Learn to Promote Bridge!

By Gilad Ofir

WHY to Promote Bridge?

✓ Increasing awareness to the game.
✓ Make it popular ➔ Getting budgets – Ministry and Lottery funds.
WHY to Promote Bridge?

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

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
Conservative Media

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

New Media Tools

✓ Internet advertising (Google/FB Ad).
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...

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

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!!!
Targeted campaigns

✓ FB Advertising:
Recruiting new Members + PR.
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**
Global online marketplace
Offering tasks and services
Beginning at a cost of $5
primarily used by freelancers

Web Creation Made Easy
website building platform
drag and drop website building platform
500+ designer-made templates
Over 100 MillionUsers in 190 countries
Email marketing service
Easy options for designing
15 million customers
Sending over 10 billion emails per month

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GoBridge

Google Analytics

www.gobridge.co.il

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The most important TIP: LUCK!
Thank you for listening