



# HOW TO MARKET YOUR FIRST ROBOTICS TEAM

(and Why You Should)



PRESENTATION

2025



# TARGET AUDIENCE

- 02** What does your team bring to the table that is valuable?

# YOUR MESSAGE

- 04** Where is your message going to be placed so these people see it?

# CONSISTENCY

- 01** Who should care about your team and why?

# YOUR VALUE

- 03** How are you going to get your message across to these people?

# PLACEMENT

- 05** How to ensure your team keeps marketing on a consistent basis?

# WHO SHOULD CARE ABOUT YOUR TEAM?

(and who do you want to care about your team?)



*“If you’re marketing to everyone, you’re marketing to no one.”*



**Who are you marketing to?** (this can change throughout the year)

- This is critically important to know as it will completely change how you convey your message, how/where you decide to market your team, and how you track your goals.
- ***Take a second to think about this right now before we continue with this seminar.***

**Why should these people care about you over a million other things in their life?**

- There are many things that take up people's attention. What is the reason they should care about YOU? Let's talk about that next...

# YOUR VALUE PROPOSITION

## WHO ARE YOU AND WHAT DO YOU BRING TO THE TABLE?

- Think back to the first question I posed to you. ***Who are you marketing to?***
- Now, think of all the **problems you solve for those people.**

### Students

- They are bored after school
- They need a creative outlet
- No experience for a resume for college or a job
- Need more friends
- They want to learn something new but with support

