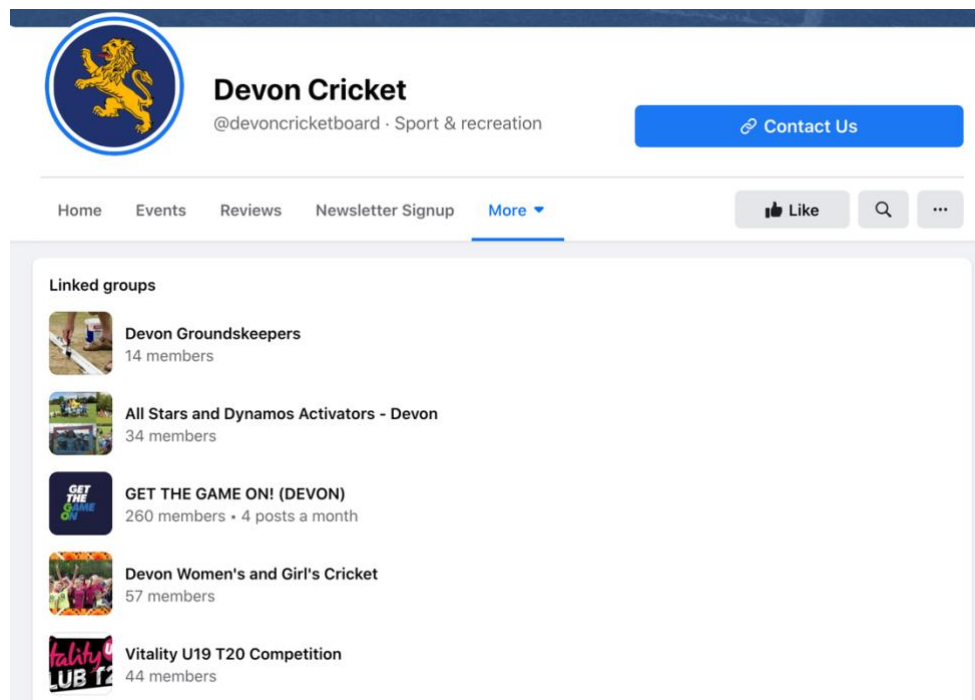
Facebook groups offer the opportunity to engage with a specific target audience with high levels of engagement. It can act as another avenue for you to share your content, increase your reach and draw people to your business page. Groups help you build, cultivate and expand your Facebook community.



Yelverton Bohemians Cricket Club Fans & Followers
262 members

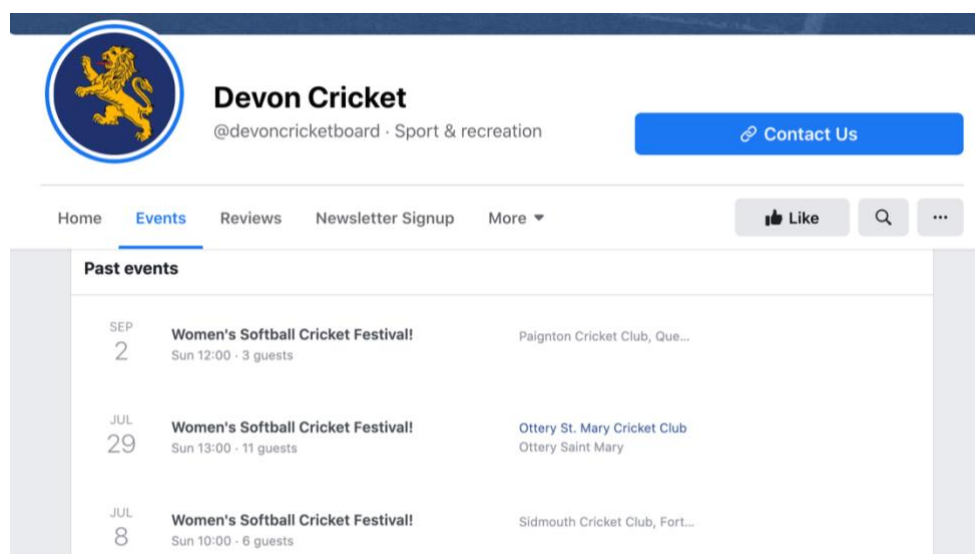


You can use groups that run from your Page as an opportunity to keep your audience engaged and create a community around your Page. They can also act as an opportunity to diversify your Page. You can also join Facebook groups as your Page.



