

# Marketing your clubs and how USMS can help

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# Some Club Marketing Tools

- **Free/organic**

- Local connections/public relations (your network)
- Your website/digital presence
- Social media (your content and ours)
- USMS's Club Finder, USMS banners
- Data collection/surveys

- **Paid**

- Printed materials
- Advertising



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# Social Media

Who is your audience? How can you reach them? What are your goals?

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
<b>DEMOGRAPHICS</b>	<b>2.7</b> Billion users Ages 25-34	<b>353</b> Million users Ages 30-49 68% Male	<b>442</b> Million users Ages 30-49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46-55	<b>1.2</b> Billion users Ages 25-34	<b>689</b> Million users Ages 18-24
<b>PURPOSE</b>	Building Relationships	News & Articles; Conversation	"Scrapbook-ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
<b>BEST FOR</b>	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
<b>DOWNSIDE</b>	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic



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General marketing questions?



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Break into your groups, pick a note taker and speaker then discuss:

- What effective marketing does your club do?
- What does your club do to help enhance the member's experience?



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Get back into your groups, pick a note taker and speaker then discuss:

- What does your club need the most help with when it comes to marketing?
- What can USMS offer to clubs to help with their marketing?



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Get back into your groups, pick a note taker and speaker then discuss:

- What does your club need the most help with when it comes enhancing a member's experience?
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# Takeaways

Be authentic

Use the resources you have

Test



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