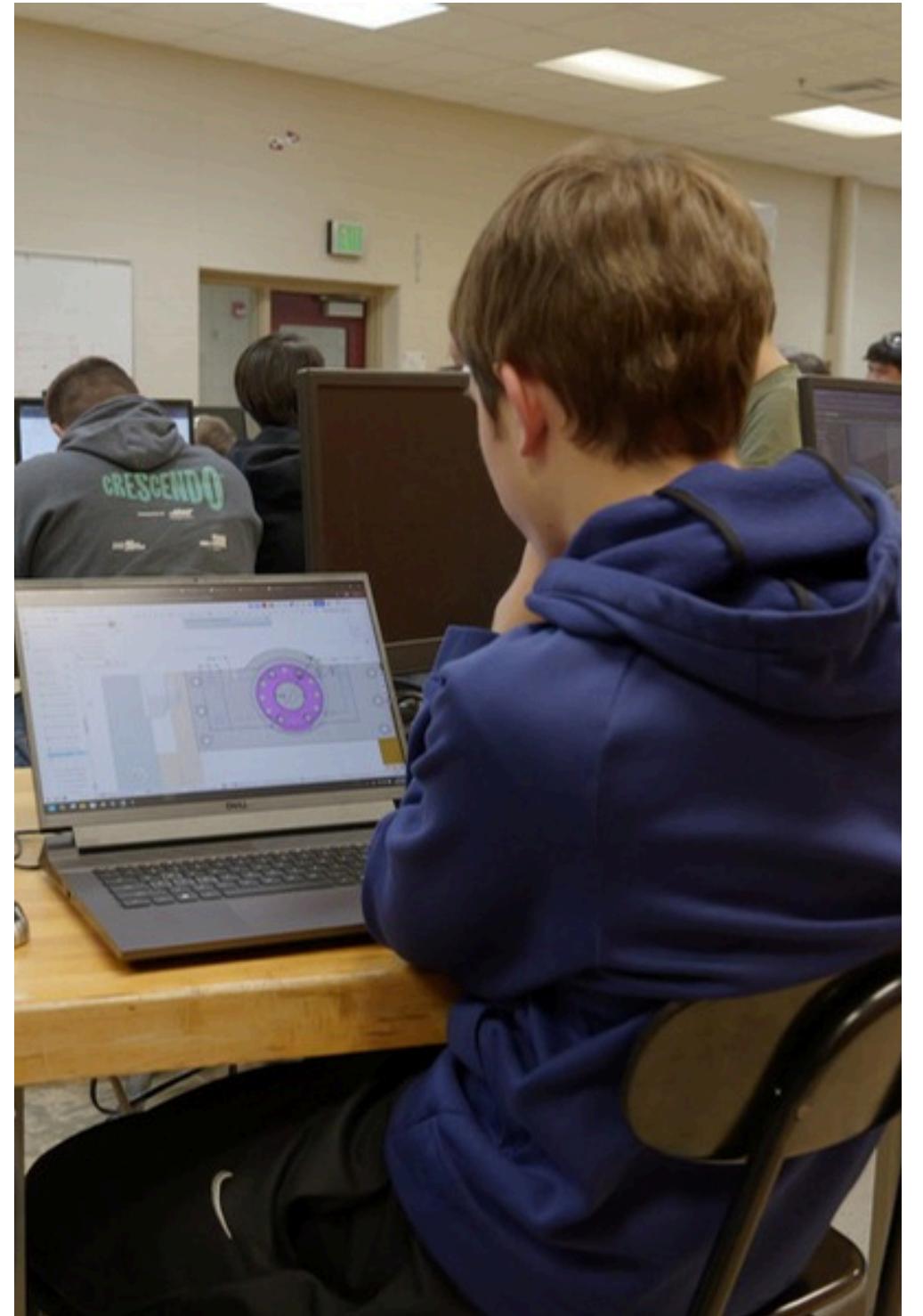
### Sponsors/Businesses

- They need more visibility in their community
- They need help with company events they run
- They have funds they need to spend in order to get a tax break
- They need to increase their employee engagement within the company
- They need to nurture their pipeline of potential future employees

*“The more problems you solve, the more valuable you are.”*

### Mentors

- They need an outlet for their creativity beyond work
- They want to spend more time with their kid (who may be on the team)
- They need a place to practice leadership skills for potential career growth
- They want a way to make an impact in the community they live in





# WHY SHOULD THEY PICK YOU?

There are many ways that students, businesses, and other mentors can solve their problems. The main question you need to ask yourself is...

***Why are YOU the primary solution they should look towards to solve their problems?***

What is your **UNIQUE ANGLE** that differentiates you from these other things? This is where we start marketing our FIRST robotics team to show why we are the best choice...

# YOUR VALUE PROPOSITION

We are **<INSERT TEAM NAME HERE>** and we help **<SPECIFIC TYPE OF PERSON>** so that they can **<SOLVE SPECIFIC TYPE OF PROBLEM>**.

We do this by **<EXPLAIN HOW YOU SOLVE THE PROBLEM>**.

You could do **<INSERT SOME OTHER THING THAT SOLVES THIS SAME PROBLEM>**, but the reason why you should choose us is because **<INSERT YOUR UNIQUE ANGLE>**.

OPTIONAL: Here's what you should do next.

I am **Marketing Robots** and I help **FIRST Robotics teams level up their marketing** so that they can **gain more awareness in their community, gain more sponsorships & funding, and ultimately grow their programs.**

I do this by **breaking down marketing concepts into easy to understand videos on social media.**

You could **YouTube all the concepts I teach, read tons of marketing books, or even take online courses that teach marketing, but none of them will understand the unique experience that is FIRST Robotics.** The reason why I'm different is because **I've been a FIRST Robotics coach since 2018 and I've seen first hand how better marketing can help grow a robotics program.**

So if that's something you'd like for your program, subscribe to my YouTube channel and follow my social media pages.

# HOW DO YOU CONVEY YOUR MESSAGE?

**Chunk your content in “buckets”**



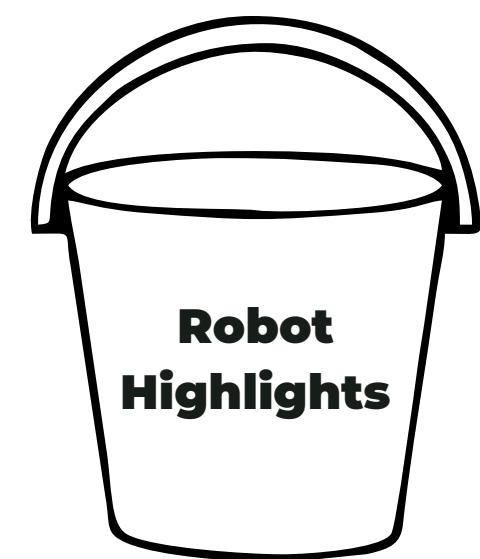
Interviews, “Why I Joined”, day-in-the-life



