

Woolworths NetSetGo Marketing Ideas

Looking to get the word out about your Woolworths NetSetGo programs? Here are some ideas:

- First make sure you have registered to become a Woolworths NetSetGo center, when you have done this you will be sent a link to marketing assets which you can use.
- Create a Simple Flyer, both digitally and hard copy
- Post on Association and your Netball Clubs social media
- Reach out to your members who work in schools, could they distribute flyers to their class?
- Visit local schools, day cares or pre-schools to talk at assembly or address classes – armed with flyers, or ask them to hand the flyers out for you.
- Check with NNSW Regional Manager about School clinics that have been held at local schools recently
- Put up flyers on School Noticeboards, Community Noticeboard, shop windows or shopping centre noticeboards.
- Ask your sponsors to put flyers in their shop windows
- Share on local community Facebook pages, such as local mums groups.
- Consider Social Media marketing (this could attract fees)
- Ask current members to share social media posts
- Offer a Lucky Door Prize for participants (think Club/Association merchandise, SSN merchandise, or netball equipment)
- Put up flyers around the association club house and netball courts.
- If it is in netball season, make announcement over the PA system.
- Consider running the NetSetGo program on a day where games/ training are being played so siblings and parents will see this offering for the younger kids.

How to make it FUN!

- Welcome participants at the entrance to the courts
- Keep participants busy as soon as they arrive
- Have music playing
- Name tags
- FUN activities
- Include a selection of current (age similar) players to assist Coaches
- Explain what is going to happen for the session
- THANK people for coming

- Group participants age appropriately.
- Supply giveaways (Association/Club/SSN teams)
- Run a gala day at the conclusion of the program
- Invite participants to bring a friend- a great way to start the program.
- Consider hiring face painting, jumping castles for a final day celebration.

Provide Relevant Information on Flyers / Social Media Posts

For new participants coming to the netball courts for the first time, it can be daunting. Try to give succinct information on promotional flyers or social media posts without being overwhelming

- Wear your activewear and sneakers
- Bring a drink bottle/snacks/hat/suncream
- Address of courts (directions to entrance if a bit tricky)
- Where to meet
- Can parents stay, or drop off?

What Next?

- After your Woolworths NetSetGo program, follow up your participants via email, or give their parents a call and thank them for participating
- Send them the information on how they can register to your next competition or program.
- Don't forget, if a parent is new to netball, give as much detail as possible in this follow up. Eg. how long the competition goes for, what to wear, how much it costs, is there training.
- If you are an Association running the Woolworths NetSetGo program, invite clubs to come down to the courts to chat to parents about joining their club.

Ask Netball NSW for help

If you are unable to find volunteers to run your Woolworths NetSetGo program, or want some more ideas, please contact your Regional Manager or community@netballnsw.com and we can try to find a Development Officer to assist your club or association at an additional cost.

**For any assistance setting up a Woolworths NetSetGo skills program in PlayHQ,
please reach out to your Regional Manager.**