

UNLOCKING THE POWER OF SPORT AND PHYSICAL ACTIVITY ACROSS THE WHOLE OF THE LIVERPOOL CITY REGION

MARKETING IS A KEY FEATURE FOR ANY SATELLITE CLUB

Research from Sport England suggests that groups of young people take part in sport for different reasons. Some take part in sport to keep fit, even if they don't really enjoy it. Others take part to spend time with their friends.

These different reasons mean you may need to re-think the way you communicate with young people. This guidance is provided as a starting point.

WHAT WE CAN PROVIDE YOU WITH:

YOUTH PERSONALITIES ASSISTANCE

Assistance with understanding who your participants are, what they want to get out of your club and what attracted them to your club.

PROMOTIONAL MATERIAL

You can choose from our range of flyers depending on your sport and adapt the text to be specific to your sessions.

MARKETING CONSULTATION

Using promotional material to target the right people in the right way. Improving your offer and ensuring your community value your club.

STEP 1

To find out how to identify the young people you are attracting to your club, please contact a member of our Children and Young People team.

Sport England's youth personalities research can help you to understand the young people that you're trying to reach.

With a quick questionnaire of your current participants you can answer:

- What are the defining traits of each personality group?
- What's their relationship with sport?
- How do they spend their time?

Each flyer is created to suit these key audiences. So we've even done the hard work for you. Just pick one of the following:

[CLICK HERE FOR POSTER TEMPLATES](#)

The six youth personalities

Key traits and group size

10%
Sport Enthusiasts *

Self-assured / Sociable / Image-conscious



12%
Confident Intellectuals *

Driven / Educated / Focused

15%
Ambitious Self-starters

Achievers / Proactive / On the go



17%
Cautious Introverts

Loyal / Careful / Self-reliant

19%
Thoughtful Improvers

Mature / Non-competitive / Self-development



27%
Everyday Youths

Mainstream / Easy-going / Content

The group size shows the proportion of young people aged 14 to 25 in England in each personality

* We do not currently have marketing templates aimed at these audiences.

STEP 2

You will have already downloaded one of our flyer templates, now it's time to fill out the details, print and gain some new members!

You will have already completed the Youth Personalities questionnaire and picked a suitable flyer.

We have set everything up, by following these steps you will have a printable flyer all ready to go:

- 1 - Add your subtitle, up to a maximum of 70 characters
- 2 - Add your club logo by clicking the box
- 3 - Add details of your session, including as shown on the example.
- 4 - Add your social media accounts and email

Once you have added all these details, your poster is complete. The next step is using the flyer to get more participants to join your club. Check out step 3 to find out how best to use the flyer.

NO LIMITS TO YOUR ACTIVE INVOLVEMENT



1 This is my clubs test subtitle. It has a max of 70 characters.

You don't need to be an expert.

Say hello to the future, better you.

Be active with like minded people.

Develop and improve together.

Achieve new goals.

No commitment needed.

2

Ages 10 - 15

Session start date

3 Day of the week

Time of day

Venue Address

f /myclubonfacebook
 @twittername

4

clubinstagram
 club-email@gmail.com



STEP 3

Now that you have your flyer, you want to get it out there for as many people to see as possible!

Social Media is an amazing tool for clubs. It can help you to increase the number of members and volunteers attending your club. It can also help you quickly send information out to your followers.

We recommend you use a club email, Twitter, Facebook and Instagram (for sharing all your club pictures)



The best ways to share your flyer with potential participants is to:

- Print the flyer and post it on community noticeboards or in areas that you share with other clubs/groups.
- Post the flyer on your social media accounts.*
- Get young people / participants to share with their peers on social media or otherwise.
- Consider where your future participants might be in local settings e.g. Coffee shops or beauty salons.

Remember!

Get feedback from your most valuable asset, your members. Ask them;

- how they found out about you so you know where best to put your marketing material in the future.
- for feedback on any promotional material they seen.

*Converting your PDF flyer into an image for social media usage.

[CLICK HERE FOR A 'HOW TO'](#)



CONTACT US

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