

# VARIOUS MARKETING STRATEGIES FOR HIGH SCHOOL TRIATHLON CLUB

Effective marketing plays a crucial role in promoting a High School Triathlon Club and reaching its target audience of high school-aged athletes. By implementing strategic marketing tools, the club can raise awareness, increase membership, and foster a sense of community among young triathletes.

**Note:** We understand, that club leadership might be too busy to handle marketing side of things. If this is a case for you, we recommend finding a marketing lead within the club or hiring a college intern.

## **Local Partnerships and Sponsorships:**

**Identify** local businesses, sports retailers, or fitness centers that align with the club's values:

- Research businesses that have a focus on sports, health, or wellness in your local community.
- Look for establishments that share a similar target audience or values as the High School Triathlon Club. Many times other sports leaders will know of companies that are also supportive of fitness needs.

**Establish** partnerships or seek sponsorships to support events, provide resources, or offer discounts to club members:

- Reach out to potential partners or sponsors with a proposal outlining the benefits of collaboration.
- Offer opportunities for their brand to be promoted at club events or on club materials.
- Propose mutually beneficial arrangements, such as securing proceeds from sales on specific products for a designated period or encouraging companies to engage in communications that highlight their affiliation with youth as a goodwill measure, fostering positive sentiments among their customers or clients. Get creative and push for innovative ideas that benefit both the club and the partnering companies.

**TIP:** When seeking sponsorship consider the following question: What is marketable in your club?

**Leverage** these partnerships for cross-promotion and to enhance the club's credibility within the local community:

- Collaborate on joint marketing campaigns or cross-promotional initiatives with partners and sponsors.
- Share each other's social media posts, website links, or event announcements to expand reach.
- Highlight the support of partners and sponsors on the club's website, social media, and other promotional materials.

### **Event Promotion:**

#### **Develop a comprehensive plan to promote club events:**

- Create a detailed event calendar with all the upcoming races, training camps, or workshops.
- Determine the target audience for each event and tailor the promotional messages accordingly.

**Utilize social media**, email marketing, flyers, and local community bulletin boards to create awareness:

- Regularly post about upcoming events on social media platforms, including event details, registration links, and engaging content related to the event.
- Send targeted email campaigns to club members and potential participants with event information and registration instructions.
- Distribute flyers and posters in local sports retailers, community centers, schools, and other relevant locations.
- Utilize local community bulletin boards to display event posters or flyers. Post team activities in calendars.

**Leverage local media outlets**, such as newspapers or radio stations, to promote events and secure event coverage:

- Reach out to local media outlets and provide them with press releases or event information.
- Offer opportunities for interviews or feature stories about the club and its events.
- Request event coverage through pre-event announcements, live event reporting, or post-event recaps.

**TIP#1:** Works well around the events.

**TIP#2:** Create relationship with a media. Share ideas and balance your media coverage through them.

## **Engage with the Community:**

### **Organize community outreach initiatives:**

- Volunteer as a club at local races or community events to raise awareness about the club and its mission. Make sure to consider putting your club's information in the race bags.
- Offer triathlon clinics or workshops for beginners, providing guidance and support to those interested in the sport.
- Collaborate with local organizations or charities for joint events or initiatives that promote health, fitness, or community engagement.

### **Collaborate with other high school athletic programs or sports clubs:**

- Partner with other high school athletic programs or sports clubs to cross-promote each other's activities.
- Coordinate joint events or training sessions to foster relationships and build a broader network within the local athletic community.

**TIP: when looking for single-sport athletes, do not consider TOP ranked kids. They are more likely to stick to their sport. Instead, target middle and lower percentages.**

### **Participate in local sports fairs, wellness expos, or school events:**

- Set up booths or displays at local sports fairs, wellness expos, or school events to showcase the club and its activities.
- Offer interactive activities or demonstrations to engage attendees and generate interest in the club.

### **Referral and Incentive Programs:**

**Implement referral programs to encourage current members to invite their friends or classmates to join the club:**

- Create a referral program that rewards current members for successfully referring new members to the club.
- Offer incentives such as discounted membership fees, club merchandise, or exclusive access to events.

**Promote the referral program through various channels, including social media, email marketing, and word-of-mouth.**

- Clearly communicate the benefits and rewards of the referral program to current members and encourage them to actively participate.

## **Budget and Resources:**

### **Allocate a budget for marketing activities:**

- Determine a budget for marketing expenses, including online advertising, print materials, sponsorships, and event promotions.
- Prioritize marketing initiatives based on their potential impact and return on investment.

### **Utilize available resources:**

- Leverage the skills and expertise of club volunteers or members who have marketing or design backgrounds.
- Encourage members to contribute ideas or materials for marketing campaigns.
- Maximize the value of partnerships and sponsorships by utilizing their resources, such as venue space or promotional materials.

Regularly review and evaluate the effectiveness of marketing efforts, making necessary adjustments and refinements to optimize future strategies. Monitor key metrics such as event registrations, membership growth, and referral program participation to gauge the success of marketing initiatives.