Club Marketing 2024

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Assets Overview

8 Social Media Posts and editable text.

Download at:
nsw.swimming.org.au/club-marketing-toolkit

5 Social Media Posts with Active Kids logo

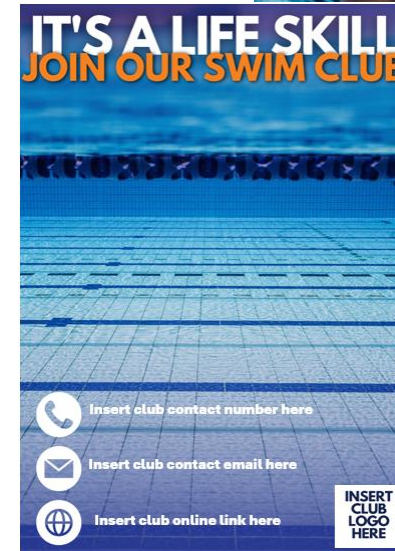Lead · Believe · Integrity · Collaborate · Encourage

Assets Overview

7 Editable Microsoft Word Posters

Download at:
nsw.swimming.org.au/club-marketing-toolkit

Easily **add your club logo and info** and you are ready print and put up.

swimming
new south wales

SUGGESTED SOCIAL POSTS

New Registrations Open - Join Our Swim Club

🏊 **New Season, New Beginnings!** 🏊

Ready to make a splash? Our swim club is now open for new registrations! Whether you're aiming to compete or just want to stay fit, we've got something for everyone. Come be a part of our amazing community.

👉 **Sign up today and dive in!**

It's a Life Skill - Join Our Swim Club

🌊 **Water Confidence Grows Here!** 🌊

Swimming isn't just a sport—it's a life skill. Equip yourself or your kids with the confidence and ability to enjoy the water safely. Our experienced coaches are here to help you every step of the way.

🏅 **Join our swim club and learn skills that last a lifetime!**

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SUGGESTED SOCIAL POSTS

Get Summer Ready - Join Our Swim Club

🌞 **Summer's Just Around the Corner!** 🌞

Are you ready for summer fun in the water? Build your swim fitness by joining our swim club! Perfect your strokes, boost your confidence, and enjoy the water like never before.

🏊 **Sign up now and make this summer your best one yet!**

Come and Try - Free Club Sessions

🚨 **Try Us Out—No Commitment Needed!** 🚨

Curious about what our swim club has to offer? Come and try a free session on us! Meet our coaches, test the waters, and see if it's the right fit for you or your child.

📅 **Limited spots available—book your free session today!**

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SUGGESTED SOCIAL POSTS

Be Carnival Ready - Join Our Swim Team

🎉 **Get Ready for Carnival Season!** 🎉

Is your child excited to make a splash at the next swim carnival? Join our swim team and start training with the best! With expert coaching and a supportive environment, we'll help your swimmer reach their full potential and shine on race day.

🏅 **Sign up now and be carnival-ready!**

Returning Members - Time to Re-Register!

🏊 **Welcome Back, Swimmers!** 🏊

We're excited to have you back for another season of swimming fun and success! New registrations are now open, so make sure to secure your spot. Let's continue the journey together and make this season the best one yet!

👉 **Re-register today and dive back in with us!**

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ACTIVE KIDS

IT'S A LIFE SKILL
JOIN OUR SWIM CLUB

ACTIVE KIDS
NSW

SAVE $50 WITH ACTIVE KIDS VOUCHERS

If using the Active Kids Voucher Social posts add some info similar to the text in red to your post.

It's a Life Skill - Join Our Swim Club

🌊 **Water Confidence Grows Here!** 🌊
Swimming isn't just a sport—it's a life skill. Equip yourself or your kids with the confidence and ability to enjoy the water safely. Our experienced coaches are here to help you every step of the way.

You can use your Active Kids Voucher with us to save $50.
🏅 **Join our swim club and learn skills that last a lifetime!**

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MEMBER BENEFITS POSTER

Print and place the Member Benefits poster next to the sign-up posters.

Download at:
nsw.swimming.org.au/club-marketing-toolkit

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Club Marketing Calendar 24/25

ANY TIME
COME TRY / CLUB SPLASH
Club Splash

SEPT/ OCT
NEW REGISTRATIONS
Join Our Swim Club

NOV / DEC
GET SUMMER READY
Join Our Swim Club

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Club Marketing Calendar 24/25

Jan / Feb
BE CARNIVAL READY
Join Our Swim Club

Mar / Apr
IT'S A LIFE SKILL
Join Our Swim Club

Jun – Aug / ANYTIME
COME & TRY
Free Club Sessions*

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MARKETING TOP TIPS

1. **Do some club marketing!**

   - Just small amounts can make a big difference over time.

2. **Plan regular marketing.**

   - The rule of thumb is that someone will act when having seen something 3 times.

3. **Follow the marketing calendar (if possible).**

   - The more people see the same message in more places the more impact we have as a sport.

4. **Add your club logo and info to all assets marketing materials in 1 go.**

   - Save time. Do it all in one go so you have everything ready.

5. **Schedule you're social marketing.**

   - All the marketing materials are ready to go you can schedule them all in Facebook (includes Instagram).

6. **GET CURRENT MEMBERS TO SHARE**

   - **This is the most important! This is how you grow your audience (free advertising). SHARE SHARE SHARE**

EDITING GUIDE

Posters have been created in word and can easily be edited.

To add in your club logo:

1. Right click on "Insert Club Logo Here"
2. Select change picture
3. Select "From this device"
4. Select your logo from your files

Place any relevant information including email address, phone number and online info (eg website or Facebook page) into the spaces provided.

Example

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