



**AN ATHLETE
TODAY**

**A LEADER
TOMORROW**



ATLT

MARKETING STEPS IN RUNNING A SPORTS CLUB

PR, SOCIAL MEDIA, AND LOCAL COOPERATION



Co-funded by
the European Union

1.

**PUBLIC RELATIONS (PR)
FOR YOUR CLUB**

2.

**ADVERTISING ON
SOCIAL MEDIA**

3.

**COOPERATION WITH
LOCAL ASSOCIATIONS**

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MARKETING STEPS IN RUNNING A SPORTS CLUB

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

- **BUILD CREDIBILITY, ATTRACT MEMBERS, SECURE SPONSORSHIPS**

- **DEFINE IDENTITY: MISSION, VALUES, GOALS**
- **EMPHASIZE: ATHLETE DEVELOPMENT, COMMUNITY INVOLVEMENT, COMPETITION SUCCESS**
- **CREATE A STRONG BRAND IDENTITY & SLOGAN**
- **USE TRADITIONAL & DIGITAL PR CHANNELS**

DEFINE CLUB IDENTITY

- **MISSION** - Purpose and what the club stands for
- **VALUES** - Integrity, teamwork, respect, discipline
- **GOALS** - **SMART** objectives (growth, outreach, visibility)

(Specific, Measurable, Achievable, Relevant, and Time-bound)

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

ATHLETE DEVELOPMENT

- **FOCUS ON GROWTH: PHYSICAL AND MENTAL**
- **TRAINING PROGRAMS AND QUALIFIED COACHES**
- **SUCCESS STORIES (E.G. SCHOLARSHIPS, MEDALS)**
- **PERSONALIZED GUIDANCE FOR ALL LEVELS**

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

COMMUNITY INVOLVEMENT

- **HOST CHARITY EVENTS, WORKSHOPS, INCLUSIVE PROGRAMS**
- **VOLUNTEER ENGAGEMENT AND COMMUNITY SERVICE**
- **POSITIVE IMPACT: ACTIVE, CONNECTED ENVIRONMENT**

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

COMPETITION SUCCESS

- **HIGHLIGHT ACHIEVEMENTS** – medals, wins, rankings
- **RECOGNIZE TALENT** – celebrate athletes, coaches, teams
- **SET GOALS** – major tournaments, regional leaders
- **SUPPORTIVE CULTURE** – club values, sportsmanship, teamwork

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

CLUB SLOGAN & BRAND IDENTITY

- **SLOGAN = SHORT, MEMORABLE, ACTION-ORIENTED PHRASE**
- **EXAMPLES:**
 - **“Train Hard, Play Fair”**
 - **“Stronger Together, Faster Forever”**
 - **“Lead the Way, Play the Game”**
 - **“Building Champions On and Off the Field”**
- **ENSURE BRAND CONSISTENCY: LOGO, COLORS, TAGLINE, TONE**

1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

CLUB SLOGAN & BRAND IDENTITY



1. PUBLIC RELATIONS (PR) FOR YOUR CLUB

PR CHANNELS TO USE

- **PRESS RELEASES** - **Events, Achievements, News**
- **WEBSITE & BLOG** - **Updates, Interviews, Training tips**
- **NEWSLETTERS** - **Announcements, Success, Sponsorships**
- **ENGAGE COMMUNITY** - **Public Events, School Programs, Free Classes**

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2. ADVERTISING ON SOCIAL MEDIA

