

Creating a marketing strategy

Developed by Buddle, this workshop explores how to boost your organisation's growth with strategic marketing. Learn to harness social media and identify the right channels for your organisation.

The need

This workshop is designed to empower you with the skills and knowledge needed to effectively promote and grow your club or organisation. Throughout the session, you'll learn how to set up and optimise social media profiles, understand their role in marketing, and analyse their impact to refine future strategies. You'll also explore the fundamentals of marketing strategy, using a simple framework to develop, monitor, and evaluate your approach. By identifying key growth targets and selecting the right marketing channels, you'll create a plan tailored to your aspirations.

Expect interactive discussions on strategy advantages and challenges, as well as

hands-on planning exercises to ensure you leave with a clear direction for achieving your club's goals.

Key features

- Identify and prioritise some targets your club or organisation wants to achieve in the future.
- Consider different channels of marketing and social media to use based upon the audience you are targeting.
- Create a marketing plan to achieve a club target.

Find out more by clicking [here](#), or contact us directly [here](#).