

FREELANCE MARKETING

FOR BOWLS

Lucy Smith

ABOUT ME:

I have a keen interest in social media marketing and a decade of experience marketing my own business and personal brand, a global safety company, nationwide gardening company and various bowls clubs and organisations. I have played Bowls since I was 11 years old and have won multiple national and British Isles titles, I am passionate about helping to grow the sport of Bowls.

BOWLS MARKETING EXPERIENCE:

I provided marketing materials and training for 60 clubs across Northern Ireland, taking part in a nationwide open day organised by the Irish Bowls Federation. I have designed open day graphics for several clubs and provided Facebook training guides for many clubs and counties alongside Facebook page set up and audits. I have created several sponsorship documents for clubs and counties to send out to businesses and gain sponsors.

MY VISION:

To promote bowls to a wider audience, helping clubs to gain new members and keep current members informed with the use of social media and websites. To help bowls organisations improve their marketing strategy and expand their audience. I offer affordable marketing services for bowls clubs and organisations.

PRICING:

Please email me with the services you are interested in and I will send a detailed quote outlining each of the services with a description and the price.

Email: lucy@bowlsmarketing.com

MARKETING SERVICES AVAILABLE:

Facebook page set up

Facebook page audit

Facebook training guides (4 available)

Facebook event page set up

Photo album set up on Facebook page

Facebook management and content calendar

Local social media audience research

Social media graphic design

General social media graphics

Open day promotion

Open Day graphic design

Event promotion (quiz nights, club finals etc)

Poster and leaflet design

Sponsorship document

Bar prices and menu design

Team sheet design

Newsletter design

Honours board design

Email marketing for communication with members

Survey creation

Website audit

1:1 or group consultation calls

PORTFOLIO:

Graphic design for promotion of open days.

BOWLS OPEN DAY!
Come along and try bowls

Sunday 14th April 2024
10am - 4pm
Bath Bowling Club

WWW.BATHBOWLINGCLUB.COM
Pulteney Road, Bath, BA2 4EZ

Try Bowls!

You are invited to our open day on
Sunday 14th April 2024
10am - 4pm
at Bath Bowling Club

Come along and give bowls a go!

All equipment provided.
Please wear clean trainers or flat soled shoes.

WWW.BATHBOWLINGCLUB.COM
Pulteney Road, Bath, BA2 4EZ

Family Fun Open Day!

Banbury Cross Indoor Bowls Club
North Oxfordshire Premier Indoor Bowls Club

Saturday 12th October
10am - 3pm

Woodgreen Leisure Centre, Banbury, OX16 9LH

BOWLS OPEN DAY!

Saturday 18th May
1.30PM - 4.30PM
PORTRUSH BOWLING CLUB

FREE ENTRY!
All equipment is provided
Please wear trainers or flat soled shoes

RECREATION GROUNDS, PORTRUSH
FACEBOOK: PORTRUSH BOWLING CLUB

THE COUNTDOWN IS ON...

TRY BOWLS FOR FREE AT OUR OPEN DAYS
ACROSS NORTHERN IRELAND!

Saturday 11th May 2024

Meet new people and socialise
Get moving and keep fit

More information coming soon!
WWW.IRISHBOWLSFEDERATION.CO.UK

BOWLS OPEN DAY!

Come along and try bowls at Bath Bowling Club

SUNDAY 28TH APRIL 2024
10AM - 4PM
AT PULTENEY ROAD, BATH, BA2 4EZ

WWW.BATHBOWLINGCLUB.COM

Graphics for promotion of events. These graphics can be created for any social or bowling event.

CHARITY QUIZ NIGHT

Saturday 30th October from 7pm
Westlecot Bowls Club
Halloween / Autumn Theme
Final fundraiser for Mikey's Marathon Charity

Teams of 6 | £5 per person
The bar will be open
To enter contact Janice Titcombe - 07818 093146
janice.titcombe@icloud.com

caudwell children
Changing Children's Lives

FUTURE PLANNING

OPEN SINGLES CIRCUIT
WESTLECOT TOURNAMENT

Saturday 3rd & Sunday 4th December

Spectators welcome

Come along and watch top international players including
current World Champion & World NO.1 Les Gillett

POTTERS BOWLS SHOP WILL BE AT THE CLUB
A wide range of bowls, shoes, bags, clothing
and equipment for sale from Mark Royal

TopRink Bowls

TopRink Bowls shop will be at Westlecot on
Saturday April 9th
10am - 4pm

Come along for expert advice
from International player
Perry Martin

Please Email Perry at
sales@toprinkbowls.com
if there is anything specific
you would like him to bring along.

