

# Rethinking Club Promotion

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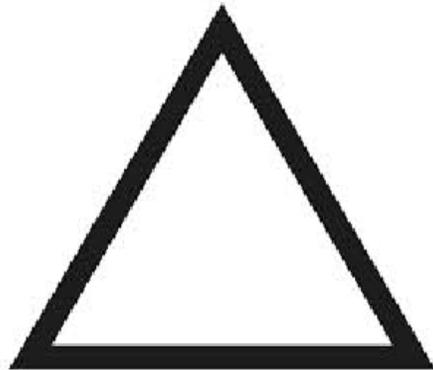
JUDO BC AGM | JUNE 2014

JENNIFER HOOD | JUMP GYMNASTICS INC.



# Sport in Canada

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“The **health** and well-being of the nation and the **medals** won at major Games are simple by-products of an effective sport system.”

Dr Istvan Balyi

# The Future of Sport In Canada



# Game changer

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Isabella...



# Introducing...

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# Welcome to Jump

(<http://jumpgymnastics.ca/>)



# Reality

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Our **goal** each term is to have 450 kids registered in classes.

With very little **time** and even less **money** I have to be very strategic about our marketing strategy.

**Consumers** are bombarded with products and services every day. How can I cut through the noise and get my message across?

# Solution

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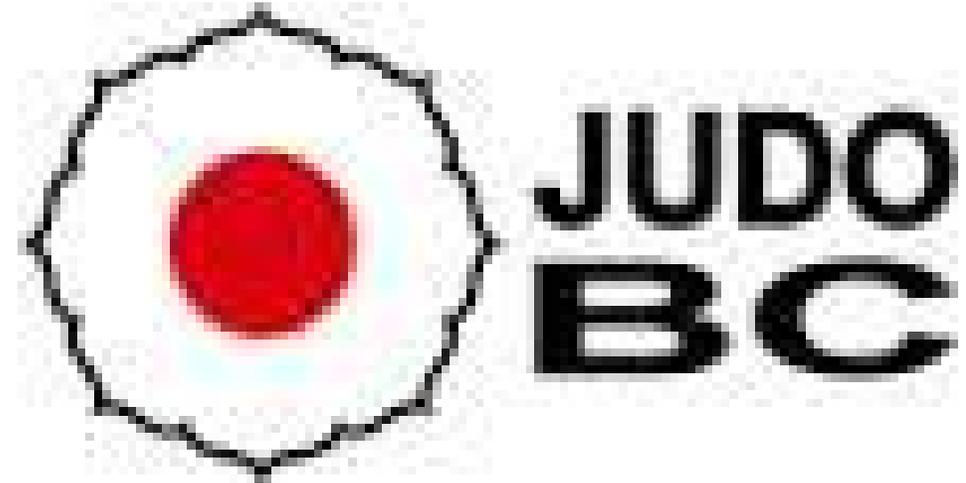
# Step 1- know who you are

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## BRAND

**Judo BC Kids** is fun, accessible, educational, welcoming, values based...

But what about your specific Dojo?



# Who are you?

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What makes you special?

What makes you unique?

What do you believe?

What do you promise?

WHY would someone come to you?

[Jump Culture Document](#)



# Step 2- know your peeps

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ONCE YOU ARE CLEAR ON WHO YOU ARE –  
START LOOKING AT THE PEOPLE WHO LOVE YOU  
ALREADY.



**These are your Raving fans!**

# Step 3: find your voice

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Using an **annual calendar** plan what and when you want to say something.

Keep everything in one place:

- registration dates
- Social media
- Print advertising
- Contests
- donations
- newsletters
- tradeshow
- [Jump sample](#)



# Step 4: fill in the details

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On your calendar include:

- Budget amounts
- Printing costs
- postage
- Deadlines
- Social media details:
  - Blog topics
  - Tweets
  - Facebook plan



# Do we really need to use social media?

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The short answer is – **yes!**

But again, planning can make this very manageable.

1 blog post per month

2 tweets per day

1 Facebook post per day

Plus some interactions with your raving fans!



# Step 5: now start talking!

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Repeat your key messages to your raving fans often. Ask them to tell their friends. Find like minded business or services and talk about what you have in common. Start conversations on topics that matter to you. Explain why Judo will make lives better. Discuss the benefits of Judo over other martial arts. Tell stories about how Judo has made a difference. Talk about your amazing sensei. Post pictures of belt ceremonies. Explain the scoring system. Post a video of a kata. Give the biography of Jigoro Kano. Talk about the different throws. Give tips on recovering from injuries. Post Japanese recipes. Post Olympic highlights. Repeat your key messages again.

# Final thought

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Promoting your club is **not** about selling classes or programs or monthly passes.

**It is about telling your story.** As people hear your honest and authentic messages - the ones who's values and morals are aligned with yours will naturally step forward. From here you begin a partnership where they are joyful to purchase your services and be part of your group.

