



# Marketing Your Brand (Club)

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# Social Media Handles - Branded /Uniform Across Platforms



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# It is so *important* to use multiple platforms and target to multiple demographics.

- YG Theme nights vs. Soccer Club programs
  - What's different about them vs. others?
  - What outcome are you trying to achieve?



# People care about a lot of things.

(and it's not always you)

- Why and how to stay top of mind 24/7/365
- The easier you can make things on the user,  
*the better*
- Passive vs. Active



## *Team Pride*

If you're not your biggest fan, who else will be?

- Importance of team chemistry outside the field
- Using photos in marketing efforts
- Who is sharing what you're posting?



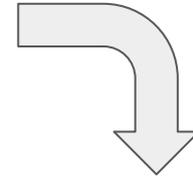
# Retention

\*the most important piece\*

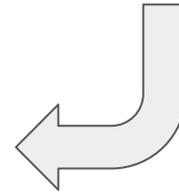
- “More than just baseball” / “More than just soccer”
- Making your brand more attractive
- Group outings, team building
  - *Refer to flyer in your bag*
- Marketing efforts coming full circle



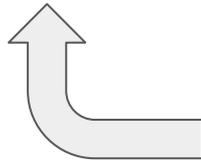
Marketing



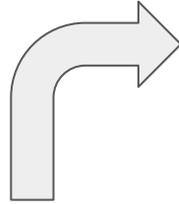
Appreciation  
Events



Retention



Happiness



# Let's stay in touch!

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## FOLLOW HARTFORD YARD GOATS ON SOCIAL MEDIA

- ❑ **Facebook:** @HartfordYardGoats
- ❑ **Instagram:** @HartfordYardGoats
- ❑ **Twitter:** @GoYardGoats
- ❑ **TikTok:** @HartfordYardGoats



- Goal: growth, retention
- Teach them more than just posting a link, hoping people come
- Get their brand out there
- Social & Website
- Rules of Marketing Examples
- No one outside of the team knows what you do
- Audience, club leaders, volunteers and kids - They oversee clubs
- Align with other relevant people in the area to increase your credibility, relevance, top of mind
- Everyone is fighting for the same market share
- How to get kids into their pipeline and not someone else's
- "Marketing Tables in delivery rooms"
- You should do a survey for parents, how do you best consume info
- Post stories and kids, everyone will share
- Articles
- Coupons
- Newsletter, social tips, advertising space