



Orienteering Victoria

Using Online Marketing to Reach and Grow our Memberships

Introduction

How can we effectively use online marketing methods to grow our membership base?

1

Customer Experience

What is our Customer Experience? How does it extend from offline activity - events, brochures, our people, etc - to online - websites, newsletters, Search Engine Results Pages, etc? How do we present our websites to the world and new, potential members?

2

Online Marketing

How are we getting in front of people who would be interested in Orienteering, even if they don't know it yet? Or are we just waiting for them to find out about us in their own time? What avenues do we need to explore to grow our potential members?

Strategic Outcomes

What do we expect to get out of this session today and how does it affect you and our members?

1

A fresh look at online content and marketing

Look at the key elements we need to consider for us to refine and develop our online content and user experience with the aim of reaching potential new leads, converting them into participants and eventually, members.

2

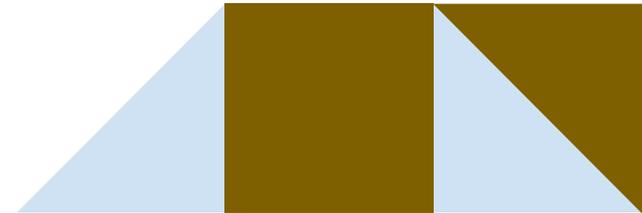
Have a go at developing targeted content and evaluate our value proposition

Through workshops today we will develop four targeted marketing articles that we can evolve into marketing funnel (landing) pages. We will also evaluate our value proposition and workshop potential alternatives.

Marketing

'mɑ:kɪtɪŋ/
noun

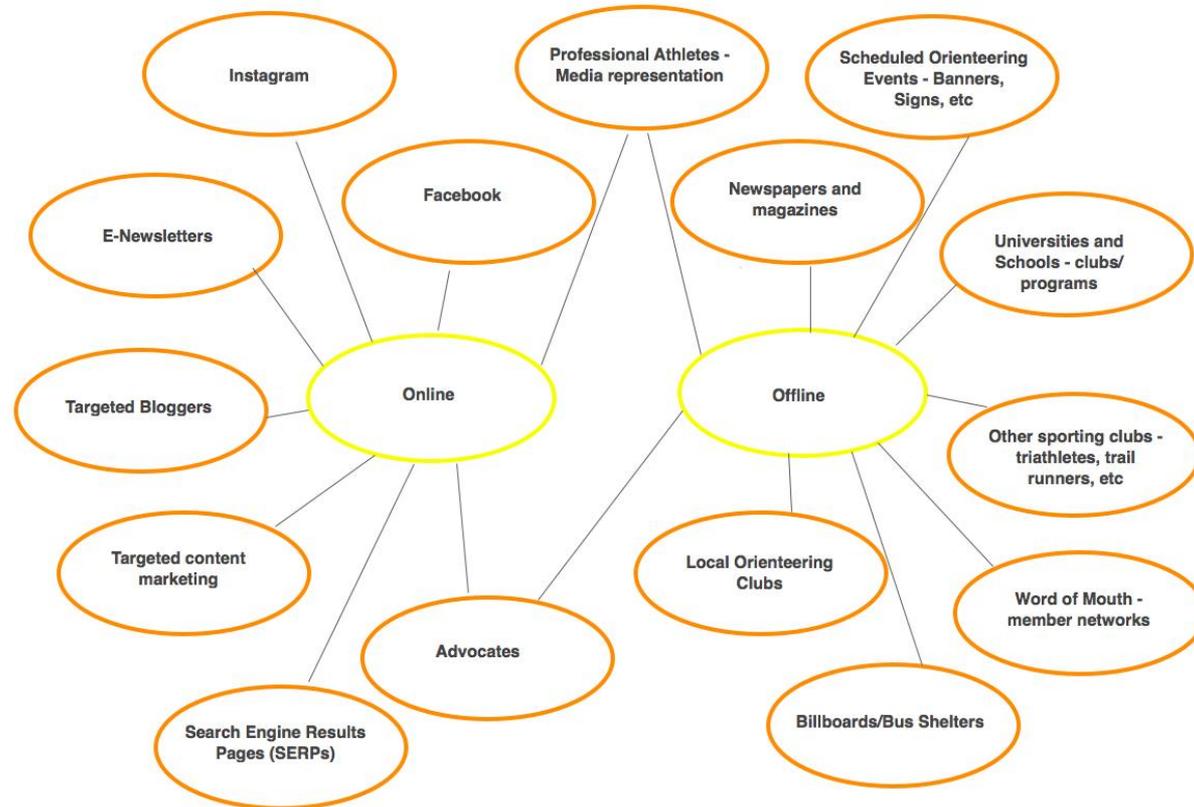
The action or business of promoting and selling products or services, including market research and advertising.



