Club Resource Pack

BRITISH TAEKWONDO



This guide has been created exclusively for British Taekwondo members to help you market your club.

Whether you're looking to increase membership, engage current students or enhance your reputation, this resource provides the tools to help make marketing easier and more effective.

It's designed to be practical and tailored to the needs of our members. Use it as a step-by-step resource or focus on the sections that matter most to your club.

Marketing isn't just about promotion, it's about building connections, growing your club and making Taekwondo more accessible to people across the UK.

Let's get started!

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01 Defining your Club's brand



A strong brand is the foundation of your club's marketing. It's not just about your logo, it's about how people recognise, trust and connect with your club. A well-defined brand attracts new members, builds credibility and creates a sense of belonging.

Your club's brand consists of five key elements, all working together to shape how people see and experience your club.

1. Your club's name & logo

Your name and logo are the first things people notice. They should be clear, professional, and memorable.

A strong visual identity helps you stand out from other clubs and makes it easier for people to recognise and remember you.

2. Your mission & values

This defines who you are and what you stand for. Start by asking:

YOUR MISSION
Why does your club exist?
What do you want to achieve?

YOUR VALUES
What's important to your club?
(e.g., discipline, respect, community).

YOUR UNIQUE SELLING POINTS (USP)
What makes your club different from others?

A clear mission and values help guide everything from the way you coach to the way you communicate.





British Taekwondo provides approved messaging and resources to help clubs promote the benefits of Taekwondo—you can find them here.

3. Your tone & messaging

The way you talk about your club shapes how people perceive you. Whether it's on social media, your website, or posters, your messaging should be:

✔ **Clear and simple**
Avoid jargon; keep it easy to understand.

✔ **Positive and inspiring**
Highlight the benefits of training at your club.

✔ **Consistent**
Use the same key messages across all platforms.



4. Your visual identity

A professional and consistent look builds trust. Your logo, colours, fonts, and design style should be used consistently across all materials. Follow these key branding rules:

✔ **Use your logo correctly**
Always use a high-resolution version (never pixelated or stretched).

✔ **Stick to your colours**
Consistency makes your club look polished and professional.

✔ **Ensure materials look well-designed**
Avoid cluttered layouts or too many different fonts and colours.

5. Your reputation & community presence

Your brand isn't just what you say—it's what people experience and say about you. To build a strong reputation:

✔ **Be visible in your local community**
Get involved in events, schools, and local partnerships.

✔ **Encourage word-of-mouth**
Happy members are your best ambassadors.

✔ **Showcase real stories** Share student experiences and testimonials to make your club feel more personal and welcoming.

How to Build Your Brand

Step 1: Define Your Club's Story

People connect with stories, not just facts. Instead of just listing what you do, talk about the impact you have.

- Why do people join your club?
- How has it helped them?
- Share real experiences from students, parents, and instructors.
- Highlight the difference Taekwondo makes —whether it's confidence, friendships, or achievements.
- Help people understand the experience — what's it really like to train at your club?