Facebook Events

You can use Facebook events as a powerful avenue not only to advertise events and courses, but to manage attendees and to drive up interest. Events can be used for softball festivals, coaching courses, safeguarding events, AGMs, fixtures, etc.



Good practice examples:



Top Facebook Tips:

- Set up your club with a public Page
- Create Groups linked to your Page to engage further with people
- Post regularly with engaging and varying content
- Consider Facebook advertising
- Use Insights to learn which posts engage best with your audience
- Use media in all your posts (photos, videos, GIFs and links)



Twitter

Twitter is a fast-paced, 'short and sweet' platform on which you can only post 280 characters at a time. If something is happening in the world, it will be on Twitter. Whilst not as widespread as Facebook, Twitter still has over 450 million active users worldwide with a supportive business and sporting community.

On Saturday afternoons Twitter is full of scores and updates from clubs and the best way to find out what is going on in games across the county, such as this example from Bradninch:



Benefits of Twitter:

- Allows you to increase awareness of your club, its initiatives, events, etc.
- Allows you to engage with a targeted audience at all times.
- Can increase website traffic.
- Allows you to engage with other clubs, players, schools, professionals, etc.
- It is an excellent way to maximise the impact of events, e.g.: #CWC19
- Can help drive enquiries and bookings.
- Ideal platform for live events. E.g.: match updates.



Hashtags

A hashtag is clickable and makes your tweets easily searchable. Hashtags increase engagement with your target audience and should be included in all tweets. Hashtags can be used at the end of tweets (no more than three or four) and in your Twitter profile bio. Examples of hashtags include: #CWC19, #ThisGirlCan, etc.

Hashtag Tips:

- Hashtags cannot include special characters (such as !,.,?£)
- Hashtags cannot have spaces
 - I.e.: if you type #This Girl Can the hashtag will only be #This
- It is considered best practice to capitalise the first letter of every word in a hashtag (e.g.: #ThisGirlCan as opposed to #thisgirlcan) because:
 - Increases readability
 - Avoids potentially misreading the hashtag

Networking Hours

One of the features of Twitter is the networking hours that occur on a weekly basis. Some of the local networking hours are:

- #DevonHour – Wednesday's 8pm-9pm
- #ExeterHour – Thursday's 8pm-9pm

The perfect tweet

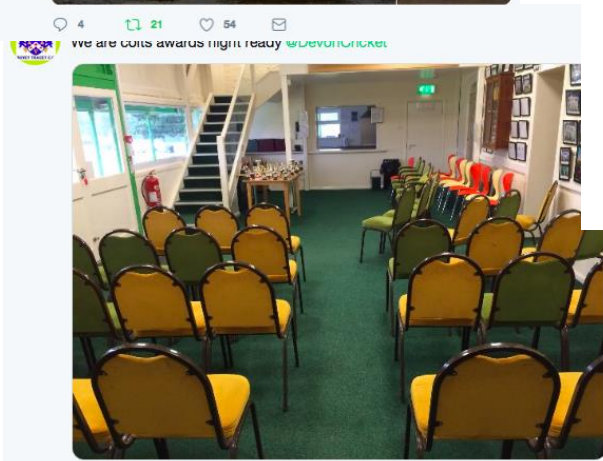
- Uses a catchy statement or a rhetorical question – essentially encourages action.
- Has a link to a website OR
- Uses an image (each tweet can have up to four photos).
- Uses relevant hashtags (no more than four).
- If relevant, tags other Twitter users by using their 'handle' e.g.: @DevonCricket
- Uses emojis (again, no more than four and ensure they are relevant).

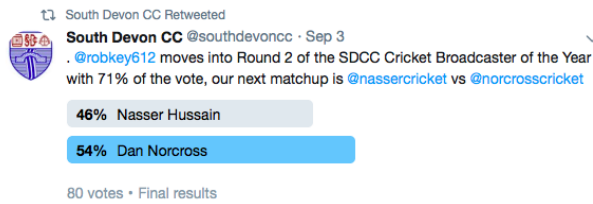
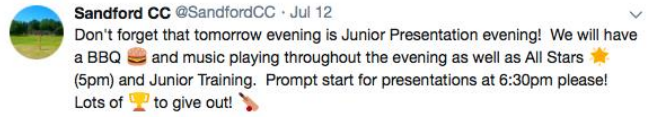


Twitter Lists

Twitter allows you to create lists that helps you engage, tweet and retweet with purpose. They can help you build loyalty and relationships more easily. They can target clubs, cricket accounts, schools, other sports clubs, sponsors, business partners, etc. Lists can be either public or private.