There marketing tools landscape is diverse



A snapshot of marketing tools/methods



Offline vs Online Marketing

Offline Marketing

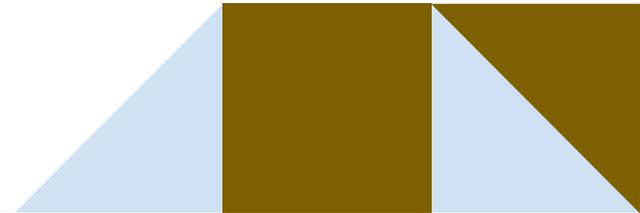
The more traditional marketing concept. You 'push out' your message and hope that someone relevant is listening when and where you deliver it - newspaper, tv, radio, letterbox drop, newsletter insertion, direct marketing, etc

Online Marketing

Deliver content to prospective members when and where they want to be reached. Know exactly what information your prospective members are looking for, and provide it in a format and place that relates to them and answers their questions.

Whether that be in search results, on social networks, via email marketing or other online sources such as other sporting clubs, university groups, school newsletters, advocate bloggers.

Online Marketing allows you to target very specific groups of people - to get in front of them where they are online





If Orienteering was sold in a product box....

What would a box of Orienteering look like on a shelf next to 20 other outdoor activities luring potential members to purchase?

Things to consider:

1. What are the top three reasons people are going to buy this product?
2. And if there was one slogan that captured the spirit of the product, what would it be?
3. What picture would be best placed on the box? Or would you have multiple images?
4. What coupons/offers/call-to-actions would you display?
5. What user/customer ideals are you trying to represent?



The online experience extends beyond content

UX - User Experience - How the user interacts with the brand online

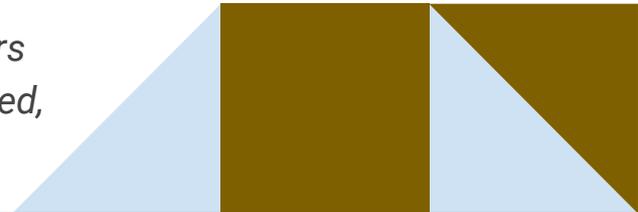
All users should be able to navigate and access information based on their requirements easily and quickly using:

- a clear menu structure,
- obvious user pathways
- targeted landing pages with strong call to actions (CTA)
- clear and succinct page meta (search engine results pages snippets)

UI - User Interface

The colours, fonts, branding, imagery - the parts that make up the whole on your screen

Studies have shown that you have less than 10 seconds to convince visitors to stay on your landing page. If they don't feel that their needs are addressed, they will be gone.



Do you have an elevator pitch?

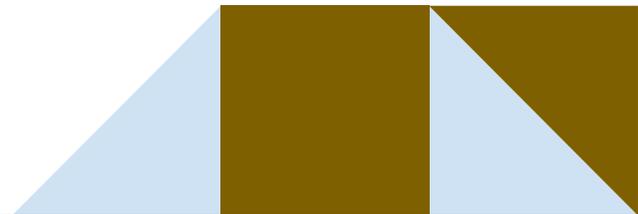
Orienteering will mean a lot of things to different people.

- What type, or discipline, of Orienteering you do?
- What age bracket or target membership group are you in?

If you're in an elevator and someone says, 'So what is Park and Street Orienteering', you have only enough time until the elevator doors open to describe what it is.

Park & Street Orienteering is....

- For [...]
- who [...]
- The [...]
- is a [...]
- that [...]
- Unlike [...]
- Park & Street Orienteering [...]