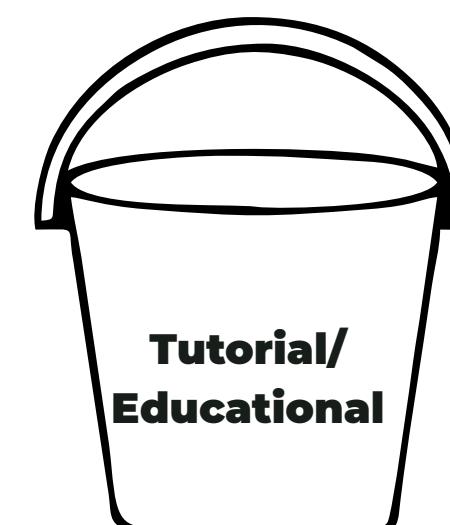
Build sessions, strategy meetings, mentor moments



STEM nights, school demos, volunteering



Close-ups, subsystems explained, testing videos



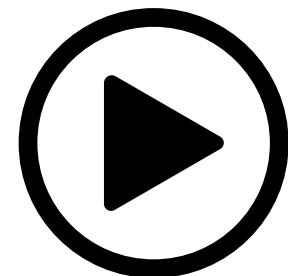
Quick tips on CAD, coding, wiring, marketing



Memes, bloopers, robot fails, team traditions

# WHAT TYPE OF FORMAT WILL YOU CREATE?

**Do what you are capable of.**



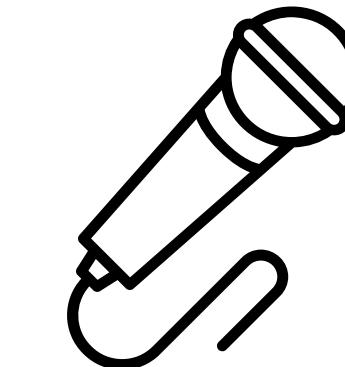
**Short form,  
medium form, long  
form video**



