

WE PLAY WITH THE PROS

# Digital Marketing Basics

A Companion Guide to Your League Marketing Plan

## Why Digital Marketing Matters

Families find leagues online long before they ever call. If you're not there consistently, someone else is.

### The Common Challenges

- No consistent posting or plan
- Relying on word of mouth alone
- No idea which channels are actually working

### Impact of Going Digital

- Reaches families who don't know you yet
- Builds trust before they ever call
- Shows you real data on what drives registrations



# The Digital Marketing Framework

5 plays that turn visibility into registrations

1. Build Visibility with Social Media

2. Stay Top of Mind with Email

3. Convert with Your Website

4. Track What's Working

5. Use the Right Tools

# How Social Media Drives League Growth

Visibility Builds Trust Before Registration

- Most families don't register the first time they see your league
- Social media creates familiarity over time
- Active pages signal that a league is organized and legitimate
- When registration opens, recognition turns into confidence



*Families register with leagues they recognize and trust*

## Organic Social: What Works

A Simple System Any League Can Maintain All Season

- Parents aren't judging production quality — they're asking if the league is active and fun
- Real moments and short videos (5–12s) consistently outperform polished graphics
- The 3-Post Weekly Formula removes the guesswork: Educate, Spotlight, Hype
- Consistency beats bursts of activity — you don't need to post every day



### Educate

- Rules
- Tips
- Reminders



### Spotlight

- Player
- Coach
- Volunteer



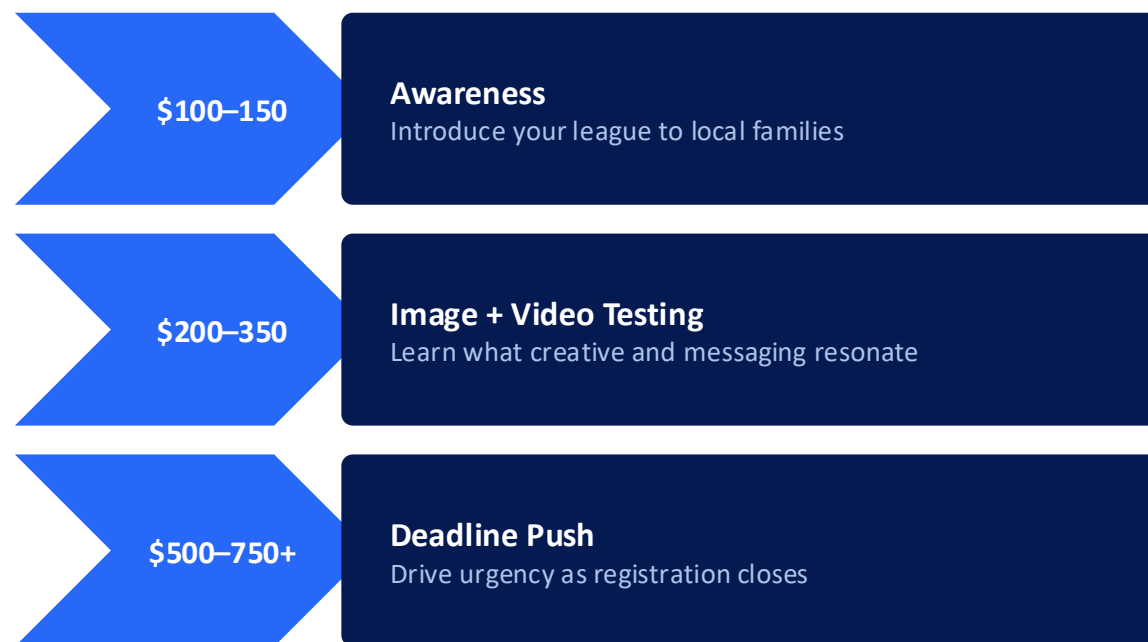
### Hype

- Highlights
- Celebrations
- Big Moments

## Paid Social: Reach & Budget

Small, Steady Investment Reaches Families Who Don't Know You Yet

- Organic social mostly reaches people who already know you
- Paid social reaches local families who haven't discovered your league yet
- Especially useful during registration windows
- You don't need a massive budget — each tier below has a clear purpose
- The goal is momentum, not perfection



*Paid social scales visibility, not complexity.*

# Paid Social: Best Practices & Success Metrics

What Actually Drives Results (and How to Tell If It's Working)

## Best Practices

- Target parents within 10–25 miles
- Use short video (15–30s) and static images
- Vertical formats work best for Stories/Reels
- Always link directly to registration
- Add captions to videos for autoplay
- Strong CTA: Sign Up or Learn More

## How Success Shows Up

- Link clicks to your registration page
- Messages and questions from parents
- Registration starts and completions
- Increased traffic during key windows

# Email Keeps Families Engaged

A Simple 5-Email Cadence From Registration Open to Kickoff

## Your Email Cadence

- 1 Announcement** — Season dates and what's new this year
- 2 Early-Bird Reminder** — Discount cutoff and registration link
- 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