A Value Proposition or Unique Selling Point

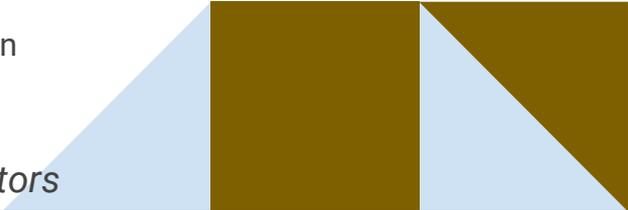
A Value Proposition (VP) or Unique Selling Point (USP) describes:

- the benefit of what you are offering,
- how you solve their needs, and
- what distinguishes you from the competition

A strong VP or USP needs to be conveyed in the first 10 seconds

- It may consist of just a single sentence or two.
- Or it can consist of a short but powerful headline (in less than 10 words), then have a supporting sub-headline or short paragraph to help explain or clarify your USP, and/or a short bulleted list of the benefits/advantages of using your product/service, with supporting visual imagery
- It should show all of the elements above the page fold (the area that visitors can see initially without having to scroll).

It must acknowledge your target members and their perceived success factors



Example: Melbourne Tri Club

SWIM. BIKE. RUN. Have Fun. MTC is a triathlon club dedicated to offering a fun, supportive and inspiring environment for athletes and their families to train, race and socialise. Novice > Athlete



Example: Orienteering Victoria



**From Streets and Laneways
to Bushland and Mountains
Choose your Own Adventure!**

Orienteering is a unique multi-generational, multi-level sport that keeps your body fit and your mind active.

Online/Digital Strategy - What, How, Who

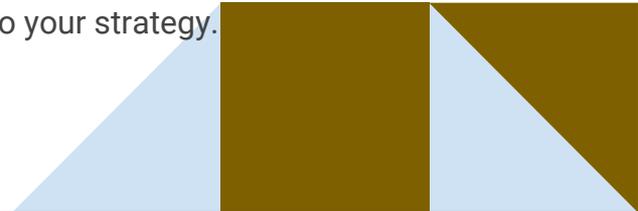
Websites, mobile apps, e-newsletters, and social media networks are just some of the ways to interact with your audience and achieve your business goals.

Set goals. Business Goals, Member Targets, Social Interactions, Event Participants, etc. These may be split between demographics and / or disciplines

Audience segmentation. We have identified our target demographics but we need to know more. Where are these people spending their time online, and offline? Certain demographics like millennials may gravitate towards more visual networks like Snapchat and Instagram, while baby boomers frequently gravitate toward Facebook for reconnecting with long-time friends.

Content Creation. Brainstorm messages, ideas, channels, and how to integrate into your strategy.

*Understand how a potential customer might go from barely knowing
Orienteering to attending an event.*



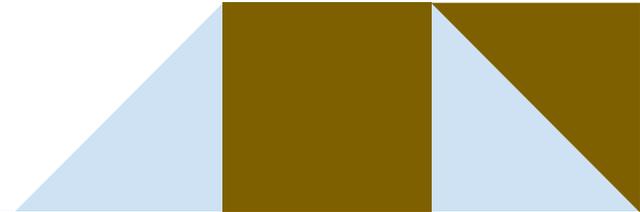
Content Creation: Engage, Educate, Entertain.

Content that provides value will be read and shared which increases your reach in attracting new members.

Know exactly what information your prospective member target groups are looking for, and provide it in a format and place that relates to them and answers their questions.

1. Publish your content on your website.
2. Deliver that content to prospective members when and where they want to be reached - search engine results pages, facebook, newsletters, bloggers and advocates, online news channels and other sporting clubs.

Content allows you to tell stories that evoke strong emotions and help Orienteering Victoria make a personal connection with the audience.



Design a Targeted Content Piece

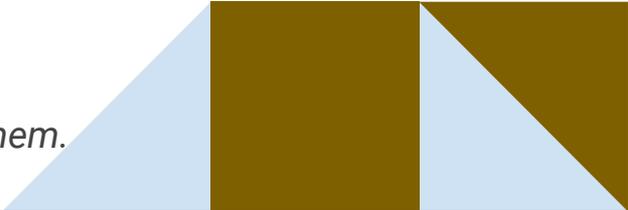
You are going to design a Facebook Ad for a content piece that is published on your website

Our aim is to pull a prospect/lead in to find out more about Orienteering. It will be targeted to a very specific demographic

You will need to provide:

- A advertisement introduction with limited character length
- A single image that represents the target member you are trying to reach
- A concise but enticing introduction
- A URL link that is short but relatable to the content item.

For content to connect with a reader, it should attempt to empathize with them.



An example: Target: 35-55 Parent



Like Page

Ride a bike. Tie your own shoes. Take care of someone or something. These are all basic life lessons that you hope your kid will learn. But some skills need the right environment to foster development...



10 Things You Want Your Kid To Learn That The Internet Can't Teach Them.

Help Your Child Navigate Their Future.