Good practice examples:





Top Twitter Tips:

- Post regular, engaging content
- Use media (images and videos)
- Use hashtags
- Tag @DevonCricket



Instagram

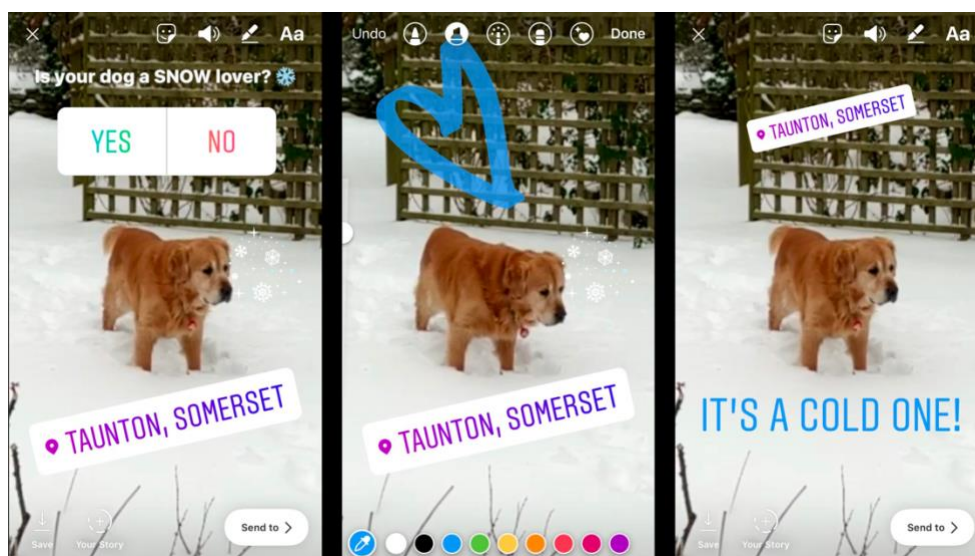
Instagram is a photo and video sharing platform characterised by its high engagement levels and its younger demographic (57% of 18-29-year-olds have an account). Instagram is a great platform for increasing awareness of your club.

Building followers:

- Follow others!
- Create a business profile
 - Will give you access to Instagram Insights
- Use hashtags
 - “Magic number” is 11+ (maximum of 30)
- Utilise trending and widely used hashtags
 - You will need to do some # research
- Follow relevant hashtags
- Use apps and features to spice up your account (see SECTION)
- Make the most of Instagram stories


Instagram Stories

Stories are photos or videos that are available for your followers to see for 24 hours. Stories appear at the very top of the Instagram feed, which invites users to watch them and gives them a high level of engagement. Stories are one of the most important ways that content is “digested” on Instagram.

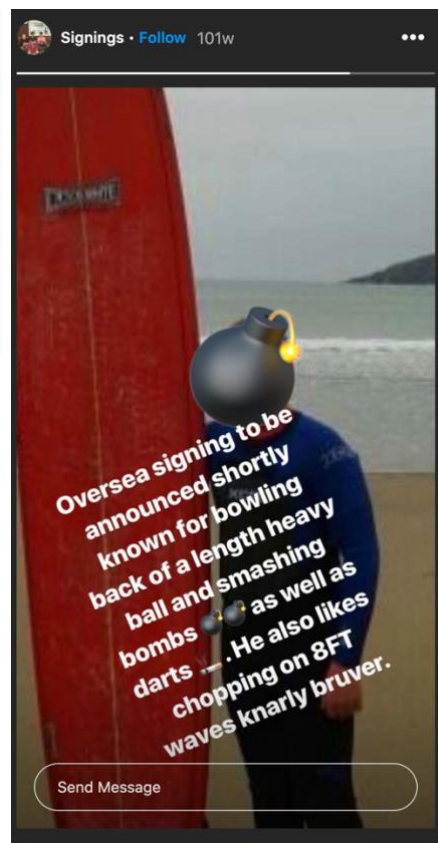


Instagram Highlights

Highlights are curated collections of your Stories that can be watched at any time and live permanently on your profile. Highlights are located directly under your bio on your profile, so they are the perfect place to direct followers to your most valuable and interesting content that you want users to see first.