- **CONNECT DIRECTLY WITH COMMUNITY AND ATTRACT MEMBERS**
- **BUILD VISIBILITY, BRAND RECOGNITION, AND ENGAGEMENT**

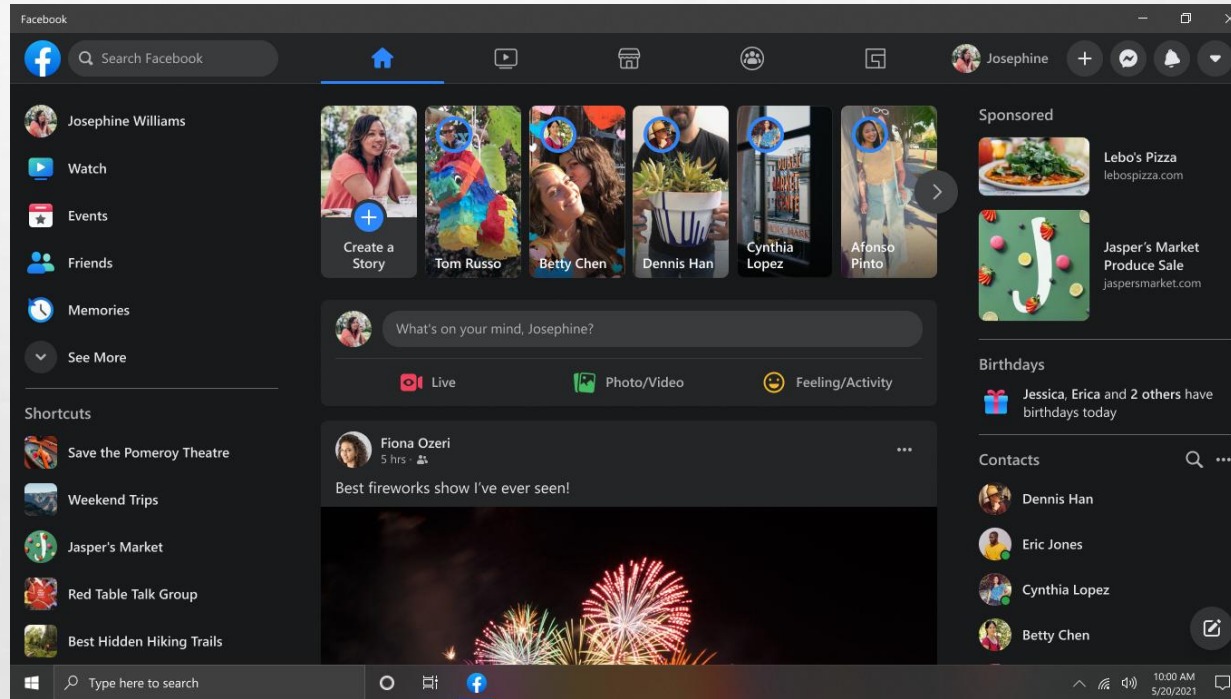
- **CHOOSE THE RIGHT PLATFORMS**
- **CONTENT STRATEGY**
- **PAID ADVERTISING & PROMOTION**
- **ENGAGEMENT & COMMUNITY BUILDING**

CHOOSE THE RIGHT PLATFORMS

- **FACEBOOK** – parents, events, group engagement

2. ADVERTISING ON SOCIAL MEDIA

CHOOSE THE RIGHT PLATFORMS



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- **FACEBOOK** – parents, events, group engagement
- **INSTAGRAM** – visual storytelling (photos/videos)

2. ADVERTISING ON SOCIAL MEDIA

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- **FACEBOOK** – parents, events, group engagement
- **INSTAGRAM** – visual storytelling (photos/videos)
- **TIKTOK** – youth-focused short content, challenges

2. ADVERTISING ON SOCIAL MEDIA

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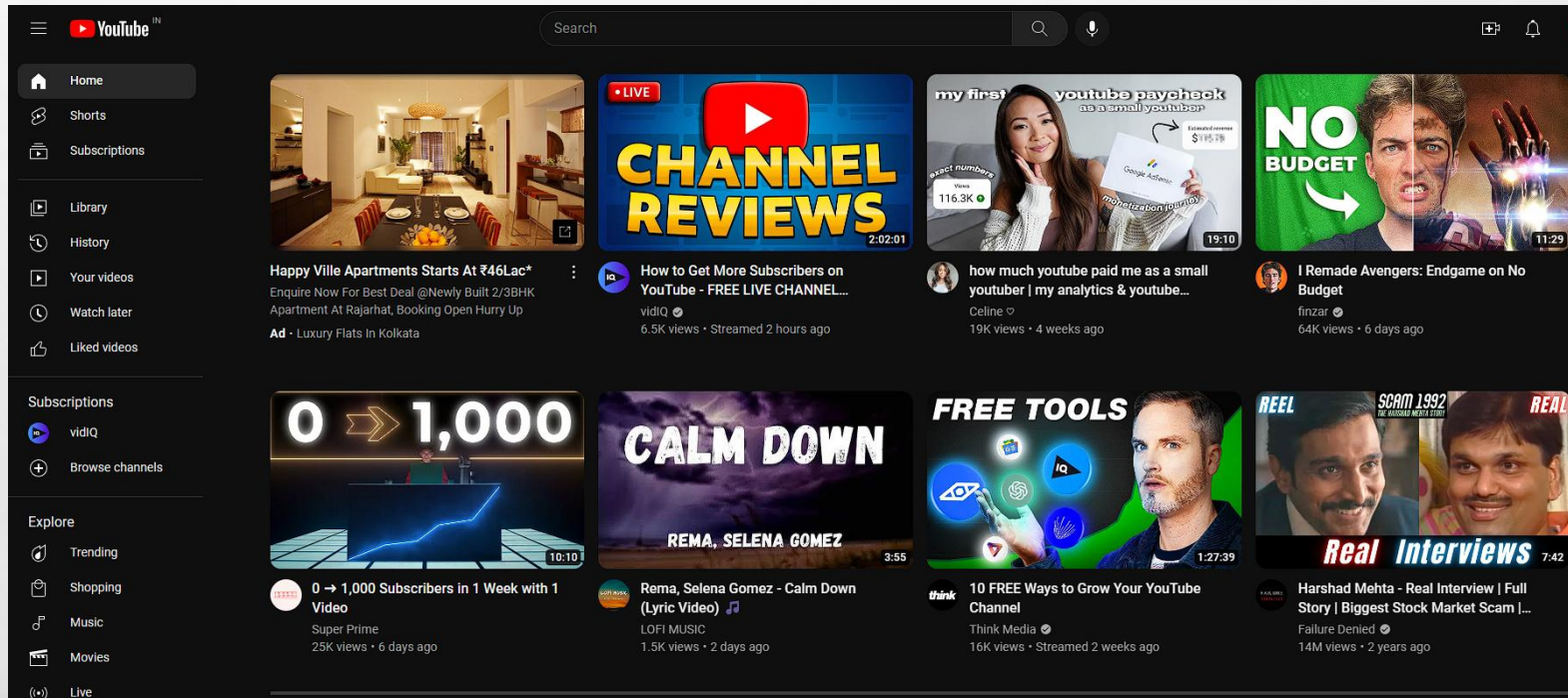
2. ADVERTISING ON SOCIAL MEDIA

