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Creating a League Marketing Plan



Why Marketing Planning Matters

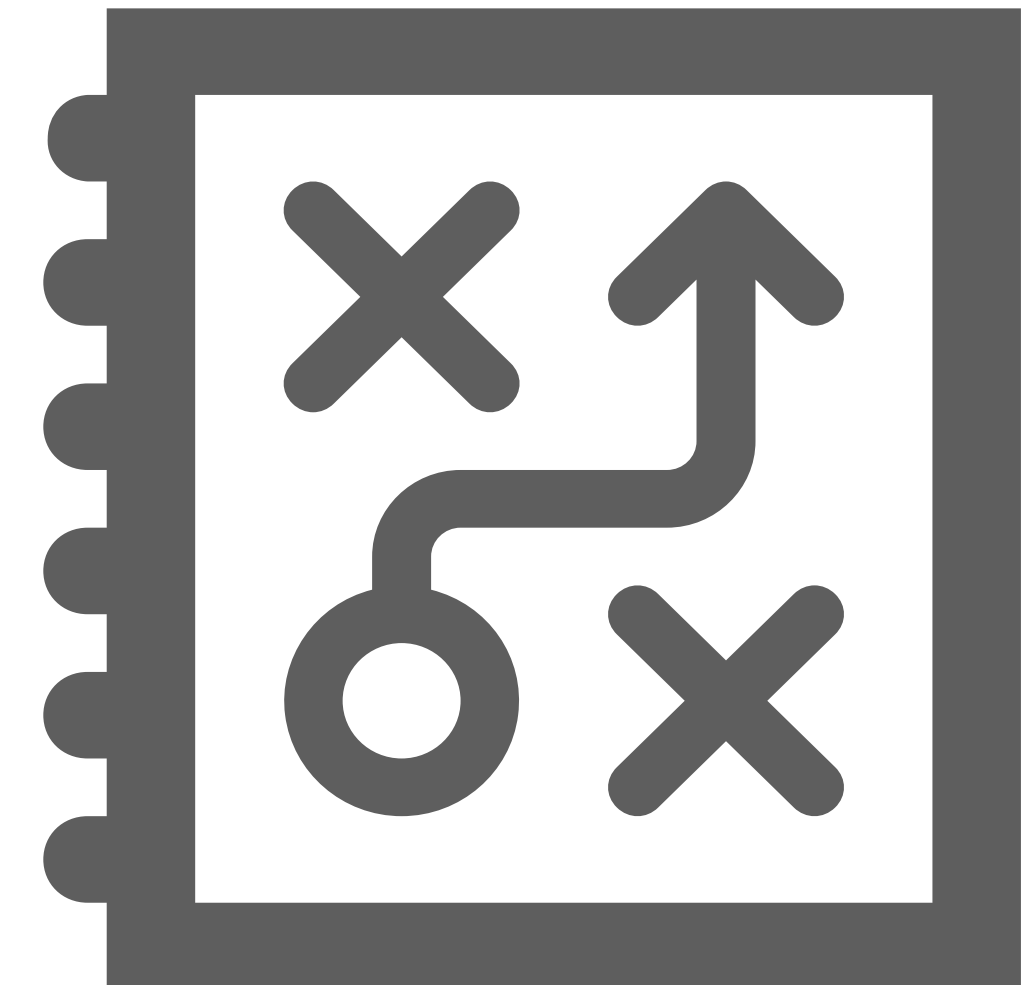
Just like you wouldn't start a season without a schedule, you shouldn't start marketing without a plan

The Common Challenges

- Last-minute promotion
- Inconsistent messaging
- Missed registration windows

Impact of Planning

- Increases registration predictability
- Reduces stress and reactive marketing
- Builds stronger community relationships over time





The League Marketing Framework

5 key plays of a winning marketing plan

1. Define Your Goals

4. Choose Your Channels

2. Know Your Audience

5. Create Messaging & Creative
Elements

3. Map the Timeline



SMART GOALS

Specific

Measurable

Achievable

Relevant

Timebound

Define Your Goals

What are you trying to achieve?

