

**MAKE
THE
GAME**
LIVERPOOL

MARKETING + COMMUNICATIONS



INTERNATIONAL
NETBALL
FEDERATION

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DELIVERED BY:



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Introductions



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OBJECTIVES + LEARNING OUTCOMES

- To understand the importance and power of marketing and communications
- To understand how marketing and communications has changed including the rise of digital marketing
- Tips for best practice
- How to use the INF's marketing and communications tools and resources to help promote your association



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TODAYS SESSION

- Presentation
- Workshops / tasks



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WHY IS MARKETING IMPORTANT?

- It informs
- It sustains
- It engages
- It sells
- It grows
- Engagement
- Reputation
- Awareness
- Relationships
- Revenue



WHAT MARKETING DO YOU DO?



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SWOT ANALYSIS



HOW HAS MARKETING CHANGED?

DIGITAL MARKETING



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WHAT IS DIGITAL MARKETING?

“Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels to connect with current and prospective customers”



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WHY DIGITAL MARKETING?

- Globally, there are over 2.38 billion monthly active users on Facebook
- More than 500 million people use Instagram every day
- There are 369 million monthly active Twitter users as of 2018
- 97% of marketers are using social media to reach their audiences
- 20% of people will read the text on a page, but 80% of people will watch a video
- Emails that display incorrectly on mobile may be deleted within three seconds.
- There are over 6.69 billion email accounts
- 89% of people on smartphones are using apps, while only 11% are using standard websites.



THE STRUGGLES...

**WHAT DO YOU STRUGGLE WITH MOST WHEN IT
COMES TO MARKETING + COMMUNICATIONS?**



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FEAR



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DIGITAL MARKETING TOOLS

Social media

Enhanced offline

Email

Radio

Content

TV

PPC

Phone

SEO

App

Affiliate

Website



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TIPS FOR BEST PRACTICE SOCIAL MEDIA

- Conduct a social media audit
- Create a plan
- Determine platforms
- Know your audience
- Content is king
- Quality over quantity
- Use the right tools
- Be responsive
- Engage
- Keep up to date with trends
- Track performance
- Learn from others



TIPS FOR BEST PRACTICE EMAIL

- Conduct an audit
- Create a plan
- Determine the best platform
- Content is king
- Quality over quantity
- Use the right tools
- Segment emails
- DO NOT SPAM
- Track links
- Track performance



TIPS FOR BEST PRACTICE CONTENT

- Establish a direction
- Tone of voice
- Create a plan
- Blogging
- Keep content updated
- Use visuals
- Short + sweet
- Engaging
- Punctuation, grammar + flow



TIPS FOR BEST PRACTICE WEBSITE

- Audit
- Customer journey (3 clicks)
- Create a plan
- Clear navigation
- Keep content updated
- Google analytics
- Use visuals
- Tell a story
- Connect / contact buttons
- Call to actions
- Simple, easy copy
- Mobile compatible



STRATEGY



INF

- App
- Blogs
- Newsletter
- Press Releases
- Social Media
- Videos
- Grace
- Website



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