



Maximize Your Marketing

Youth Programming

As we get closer to the end of the school year the pressure is on to finalize a dynamic roster of opportunities to engage the children who are connected to our clubs. Along with these programs you should also be considering ways to maximize membership marketing through them. Below are a couple things to keep in mind for marketing club membership through youth programming...

Gear Marketing - Maximize on kids' love for style by investing in some cool logoed items such as clothing, swimwear, sporting goods, school supplies, etc. If it looks cool, kids will want it and so will their friends. Gear marketing is a great way to get nonmember families thinking about your club.

Social Media Marketing - It's likely there isn't a kid coming to your club without a smartphone, so just embrace it and use it to your advantage. Consider incorporating hashtags for Instagram and Twitter as part of your programs. Invest in custom filters for Snapchat. It's second nature for kids to share what they are up to, resulting in a great awareness campaign for your club.