Registration Targets

- Overall total registration number
- Registration targets by age group, gender, etc.
- Retention (returning players) vs new player goals

Revenue Targets

- What is your overall season revenue goal?
- What is your break-even point?

Create Goal Benchmarks

1. Registration numbers by certain date(s)
2. Early bird registration window
3. Go/No-Go dates (min reg #s by division to run)



Know Your Audience

Segment your audience and figure out if each group has unique needs. Identify motivations of each segment. Here are some examples:

Returning players/families

- Convenience of returning

New to League Families

- Program benefits (compare to other programs)
- Player development

New to Sport Families

- All skill levels welcome

Parents

- Affordability
- Fun
- Convenient schedule/locations

Players

- Fun
- Pro league uniforms
- Friends



Parents

Players

**New to League
Families**

Returning Families

New to Sport Families



Map the Timeline

Determine your key phases & identify key marketing moments in each

Add specific date ranges for each phase

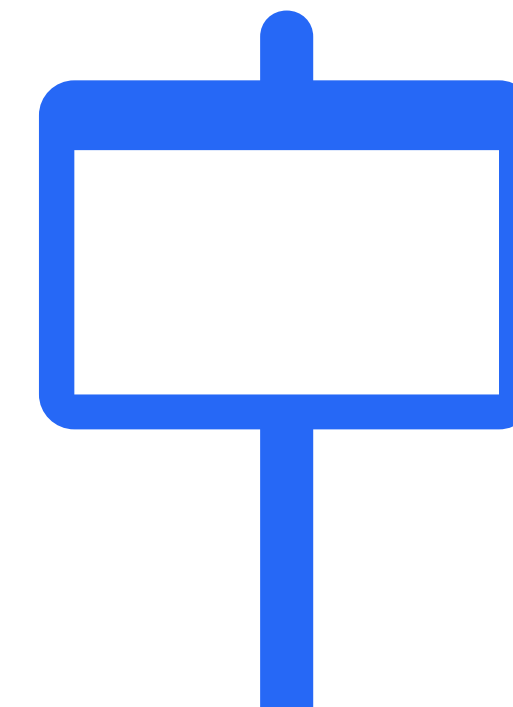
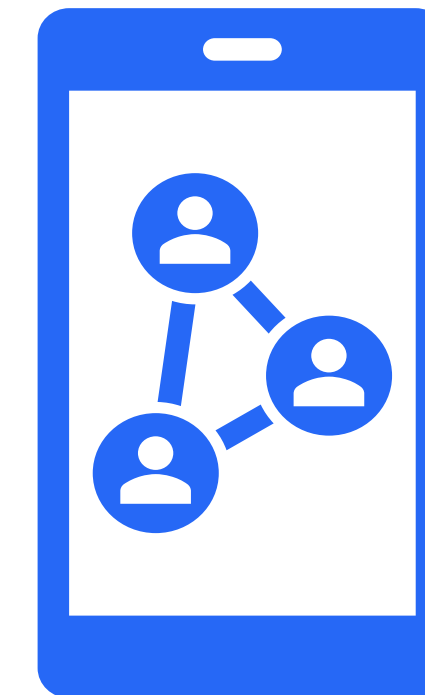




Choose Your Channels

Determine which marketing channels you'll utilize, such as:

- **Email**
 - Past participant emails
 - Emails through partner organizations (schools, travel orgs)
- **Social Media** (Facebook, Instagram)
 - Organic social
 - Paid social
- **Flyers** (print/digital)
 - School flyer distribution systems
 - Handouts at churches, youth groups, rec centers, public bulletin boards
- **Yard Signs**
 - Public facilities/streets
 - Current family yards
 - City Events (farmer markets, festivals)
- **Print/Digital Ads**
 - Local newspapers
 - High school sports programs
 - Next Door or other community platforms





Create Messaging & Creative Elements

- Keep tone & look unified on all channels (colors, graphics, icons, language)
- Tell a story "Why play with us?"
- Clear Call-to-Actions (i.e. Register Now)
- Identify key creative needs and sizing, based on your marketing plan
- Utilize ready-to-use and customizable graphics for all programs in MediaValet (tool from RCX similar to Canva)

