



ADVERTISING AND PUBLIC RELATIONS

Advertising and Promotions are a form of communication that lets your community know about your Triathlon Club. It's most likely that your club is already advertising and promoting itself to the community. Below are some suggestions for possible promotion and advertising venues.

Why Advertise and Promote your Club? Advertising and Promotions are a great way to share what benefits you can offer the community. They are also a great way to share your mission, vision and values with your community.

Venues for Advertising and Promotion: There are many strategies, mediums and tactics that can be used in spreading the word about your club to the community. The below mediums are suggestions that require a low level of effort and usually generate a high amount of interest in return.

Social Media – Social media mainly encompasses Facebook, Twitter and Instagram. These sites are fun, easy and a great way to share information about your club. They also enable you to reach a widespread audience at a low cost. Social media is a great way to build relationships by extending current relationships and fostering new ones. Some things to think about when starting a social media account are: (1) what information you are going to share (practice schedules etc.), (2) locations and contact information for club members, and (3) encouraging conversations.

eNews (Electronic Newsletters) – An electronic newsletter is a great way to share information with your club members. Electronic Newsletters are customizable and allow you to cater your message to your specific audience. Electronic Newsletters can be delivered as email blast through a webmail account or through a professional site such as Constant Contact.

Guerrilla Marketing - Guerrilla marketing is an innovative unconventional and low cost marketing technique aimed at obtaining maximum exposure. One method might be posting flyers around your community centres, pools and schools. Another tactic might be taking balloons with your logo to races and handing out posters at the same time.

Public Relations: Public relations is all about spreading the word and letting the community you live in know about your Triathlon club. One of the best ways to get noticed and spread the word about your triathlon club is to approach local and regional media. Below are some ideas to help generate media coverage at your event:

Print Media – Print media refers to any media that is printed. Your local newspaper can be an ally in spreading the word about your club. Think about contacting local media to see if you can speak to a writer or event get in the events calendar for the paper. The best practice for contacting print media is usually an email followed by a phone call. Emails can generally be found on your paper's website.

Triathlon BC's Magazine – Triathlon BC's inhouse magazine is produced annually, and is mailed directly to our membership. It's also distributed free of charge at various sport retailers around the province and at Provincial Race Series events. For more information, or to book ad space, please contact Triathlon BC.

Broadcast Media – Broadcast media usually refers to Radio and Television. Identify your local radio and television news stations, reach out to contact at the station and see if and what they might be interested in covering.

General Tips for Approaching Media:

1. *Timing is Important* – Make sure you know the deadlines for print and broadcast media to ensure that your event and club get s the coverage it needs. Print media generally requires notification two weeks in advance. The best way to find out deadlines is to contact the media itself. Broadcast media generally requires notification of an event two to three days in advance.
2. *Introduce yourself* – Make sure you (or your media person) identify themselves as the main point of contact to the media. This means being able to summarize your message in a concise manner and being able to give them your pertinent contact information
3. *Establish and Create a Relationship* – Your media person may become a good contact in the future so make sure communication is friendly and casual.
4. *Graphics*– Photo's and artwork are important as they can help generate excitement and secure coverage in print media after an event or race. Send media a picture after your event or race, attaching a photo caption and results. You might just see it in next week's local paper!

Take Home Points: Advertising and promotions allow you to be creative and the opportunities almost seem never-ending. Above are some examples that have been used by successfully clubs and are very easy to implement.