Tips for Maximising Marketing with DIY Toolkits

💡 Marketing Tips to Make the Most of Your DIY Marketing Toolkit

Promote your campaign, event, marketing activity or course with simple, smart, budget-friendly tactics!

Target Audience: Seniors, Retired or Semi-Retired, those looking for a new hobby or a social activity.

1. Print Smart To Save Money And Make An Impact

You've got a few options for printing flyers and posters depending on your budget and needs:

🔹 **External printing** – Services like Officeworks or your local print shop can often do small print runs and frequently provide better value (and quality) than in-house printing, especially when you factor in the cost of ink cartridges.

🔹 **DIY printing** – A DIY flyer version is included in this toolkit if you prefer to print in-house. This can be handy for small quantities, last-minute needs, or putting flyers in with other club materials.

🔹 **Half-page or full-page** – You can print two flyers per A4 sheet to save paper and money (ideal for handouts), or use a full A4 size for higher visibility on noticeboards.

🔹 **Need changes to the flyer?** Many of the Marketing Assets in the Toolkit are editable but if not print shops are happy to help with small artwork edits—like adding your club name, contact details, or course info—before printing.

2. Put Up Posters Where Your Audience Is

Stick your posters up wherever your target audience might spend time—there are often **community noticeboards** in these locations where you can place flyers or ads:

- 🛍️ Shopping centres
- 📚 Libraries
- ☕ Cafés and local bakeries
- 👴 Seniors Centres
- 🏫 Community centres and council halls
- 🧘 Leisure centres, gyms, or yoga studios
- 🏥 Medical clinics, physios, or waiting rooms

Also consider less traditional (but high-visibility) locations—*where permitted*:

- 🚻 Toilet doors (in cafes, community centres, or clubs)
- 🚌 Local bus stops or shelters

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- 🧻 Laundromats or shared spaces in apartment complexes
- 🛋️ Bulletin boards in residential villages or lifestyle communities

Keep a stack of half-page flyers on hand too—they're great for leaving at counters, reception desks, or local events.

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3. Get Digital

Make the most of online channels to spread the word quickly and widely:

- **Post your social media tile** in local **Facebook groups** and **community pages**.
- Share in **interest-based groups** your audience might be part of—like over 50s, retirees, hobbyists, or social clubs.
- **Use the email signature banner** included in this toolkit—add it to the bottom of your outgoing emails to promote your course passively and consistently.
- **Add the website banner** to your **club's homepage** and any relevant **landing pages** to highlight your promotion or campaign.
- **Encourage committee members and club players** to share the social media tile on their **personal social media accounts**—especially if your club is running a *refer a friend* offer. Personal recommendations go a long way!
- **Post a social media tile or course info via WhatsApp** to any relevant contacts or group chats. Encourage club members to **forward the message easily** to friends or family—it's a quick way to spread the word to people who might not follow your club online but would love to join in.

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4. Build Partnerships

- Reach out to local organisations that connect with your audience—retirement villages, Men's Sheds, Probus clubs, Golf clubs, Bowling clubs, Croquet clubs, hobby groups, etc.
- Offer an **exclusive member benefit**, such as a discount on your first bridge course, a group discount, or a "bring a friend" offer. Give the offer a limited time to encourage prompt action.
- Suggest **cross-promotion**: they promote your marketing activity or course in their newsletter, email or online, and you return the favour. Make sure you include a member offer as a Call to Action.
- Organise an experienced player that presents well to give a Bridge talk at their centres/facilities to encourage interest.

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5. Tap into Local Council Support

Many councils have **dedicated budgets to support initiatives for seniors, community wellbeing, and social connection** — exactly the demographic and benefits your club offers.

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When approaching your local council:

- **Do your homework** – Visit your council's website and look for community grants, seniors' programs, or recreation funding opportunities.
- **Highlight community impact** – Show how your club creates social connection, mental stimulation, and inclusivity, especially for older residents.
- **Use numbers and stories** – Share participation figures, testimonials, and examples of how bridge has improved wellbeing for members.
- **Align with their priorities** – Reference the council's community plan or strategic goals to show your proposal meets their objectives.
- **Start the conversation early** – Build relationships with community development officers, sports/recreation managers, or local councillors.

Remember: Local councils want to support activities that enrich community life — and bridge fits the bill perfectly. All it takes is starting the conversation.

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6. Talk To Retirement And Lifestyle Communities

- Many retirement villages and aged care homes are looking for more social, brain-boosting activities for residents.
- Offer a **group discount** and suggest they bus residents to your lessons.
- Some centres already have bridge players / groups but no formal lessons—this is a great opportunity to support and grow their activity by partnering with them to offer the beginner lesson component.
- Organise an experienced player that presents well to give a Bridge talk at their centres / facilities as a value add and to encourage interest.

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7. Engage Local Clubs and Social Venues

- Partner with **golf clubs, bowls clubs, and RSLs**—many already host bridge groups but don't offer beginner pathways.
- **Provide a special discount for their members** to encourage new registrations for your Bridge Courses, or **offer to run an intro course at their facility for a price or play a bridge hand or become a member or participate in an event etc.**

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- **Offer reciprocal advertising or cross-promotion**: they promote your marketing offer in their newsletter, email, social media or online, and you return the favour. Make sure you include a member offer as a Call to Action. Give the offer a limited time to encourage prompt action.

💬 Bonus Tip:

Use the templates in this toolkit to create posts, emails, and flyers with ease—no need to start from scratch!

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