In order to be able to use your old Stories, you need to ensure that they are being archived. This is really easy to do: open your settings, go to 'Privacy and Security' -> 'Story Controls' and then make sure 'Save to Archive' is toggled on. You can find your archived stories at the top left of your profile page under the  symbol.

Good practice examples:



Top Instagram Tips:

- Post regular, engaging content
- Use hashtags
- Use Stories
- Create Highlights from your Stories to complement your profile page



Websites

A website can be a really powerful way to let people know about what your club can offer them. However, with so many free digital marketing options out there, it's worth spending some time to decide how a website fits into your marketing strategy.

If you think about your website like a shop window, it is important to make people stay and explore more. You need to be prepared to keep it current, up to date and give people the information they want and need.

Benefits	Challenges
<ul style="list-style-type: none"> • Can be accessed by anyone, anytime and anywhere. • Ideal for promoting your club - show who you are, what you do and how to get in touch with you. • Communication centre - share good news or any important updates from your club, it can be a focal point for your social media channels. <ul style="list-style-type: none"> ○ It is a great place to publish match reports and promote club sponsors. 	<ul style="list-style-type: none"> • Targeting the right people - unlike some other forms of marketing it is difficult to make sure you reach the right people and don't get lost amongst the mountains of online information. • Maintenance - with your website being open 24/7 it is important to make sure it is working well, up to date and with new content, so people know that it is active. • Creativity - thinking up interesting content on a regular basis can be challenging.

For cricket clubs, you can use your playcricket.com website or you can create your own. Whichever option you choose, or even if you choose to do both, it is important to update it regularly with news and reports. Sport England have some [content tips and ideas](#) which can prove useful for your website.



Google Analytics

Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyse in-depth detail about the visitors on your website and provides valuable insights that can help you to shape the success strategy of your business.

You can add Google Analytics to get insights into your website views and traffic [here](#).

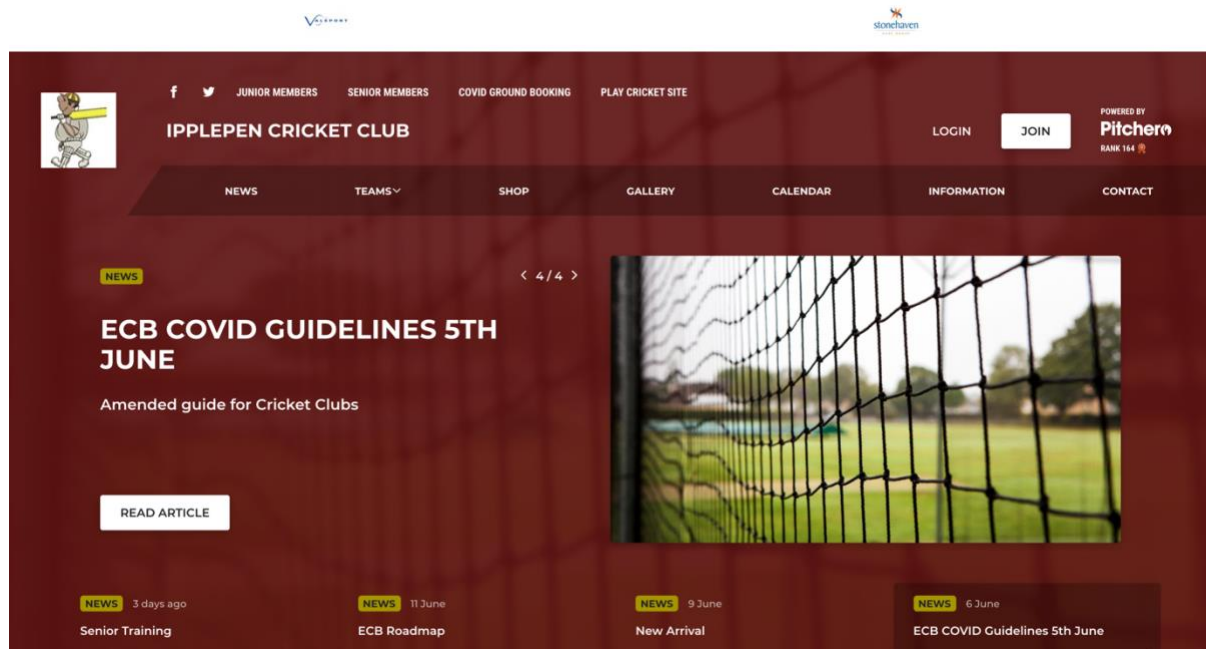
Good practice examples:

<http://cornwood.cc>

The screenshot shows the homepage of the Cornwood Cricket Club website. At the top, there is a dark green navigation bar with the club's logo and the hashtag #UpTheWood on the left. The navigation menu includes links for HOME, ONLINE BOOKINGS, CRICKET, CLUB, EVENTS, ABOUT, NEWS CENTRE, and CONTACT. Social media icons for Facebook and Twitter are on the right. Below the navigation bar is a large green banner with the text "Welcome to Cornwood Cricket Club" and the club's crest. Underneath the banner is a photograph of a cricket match in progress on a green field. To the right of the main content area, there are three sections: "DEFIBRILLATOR ON SITE" with an AED location icon, "RECENT POSTS" with a list of five articles, and "CLUB SPONSORS" with three logos.



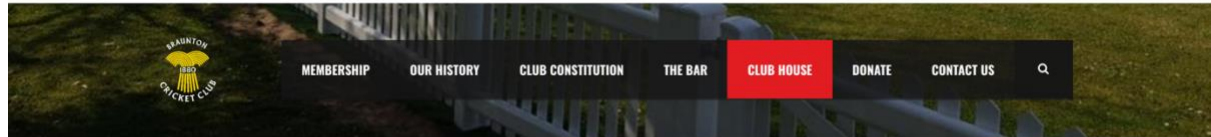
<https://www.pitchero.com/clubs/ipplepen/>



<https://www.brixhamcricketclub.co.uk>



<http://brauntoncricketclub.co.uk>



ABOUT CLUB

American football, referred to as football in the United States and Canada, and also known as gridiron, is a sport played by two teams of eleven players on a rectangular field with goalposts at each end. The offense, the team with control of the oval-shaped football, attempts to advance down the field by running with or passing the ball, while the team without control of the ball, the defense, aims to stop their advance and take control of the ball for themselves.

The offense must advance at least ten yards in four downs, or plays, or else they turn over the football to the opposing team; if they succeed, they are given a new set of four downs. The team with the most points at the end of a game wins.



COACH'S WELCOME

<http://budleighsaltertoncricketclub.co.uk>



Marketing Materials

- [Register for the ECB resource hub](#) to access official marketing materials
 - [How-to-guide](#)
- Create your own images/posters/flyers using [Canva](#)
- Create photo and video grids using – Photogrid (app)

○ E.g.:



- Alter text on social media posts (italics, bold, etc.) using [Yaytext](#)

○ E.g.:



NEW ECB GUIDANCE ON PREPARING CLUBHOUSES FOR THE RETURN OF CRICKET

The ECB have released guidance on preparing clubhouses and grounds for when recreational clubs can return to playing cricket ➡

devoncricket.co.uk/page.php?id=46...



4:57 PM · Jul 2, 2020 · Twitter Web App

2 Retweets 1 Like



Free Training & Useful Links

- Google – [fundamentals of digital marketing course](#)
- Google – [digital garage webinars](#)
- Google [analytics academy](#)
- Sport England – [Digital Marketing tips and guides](#)

Software & Timesavers

Scheduling:

- Facebook allows you to schedule posts directly from the platform or via the Facebook Pages app.
- Twitter posts can be scheduled using the TweetDeck website
- Instagram posts can be scheduled using Hootsuite
- Also consider 'Live' benefits & quick response

Timesaver tips:

- Download all social media apps to your phone
- Utilise features, such as Twitter lists and following hashtags
- Develop a Social Media Strategy/Content plan



Social Media Safety & Policies

It is vitally important to stay safe online and while using social media. While social media provides excellent tools for helping your club engage with members and the public, there are a number of potential risks which can affect both individuals and sports clubs alike, such as:

- Cyber-bullying
 - E.g.: posts which are upsetting to people and are often inaccurate
- Causing offence to individuals or other clubs/organisations
- Exposure to inappropriate content, nasty comments and pictures

Developing a social media policy that provides guidance on how to social media should be used and managed to protect your club and its members is a good place to start. You don't need to start from scratch, here are some resources you can use to help guide you:

Sport England – [Information of social media safety](#)

CPSU – [Sample online safety and social media policy](#)

ECB – [Guidance for clubs on the use of Social Media, texts, apps, email and messaging services](#)

ECB – [Photography, Filming, and Social Media broadcast guidelines](#)

ECB Resource Hub – [How-To-Guide](#)

