

# Marketing and Promotions

## Ways to Generate Publicity

A media release can be a helpful tool to generate media interest in your event or promotion. Remember, your media release should tell the reader (journalist) something new that will make them want to report it on their website, paper or station.

### **MEDIA RELEASE**

Securing an Ambassador is a great way to influence groups of people and media to engage with your event or product. Eg; If you would like more sports groups to attend, secure a prominent sports person in your community to promote your event.

### **AMBASSADORS**

An event or campaign launch could be a great way to show off what you're trying to promote. Invite your stakeholders and media to tell them your plans. Think about something that might interest local media to encourage them to attend.

### **HOST AN EVENT**

Partnering with a charity is a great way to support a cause your club is passionate about, while generating publicity for both the charity and your club. Many charities have established links with media and a loyal supporter base.

### **PARTNER WITH CHARITY**

## **WHAT DO YOU WANT TO ACHIEVE?**

Before you can begin to think about ways to generate publicity for your club or a specific event, you need to know what you'd like to achieve. Would you like more people to attend, buy tickets to a function, purchase membership? Write down your dream result, then think about ways you can achieve it.

### **SOCIAL MEDIA ADVERTISING**

Facebook, Instagram and Twitter all have platforms that allow you to target your desired audience. Create an advertisement tailored to your audience, then engage a digital agency to help you target a specific group of social media users. Eg; Males, 18-24, within 50km of your club.

### **CONTENT**

Develop engaging content that will bring people to your website or social media platform. It might be a story on a local jockey, or a story about how your club has done something good for the community. Video content is a great way to engage audiences. Anyone can film a video on their mobile phone.

### **SOCIAL CAMPAIGN**

Run a social media campaign that encourages audiences to engage with your page or website. It might be a competition using a #hashtag or asking your audience to submit a photo or video. It could also be a good way to collect customer data, such as email addresses.

### **EMAIL CAMPAIGN**

Email campaigns are a great way to talk directly to your members and customers. An email campaign could help increase your ticket or membership sales. An effective email campaign should include an offer with a call to action. EG; Purchase tickets early and save 20%.