

# Learn to Promote Bridge!



## WHY to Promote Bridge?

- ✓ Increasing awareness to the game.
- ✓ Make it popular → Getting budgets – Ministry and Lottery funds.



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## ABF NBO Officers' Seminar

### WHY to Promote Bridge?

- ✓ Breaking the stigmas
  - Game of luck
  - Bridge is not a sport
  - Game for the aged



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### WHAT do we want to Promote?

- ✓ A Strategic Mind game
- ✓ Suitable for all ages
- ✓ Educational Values
- ✓ Professional & Competitive
- ✓ FUN = FUN = FUN
- ✓ Love Zone ➔ Meeting new People!

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# Promotion Tools and Ideas



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### Conservative Media



### New Media



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### Conservative Media

- ✓ TV, Newspaper, Radio (What's Selling?)
- ✓ Post mail
  - Exposure (Not limited to the Internet).
- ✓ **Disadvantages:**
  - Expensive.
  - Dependency on professionals.
  - Inaccurate rating data.

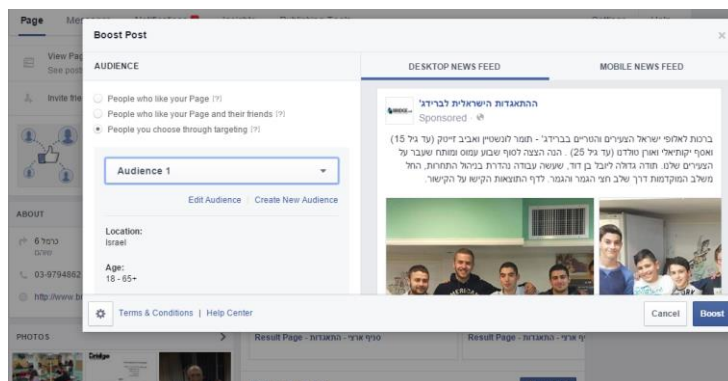
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### New Media Tools

- ✓ Internet advertising (Google/FB Ad).



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### New Media Tools

- ✓ **Websites**
  - Information
  - Banners
  - Forums
- ✓ **Mailing**
  - Targeted lists
  - Mass messages



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### New Media Tools

- ✓ **Digital newspaper**



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### New Media – Social Networks

#### ✓ Which Media to use?

- Facebook
- YouTube
- Twitter
- Instagram
- Etc...

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### New Media – Social Networks

- ✓ Everybody is there.
- ✓ Easy to use.
- ✓ No content limitations.
- ✓ Business page.
- ✓ Discussion groups.
- ✓ Sharing!
- ✓ Commenting and direct touch.
- ✓ Promoting your pages and posts.
- ✓ Analytics.



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### New Media – Social Networks

- ✓ Open your own channel
- ✓ Versatility: Lectures, Image movies...
- ✓ Promoting your videos.
- ✓ Comments.
- ✓ Earn money!
- ✓ Live streaming Broadcast.



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### New Media – Social Networks

- **Resources Vs Benefits**



Credit: [b-share.com](http://b-share.com)



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# PR – Public Relations



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### PR – Public Relations

- ✓ External PR services.
- ✓ Appointing Spokesman.
- ✓ Creating message page.
- ✓ Personal Connections.

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### PR – Public Relations

#### ✓ Image Movie



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### Targeted Campaigns



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### Targeted campaigns

- ✓ What do you want to achieve?
- ✓ Define your goals.
- ✓ Budget limit.

# GO!

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### Targeted campaigns

- ✓ **The Israeli coffee campaign**  
Preserving and Recruiting new members.
- ✓ **"Looking into the future"**  
Recruiting new Members
- ✓ **Advanced Class:** Preserving existing players.
- ✓ **"The next generation"** –  
Schools program: PR!!!



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### Targeted campaigns

- ✓ **FB Advertising:**  
Recruiting new  
Members + PR.



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### Tips & Guidelines



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### Tips & Guidelines

- ✓ Use Achievements to increase awareness.
- ✓ Place the kids in the front!
- ✓ Benchmark the CHESS!



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### Tips & Guidelines

- ✓ Use your Strength.
  - Different kinds of people
  - Unique stories: Family, Love.
  - Famous players.
  - Number of members!
- ✓ Recycling the media items you already achieved ➔ FB, YouTube, Magazines, Meetings.

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### Tips & Guidelines

- ✓ Identify the trends
  - New Media: Today FB and tomorrow?
  - Ex: Everybody change their flags.
- ✓ Create Bazzz ↔ Be Viral!
  - Unique Calendar
  - Flash Mob!

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### Practical Tools

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- ✓ Global online marketplace
- ✓ Offering tasks and services
- ✓ Beginning at a cost of \$5
- ✓ primarily used by freelancers

what  
could **YOU**  
do with  
**£5?**

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- ✓ Web Creation Made Easy
- ✓ website building platform
- ✓ drag and drop website building platform
- ✓ 500+ designer-made templates
- ✓ Over 100 Million Users in 190 countries

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## ABF NBO Officers' Seminar



- ✓ Email marketing service
- ✓ Easy options for designing
- ✓ 15 million customers
- ✓ Sending over 10 billion emails per month

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Google Analytics

**GoBridge**



[www.gobridge.co.il](http://www.gobridge.co.il)

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The most important  
TIP: LUCK!



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January 20 at 9:20pm · Tel Aviv, Israel · 🇮🇱

"הרגע הזה שאתם מעורב בתאונה שאתם לא אשם בה ומתרכב השני יוצאת ברפאלי"

לקטע המלא מגיא פינס <<<http://bit.ly/1owkgbG>>>

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Yaron Ofir, Oren Suisa, Danit Buskila and 1,463 others like this. Top Comments



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# Thank you for listening



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