Recommendations for Promoting the National Women’s Soccer League

Jenny Gu

In today’s competitive world, there are thousands of clubs that are all fighting to gain attention and popularity among the masses. Having good and talented players does not guarantee popularity by itself. In order to promote the national women’s soccer league, for instance, having the great players in the clubs is not enough to attract people’s attention. To ensure popularity, consideration is given to the four P’s of marketing mix with emphasis on the promotion aspect. The four P’s of marketing mix include Product, Place, Price, and Promotion. The national league women team has done well for itself in terms of games played but over the years, the club has not been at a position to draw more fans compared to their male counterparts. It is for this reason that a number of factors must be considered in order to increase the level of popularity for the national women’s soccer league. The first options that would be recommended include online strategies that will encompass all the alternative that technology can help in the promotion of the brand. The second alternative to the online strategy includes looking at other methods such as the offline strategies through which the national women’s league could be promoted.

**Online Strategies Recommendations**

1. **Use of Professional Websites**

The use of powerful and professional websites should never be underestimated. The first aspect that professional sponsors would probably look for in looking at the teams, will be such sites. On this platform, the records, as well as other relevant information of the league, could be placed for easy access. When promoting the league, these professional sites could be used to showcase upcoming matches as well as game highlights and even assists fans in the purchase of tickets whenever there is a game (View, 2016). A professional website does not necessarily require a large amount to launch. Instead, there are cheaper and even free alternatives that could be utilized in the creation of these sites. For instance, the WordPress is one such platform that could be used in the creation of a professional website. The purpose of creating these sites is to create a wide array of information to the fans about the ongoings of the club. Using this method, therefore, is a crucial part of ensuring that people get to familiarize with the teams and thus know more about the league. The creation of the professional website helps in promoting the league in terms of game attendance and merchandise pricing which can be posted as well as the location in which matches would be played.

1. **Create Email Newsletter**

Although in the current internet years the use of email appears to be a relatively old technology, it could be utilized to a large extent in the promotion of the activities of the league by sending Monthly Newsletters to subscribers as well as get feedback from various stakeholders such as the fan base on some of the issues to address. It is quite interesting what a simple email newsletter could do. The newsletter can help the team identify the real fans of the league. People subscribe to the newsletter because they are interested in the activities of the league and want to have monthly or weekly information about the events. The use of emails is, therefore, a great way of keeping the fans, players, and volunteers well informed about any upcoming events, games or anything else that might be going on. Through the Newsletter, the league could promote their brand through the sale of their merchandise. Email Newsletters could help establish the location of people interested in the activities of the club thus understand the main areas to focus on while seeking to promote the league.

1. **Social Media Presence**

Social media could be termed as ubiquitous. Literally, almost everyone is a member of at least one or two social media platforms. This aspect presents a large opportunity to harness people’s attention towards the league using the right strategies of utilizing social media. Apart from the superior outreach, one outstanding feature of social media is that virtually all the great ones are free to use in publicizing content. For that reason, they present an inexpensive way of promoting the national women’s league. These platforms help connect the fan to their favorite clubs and receive important updates and news (Coche, 2014). Whenever a game is played, matches could be posted on YouTube for people who never got to watch a match. Availability of these videos on YouTube could pop on people’s ‘recommendations section’ and they might end up viewing a match and thus in the process noticing the abilities of our national women’s league. In addition, while scrolling Facebook’s ‘Newsfeed’, people might come across a video post about the league and become interested and in the process make a following of the future events. In this case, it could be established that using social media, promotion of the league could effective as it is a cheap and convenient method of capturing people’s attention.

**Offline Strategies Recommendations**

1. **Leveraging Word of mouth**

While the online strategies are quite effective in facilitating the popularity of the national women’s league, it is essential to consider powerful offline strategies such as word of mouth. Before getting fancy with the use of social media, one of the oldest forms of communication known to man could be helpful. The people that the team members know and others who know them in their circle could help get the word out about the activities of the women’s league. For instance, the players themselves and the workers of the teams, including their families and friends and so on and so forth could aid in the popularization of the league. For this reason, it could be observed that word of mouth is a critical aspect of ensuring that information about something special reaches more people. With the word of mouth, the process of spreading information could be slow but it gradually catches up and it could only bring the right attention towards the league when the women perform. In addition, American are people that are always proud of their country and women and therefore if word got out to most people about the activities of the league, then popularity could come to the team.

1. **Use of Flyers and Posters**

One aspect that is often underestimated is the power of using flyers and posters in popularizing the league. Many soccer teams have often utilized resources such as Television adverts and use of social media as a way of promoting their activities. Not many believe that flyers and posters are as effective due to the advancement in technology since most people are more likely to see an advert on an electronic gadget as opposed to a poster. However, it is essential that the league utilizes the power of posters and flyers in popularizing itself. For instance, across high schools, colleges, community center, and churches, posters should be placed at appropriate places to ensure that more people are away or are reminded about the women’s teams. In addition, while the popular male teams play, posters and flyers could be handed out to the fans to aid in consolidating their support for the women’s team. Increasing the team’s popularity creates possibilities for corporate sponsorship, an improved team revenues as well as increased pay for the players. In that case, to ensure that the maximum attention is drawn towards the team, apart from the already familiar method for promoting the team, utilization of other methods such as the use of flyers and posters could prove essential.

1. **Giving back to the Society/Community**

One of the most important ways of getting identified as a team by the community is by giving back. When the league dedicates itself in undertaking various projects for the community, more people tend to get involved in the process and due to the good gesture of their activities, they tend to get the right kind of recognition (Murray, 2016). Doing such activities would bring about immediate support for the club by people in which the clubs help in their communities. Anything that might impact the society in a positive way is likely to bring joy to the people of that region. In that case, when the club gives back to the society more often, its chances of getting recognition increase tremendously. In addition, local media are often interested in capturing some of these activities done by clubs to impact society. As a result, when the information is presented in the news, more people are able to see that and potentially join their support for the national women’s league.

**Conclusion**

In order to promote the club, two strategies are recommended. The online and offline strategies. In this regard, these two methods are effective in ensuring the popularity of the National women’s soccer league. Although most methods used present possibilities of establishing the 4Ps of the marketing mix, must emphasis has been placed on the Promotion aspect of the marketing mix. In that case, some of the online strategies that could be used to promote the league include the use of social media, email newsletters, and professional websites. On the other hand, the offline strategies that could be used include leveraging word of mouth, use of flyers and posters as well as giving back to the community. With these strategies, the activities of the club could be spread to ensure more popularity to the league.

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