

MARKETING FAQs

I'VE COMPLETED THE TRIACTIVE COACHING COURSE, BUT DON'T KNOW THE BEST WAY OF ADVERTISING TO POTENTIAL PARTICIPANTS?

One of the most effective methods of any advertising or marketing comes from personal word-of-mouth recommendations as these carry a weight of trust when they come from family, friends or colleagues. If you are a member of a triathlon club, advertising through existing club channels to reach members' friends and family is a very good start.

SHOULD I TAKE ADVANTAGE OF SOCIAL MEDIA CHANNELS?

Yes! Facebook is probably the best place to start and as well as posting via your personal feed, you can construct targeted marketing campaigns to reach your preferred or target audience and of course ask to use your club Facebook page too. Once you get your TriActive program up-and-running, collecting and posting images of training sessions (with consent from participants) and at races will work very well with an Instagram account that you can develop to advertise your TriActive group. In the first instance, you can also ask your State TriActive Coordinator for access to their image bank to get you started.

HOW ABOUT THE SPORTS AND AQUATICS FACILITIES? SHOULD I DISCUSS MARKETING THE PROGRAMS WITH THEM?

Yes, it's in the interests of any facility that you use for the spin or swim sessions of the TriActive program and if you use two separate facilities during the program, this can help you reach an even broader audience. Speak to the staff at the centres and ask if they have a colleague who deals with their marketing that you can sit and discuss how best to market your TriActive group through their existing in-house channels to re-engage and/or re-energise existing members and reach out to new ones.

DOES THE STATE TRIATHLON ORGANISATION HAVE ANY RESOURCES TO SUPPORT MARKETING MY PROGRAM?

Yes, the SSO will have developed a broad resource package to help assist your initial marketing campaign. Your program will be advertised via www.triactive.com.au and via their Facebook and Instagram feeds also. They will be able to provide digital resources (banners and flyer templates) for you to use on your triathlon club website and will have an appropriate image bank for you to utilise whilst you develop your own.

WHAT ABOUT ADVERTISING THE PROGRAM IN LOCAL NEWSPAPERS?

Local press are always on the lookout for stories of local interest and so contact the paper in the area that you are holding the sessions and ask if they would run a short piece on the program. Make sure you have thought about content and a health & fitness "angle" for the storyline or alternatively, ask your State TriActive Coordinator if they have a template and imagery available.

WHAT OTHER OFFLINE CHANNELS SHOULD I CONSIDER MARKETING THROUGH?

The target market for TriActive is broadly considered to be males and females aged 35 to 50 years old. Most **schools** distribute a newsletter to parents and so contacting local primary and secondary schools in your targeted training areas may be an effective method of reaching this audience.

Also consider **local businesses**. Health centres and physiotherapy practices are common sites on most high streets and having a conversation with the appropriate staff at these may result in flyer/poster advertising opportunities to an audience wanting to re-engage with exercise participation. Something as simple as a poster in your local bike shop can attract interest too.