



MARKETING 101

If you are thinking of utilising marketing to grow your Pony Club or event, our guide below will help you identify the challenges, trends, and strategies within the marketing space.

Marketing Strategies & Services

1. Create Engaging Content

One trick that your club can use to attract more clientele and participants is to create engaging content. You can do this by featuring highly-renowned equestrian figures, showcase exciting and different horse sports and shine a light on your own community and the activities that are taking place!

Equestrian fans and horse mad youth share content with their friends all the time, meaning that you are able to tap into the networks of people that your target audience knows. For example, more than half of fans follow their favorite equestrian riders on social media, so you can digitally engage your client base who will also be horse riding fans.

2. Develop a Target Audience

A target audience is the group of people you will be directly marketing to. This includes participants, parents, alumni, sponsors, potential sponsors, local newspapers, radio and community Facebook pages and horse riders. Make sure you take into consideration audience traits such as location, age, interests and income. Thinking about your target market first allows you to determine how to reach them. You need to be thinking about how best to utilise the highly-renowned equestrian figures that we mentioned earlier to target fans and bring them to your platforms.

3. Sports Contests

One example of a successful promotion is using competitions for fans. A competition can tap into the excitement that fans already have for the sport as they are motivated to feel like winners although they might not be athletic. Contests get people excited about what you have to offer your fans, making these great tools for potential member outreach and motivating your member base.

An example of this is creating a package that may include a PCA branded jacket and shirt. On your social media you will create a post that says: Do you want some Pony Club Australia merchandise? All you have to do is share this post, tag two friends and make sure you are following PCA. Ultimately, this will build your follower base and reach!

4. Brand Partnerships

Brands often rely on partnerships in order to drive results. Sports clubs, Australian teams and brands are looking to align with one another as organisations and clubs are focused on becoming more data-oriented. Brands are looking for new opportunities to invest in partnerships, so they are always looking for new avenues to make that happen. As an example, reach out to businesses like saddleries, horse magazines and feed suppliers to collaborate with your club. Make sure you are continually checking Pony Club Australia's brand/sponsor guidelines about what you can offer your clientele. *(Read below: Sponsorship)*

5. Sharing Content and Photos

Most modern-day horse fans, sports fans and equestrians enjoy sharing content. The reason they enjoy sharing content is it enables them to connect with like-minded equestrian enthusiasts who have similar interests. Thus, in order for your content to be effective it should be easily shareable and should also be compelling enough to share. About 62% of 18-29-year-olds are interested in watching a sports event through their social media channels. This means that there are a multitude of equestrian enthusiasts checking social media while watching an event. Keep these events in your calendar and ensure that you are posting YOUR content and images at this time.

6. Sponsorships

Sponsorships are highly effective ways of being able to generate brand awareness. These tactics are highly visible; think of the times that you've seen brand logos on a saddle cloth, bridle, horse rug and more. This type of sponsorship adds credibility to the brand and turns a smaller brand into a nationwide or even worldwide player. Show

jumping has become a global game, and companies from around the world have a presence on riders and their horse's gear and team kit. This type of exposure means that sportscasters and commentators will constantly be mentioning these brands and organisation's names on air.

It also must be noted that the sponsorship sector, which includes revenues generated by payments from companies to have their products associated with an event, a team, or a club has also been expanding in recent years. However, you must be checking the Pony Club Australia brand/sponsor guidelines about what you can offer. You can do this via checking your Pony Club State Rules. You might not be permitted to wear uniforms with brands on them like some sports.

Add in link to brand/sponsor guidelines

7. Using the Right Tools

Marketing requires that you use a combination of different tools to reach your members and clientele. People watch equestrian events on television, check scores and results on their mobile devices, attend live events, and read about competitions in print and online. This combination of different outlets means that you have many different ways to target your market.

Remember that Google drives about 96% of the search traffic for mobile devices, and about 47% of equestrian fans are using mobile devices to check Facebook during an event. An example of this is using paid Facebook/Instagram ads that will target social media users during these events.

8. Your Video-on-Demand Content

Video-on-demand is using a 'live' video on your social media accounts to attract fans. A 'live' video is when you are providing your followers with a real time video of what you are doing at that moment. This could be during a competition, event or a lesson. This content is a huge opportunity for clubs who want to take advantage of marketing to grow their centre. Live video has become a standard for big platforms such as Facebook and Instagram.

This fast-growing market should reach 70 billion dollars worldwide within 2021. Live videos are way more powerful than scripted videos: viewers watch them almost three times more with an average engagement rate 12 times higher.

As the cost of producing greater amounts of footage falls to near zero, there are more opportunities to take equestrian viewers where they really want to be: in the training ring, on the track and in the moment when a competition is won or lost.