

HOW TO PROMOTE YOUR UPCOMING COURSE OR EVENT

“Do Something Every Day!”

Teamwork will make this work

We like to load all courses, camps, open days etc at least one month before they happen. This should give us plenty of time to promote and fill any spaces to make the event a success.

WDT will load online and add to the website. We will also produce any posters or social media assets to support you. This guide gives you a clear plan of attack to make sure the marketing material gets to as many people as possible. Please feel free to jig the order and add extra activity if you think of anything that works better locally to you. But our advice is ‘DO SOMETHING EVERY DAY!’

	Activity	Completed
DAY 1	Social Media Launch We suggest you pick your best platform but do more than one if you want to. This first post needs to focus on new course just advertised. Ask your network to tag and friends and share for you	
DAY 2	Email Venue Good to get your venue on board early. This means emailing or WhatsApp the committee your promotional material and asking them for help. If the club can get behind the activity and push out to their members and friends it will fly	
DAY 3	Email Database Get your poster out to as many people as possible. Start the process with a nice friendly email to all of your contacts giving them the information and asking them to either book themselves in if appropriate or supporting you by promoting to friends	
DAY 4	Posters Put up some posters both at your venue and any local notice boards. For the effort required to get 10 posters in good places locally - village information boards, local shops, doctors surgery, local gyms etc. We are doing this early to maximise the chance of someone seeing it	
DAY 5	WhatsApp Group A great way to spread the message is to get it out to your players on WhatsApp. If you do not have groups set up use this as an opportunity to create a new group or groups for your players. We can help you with advice on the best way to do this if required	
DAY 6	Community Social Media Groups Stuff shared on our social media only goes out to our connections. You need to join some local community groups. Search on Facebook for local community information groups or local buying and selling groups. People are always looking for local things to attend (especially if you are promoting a FREE event)	
DAY 7	Email Local Schools For Junior Events it makes sense to get your message out in schools. This first schools push is to ask the school office to email out our promotional information electronically. Most schools have weekly newsletters	

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DAY 8	Parent Power One of the best ways to boost engagement is to get some of your most invested people involved. Everyone has one or two really keen people that you know want to help you. Get those key people or parents to support your event and promote to local groups or other groups that they are involved with	
DAY 9	Social Media 1 - A Year From Now, You'll Wish You'd Started Today Just trying to do something and sound different. Make this post emotional and all about how you would feel if you got fitter, learnt a new skill, met new people etc depending on what activity you are launching. Text copy to include - 'Take the leap and see results faster than you imagined'	
DAY 10	School Email Follow Up Some schools will action your earlier email and send out the poster. But most won't! Use this follow up email to thank the schools that have responded and ask again to those schools that have not. You can also add an offer to come in and do a free taster to promote your activity	
DAY 11	Local Media - Newspaper or Radio This one can be a bit speculative but you never know when a media outlet are looking to fill some space or your event catches their imagination. Marek has produced some standard templates to reach out to the local press	
DAY 12	Social Media 2 - Testimonial We can provide standard generic testimonials but you could ask one of your existing clients to do you a more personal testimonial. Works better on the social platforms	
DAY 13	Engage with People that have booked - Early Adopters Thanking the first early bookings is a good start. Either drop them an email or message and just say thanks for booking - then ask them to share the booking link with some friends and family	
DAY 14	Follow-Up Venue Good practice to email or WhatsApp your committee with an update on numbers. Attach the artwork (posters or social media) that you would like them to push out for you again. This is also a chance to talk about any help or support from the venue that would be good on the day of your activity	
DAY 15	Social Media 3 - Stop Wishing. Start Doing. With this post we are trying to appeal to a persons nature of inaction and have a clear shoch CALL TO ACTION. Copy such as the hardest step is always the first and join a coaching programme designed to help you achieve more would work well. Or the first step to success starts here	

