MARKETING YOUR CLUB THROUGH TRADITIONAL AND SOCIAL MEDIA CHECKLIST

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CLUB OBJECTIVES	YES/NO	Action Required	Responsible	When
Does your club have clearly defined objectives?				
Does your club have clearly defined sponsorship targets?				
Does your club have clearly defined membership targets?				
Does your club have clearly defined social event attendance targets?				
Does your club have clearly defined matchday attendance targets?				
Does your club have clearly defined fundraising targets?				

TARGET MARKET AND AUDIENCE	YES/NO	Action Required	Responsible	When
Does your club involve and engage current players?				
Does your club involve and engage volunteers?				
Does your club involve and engage employees?				
Does your club involve and engage past players?				
Does your club involve and engage sponsors?				
Does your club involve and engage suppliers?				
Does your club involve and engage local government?				
Does your club involve and engage your state and federal government representatives?				
Does your club involve and engage your governing sporting body, association or federation?				
Does your club involve and engage the local community?				
Does your club involve and engage local businesses?				
Does your club involve and engage the wider community?				
Does your club involve and engage media companies and outlets?				
Does your club involve and engage local schools and community groups?				
Does your club involve and engage special needs, minority and culturally diverse groups?				

DATA MANAGEMENT	YES/NO	Action Required	Responsible	When
Does your club have a person responsible for creating and maintaining databases?				
Does your club have a website administrator?				
Does your club have a communications officer?				
Does your club have a database of content assets - written, pictorial, graphical, audio and video?				

Action Required - What (if any) action is required?   **Responsible** - Who is responsible for the action that must be taken?
When - By what date does the action need to be completed?
This Marketing Checklist is general in nature and does not consider the unique circumstances of your club so is unlikely to identify all fundraising areas your club may be exposed to.
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DATABASES	YES/NO	Action Required	Responsible	When
Does your club have a database of current players?				
Does your club have a database of volunteers?				
Does your club have a database of employees?				
Does your club have a database of past players?				
Does your club have a database of sponsors?				
Does your club have a database of suppliers?				
Does your club have a database of local government contacts?				
Does your club have a database of your state and federal government representatives?				
Does your club have a database of your governing sporting body, association or federation contacts?				
Does your club have a database of local community contacts (neighbours, other clubs and such)?				
Does your club have a database of local businesses?				
Does your club have a database of wider community contacts (contacts outside your immediate community, national companies for example)?				
Does your club have a database of media companies and outlets?				
Does your club have a database of local schools and community groups?				
Does your club have a database of special needs, minority and culturally diverse groups?				

TRADITIONAL MEDIA COMMUNICATION METHODS	YES/NO	Action Required	Responsible	When
Does your club engage in any of the following traditional media activities?				
Word of mouth promotion?				
Flyers and letter box drops?				
Producing articles for school newsletters?				
Producing articles for local newspaper?				
Interviews on local newspapers, radio and community tv?				
Signage and banners?				
Information stands?				
Media releases?				
Events aside from registration day or presentation nights? (meet and greet, club information days, business network lunches?)				

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SOCIAL MEDIA COMMUNICATION	YES/NO	Action Required	Responsible	When
Does your club create all content types: Written?				
Audio?				
Pictorial?				
Graphical?				
Video?				
Does your club utilise all content formats: Real time?				
Historical?				
Questions, polls, trivia?				
Competitions?				
Forums?				
Adverts?				
Does your club have a website?				
Does the website utilise all content types and formats?				
Does your club use analytics to measure your website performance against targets?				
Does your club have a email newsletter?				
Does the newsletter utilise all content types and formats?				
Does your club use analytics to measure your newsletters performance against targets?				
Does your club have a facebook page?				
Does the facebook page utilise all content types and formats?				
Does your club use facebook stats to measure your page performance against targets?				
Does your club have a twitter account?				
Does the twitter account utilise all content types and formats?				
Does your club use analytics to measure your twitter account performance against targets?				
Does your club have use a photosharing program such as instagram or pinterest?				
Does your club use youtube or any other video sharing platform to promote club videos?				
Does your club make it easy for its content to be shared?				
Does your club promote the sharing of its content through other people or organisations social media (social amplification)?				

Action Required - What (if any) action is required?   **Responsible** - Who is responsible for the action that must be taken?

When - By what date does the action need to be completed?

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