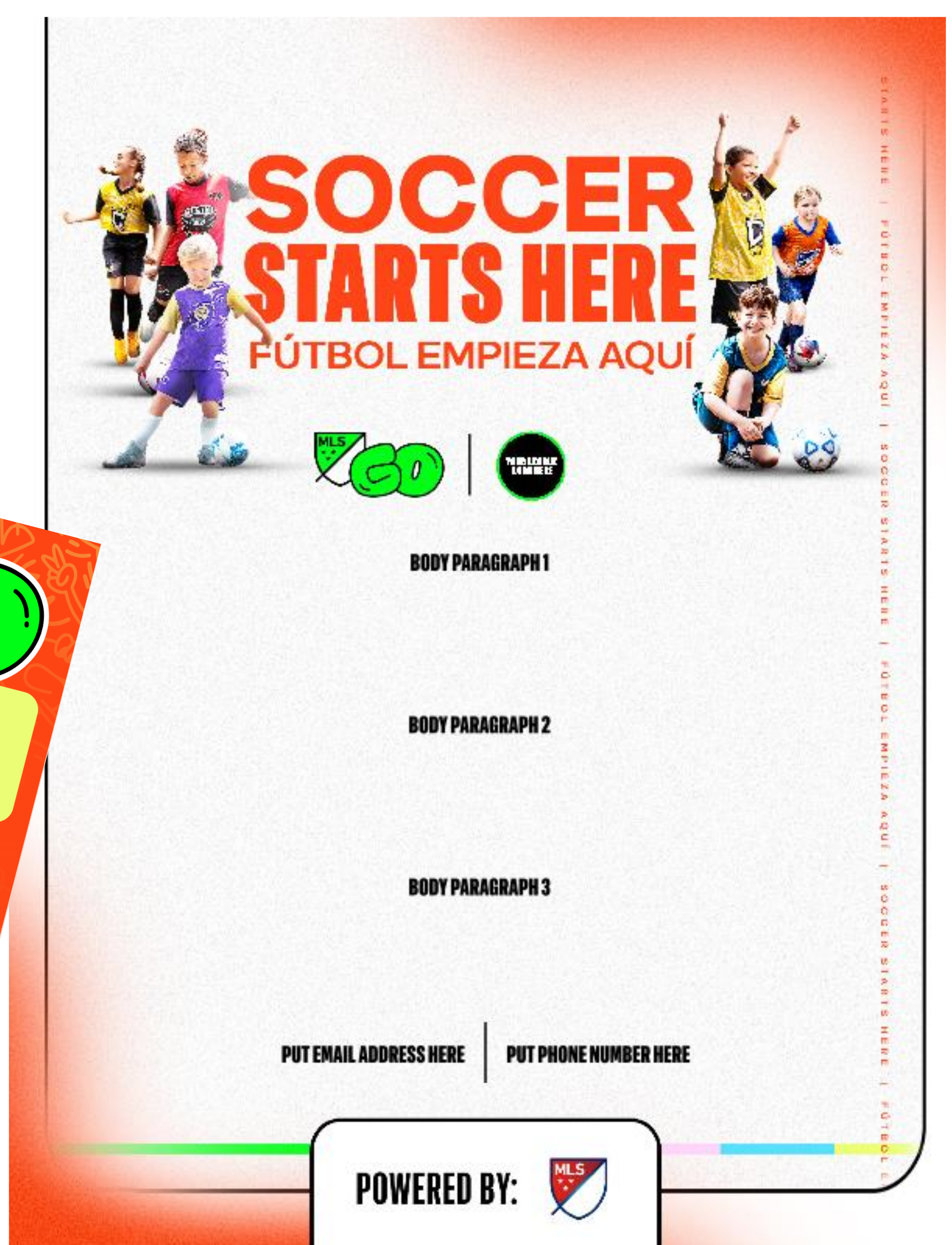




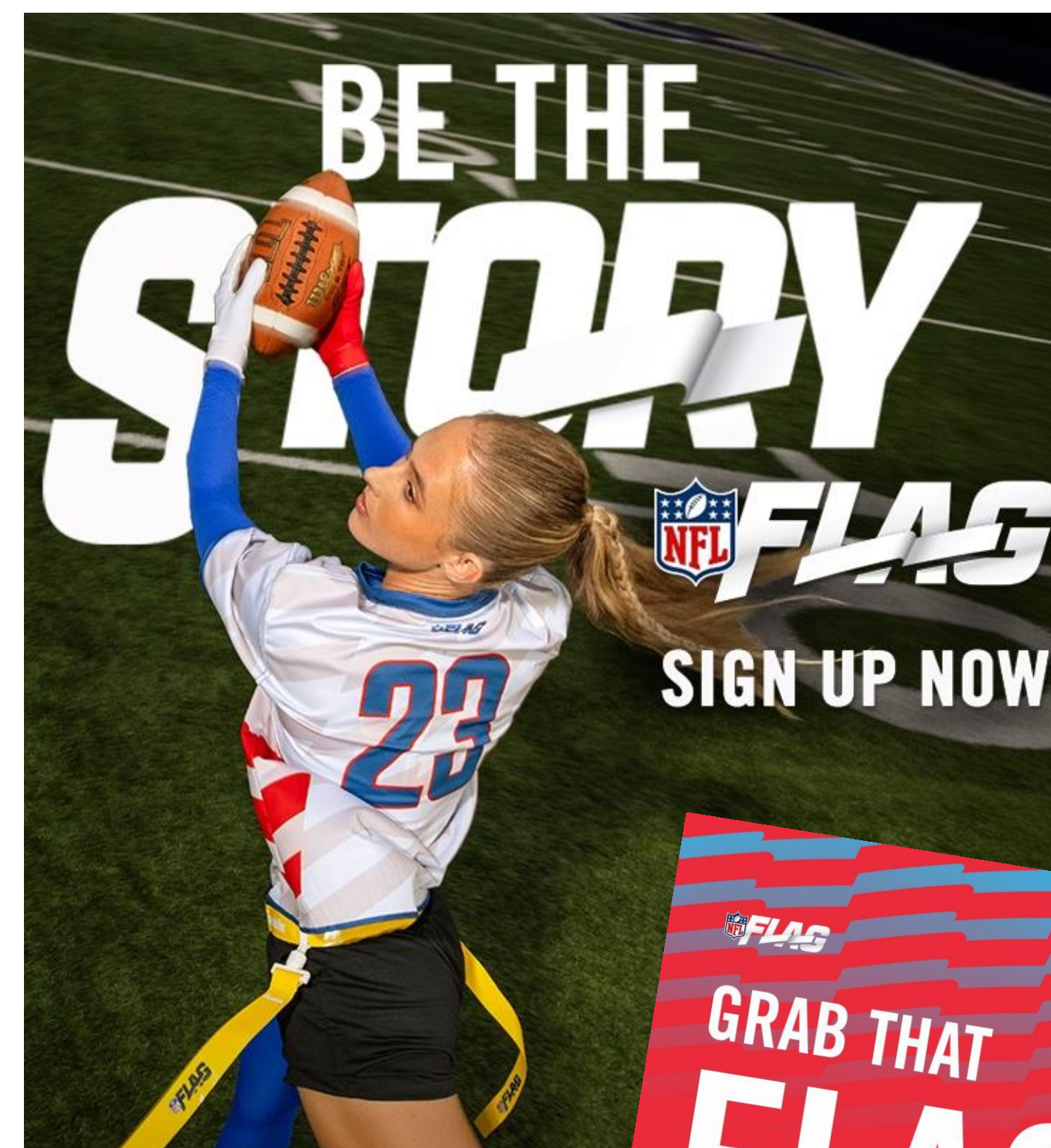
REGISTER NOW!



[Find Jr. NBA/Jr. WNBA Leagues Marketing Assets Here](#)



[Find MLS GO Marketing Assets Here](#)



[Find NFL FLAG Marketing Assets Here](#)



[Find NHL STREET Marketing Assets Here](#)



Worksheet Planner

Utilize this editable worksheet to make your plan

Need More Help?

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

Email leaguesuccess@rcxsports.com