



# ABF CLUBS MARKETING 101

Webinar summary and practical action guide

Presented by Blaze Marketing for the Australian Bridge Federation | 11 June 2026

## EXECUTIVE SUMMARY

The **ABF Club Marketing 101 Webinar**, presented by Blaze Marketing, introduced the growing range of practical marketing support being developed by the Australian Bridge Federation to help clubs promote bridge, attract new players, engage members and make marketing easier for volunteers.

The webinar showcased the new **ABF Marketing Hub**, DIY marketing toolkits and practical resources now available to clubs, while also providing marketing expertise and practical guidance to help bridge clubs improve their marketing, promote lessons and events, attract new players and retain existing members.

The webinar reinforced that the Marketing Hub is just the beginning. The ABF will continue to develop new campaigns, templates, guides, toolkits and practical marketing resources to help clubs build stronger, more sustainable marketing programs.

## Purpose

The webinar provided practical guidance to help bridge clubs improve their marketing, promote lessons and events, attract new players and retain existing members. It also introduced the growing range of marketing support, resources and promotional channels now available through the ABF.

## The reality facing bridge clubs

### Common club challenges

- Limited volunteer time
- Small budgets
- Competing priorities
- Varying levels of marketing experience
- Regular committee turnover

### How the ABF is supporting clubs

- Save time and improve consistency
- Build marketing infrastructure
- Increase visibility and awareness
- Improve brand consistency
- Provide practical expertise, support and ready-to-use materials

**The goal is not perfection—it is practical progress.**



## Why Marketing Matters

Marketing is not just about attracting new players. It also plays an important role in strengthening and sustaining clubs over the long term.

Effective marketing can help clubs:

- Increase awareness of bridge and the local club.
- Attract new players and members.
- Promote lessons, events and special activities.
- Engage and retain existing members.
- Build a stronger, more recognisable club brand.
- Support sponsorship and partnership opportunities.
- Create a more sustainable and vibrant club community.

## The ABF Marketing Hub

The Marketing Hub brings together resources that clubs can use or adapt, reducing the need to create everything from scratch.

### ABF Marketing Hub

<https://www.abf.com.au/abf-marketing/>

✓ Marketing campaigns and toolkits	✓ Branding and ABF assets
✓ Marketing signage and materials	✓ Event promotion and guidance
✓ Sponsorship and partnership resources	✓ Marketing news, webinars and tips
✓ Public relations and media resources	✓ Marketing support requests

The Hub will continue to grow as new campaigns, toolkits, templates, guides and marketing resources are developed.



## Promoting activities through the ABF

Clubs can submit information for possible promotion through ABF channels. The more complete and publication-ready a submission is, the easier it is for the ABF to assess and promote it.

Story	Photo	Key details	Call to action	Contact person
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Suitable stories can include event activities and results, memorable moments at the table, community stories, volunteer recognition, youth bridge activity and club or member milestones.

These stories and activities may be promoted through a range of ABF communication channels, including:

- ABF Website
- ABF Newsletter
- My ABF
- ABF Social Media
- ABF YouTube Channel

By sharing content with the ABF, clubs can increase the visibility of their activities while also helping to promote bridge across Australia.

## Marketing toolkits

The webinar showcased the new DIY Marketing Toolkits as one example of the practical marketing support now available through the ABF.

Designed to save clubs time, the toolkits are **ready-to-use, easy to customise** and help clubs present a more **consistent and professional brand image**. Simply **download, adapt and share**.

More toolkits, campaigns and resources are currently being developed to provide practical support where it is needed most. **Your feedback, ideas and suggestions are encouraged and will help shape future marketing campaigns, toolkits and resources.**

Depending on the campaign, toolkits may include:

- Posters and flyers
- Social media graphics and suggested posts
- Website banners
- Email templates
- Digital advertisements
- Phone scripts
- Promotional offers
- How-to guides
- Marketing tips and checklists

Resources may be provided in **Canva, PowerPoint, Word and PDF** formats, with both editable and print-ready versions available where appropriate.

Each toolkit includes a feedback survey.



## Promoting lessons, events and club activities

Clubs should use the communication channels and relationships they already have, while also looking beyond their current membership for local opportunities.

- Facebook
- Club website
- Existing members
- Community noticeboards
- Local councils
- Email and MyABF
- Community groups
- Word of mouth
- Signage
- Schools, universities and community colleges

## Five simple marketing principles

1. Build a recognisable brand.
2. Know your audience.
3. Focus on benefits.
4. Include a clear call to action.
5. Be consistent.

## Practical marketing tools clubs can use

### Canva

Social-media graphics, flyers, posters, advertisements and newsletters.

### Smartphones

Photographs, short videos, member stories and interviews.

### ChatGPT

Creating emails, newsletters, social media posts, event copy, website content and other marketing text.

### Google Workspace

Generic club email, shared files, forms and club administration.



## Authenticity matters more than polish

Clubs were encouraged to capture genuine moments rather than waiting for professionally staged material. A smiling beginner class, a milestone achievement, volunteers preparing an event, a candid table moment or recognition of a long-serving volunteer can connect more effectively than polished advertising because it shows the people and community behind the club.

## Overall Takeaway: Building the Future Together

Good club marketing is about being clear, consistent and relevant. Clubs are more likely to succeed when they understand their audience, communicate the benefits of bridge, make it easy for people to take action and share authentic stories.

The ABF aims to make that work easier by providing coordinated marketing resources, campaigns, toolkits, advice and promotional support. This is just the beginning of a broader marketing support program, and clubs will play an important role in helping shape the resources developed in the future.

We encourage you to share your feedback, ideas and suggestions so we can continue developing resources that provide the greatest value to clubs.

### ABF Marketing Hub

<https://www.abf.com.au/abf-marketing/>

### Feedback Survey

<https://forms.gle/CtCi4YJiNRxhCa1u5>

