

Attracting New Members to the Game of Bridge

The 2024 Plan



The 2024 Marketing Approach

- **FOCUS:** Understanding our Audience
- **RELEVANCE:** Clear and relevant value proposition (benefits) and consistent messaging
- **EFFECTIVENESS:** Effective channels, integrated activities, monitoring and adjusting
- **EASE:** Supporting Clubs to make it easier



FOCUS

Who do we want to
attract?



What are the qualities of the members we want to attract?

- Enjoys playing games, learning something new
- Positive, friendly
- Is keen for social connection and/or has a healthy spirit of competitiveness
- Has the life space to learn something new and become a frequent Bridge player
- Able to work in with Club requirements to ensure the wellbeing and success of all members
- Happy to use their time and energy to support the Club
- Loyal, long-serving
- Well-connected
- Curious and creative, open to sharing, hearing and trying new ways of doing things



Which age group offers the biggest potential as our primary target group?



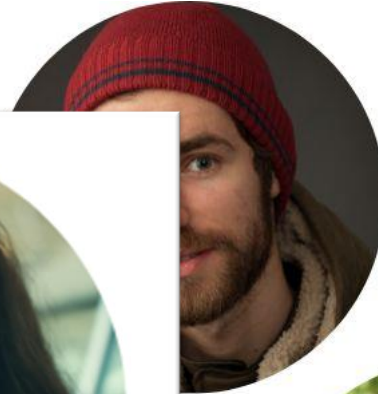
45-60 year old males and females, with 30+ years of bridge-playing possibilities ahead of them



Harriet
mid-30's
drinking less, wants to do fun things with friends, learning something new, the idea of a 'recreational' game, having a lot of fun with the girls



Bridget
late-40's
busy Mum, kids will leave home in next 5 years, wants to make new friends, keen to keep her mind active



Ollie
early-20's
first proper job, moved to new town, keen to make friends, used to play cards, quite competitive



David
Late-60's
retired, not so easy to play golf anymore, wife has book club, he's keen to find a stimulating sedentary interest that brings enjoyment and friends



Who are the life interests and stages of the members we want to attract?

- Mid-life life-changers
- Experiencing a life change – moved towns, changed jobs, recently divorced or widowed, approaching an empty-nest, becoming less physically-sports-able
- Wants to make new friends, want to keep their minds active
- Looking for a hobby to replace traditional contact sports or other social engagements
- Fond memories of playing cards as a kid with their families
- Interested in talkback radio, newspapers, local news
- Interested in games, strategy games, cooking, crafts, creativity, socialising, card games, contract bridge, online games, sports club, local club, community
- Life changes mean more space in their life to be a Club member and possibly contribute
- Most likely to be 45-60 year old males and females, with 30+ years of bridge-playing possibilities ahead of them



The new member journey



1

**BRIDGE
CURIOUS**



2

**RESPONDS TO
FRIEND,
ADVERT OR
SENDS EMAIL**



3

**JOINS
LESSONS**



4

**BECOMES A
MEMBER**



5

**REMAINS A
MEMBER
2 YEARS ON**

**EVERY CLUB NEEDS A FRIENDLY, RESPONSIVE GUIDE TO
CARE AND CONNECT ALONG THE WAY**

**AND A SKILLED,
FRIENDLY
TEACHER**

What's it going to take to get new members into lessons?



1. A rise in awareness of Bridge amongst our target group
2. A rise in attractiveness of Bridge (change the perception) amongst our target group
3. One well-timed invitation to join up
4. Clubs mastering conversion into lessons and membership

Sustained investment that is long-term, consistent and relevant

FB Club Marketing Campaign, road signs, comment to a friend etc.





Creating a bigger
pool of Bridge-
Curious people
within our target
group



Workshop Questions *(and answers)*

What have been your most effective tools for attracting new members?

Answers:

Most popular: Word-of-mouth (by far), letterbox flyers, community noticeboards (physical and online), signage (building and roadside) and unpaid newspaper articles

Others used: Bookmarks, library/shop notices, workplace connections/advertising, paid newspaper adverts, email follow-ups with prior learners, A&P show, radio, offering free lessons, mall stand/public displays/club showcase days

Have you been attracting the type of member you'd like? (age, attitude, stickability as members?) *Mixed – most in the range of 45-75 (predominantly 55-65)*

What do you believe will be the most effective tools in future to attract the people you want as new members?