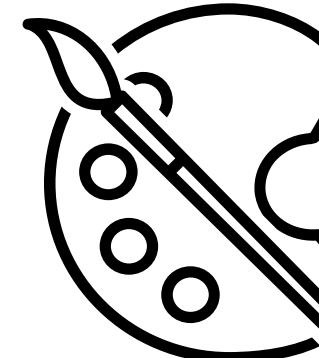
**Photos**



**Written word**



**Audio (such as  
podcasts)**



**Graphic visuals  
(such as Canva  
templates)**

# THE BEST PLATFORMS FOR EACH



WRITTEN TEXT

PHOTOS

GRAPHIC TEMPLATES

SHORT FORM VIDEO

MEDIUM FORM VIDEO



SHORT FORM VIDEO



WRITTEN TEXT

PHOTOS

GRAPHIC TEMPLATES

SHORT FORM VIDEO



SHORT FORM VIDEO

MEDIUM FORM VIDEO

LONG FORM VIDEO



WRITTEN TEXT

PHOTOS

GRAPHIC TEMPLATES

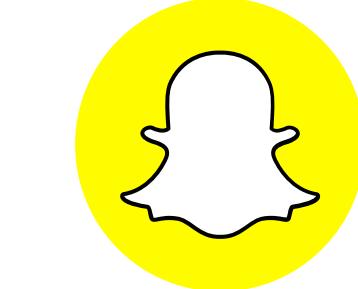
SHORT FORM VIDEO

MEDIUM FORM VIDEO

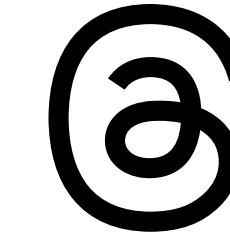
LONG FORM VIDEO



SHORT FORM VIDEO



SHORT FORM VIDEO



WRITTEN TEXT

SHORT FORM VIDEO

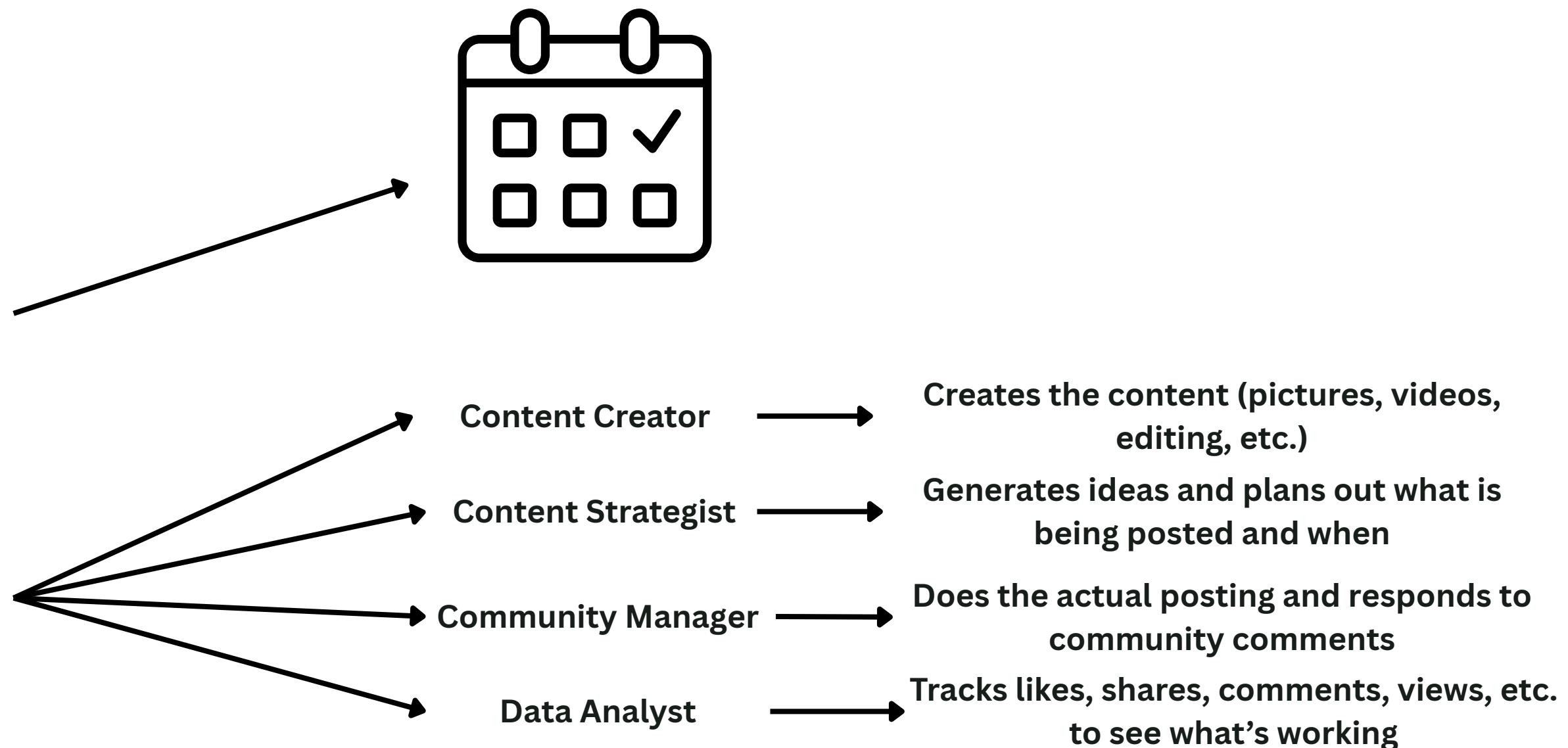
TOP SOCIAL MEDIA PLATFORMS			
Facebook	Instagram	LinkedIn	YouTube
<b>BEST CONTENT</b> <ul style="list-style-type: none"><li>Photos</li><li>Local marketing</li><li>Informational</li><li>Advertising</li></ul>	<b>BEST CONTENT</b> <ul style="list-style-type: none"><li>Carousels</li><li>Reels</li><li>Inspiring</li><li>Influencer</li></ul>	<b>BEST CONTENT</b> <ul style="list-style-type: none"><li>Thought leadership</li><li>Long-form</li><li>Business insights</li><li>Networking</li></ul>	<b>BEST-CONTENT</b> <ul style="list-style-type: none"><li>Short-form video</li><li>Longer tutorials</li><li>Documentaries</li></ul>
Twitter/X	TikTok	Snapchat	Threads
<b>BEST CONTENT</b> <ul style="list-style-type: none"><li>Timely updates</li><li>News</li><li>Discussions</li><li>Commentary</li></ul>	<b>BEST CONTENT</b> <ul style="list-style-type: none"><li>Short-form video</li><li>Gen Z</li></ul>	<b>PRIMARY USERS</b> <ul style="list-style-type: none"><li>Ephemeral</li><li>Authentic</li><li>Behind-the-scenes</li><li>Personal</li></ul>	<b>PRIMARY USERS</b> <ul style="list-style-type: none"><li>Conversations</li></ul>

