MARKETING + COMMUNICATIONS
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Introductions
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
TODAYS SESSION

- Presentation

- Workshops / tasks
WHY IS MARKETING IMPORTANT?

- It informs
- It sustains
- It engages
- It sells
- It grows

- Engagement
- Reputation
- Awareness
- Relationships
- Revenue
WHAT MARKETING DO YOU DO?
SWOT ANALYSIS

- Strengths
- Weaknesses
- Opportunities
- Threats
HOW HAS MARKETING CHANGED?

DIGITAL MARKETING
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”
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?
FEAR
<table>
<thead>
<tr>
<th>Digital Marketing Tools</th>
<th>Enhanced offline</th>
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<td>Social media</td>
<td>Radio</td>
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<td>Email</td>
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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

1. Research
2. Define Target Audience
3. Create Unique Story
4. Create Art/Production Phase
5. Promote through Diversified Channels
6. Create Conversation
7. Measure & Analyse
8. Key Learnings
INF

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