In addition to the most popular mentioned above, these were suggested: social media advertising, digital signage (incl. roving – can be moved around different sites), parent channels (magazines etc.), board game conventions, use of QR codes and lessons onboard AirNZ



RELEVANCE

- Develop our Positioning to build brand recognition and trust
- From: *A hard card game played by old people*
- To: *A fun game for life: played by all ages, across the world, creating lifelong learners who are mentally alert and socially fulfilled.*
- Market the benefits of Bridge, less on the game itself
- Making cards cool again! It needs to be fun.
- Use imagery and copy that reflects our core messaging and appeals to the audience we wish to reach
- Set appropriate expectations for people interested in and taking lessons
- Across our Community: Work together to raise the profile of Bridge, get more people playing and we all benefit



EFFECTIVENESS AND EASE

Build Brand

Targeted, annual, long-term marketing campaign to drive awareness and call-to-action utilising:

1. Social media
2. PR/mainstream media
3. Events

Playbridge website as a vehicle for awareness, trust and club connection

NATIONAL MARKETING



Improve Club Success

1. Annual Facebook marketing campaign that clubs can opt into
2. Monthly Zoom calls to share ideas and learnings across Clubs
3. Lesson booklets
4. Toolkits sharing templates and recommendations for marketing activities
5. Event marketing (e.g. A&P Shows) that clubs can opt into

CLUB/REGIONAL MARKETING



Forms of marketing proving effective

Road Signs/Billboards



PLAY BRIDGE
It's seriously good fun



www.playbridge.co.nz

Word of Mouth



Letterbox Flyers
(every 2-3 years)



Newspaper/Radio
Community Pages



Facebook Marketing –
lesson campaign and
community pages



Events (every 2-3
years)

A & P SHOW WANAKA



Toolkits for Clubs

- How-to Guides and Templates for signs, flyers, Facebook posts, newspaper/radio community adverts, events and word-of-mouth incentives
- A scorecard so Clubs can track performance
 - Membership tracking
 - Goals with measurement
 - Graph showing annual lesson interest/signup/completion/still a member 1 year later
- Guidance on how to communicate well with Bridge-curious and new learners
- Guidance on what it takes to be a successful Club





How the 2024 Facebook Campaign Works

- Targeted Facebook ads promoting bridge lessons at each club
- The aim is to get people to email or call the club to find out more about lessons (then it's in the club's hands)
- 1 post (image or video) to run over a 4-week period prior to lessons starting
- Target our audience – location, age range, interest areas
- NZB covers the cost of setting up the campaign, Clubs provide key info and photos and pay for the advertising
- A recommended spend of \$350-\$500 per club to reach 25k – 40k people
- Funding support available from Regional Committees




Why Facebook?



Facebook users in New Zealand
August 2023

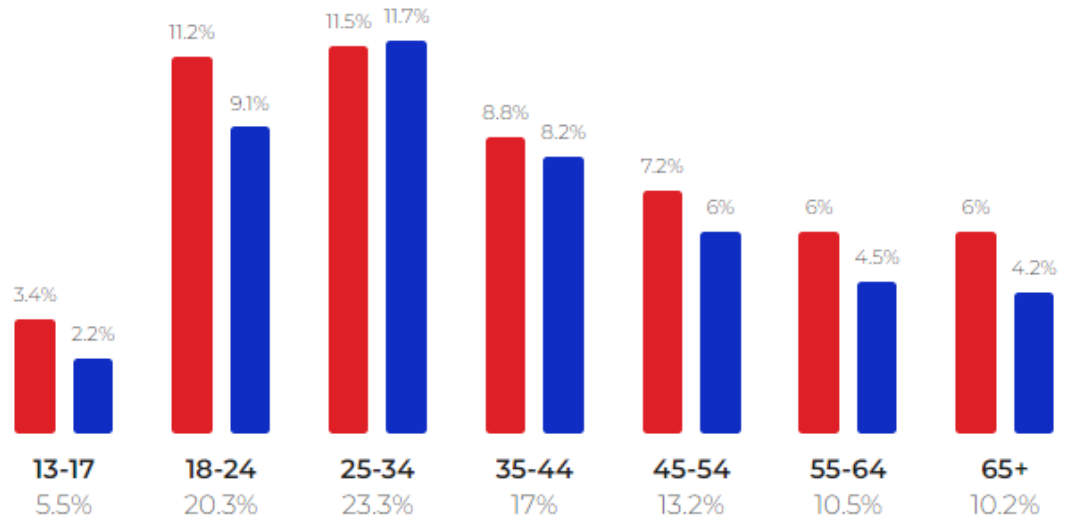


- 88% of the NZ population use Facebook
- 87% of NZers aged 45-64 are on Facebook
- That's an audience of just over 1 million
- It's cheap to use
- You can gain valuable real-time insights to adjust campaigns now and in future

 4 497 900

 54.1%
women

 45.9%
men



Source: NapoleonCat.com



How this Campaign works for the Bridge Curious

1

See the Advert



2

Click on the link to find out more – be taken to a landing page on the Playbridge website