# ONCE YOU START, KEEP THE MOMENTUM

*“The key to marketing success isn’t fancy video editing, amazing photos, or great copy writing. It’s simply continuing to do it long enough until it pays off”*

## Consistency is the #1 key to marketing success

- Generate as many ideas as you can that fall into each of your content buckets
- Create a content calendar to track how often you are posting and to switch up your content types
- Dedicate time each week to creating content so that you build up a backlog of content you can pull from
- Assign roles to people on your team so everyone knows what they are responsible for



# **KNOW, LIKE, TRUST**



**YOU WANT YOUR AUDIENCE TO FEEL LIKE THEY KNOW YOU**

**ONCE THEY KNOW YOU, YOU WANT THEM TO LIKE YOU**

**ONCE THEY LIKE YOU, YOU WANT THEM TO TRUST YOU**

**ONCE THEY TRUST YOU, ASKING FOR THEIR SUPPORT IS MUCH EASIER.**

# THIS IS ONLY THE BEGINNING...

*Effective marketing utilizes many different tools, if you want to learn more*

**CONTACT ME**

THEMARKETINGROBOTS@GMAIL.COM

**EMAIL**

**FOLLOW MY SOCIALS TO LEARN MORE ABOUT EFFECTIVE MARKETING ON A DAILY BASIS**

**SOCIALS**



@THEMARKETINGROBOTS



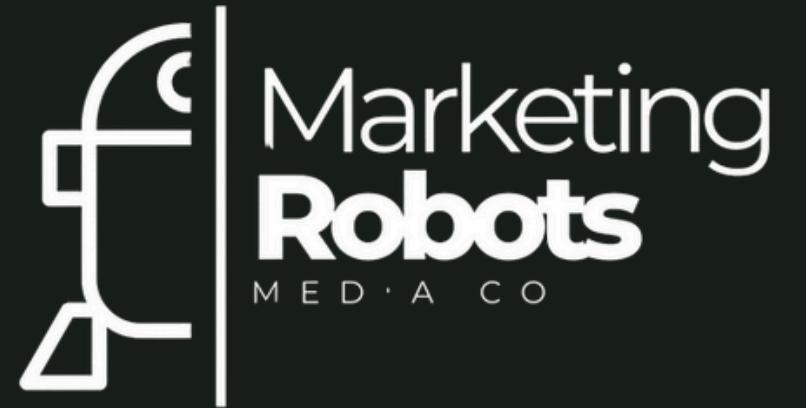
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# THANK YOU

2025



PRESENTATION

