

Tips for Successful Advertising

The following can be used as a checklist when developing an advertisement for your Club or event.

- Speak the language & grab the attention of your potential members e.g. simple and clear words
- Highlight the positives of your club & the factors that give you a competitive edge e.g. we are a family friendly club who offer a range of memberships to suit everyone
- Advertise where your target audience are most likely to read/listen or watch e.g. if you are looking for junior members you could advertise your club through social media such as Facebook
- Establish an image. Many products are remembered by their logo or packaging. Make your image consistent
- Advertise through a number of different mediums e.g. newspapers, radio, signage, merchandise, community noticeboards and
- Evaluate your advertising. Ask new members how they heard about your club.

Newspaper Advertising

- Use a powerful, catchy headline
- Write clearly and concisely
- Use bright colour
- Reinforce your ad with graphics that will reinforce your brand e.g logo, photos
- Position your ad in the most appropriate place such as in the sports section
- Use bold text to highlight contact details
- Have your advert run in the weekend papers as they have the most readers

TV and Radio

- Keep the message short and simple
- Use a strong opening statement
- Include key messages about the club that will resonate with your target group e.g. family friendly, junior focussed
- Use effective contact information e.g. use website instead of phone number as it's easier to remember
- Use stations which your target audience listen to and/or watch