Contact the Club by sending the form or email/phone

3

FOR MORE INFORMATION PLEASE CLICK HERE OR CONTACT CHERYL OR RICHARD BY EMAIL OR PHONE

Cheryl: 027 277 7400

Richard: 021 593 518

EMAIL CHERYL

EMAIL RICHARD

VIST CLUB



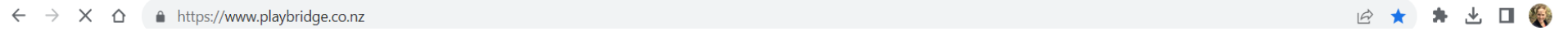


Clubs don't need to use their FB pages for this campaign



The NZ Bridge website (for bridge education, awareness and club contact details)

www.playbridge.co.nz



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WHY WE LOVE BRIDGE



[WATCH VIDEO](#)

Howick Bridge Club Lessons for Beginners 2023

NEW YEAR, NEW SKILL

Looking to try something new in
2023? Sign up for Bridge lessons
at your local bridge club in Howick

SIGN UP BELOW

When people click on the Facebook ad, they are taken to this 'landing page' and can scroll down for more information

Looking for some Serious Fun in 2023? HOWICK BRIDGE CLUB LESSONS FOR BEGINNERS 2023



LESSON INFORMATION:

COMMENCE:

20 June or 22 June 2023

NUMBER OF LESSONS:

10

TIME:

Tuesday: 7:30pm 20th June
Thursday: 9:30am 22nd June

VENUE:

Howick Bridge Club, 563 Pakuranga Road,
Howick

COST:

\$50 for series



**FOR MORE INFORMATION PLEASE CLICK HERE OR CONTACT
CHERYL OR RICHARD BY EMAIL OR PHONE**

Cheryl: 027 277 7400

Richard: 021 593 518

[EMAIL CHERYL](#)

[EMAIL RICHARD](#)

[VIST CLUB](#)

When people click on the Facebook ad, they are taken to this 'landing page' and can scroll down for more information

Sign Up For Bridge Lessons In 2023, It's Serious Fun.

Your email address will not be published. Required fields are marked *

Your Name*

Email*

Local Club nearest me*

Phone

Local Club nearest me*
Howick
Franklin
East Coast Bays

Help you?

SUBMIT

When people click on the Facebook ad, they are taken to this 'landing page' and can scroll down for more information

What's the process for Clubs?

- Complete form with key information and images by end of November
- Ensure your website is welcoming with lesson details on the front page
- Pay invoice around campaign start date
- Respond to lesson enquiries within 24 hours
- Record the number of enquiries you receive and how many sign up for lessons then membership



Who is not suitable for this campaign?

Clubs that don't have:

- A friendly, responsive person to guide the 'Bridge Curious' through to lessons and beyond
- An expert 'wise guide' teacher with excellent communication skills plus patience, empathy and humour



How do we measure success?

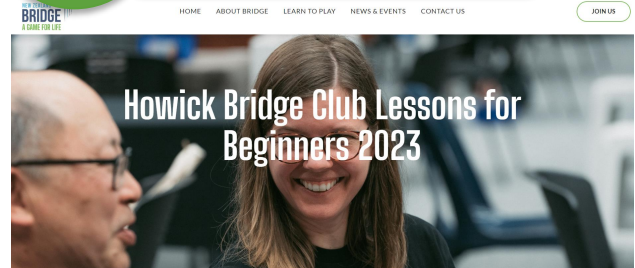
1

See the Advert



2

Click on the link to find out more



3

Contact the Club



4

Join Lessons

Reach to Lessons %

Reach to Clicks %

Reach to Club Contact %

Club contact to Lesson signup %



2023 Results

- 14 Clubs participated in a trial campaign in 2023
- Reach and clicks were really good compared to industry standards
 - 130,000 people saw the ad on average 3.5 times (greater awareness of Bridge)
 - Clubs spent between \$50 to \$300 and got between 1 and 6 into lessons (possibly more for some – we don't have all of the data)
- We had a target age group of 35-65, but most clicks came from females aged 65+, then females aged 55-64
- **If Clubs didn't have lesson uptake from the campaign, then it doesn't mean social media doesn't work!** It means we need to work on optimising further - one or more of the creative, messaging, timing, audience targeting, placement of ads and/or the landing page.
- In 2024 we will adjust the target and ad positioning, measure how many send the form and encourage clubs to tell us how many enquiries and lesson signups they receive in a more structured way



In Summary, our marketing approach for 2024 is about:

- **FOCUS:** Understanding our Audience (45-60 year olds)
- **RELEVANCE:** Clear and relevant value proposition (benefits) and consistent messaging
- **EFFECTIVENESS:** Effective channels, integrated activities, monitoring and adjusting
- **EASE:** Supporting Clubs to make it easier



Thank you for listening

mel.auld@nzbridge.co.nz



Any pātai/questions/
comments?