BOWLS, SHOES, BAGS,
CLOTHING & ACCESSORIES

PORTFOLIO:

Graphic design for bowls organisations

BOWLS Sponsorship

Chris@bowlssponsorship.com
Facebook: Bowls Sponsorship Ltd
07789 696510
www.bowlssponsorship.com

SECURING SPONSORSHIP FOR INDOOR AND OUTDOOR BOWLING CLUBS!

High quality scoreboards including advertising space for sponsors!

The only mould of its kind in the world! These mats are a great way to bring additional sponsorship into your club.

Option to buy the mats/scoreboards and find your own sponsorship or get them for free and Bowls Sponsorship Ltd. will source a sponsor.

Para Test Match
Ireland v Scotland

Northfield, Ayr, Scotland
Tuesday 7th & Wednesday 8th May 2024

#TEAMIRELAND

Peter Cullinan	Kevin McManus
Billy Finnegan	Norman Rainey
Paul Fisher	Brian Smyth
Glenn Kaufmann	Conor Thompson
Mairead Loughran	Liz Thompson
Sam McAfee	Linda Walsh

AGENTS NEEDED!

Choose your own hours
Work predominantly remotely
No product or business competition
Excellent progressive commission structure

07789 696510
Chris@bowlssponsorship.com

CLIENTS:

Just some of the clients I have provided marketing services for since starting in February 2024.



TESTIMONIALS:

“If you want a person that can start marketing your organisation I would wholeheartly ask you to look no further than Lucy Smith. Lucy worked with me when I was President of Westlecot Bowls Club to change the 'in house' focus, to going out to the masses either through a new look website or by use of social media. Her work changed the way the club was seen in the community and led to a lot more enquiries from potential new bowlers or from the community wanting to hire out the clubhouse. Lucy is very diligent, hardworking and communicates well and would be an asset to you to take your club or organisation forward.”

Westlecot Bowls Club

“Myself and the PBA have used Lucy for various bits of marketing and advertising work in the past. Lucy is very friendly, professional and most certainly an out of the box thinker. Her ideas are always very clean and fresh.”

Professional Bowls Association

“We have just held our first open day and there was only just enough space on our six rinks for all the visitors. The club members were delighted with the turnout. Thanks, Lucy, for your help and advice on using Facebook - it made a big difference to the turnout.”

Pendine Bowls Club

TESTIMONIALS:

“Lucy has been absolutely fantastic to work with! She has provided us with numerous graphics for our new venture. This has included a new logo, and a very easy on the eye profile picture and cover photo on our Facebook page! This has been a great help with our launch right around the corner. Highly recommend Lucy to anyone who would like to enhance their professional image!”

Bowls HQ

“We've been working with Lucy Smith Freelance Marketing For Bowls since March this year and have found the experience very positive. There are several packages that you can chose from, plus you can always add in a few extras as you go along and costs are very reasonable. Lucy's guide to using Facebook pages as a way of promoting your club was very interesting and easy to understand and follow. It's still early days but we already have over a 100 followers already. Lucy is very prompt at replying to any questions and always very helpful. Looking forward to continuing our work with Lucy throughout the bowls season and beyond. Highly recommended.”

Bath Bowling Club

“Old Coulsdon Bowling Club worked with Lucy to understand how we can better reach prospective new members using social media and primarily Facebook. We have taken actions based on her advice – we will let you know what the outcome is but all very positive feedback so far!!!”

Old Coulsdon Bowling Club

CASE STUDY:

Pendine Bowling Club in Wales came to me fearing they may have to close if membership did not increase soon. They had under 30 members and were struggling to get new people through the door. Pendine Bowling Club is in a very rural area on the Welsh Coast with a local population of about 800 people so the audience was limited for offline marketing strategies.

They wanted to use Facebook as the forefront of their marketing strategy to help promote open days and attract new members but didn't know where to start. They purchased my original 2 Facebook training guides (guide to reach a wider audience on Facebook and post ideas for your club Facebook page) alongside my local audience research and suggestions. Then they set to work using these strategies to promote their open days.

Pendine Bowling Club hosted 2 open days in May, with 40 people coming through the door, including 15 children. From this they had 10 new members and 2 social members join the club, with 4 others showing a keen interest to join in the future.

When several children turned up to the open days and enjoyed the sport they decided to get in contact with local primary school and have now run successful sessions with children from years 3, 4, 5 and 6.

Pendine Bowling Club offered a discounted first year membership, but still had a 4x return on investment after the membership subscriptions and bar spend from the new members this season. They have since purchased my 2 most recent guides (writing effective captions on Facebook and types of content on Facebook) and continue to work on improving and growing their bowls club Facebook page.

As well as the substantial membership growth, Pendine Bowling Club feel that their profile within the community has grown and there is now a buzz about the club again.