

Posters and Flyers

A great way to contact existing or potential new members and volunteers for your motor club is through posters or flyer as it's a great way of telling them about the benefits that your club can bring to them, and showing what your Club is about.

Why should you use posters and flyers?

Posters and flyers are one of the first steps in the whole marketing strategy and process for your club. Unlike other marketing methods, potential club members haven't provided you with any information yet, such as their email or address for email marketing, or suggested posts through social media platforms. A flyer could be their first introduction to you and an opportunity to show them what you're all about as a Club.

Using flyers and poster effectively can change the way that your club is found and perceived. This is why you should always ensure that everything on these promotional tools is in line with your club's marketing strategy, brand and tone of voice.

Flyers

Flyers are a great cost-effective way to market your motor club to your local area. If you wanted to target a specific area that is local to you, you could do a flyer-drop to the area you are targeting. Equally, you could target a certain event with the audience you want to bring into your club and talk to potential members there.

Posters



Posters are one of the original marketing methods to promote your club. They can be used to talk about your club, advertise an upcoming event

If you have a location available to put up posters, for example in a local leisure centre, this can be an effective way to grab the attention of potential new members or volunteers. Be creative and make posters eye-catching and informative, try to avoid

using too much text and just include the key information. Also make sure you check with the owner of the facility that you have permission to put up your posters.

Making your flyers and posters effective

One of the best ways to make sure that your flyers and posters are effective at attracting new members is ensuring they look good and provide the most pertinent information. The flyers and posters that work best usually include:



- Important information about events. Stick to the 5 Ws (Who, What, Where, When, and Why) and make sure this information is prominent. Equally don't bombard potential club members with too much text. This will make your poster or flyer too wordy and people will not want to read it.
- Leading image or graphics which support the text and personality of your club.
- Colour – A mix of colours or a monotone scheme, with several shades of the same tone, are usually very effective and aligns with your club's identity. However, you also want to make sure that it is easy to read, and eye-catching.
- Make sure all your formatting is correct and clean. This means that all your spacing is equal and that you are consistent with the font.

Top Tip:

If you need help knowing which photographs and images to use on your posters and flyers, please find out more in our Club Guide dedicated to this topic. You can find out more about how best to use images in the Marketing Strategy section of the Club Toolkit.

To make your flyer look more professional, you could use tools such as the website Canva. They have a range of templates available to use for free. Equally, Word have a large range of templates available and you can adapt the designs to suit your preferences for the Club.

Top Tip:

Add a QR code to your flyers – an easy way for people to go to your website and social media directly, and find the right one!

Making a QR code is easy. There are many websites which let you enter your chosen website URL into a box, and they are generated for you free of charge. We recommend you use:

<https://www.qr-code-generator.com/>

Member's journey

Creating posters and flyers are very effective, but you need to make sure you signpost potential club members to the next steps in joining your club. When creating the posters and flyers, you should think about your member's journey and what they are most likely to need to know. If you need more information and help to think about your member's journey, head to the Club Toolkit where there is a Club Guide dedicated to this topic within the Marketing Strategy section.



How to distribute?

The way you distribute your flyers and posters and where they are placed is important as you want to target potential club members. Not only will effective distribution increase your club's visibility and engagement with the local community, but strengthen your club's potential by bringing in new members and more event entries.

It may be worth going to your local car dealerships, or circuits and distribute your posters and flyers there if you want to find a car-enthusiast audience. Equally, you should try marketing your club in local community notice boards, restaurants and cafes. Other good places make include local village fayres and events.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org