



Club News - May 2017



See attached document for the latest club news

CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING AND SUPPORTING SQUASH

OTAGO SQUASH CLUB

OVERVIEW

Having an online presence allows people to find you, interact with you and get to know, like and trust you. Built correctly, it can gain you fans, followers, leads and new members. We live in a digital age where mobile devices are everywhere, consumers are becoming more technology-savvy and their expectations are increasing. These same people use websites and social media several times each day. So how prepared is your club to effectively communicate and engage with members of the community using online platforms?

Using some technology-savvy members, the Otago Squash Club have recently developed a new-look website and Facebook page as an improved tool to engage its members and promote club activities.

CHALLENGES

Information

What type of content or knowledge can you share with your community and followers that will be of value to them?

Communication

People jump online to find out what's happening with their friends, family and things they are interested in. How can you be in front of their eyes so they see you?

Competition

There are plenty of sports clubs out there. Something that is really important when you are trying to build an online presence is being seen. If no one knows you, then they probably won't be looking for you.

SOLUTIONS

Club Website

Your website is your hub, a place where people can go to learn more about what you have to offer, contact you and engage with your content.

Social Media Page

Social media can be a great marketing tool to help you gain initial fans and followers and once you have these, you can reach those who know, like and trust you. Connecting this with your website helps to build credibility and consistency.

Online Booking & Access Link

By linking to your website members can book a court using only a couple of clicks which makes it easy for members to view court availability and confirm a time that suits.

RESULTS

600+

Website visits each week.

150

Likes on club Facebook page.



Consistent club website and social media profile.

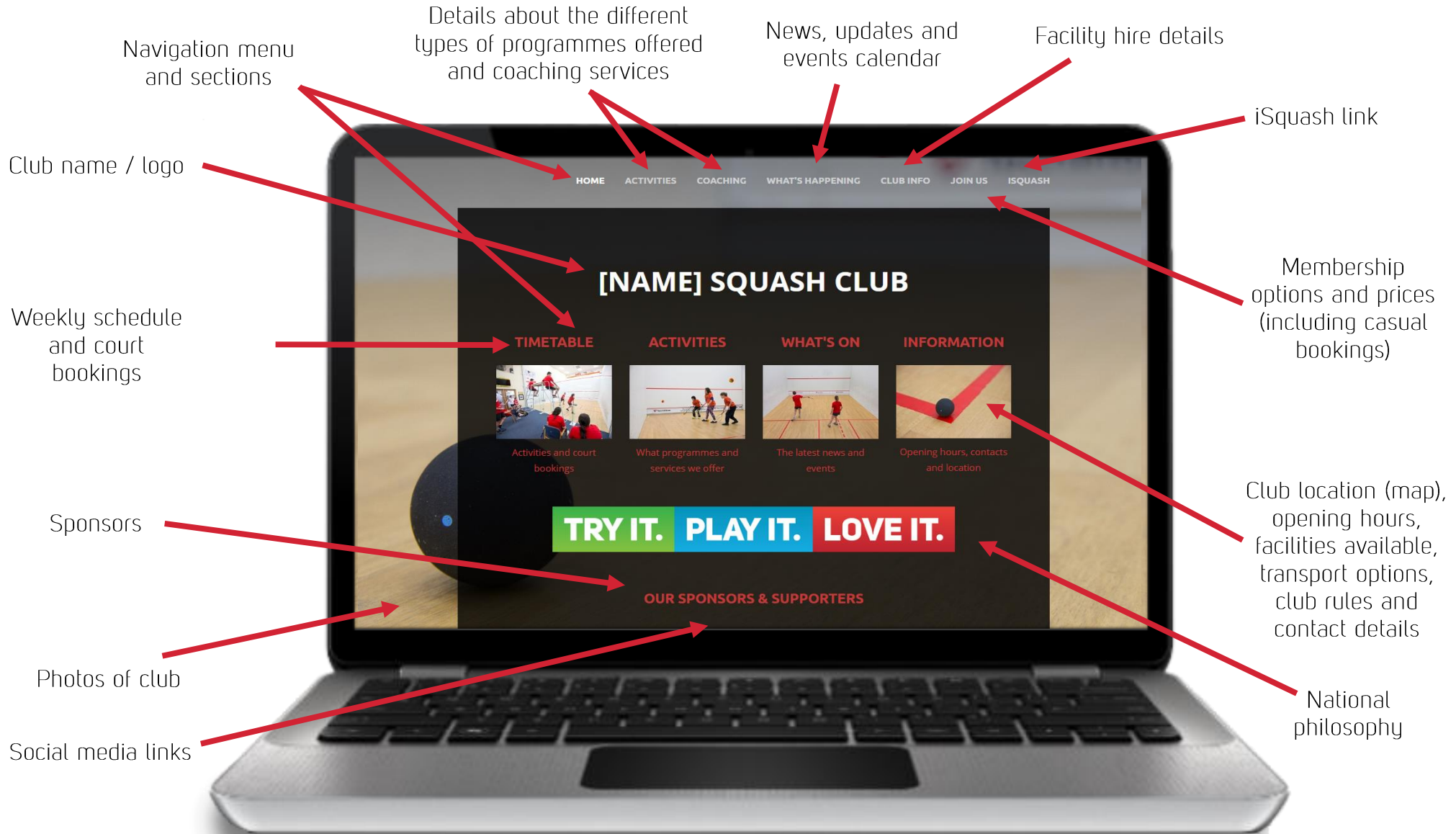
CONCLUSION

While a large number of squash clubs have taken the first steps of creating either a website and / or a club Facebook page, many are yet to fully realise the full potential to reach a wider audience base due to limited resources and time. There is a lot that goes into building your club's online presence, from establishing goals, to creating a website and social media page and then figuring out the best ways to engage and interact across these different mediums. Having an online profile shows how you would like to portray your club to the world. The quality of the content and images set the stage for your club's brand.

Club Captain Rangī Clark said "it was timely to update our website as our developer was doing the same for another site. The platform we were using was cumbersome and difficult to update. We now have a manual on how to maintain our new website which we didn't have before."

Creating a new website and social media page is just the beginning. There are always improvements that can be made to ensure people visiting the sites can find what they are looking for and the content appeals to their needs so they feel compelled to act.

WHAT A WEBSITE SHOULD HAVE (Main page)



Looking for a free website template for your squash club? Download one for free [here](#)