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"A brand for a company is like a reputation for a person."

Jeff Bezos

Venues must recognise the significance of their brand as a direct reflection of their reputation. When a potential member discovers a club online, it's essential that their experience evokes the same feelings as an in-person interaction with the club's committee. This necessitates a consistent and coherent brand image across all aspects of the venue, one that authentically represents their unique identity and the core essence that distinguishes them. It's about ensuring that every digital touchpoint mirrors the club's distinct DNA

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Streamlined Website Navigation

- Venues will have websites that are simple to navigate, ensuring a great user experience. With an average human attention span of only 8.25 seconds, it's vital for information to be quickly accessible.

Online Presence to Reflect Brand Identity

- Venues will have an online presence that reflects the identity and values of the club, showcasing what they stand for such as inclusivity, equal opportunities, emphasis on performance, exclusivity etc.

Insightful Web Analytics

- Venues will have websites equipped with basic analytics, helping to better understand their audience, their behaviour and their preferences. For example, if large amounts of traffic are going through a clubs 'ABOUT US' page, then there is clearly an interest there, so the club should maximise that area.

Social Media as a Discovery Tool

- Venues will understand that social media acts as a search engine, where frequency of content creation is key. This is crucial as 44% of internet users aged 16 to 64 use social media to research brands

Selective Social Media Strategy

- Venues will understand which social media platforms are right for them and focus on what is achievable and manageable, recognising that fewer channels can still be effective.

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In-Depth Audience Understanding

- Venues will have a better understanding of their online membership and audience, regularly segmenting them to best serve their diverse needs.

Digital Skills in Volunteer Workforce

- Venues will have a volunteer workforce with digital skills at its heart.

Mastery of Online Advertising

- Venues will have a clear understanding of paid advertising online, including its benefits and pitfalls, and how to effectively allocate their budget.

Technology for Enhanced Member Experience

- Venues will utilise technology to improve the experience of members, such as through digital sign-up forms for events, online membership payments, and easy access to important documents.

Strategic Marketing Alignment

- Venues will have a clear marketing strategy at the start of the year, leveraging events in the wider world like major sports events and religious festivals to build their marketing plans.

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Venues will have an environment that is welcoming to the whole family. Venues will understand that when a family as a whole are members, that is where they develop lasting loyalty and longevity with their membership. It's crucial for the clubhouse to be more than just a facility; it should be a desirable destination where people want to spend substantial time. This could include:

Family-Friendly Club Environment

- Venues will offer an environment that appeals to the whole family, understanding the value of family memberships in fostering loyalty and long-term engagement

On-Site Refreshment Facilities

- Venues will provide quality tea and coffee facilities to keep parents and members comfortable and engaged, reducing the need to leave for refreshments

Reliable Wi-Fi Connection

- Venues will ensure fast and functional Wi-Fi, encouraging families to stay longer with the convenience of online connectivity. It also ensure you are tapping into new mobile working. For example, if someone can finish their last zoom meeting at the club and avoid commuting, it means they can play a match at 6pm?

Safe Spaces for Younger Children

- Venues will dedicate safe and engaging areas for younger children, ensuring a family-friendly environment

Coherent Interior Design

- Venues will pay attention to their interior design, mirroring high-street trends to create an inviting and stylish space that encourages longer stays

Clear and Concise Communication

- Venues will maintain uncluttered notice boards for effective communication, catering to the increasing desire for easily accessible information

Unified Online and Offline Identity

- Venues will strive for a consistent identity across digital and physical spaces, encouraging member engagement with social channels

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