

Digital Marketing Workbook

Strategy

What is it that you are trying to achieve with your digital marketing? Aim for short answers or dot points to start with, then refine these through your *Action Plan*, below.

<p>What benefits do you deliver? Your 'Why' statement is always the starting point for any planning. Refresh your memory by revisiting your <i>Strategic Planning: A DIY Workbook</i> resource in the Strategic Planning chapter.</p>	(answer)
<p>Who are you trying to reach online? Who do you want to speak to through your digital marketing activities? There could be multiple audiences here, each needing tailored content - for eg existing members, potential members or sponsors.</p>	
<p>Describe each target audience's characteristics What do you know about them? Start with basics such as their age, location, gender, income, etc</p>	
<p>Now zoom in on what makes them tick What are their interests, lifestyle, values and attitudes? What motivates them? What do they want?</p>	
<p>What sort of tone will they best connect with? Give some thought to both the tone and language that will appeal to your audience. For example, would content that is fun and informal, but still informative, work?</p>	
<p>What to post and where? Video content is essential but it may suit some platforms more than others. Do some research as platform demographics do change over time - for example, would your audience be more likely to view TikTok or Instagram? What sort of posts are going to interest your audience most - eg celebrating team success, latest fixtures, weather updates or social events?</p>	
<p>Who does the posting and how often? Create a schedule that best matches your club's activities - maybe daily, a couple of times a week or weekly. Work out who does the posting and ensure that they have both the time and resources to meet your chosen schedule. Someone needs to keep an eye on comments as well to make sure that inappropriate content isn't associated with your club (see <i>Policy</i> below).</p>	
<p>How best to promote your chosen platforms? Your members and community first need to know that you have platforms in use. Make sure all emails, newsletters and bulletins have links and give your platforms plenty of profile on your website. Do you have a budget for boosting content?</p>	



Policy

A clear policy that frames content and protects both the club and your members is essential. Make sure that members are aware of this policy, perhaps by requesting a signature check on joining the club confirming they have received and understood the policy.

Your policy should cover:

- What can and cannot be published?
Consider things like child protection, including permission to use a person’s image, and copyright compliance.
- What is inappropriate?
Be specific in describing any content that is unacceptable, such as posts that are explicit or offensive and act to quickly remove these posts. Include direction on only following appropriate pages and groups.
Outline procedures for warning people posting inappropriate content and the subsequent removal or banning of the specified content/user.
- Protecting privacy
Your member’s personal information must be secure. This includes their contacts and how you collect information via event registrations via Facebook. Can the general public see or comment on who is going/interested for example?
- How content is approved
Is this one person’s responsibility or is it via a committee? Whatever the agreed process, make sure it is well documented and can be enacted speedily - content ages very quickly!
- Who can post
Identify a specific person or people who can make posts on the club's behalf.
Don't allow members or the public to post (only view and comment on posts)
- Who can comment and what account can they use?
Determine who should comment / reply to posts on behalf of the club, and how to comment as individuals.
- Do you need to have a procedure around accepting friends/followers?

[Play By The Rules](#) has a [Social Media Policy Template](#) which might help get you started.

Action Plan

Use this simple template to capture what you aim to achieve through your digital marketing - why you want to achieve your outcomes and what you will do to make it happen.

Club:		
Date:		
Outcome What is our desired result?	Purpose Why do we want to achieve this result?	Actions What do we need to do to achieve our outcome?
The club has 500 Facebook followers by [month, year]	<ul style="list-style-type: none"> • Increase digital marketing reach • More engagement with members on Facebook • Maximise member retention • Increase community awareness of our club 	Budget time and money for posts and post boosts
		Promote the Facebook page to all members and the local community – put link on website, share link in newsletter to members.
		Follow/join local community groups on Facebook.



	<ul style="list-style-type: none">• Represent the club as an active and positive group	