**Keep it simple:** short subject lines, one clear CTA, mobile-friendly links.

## Your Website Closes the Deal

Clear, Mobile-Friendly Pages Convert Attention Into Sign-Ups

### Website Clarity Checklist

- ✓ 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

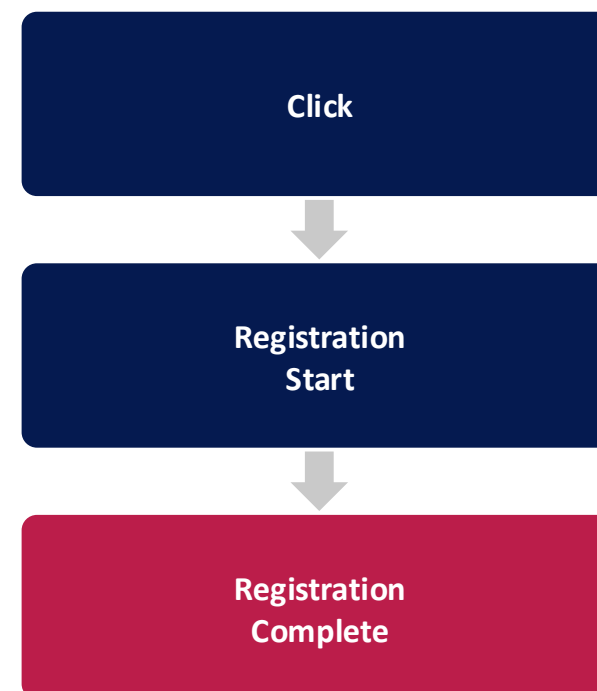


## Track What Actually Matters

Know What's Working Before You Spend More

- You don't need to track everything, just what ties back to registrations
- Which channel drove the click: social, email, or ads
- Where families drop off between starting and completing registration
- Email open and click rates
- Website traffic during registration windows

**Where to look:** your registration platform's dashboard, plus a free Google Analytics account on your website. Check weekly — daily swings don't mean much.



## Tools You Can Use

Simple, User-Friendly Tools for Everything You Just Learned



### Create

- MediaValet: branded graphics
- Canva: quick custom pieces



### Advertise

- Meta Ads Manager: run paid campaigns
- Boost a Post: simplest way to start



### Organize

- Meta Business Suite: free post scheduler
- Later or Buffer: simple alternatives



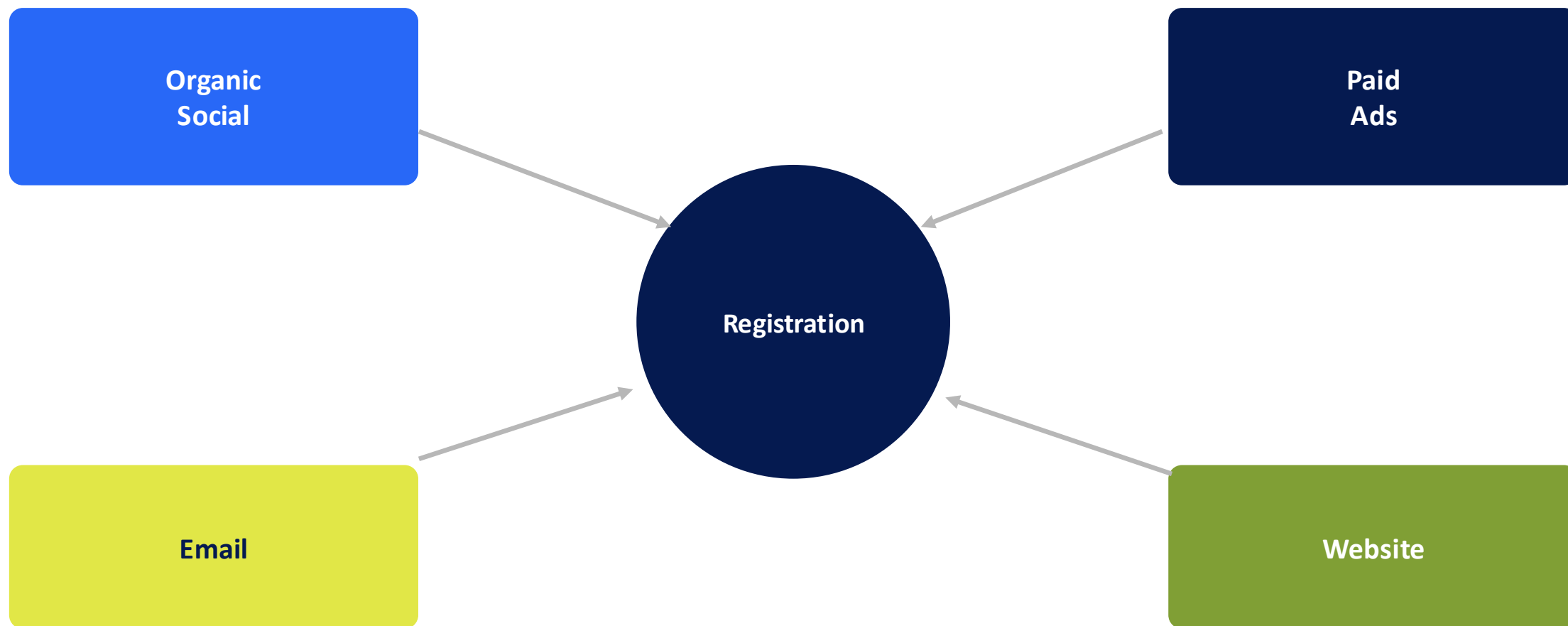
### Analyze

- Google Analytics: free website traffic
- Registration dashboard: signups & drop-off

**Start small:** pick two or three tools and get comfortable with them. Trying to run everything at once is how it falls apart.

## How It All Works Together

Digital Channels Work Best as One System



*Track weekly to see which channel is doing the work.*