CHOOSE THE RIGHT PLATFORMS

- **FACEBOOK** – parents, events, group engagement
- **INSTAGRAM** – visual storytelling (photos/videos)
- **TIKTOK** – youth-focused short content, challenges
- **YOUTUBE** – tutorials, match recaps, documentaries

2. ADVERTISING ON SOCIAL MEDIA

CHOOSE THE RIGHT PLATFORMS



2. ADVERTISING ON SOCIAL MEDIA

EFFECTIVE CONTENT STRATEGY

- **POST CONSISTENTLY (3–4 TIMES/WEEK)**
- **MIX OF TRAINING CLIPS, ATHLETE STORIES, BEHIND THE SCENES FOOTAGE**
- **LIVE STREAMS FOR EVENTS OR Q&AS**

2. ADVERTISING ON SOCIAL MEDIA

PAID PROMOTION & OFFERS

- **FACEBOOK/INSTAGRAM ADS: TARGET BY INTEREST & LOCATION**
- **INFLUENCER COLLABORATIONS TO INCREASE CREDIBILITY**
- **OFFERS: FREE FIRST CLASS, BRING-A-FRIEND DISCOUNTS**

2. ADVERTISING ON SOCIAL MEDIA

BOOST ENGAGEMENT

- **RESPOND TO COMMENTS/MESSAGES**
- **INTERACTIVE CAMPAIGNS: CHALLENGES, CONTESTS**
- **USE CLUB HASHTAGS: #KICKWITHPOWERTKD, #TEAMYOURCLUB**

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MARKETING STEPS IN RUNNING A SPORTS CLUB

3. COOPERATION WITH LOCAL ASSOCIATIONS

- **STRENGTHEN TIES WITH SCHOOLS,
BUSINESSES, COMMUNITIES**
- **GAIN SUPPORT, CREDIBILITY, AND
RESOURCES**

- **BUILDING PARTNERSHIPS
WITH LOCAL SPORTS
ORGANIZATIONS**
- **COLLABORATE WITH LOCAL
BUSINESSES**
- **ENGAGE WITH COMMUNITY
& CHARITY INITIATIVES**
- **ADDITIONAL
OPPORTUNITIES FOR
COOPERATION**

PARTNERS & SPORTS INSTITUTIONS

- **MUNICIPAL SPORT OFFICES:** Grants (Funds), facility access
- **SCHOOLS AND UNIVERSITIES:** Physical Education programs, workshops
- **OTHER CLUBS:** Joint trainings, camps, tournaments, seminars

3. COOPERATION WITH LOCAL ASSOCIATIONS

LOCAL BUSINESS PARTNERSHIPS

- **SPONSORSHIPS: Gear stores, physiotherapists, gyms**
- **DISCOUNTS AND LOYALTY PROGRAMS FOR MEMBERS**
- **SPONSOR VISIBILITY: Uniforms, events, social media**

3. COOPERATION WITH LOCAL ASSOCIATIONS

COMMUNITY ENGAGEMENT & CHARITY

- **COMMUNITY EVENTS**
 - **Self-defense workshops**
 - **Anti-bullying campaigns**
- **PROGRAMS FOR UNDERPRIVILEGED YOUTH**
 - **Youth shelters, NGOs, low-income families**
- **CITYWIDE EVENTS**
 - **Demonstration booths**
 - **Live demo**
 - **Interactive stations**

3. COOPERATION WITH LOCAL ASSOCIATIONS

MORE COLLABORATION IDEAS

- **LOCAL MEDIA: events, achievements, community work, success stories**
- **CULTURAL PARTNERSHIPS: INTERNATIONAL EVENTS**
- **ALUMNI NETWORK - EX. MEMBERS**
 - **Support through mentoring, donations, promotion**

3. COOPERATION WITH LOCAL ASSOCIATIONS

CONCLUSION

- ✓ **IMPROVE PUBLIC IMAGE AND CREDIBILITY**
- ✓ **INCREASE MEMBERSHIP**
- ✓ **BUILD STRONGER COMMUNITY TIES AND PARTNERSHIPS**
- ✓ **EMPOWER LEADERSHIP AND VISIBILITY FOR WOMEN**
- ✓ **ENSURE LONG-TERM SUSTAINABILITY AND INNOVATION**
- ✓ **MARKETING = STORYTELLING, CONNECTION, IMPACT**

CONCLUSION



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😊 Thank you for attention! 😊

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