

**Membership &
Marketing**



Get it rolling!

Tool 2

NEWSPAPER ADVERTISING Made Simple

BOWLS
#1SPORT4LIFE

WWW.1SPORT4LIFE.CO.ZA



CHECKLIST FOR ADVERTISING AND NEWS ARTICLES

1. Use the AIDA principle when writing an article or drawing up an ad:
 - a. Start by creating an **Awareness** of your club. Tell them about your club/sport.
 - b. Then generate **Interest** (in the same article or in a follow up article). Make it relevant to them.
 - c. Establish a **Desire** with the audience. Entice them to find out more. Invite them to attend an open day.
 - d. Finally hook the fish, by calling for **Action**. Phone for more details; visit your club.
2. Use the best local newspaper with the largest distribution area and print run.
3. Build a good relationship with the sport journalist. Invite him/her for a drink or tea after work at the club.
4. If you do not buy space you have to rely on the goodwill of the journalist and the editor to place your press releases or articles for free. Paying advertisers get preference if space is limited.
5. To advertise with impact: the newspaper will LOVE regular articles or news. The key is regular and consistent news and advertising. Remember that editors have to fill a certain space with every issue. Regular contributors who can provide consistent, interesting articles are their friends!
6. Check the background when taking photos for publication. If there is a brand name or logo in the photo and that brand or company does NOT advertise in that paper, the chances are you photo will not be placed. The opposite is also true, if a regular advertiser's name is in the photo, there is a better chance of your article being placed free. Remember this when publishing Business League photos!
7. Community newspapers like images to illustrate the articles – make sure yours are good and relevant. Keep the images full-sized and uncompressed. The file may take longer to send by email, but the quality will be better.
8. Keep budget in mind if you are buying space.
9. The timing is very important – be aware of newspaper deadlines. If you miss a weekly deadline your “hot and happening” article will be old news.
10. Size really matters but the budget and the frequency will determine how big the advertisement will be.
11. Get a media sponsor on board – that is always a win-win situation.
12. Explore alternative advertising e.g. school newsletters, doctors' rooms, real estate brochures, neighbourhood newsletters, knock-and-drops, posters on notice boards at shopping centres.
13. Ensure that the club brand is consistent throughout all advertisements and articles.

TEMPLATE: NEWSPAPER MARKETING ARTICLE FOR CLUBS

The sport of choice for all ages: 1Sport4Life

Did you know that there is a safe target sport that has NO age restrictions, NO gender restrictions and which can be enjoyed by ANYONE regardless of their background or physical abilities?

Lawn bowls is one of the best kept secrets in sporting circles, but with the current explosion in its popularity, particularly amongst younger players, that is changing fast!

Whether you are looking for a recreational activity with plenty of social interaction or a fast-paced strategy-based sport offering the opportunity of achieving at the highest levels, lawn bowls is the logical choice. If you thought lawn bowls is a sedate leisure activity just for older people, you are in for a pleasant shock. It can be a game of skill and strategic tactics or simply enjoyable and relaxing – it's up to you.

It is only in lawn bowls that sayings such as 'How fast can you drive' or 'Being biased is a good thing' or 'Get one in the head' or even 'Hit the jack' take on a completely new meaning.

With its unique character that appeals to all age groups, bowls is truly 1Sport4Life – you can start at age seven and still be enjoying it at the age of one hundred!

ABC Bowling Club, with its well-groomed greens, easy access and welcoming hospitality, invites people of all ages to visit the club in XYZ street. Come and experience lawn bowls as a vibrant, affordable and friendly sport for the whole family.

We offer you: A non-contact target sport which will challenge your mind as well as your body; coaching for your whole family; affordable membership and most importantly, a sport which will get you out into the fresh open air with other friendly people.

Contact XYZ now on 555 1234 for more information or an appointment.
ABC Bowling Club is open on ??? and entrance is free.

TEMPLATE: CLUB OPEN DAY PRESS RELEASE

FOR IMMEDIATE RELEASE

ABC Bowling Club Open Day
1 First St, Your Town

We are please to announce that due to popular demand, ABC Bowling Club will be open to the public every Friday evening from 16:00 to 19:00 as from this coming Friday.

Why not find out for yourself why bowls is rated as the one sport that you can enjoy for your whole life. Make new friends as you explore how this target sport challenges both your mind and your body. Be warned though: bowls is highly addictive!

If you thought lawn bowls was just for geriatrics, then get down to ABC Bowling Club on a Friday evening and discover the truth about bowls for yourself. There are no age barriers, no gender barriers, no social barriers – it's an affordable sport suitable for the whole family.
1Sport4Life!

For more details please contact
John Blogs
011 555 1234
john@abcbowls.co.za

- end of release -