Independent decision making, learning to navigate with a map, observation and problem solving...

WWW.VICORIENTEERING.ASN.AU

GENDER: ALL

AGE: FROM: 35 TO 55. Further targeting will specify having kids between 7 and 18

LOCATION: Melbourne

INTERESTS:

1. Family
2. Outdoors
3. Hiking
4. Camping
5. Mountain Biking

Social Media - Why it's so important

Australia, Jan 2016 - 62.5% of the total Australian population has a Facebook account.

Source: <http://www.socialmedianews.com.au/social-media-statistics-australia-january-2016/>

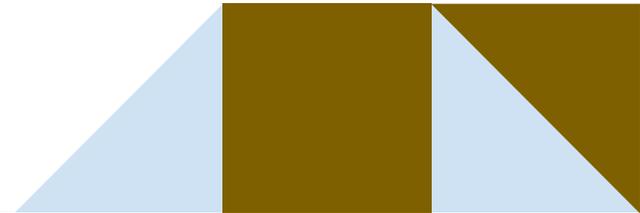
Worldwide, Dec 2015 - 90 percent of people aged 18 to 29 are using at least one social media channel. Further, today, 35 percent of people aged 65+ are using social media.

Source: <http://frog-dog.com/a-brief-look-at-social-media-demographics/#sthash.rGGIPctk.dpuf>

A Few Facebook facts:

- Highest traffic occurs mid-week between 1 to 3 pm.
- A Facebook post at 7pm will result in more clicks on average than posting at 8pm
- On Thursdays and Fridays, engagement is 18% higher

Source: <https://zephoria.com/top-15-valuable-facebook-statistics/>



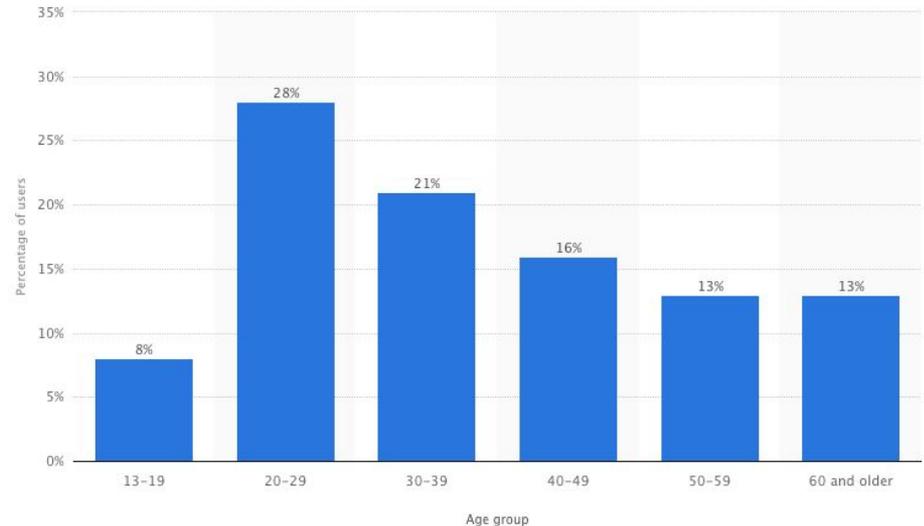
Social Media - a few statistics

Australian Social Media, Jan 2016

1. Facebook – 15,000,000 users (up 1 million from Dec 15)
2. YouTube – 14,000,000 Unique Active Views
3. WordPress.com – 5,650,000
4. Instagram – 5,000,000 Monthly Active Users
5. Tumblr – 4,500,000
6. LinkedIn – 3,700,000
7. Twitter – 2,800,000 Active Users approx
8. Blogspot – 2,450,000
9. WhatsApp – 2,400,000 Active Users
10. TripAdvisor – 2,200,000
11. Snapchat – 2,000,000 approx Monthly Active Users

Source: <http://www.socialmedianews.com.au/social-media-statistics-australia-january-2016/>

USA Facebook Distribution, Jan 2016



Next Steps

Creating an Online / Digital Strategy for Orienteering Victoria

Planning - Set goals and desired outcomes. Benchmark our current position.

Research - Get to know our audience better. Conduct target member interviews

Value Proposition - Agree on a value proposition. Know it is not set in stone!

Website Review - Review website structure and user pathways. Set working groups for each site.

Content Creation - Set content marketing calendar and budget