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DAY 16	Paid Advertising - *Optional - Requires you to £ Have you thought about putting a small budget behind an ad with Facebook? Other platforms like Google Ads work well or your preferred social media. You can target interests and the area where your course is taking place	
DAY 17	Go to the schools in Person Nothing better than actually attending in person, go to reception and explain that you have been emailing your advertising to the school. Thank the schools that have actioned and ask again for the schools that have not engaged this far. Perfect in person to actually arrange a taster morning or afternoon to meet children in person and promote with your energy	
DAY 18	Social Media 4 - Event Preview We can provide standard generic previews which Mike has done but again even better if you are happy to do a piece to camera and people get to see you in action talking about what will be happening	
DAY 19	Collaborate with Local Groups Contact a local football tea, dance group, scouts group or similar. Your local area will have popular activities. You are looking to get another organisation to agree to share your content. They can either post on their social or email their members. In return you need to offer to promote their activity to your audience or offer them a free taster session on court	
DAY 20	Social Media 5 - You Don't Have to Do It Alone This post needs to talk about the coach or coaching team taking the session. Can also mention the other venue members and other participants to discuss a supportive network. Some people are just looking for support and a community. Copy to include - 'Join a supportive coaching community that lifts you up'	
DAY 21	Hit your WhatsApp Groups Again This is an easy one and people are busy - some will have missed a previous message. You are always looking to find ways to engage with your community and asking for help and support should be a good way of interacting with your group	
DAY 22	Social Media 6 - Countdown Dates like 2 weeks to go, 10 days to go, 1 week to go work well. Just another chance to get the message out. As always with social media tag people and ask people to share	
DAY 23	Deliver a School Taster Session Keep it simple. Lots of 30 min taster sessions are ideal. Just make the activity fun and engaging. Keep mentioning your event and finish the session with some sort of hand out that the children can take home	
DAY 24	Social Media 7 - Unlock Your Full Potential Today! An emotional social media post about the person and improving themselves. Good to have copy mentions about 'Imagine how you will feel when you have improved this skill. Or 'Discover the coaching program that's changing lives - one goal at a time.'	

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DAY 25	Engage with People that have booked - Last Push It works quite well to give people an update on numbers attending and to say you are looking forward to meeting them. If numbers are low this message by email or text can act as an early warning that you may need to delay the start date while more people book - if this is the case you need to use this message as a plea for help to get more bookings	
DAY 26	School Reminder Email The schools that have engaged will be happy to send out again a last minute reminder. Works well if your event is coming up this weekend etc but tailor your message	
DAY 27	Venue Reminder Send your key contacts at your venue an update on the upcoming activity. Numbers that have booked and how the day will be ran. This is a great chance to remind people last minute and again ask for their support to have a final push.	
DAY 28	Social Media 8 - Last Chance to Book Urgency in this social post which will be your 8 th Social Media message that has gone out of you have followed the plan. Maybe you have done more than that?	
DAY 29	Engage with People that have booked - Ask for a Video - A great exercise is to contact everyone that has booked already and ask them to share a video post on their social media about the upcoming course. You are trying to build a rapport with people before they start the activity and some people love to do a promotional video for you!	
DAY 30	Final Push - WhatsApp Groups More communication is a good thing - make sure all of your messages in the WhatsApp groups are not just selling ones. Add in some other positive messages, tips etc. But close to the event you can put in a FINAL REMINDER that you have an event coming up soon - BOOK NOW If you still haven't message	
DAY 31	Social Media 9 & Email - Excited for tomorrow We have tried to take care of the email side of things for last minute reminders to all players that have booked but you can still reach out on email and social media to your audiences and say that you are excited to be running your event tomorrow - people like personal engagement - doesn't hurt to drop in a note saying its not too late to bring a friend!	

PLEASE CALL ANY MEMBER OF THE WDT MANAGEMENT TEAM OR CONTACT ADMIN TO SUPPORT WITH ANY OF THE TASKS ON THIS DOCUMENT

REVIEW – NUMBERS	
REVIEW – HOW DID IT GO & WHAT COULD YOU DO BETTER	

