

# CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING AND SUPPORTING SQUASH

**SQUASH OTAGO** 



#### **OVERVIEW**

Everyone knows you can't sell a secret. Improving pulling power is key to club success and longevity. Being able to sell what your club can offer goes a long way to enticing members and prospects inside your facility. There are many tools available to promote squash, such as: banners, emails, posters, club passes, brochures, websites, social media, clothing, testimonial sheets and building signage.

To help get the word out there, Squash Otago have enlisted the help of a squash player and sponsor with expertise in graphic design and printing to create some posters for the District tournaments. These have also been put on social media with virtually no cost.

## **CHALLENGES**

#### Cost

Printing and posting marketing materials can be expensive if you don't have an in-house laser printer or access to a commercial printer at affordable rates.

#### Perception

Good organisations use bold and innovative marketing and communications to invigorate interest. How to show squash as a fresh and exciting sport that people will want to play?

#### Marketing

Designing visuals that captures the essence of the event and targets the desired audiences is tough if you don't have access to the software and knowledge that allows high quality imagery and layout.

## **SOLUTIONS**

#### Designer

A relationship was made with a sponsor and family member of squash players who develops eye-catching posters to promote squash events within the District.

#### Layout

Posters were designed that are full of colour, vibrant and help promote the events and game of squash with ease. These are provided for printing and online distribution.

#### Social media

People are not on social media to be advertised to, they use it to find out information that is relevant to their lives. The squash clubs in the Otago District use Facebook as an easy way to promote the various tournament posters that are important for their members.

### **RESULTS**



Saved in production costs (charged \$1 plus GST for A3 poster).



Posters generated so far.



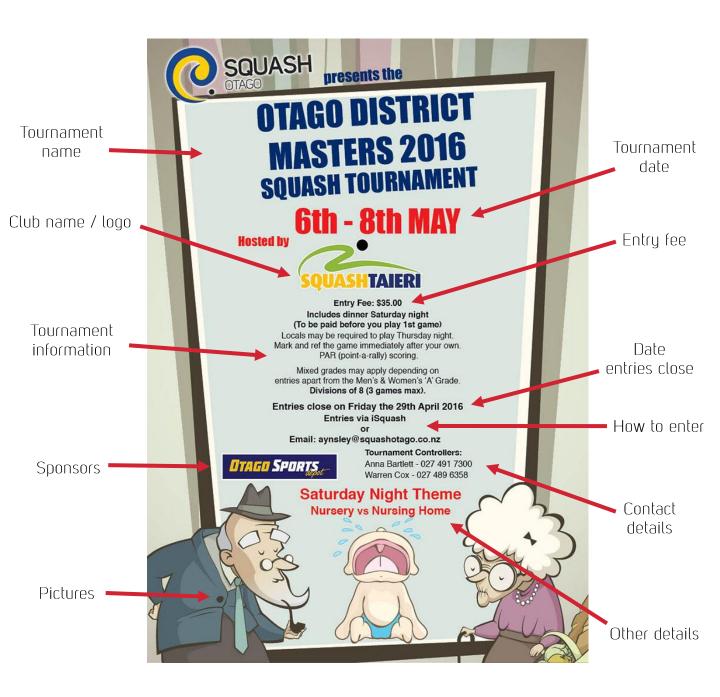
Online feedback from members in the Otago region.

## **CONCLUSION**

Promoting squash comes down to marketing the sport in a way that embodies all that is great about the game and delivering the relevant information to target audiences in a timely fashion. Using an in-house laser printer can reduce costs and if this is not possible, finding a commercial printer and trading a membership for the printing required can be another affordable way. However you decide to market your club, it doesn't need to be expensive but the materials must be easy to read, clear and informative. After all, you need to be able to tell everyone everything they need to know about what it is you are offering.

There are many other ways your members can help. Think about who else is in your club and how you can utilise their talents to help grow and support the game.

# WHAT TO INCLUDE ON A TOURNAMENT POSTER



# Tips:

- Create a theme to base your poster around
- Make it easy to read from a distance
- Use contrasting colours and available space
- Mix up different font styles and sizes
- Include a call to action