



Digital Marketing Basics Worksheet

A companion to your Digital Marketing Basics guide. Use this worksheet to turn each play into a plan for your league.

1. Social Media Plan

The 3-Post Weekly Formula

Plan one Educate, one Spotlight, and one Hype post each week of your season.

Week Of	Educate	Spotlight	Hype

Paid Social Budget Plan

Map your budget tiers to real dates on your calendar.

Phase	Suggested Budget	Start / End Dates	Goal
Awareness	\$100–150		Introduce your league to local families
Image + Video Testing	\$200–350		Learn what creative and messaging resonate
Deadline Push	\$500–750+		Drive urgency as registration closes

2. Email Plan

Plan the key emails you'll send from registration open through season kickoff.

#	Send	Purpose	Send Date
1	Announcement	Season dates and what's new this year	
2	Early-Bird Reminder	Discount cutoff and registration link	

#	Send	Purpose	Send Date
3	Last Chance	Final registration deadline	
4	Week-Of Details	Schedule, location, what to bring	
5	Thank You	Wrap-up and a next-season teaser	

3. Website Clarity Checklist

Check each item off as your registration page is ready.

- ☐ Clear "Register Now" button
- ☐ Key info upfront (dates, ages, location, pricing)
- ☐ Simple navigation
- ☐ Mobile-friendly experience
- ☐ Test your registration link on your own phone before you promote it

4. Weekly Tracking Log

Check in once a week. Note what's driving clicks and registrations so you know where to focus.

Week Of	Best-Performing Channel	Clicks / Traffic	Registrations (Start / Complete)	Notes

5. Tools Checklist

Pick two or three to start. You can always add more later.

Create

- ☐ MediaValet — ready-to-use, branded graphics for every program

- ☐ Canva — quick custom pieces MediaValet doesn't cover

Advertise

- ☐ Meta Ads Manager — run and manage your paid social budget on Facebook & Instagram
- ☐ Boost a Post — the simplest way to put a little money behind a post you already made

Organize

- ☐ Meta Business Suite — free scheduler for Facebook & Instagram posts
- ☐ Later or Buffer — simple alternatives with an easier calendar view

Analyze

- ☐ Google Analytics — free, tracks traffic on your website
- ☐ Your registration platform's dashboard — signups and where families drop off
- ☐ Your email platform's built-in reports — opens and clicks

Need More Help?

Contact your Account Specialist today to collaborate on ways to market your league.

Email leaguesuccess@rcxsports.com