

HAVE A SUCCESSFUL FALL LEAGUE

Case Study & Ideas

WHAT

It's never too early to begin planning and promoting your fall leagues. Make sure your returning and your pool of potentially new players know about your leagues well in advance so they may plan accordingly.

A successful league takes thorough planning and key promotion from social media, email blast, marketing and one on one communication. Players are bombarded daily by thousands of marketing messages. So the question is, how do you stand out from the crowd?

A well-organized, well-ran league with innovative promotion ideas will help you break through the clutter and establish a successful league.

HOW

There are many different ways to plan and promote fall leagues, and unique ways to increase your level of success. Here's what other NDA operators have planned for successful implementation and promotion of their leagues.

Paul Krenz, Aactive Coin Machine

I start promoting at the end of July/early August. League information is sent during our Summer League Playoffs. There is a sign up evening about two weeks before leagues start. For promotion, we use Facebook, Twitter, our Website and we also put up posters in the location. As for email marketing, I have all of our players in contact groups divided by towns. In the emails, I send out posters, info booklet and sign up sheets. At our sign-up meeting, we offer a sale on Dart Supplies for that day. We also accept new teams for the first two weeks after league starts to allow for any late entries. I make phone calls within the two weeks before a league starts to those who haven't signed up yet. Promote as much as you can. Use email, phone calls, Facebook and Twitter. Include the benefits of what the league they are playing in can offer. Get posters made up for the locations. Try and get the word out constantly. Start the beginning of August. Our main league starts right after Labor Day. I try and get something out one or two times a week at the beginning then two to three times a week over the last two weeks before it starts.

Will Heinrich, Diltz and Sons

We usually start promoting our fall leagues around the middle of August.

The best way that we've found to increase our fall league participants is to have sign ups available at the season-ending

banquets. We are also aware of certain players that can be problematic and refrain from letting them participate as we don't want them to ruin the fun for everyone. In order to increase our success, we have had a money added tournament in the past during the fall which always gets filled up. Also, our banquets are 100% free to our players unlike our competitors, which the players appreciate! Some key advice would be to keep on top of everyone; sometimes you really have to bother your players to give them the motivation. Use everything to your advantage: phone, email, Facebook, texting, etc. Reliable players, proper classification of players, fun players, organization, sanctioning, etc. are also vital elements in creating a successful fall league.

Patty Salisbury, J&J Ventures

We start promoting our fall leagues in the middle of the summer league. Facebook has proven to be the most effective way to reach players. One way to increase our fall league participation is through a points program that encourages league play. Details and rules can be found on our website. In the summer months, we obtain current cell numbers and make sure players can receive texts. We also post flyers for start up meetings and tag players so it shows up on their pages. Communication is key. Make sure your players know of roster deadlines, start dates, etc. so they are prepared. Sometimes I think I may be sending too many texts/posts, etc., but I never want a player to say, "I didn't know." Fall leagues are typically the most participated, so players seem to be interested before summer ends so get the word out early!

NATIONAL DART ASSOCIATION



QUESTIONS?

CONTACT THE NDA FOR MORE
INFORMATION AT INFO@NDADARTS.COM.