



2011 NABC – Louisville, KY

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ACBL Marketing

What's New?

Personalized Radio Ads

- 30 second radio spots – available free
 - You pay for the air time
 - Radio ads eligible for Cooperative Advertising reimbursement
 - <http://www.acbl.org/marketing/radioadrequest.php>

Interactive Bridge Articles

- “Bridge Bites” articles in an electronic format
 - On ACBL website
 - Use as Teaching Tool
 - Over 100 interactive articles
- Geared toward intermediate/newcomer players
 - <http://www.acbl.org/learn/bites/OLBtopicindex.htm>

ACBL Marketing

What's available for YOU?

Cooperative Advertising Program

- Helps defray advertising costs for:
 - Beginner & newcomer programs
 - New member recruitment
 - Ad must include ACBL logo and/or name
- 75% reimbursement for eligible ad expenses
 - Up to \$1,000 per ad campaign

Cooperative Advertising Program

- Program details:
 - <http://www.acbl.org/marketing/coopAdvertising.html>
- Tips:
 - Good ad sample
 - <http://web2.acbl.org/documentLibrary/marketing/AdSample.pdf>
 - Sample ad templates on ACBL web site
 - <http://www.acbl.org/marketing/adTemplatesLogos.html>
 - Submit ads to ACBL Marketing for pre-approval
 - marketing@acbl.org

Weekly Bridge Articles – “Bridge Bites”

- Vehicle for free advertising for clubs/teachers
 - Articles are made available free to any newspaper for publication
 - Tag line at bottom of each article can be personalized to promote local club and/or bridge class
 - More information:
 - <http://web2.acbl.org/documentLibrary/marketing/BridgeBitesSample.pdf>

Weekly Bridge Articles – “Bridge Bites”

- Other Uses for Articles:
 - Post on web site
 - Handouts for classroom and/or workshop discussions
- Want to get samples and/or get on the email distribution list?
 - Send request via email to marketing@acbl.org

Marketing Promotional Materials

- ACBL offers materials to assist in the recruiting/selling/teaching of the game of bridge
 - Brochures & Software
 - “Exciting World of Bridge – Welcome to Your First Duplicate Game”
 - “Learn to Play Bridge 1 & 2” – free software available on web site and on CD
 - ACBL bookmarks
 - “Your Best Partner in Bridge”
- Contact marketing@acbl.org to request marketing materials
- Contact education@acbl.org to request educational materials

Posting Club Game Results on ACBL Web Site

- ACBL offers club managers the ability to post club game results online
 - Go to “Resources for Clubs” under “Club Administration” on the ACBL web site to “sign up”
 - ACBLscore required

<http://www.acbl.org/clubs/index.html>

- Additional Features
 - Ability to post hand records/contracts
 - For those with duplicating and/or electronic scoring devices
 - Ability to post messages to your players
 - Example: “No game today due to snow”

Marketing Tips & Tricks

- Compilation of real life success stories from clubs & teachers
 - Located on ACBL web site at the following:
<http://www.acbl.org/marketing/tips.html>
- Sample topics
 - [How to Introduce New Players to Duplicate Bridge](#)
 - [Increasing Class/Workshop Attendance](#)
 - [Attracting New Members](#)
 - [Event Ideas](#)

Club Managers Handbook

- Don't forget the marketing tips contained in the handbook – on the ACBL website
 - How to make newcomers welcome and help them play often
 - Create new players' welcome packet
 - Establish a newcomer policy for your club
 - Host an end-of-classes party
 - Invite social players to your club for a social game
 - Reward members who bring new players

Youth Promotional DVD

- Available free to anyone attempting to get young audience interested in learning to play bridge
- Contact marketing@acbl.org to request copies

Recruitment Bonuses

- Club officials and teachers are eligible
 - Earn an upgraded club championship – for every 10 new members recruited
 - Earn \$100 gift certificate to Baron Barclay Bridge Supply – for every 25 new members recruited in a year
 - Earn \$500 bonus check – for every 100 new members recruited (regardless of number of years it takes to recruit)
 - Also receive an ACBL Star Recruiter certificate

Mailing Lists

- Club Managers can request mailing lists of ACBL members within their Unit or Zip Code
 - May only be used for ACBL and/or Club Marketing purposes
 - Submit requests to listlabel@acbl.org

Discounts & Savings

- FedEx Office – 35% print discount
 - 8 ½” x 11” black & white and color printing
 - Discount Number: 0119614236
- Office Max discount
 - Percentage varies – typically around 10%
- Discount Cards on ACBL web site – Member Benefits

ACBL Marketing

Communicating with Media

Communicating with Media

Publicity Tips for Clubs and Teachers

<http://www.acbl.org/marketing/publicityTips.html>

- Personalize your approach
 - When contacting local media, write or call editor or reporter by name
 - Look in newspapers to get names of reporters you think might be interested in your story
 - Newspapers – contact the Community or City Editor or a Feature Reporter
 - Radio/TV Stations – contact News Director

Communicating with Media

- Sending Your News
 - A Press Release is standard form of communicating news to media outlet
 - Written document containing all the information you hope to be used
 - Send Press Release by email
 - Phone call follow-up is good idea

Communicating with Media

- Tips for Writing Press Release
 - Should be typed and double-spaced
 - Be sure to include your name and contact information (email address and phone number)
 - Newspapers use Associated Press Stylebook
 - Guide for spelling and grammar
 - Sample Press Release
 - [http://web2.acbl.org/documentLibrary/marketing/Sample Actual Press Release.PDF](http://web2.acbl.org/documentLibrary/marketing/Sample%20Actual%20Press%20Release.PDF)
 - Include “Fact Sheet” about bridge
 - <http://web2.acbl.org/documentLibrary/marketing/FactACBL2011.pdf>

Communicating with Media

- “News” ideas for submission:
 - New Life Masters (party/celebrations)
 - Local players winning national events
 - Milestone Birthday celebrations
 - Golden Age Masters celebrations
 - Goodwill Day (1st Monday of each NABC)
 - Special games – children playing with grandparents, etc.

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Social Media

Social Media

- What is it?
 - Unlike regular media where you read a newspaper or listen to a report on television and you have very limited ability to give your thoughts on the matter – SOCIAL MEDIA is a two-way street that gives YOU the ability to communicate too.
 - Examples
 - Facebook
 - Twitter

Social Media

- How does it fit into your marketing needs?
 - Create a Facebook page
 - Invite club members to join
 - Post news, photos, announcements
 - Read comments posted by your “fans” or “friends”
- ACBL Facebook page
 - Currently has over 2,000 “fans”
 - Take advantage of posting info about your club or class on the ACBL page

ACBL Marketing

What's next?

Improvements to ACBL Website

- Improved navigation
- Continued enhancements to Cooperative Advertising Program
 - Online approval process
 - More templates available (print ads, flyers, postcards, etc.)

Customized TV Ads

- Similar concept as the Customized Radio Ads
- Will offer a “tag” at the end of the ad to allow promotion of your club and/or class

Ad Templates

- Development of more print ad templates to help market your club and/or class
- Media Buyer to assist with print ad placement recommendations

Mobile Media

- ACBL smart phone app
 - “Find a Club” feature
- Other features to be added in next phase
 - “Find a Teacher”
 - “Find a Tournament

100 Clubs In 100 Days

- ACBL Board President Craig Robinson's "100 Clubs in 100 Days" Tour
 - Send Craig a request to visit your club
 - president@acbl.org