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!
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.
New Media Tools

✓ Internet advertising (Google/FB Ad).
New Media Tools

✔ Websites
  ➢ Information
  ➢ Banners
  ➢ Forums

✔ Mailing
  ➢ Targeted lists
  ➢ Mass messages
New Media Tools

✓ Digital newspaper
New Media – Social Networks

✓ Which Media to use?

- Facebook
- YouTube
- Twitter
- Instagram
- Etc...
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.
New Media – Social Networks

✔ Open your own channel
✔ Versatility: Lectures, Image movies...
✔ Promoting your videos.
✔ Comments.
✔ Earn money!
✔ Live streaming Broadcast.
New Media – Social Networks

• Resources Vs Benefits

Credit: b-share.com
PR – Public Relations
PR – Public Relations

- External PR services.
- Appointing Spokesman.
- Creating message page.
- Personal Connections.
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PR – Public Relations

✓ Image Movie
Targeted Campaigns
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

This way

This way
Tips & Guidelines

✓ Use Achievements to increase awareness.
✓ Place the kids in the front!
✓ Benchmark the CHESS!
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.
Tips & Guidelines

- Identify the trends
  - New Media: Today FB and tomorrow?
  - Ex: Everybody change their flags.

- Create Bazzz ⇔ Be Viral!
  - Unique Calendar
  - Flash Mob!
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 Million Users in 190 countries

What is Wix?
✓ Email marketing service
✓ Easy options for designing
✓ 15 million customers
✓ Sending over 10 billion emails per month
Be Creative!
The most important TIP: LUCK!
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