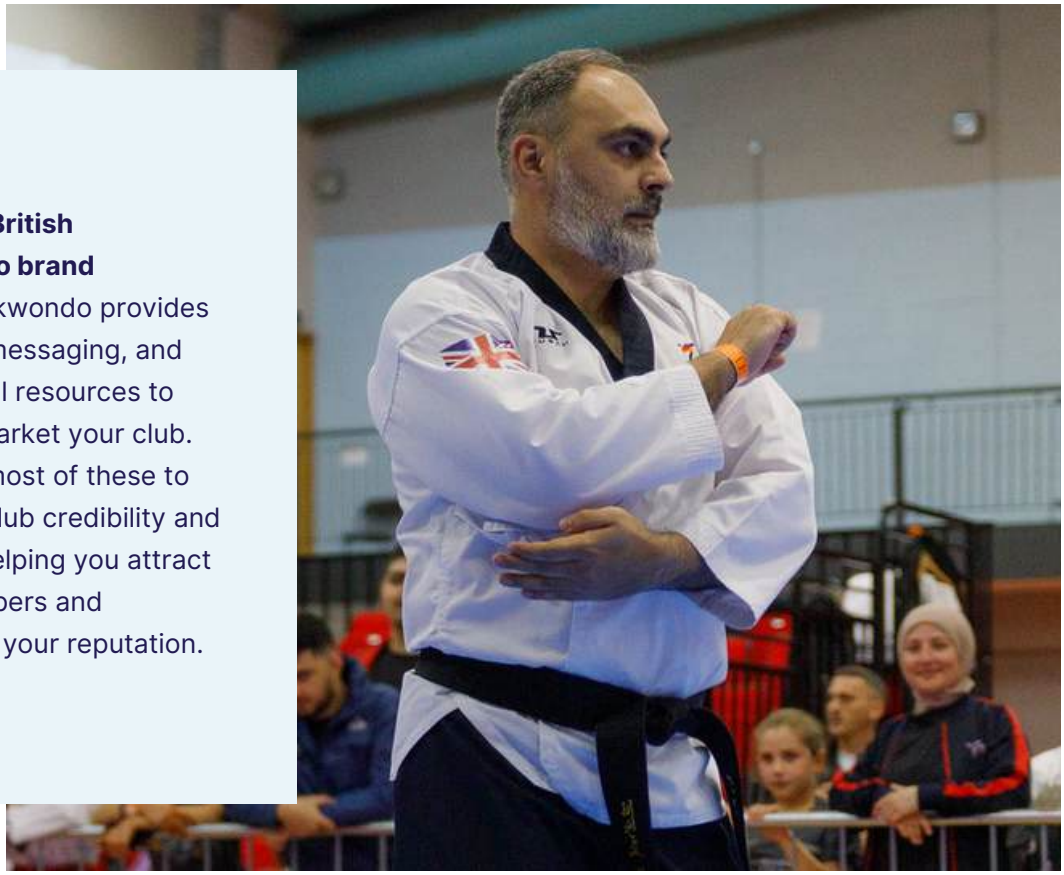
Step 2: Follow Branding Best Practices

✓ **DO** use a clear, professional logo and stick to brand colours.
✓ **DO** ensure all materials look consistent and polished.
✓ **DO** share stories and experiences that bring your club to life.

✗ **DON'T** use low-quality, blurry images or logos.
✗ **DON'T** mix too many different fonts and colours, it looks unprofessional.
✗ **DON'T** just list what you do, highlight the impact you have.

Using the British Taekwondo brand

British Taekwondo provides branding, messaging, and promotional resources to help you market your club. Make the most of these to give your club credibility and visibility, helping you attract more members and strengthen your reputation.



02 Creating a Marketing Plan



A strong marketing plan helps you organise your marketing activity and focus on the right areas.

A good marketing plan helps you...

Get clear on your audience
Who are you trying to reach?

Focus your efforts
What marketing activities will actually make an impact?

Use your time & budget wisely
No more wasted effort on things that don't work.







Even a simple plan can make a big difference.
It doesn't have to be complicated, it just needs to give you direction and consistency.

The three steps overleaf will help you get started.

1. Set clear marketing goals

Before you start, decide what you want to achieve.
Common goals for Taekwondo clubs include:

Recruitment
Attracting new members, from kids to adults.

Awareness
Making your club known in your local area.

Engagement
Keeping current members involved and excited.



2. Identify your target audience

Not every Taekwondo student is the same. Understanding who you want to attract helps you market in the right way.
Consider:

Youth & parents
Focus on confidence-building, fitness, and fun. Parents want a safe, structured activity.

Adults & professionals
Promote Taekwondo as a way to stay fit, reduce stress and learn self-defence.

Competitive athletes
Highlight your coaching, training environment and success stories.

Social & recreational members: emphasise community, enjoyment and health benefits.

Your goals will shape where and how you promote your club.

3. Choose your marketing channels

Use the right mix of online and offline marketing to reach your audience effectively:

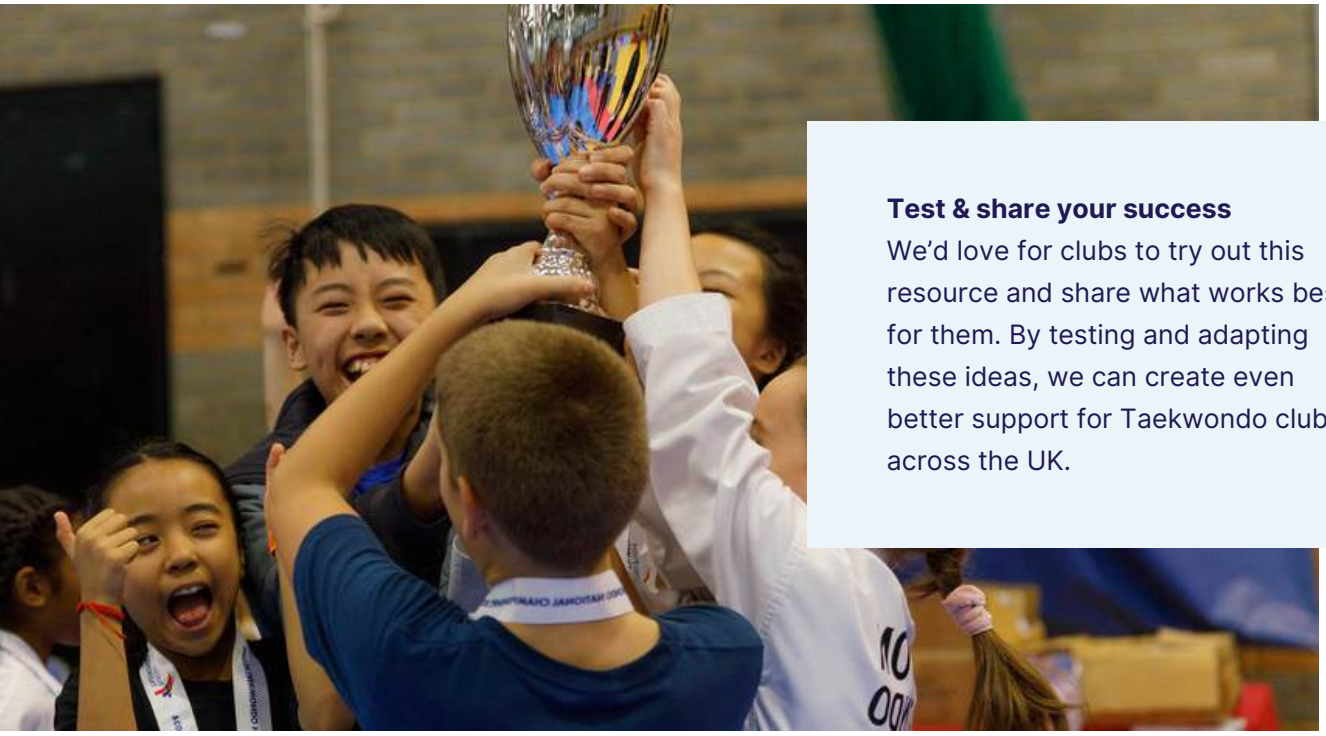
ONLINE MARKETING

Website: Keep it clear, updated, and easy to navigate.
Social Media: Use Facebook & Instagram for parents and local community, TikTok & YouTube for younger audiences.
Google My Business: Make sure people can find your club when they search online.
Email & WhatsApp groups:
Keep members informed and engaged.

OFFLINE MARKETING

Local schools & community centres: Leaflets, posters, and free trial sessions.
Local events & sports fairs: Run demonstrations and invite people to try a class.
Word of mouth: Encourage members to bring friends with referral discounts or special events.

See our Templates section for a template marketing plan that you can use to get started. A simple, consistent plan is better than trying to do too much at once. Start with one or two key marketing activities per month and build from there.



Test & share your success
We'd love for clubs to try out this resource and share what works best for them. By testing and adapting these ideas, we can create even better support for Taekwondo clubs across the UK.

03 Website & digital presence



Your website often gives people the first impression of your Taekwondo club. A clear and easy-to-use website helps attract new members as well as keeping current members informed.





Must-haves for an effective club website

A strong website doesn't need to be complicated, but it must be:

- **Easy to navigate**
  Visitors should quickly find key information like class times, pricing, and how to join.
- **Mobile-friendly**
  Most people will view your site on a phone—make sure it looks good and works well on all devices.
- **Up to date**
  Keep class schedules, contact details, and news fresh to show your club is active.
- **Accessible for all**
  Follow accessibility best practices, such as clear fonts, high-contrast text, and alt text for images, so everyone can use your site.
- **Include key club details**
  Make sure you cover:
  - *Who you are* – Club history, coaches, and values.
  - *What you offer* – Class types, ages, and skill levels.
  - *How to join* – Simple sign-up instructions or contact details.

SEO basics: helping people find your club online

SEO (Search Engine Optimisation) is how your club gets found on Google and other search engines. Even small changes can make a big difference in helping potential members find you.

Use the right keywords – include phrases like ""Taekwondo classes near me"" or ""kids martial arts in [your town]"" in your website content.

Create a Google Business profile – this boosts your club's visibility on Google Maps and local searches.

Keep content fresh – update your website regularly with news, events, or member stories.

Use clear page titles and descriptions – make it easy for search engines (and visitors) to understand your pages.

Website Checklist

- ✓ **Mobile-friendly & easy to navigate**
- ✓ **Updated class schedule & pricing**
- ✓ **Clear contact details & how to join**
- **SEO-friendly content**
  (keywords, Google Business profile)
- ✓ **Accessible design**
  (clear fonts, alt text, high contrast)
- ✓ **Fast loading time**
  (avoid large, slow-loading images)
- ✓ **Links to social media & online booking**
  (if available)



Your website doesn't need to be fancy, it just needs to be clear, accessible and easy to use. A good website makes it effortless for people to join your club!

04 Social media strategy

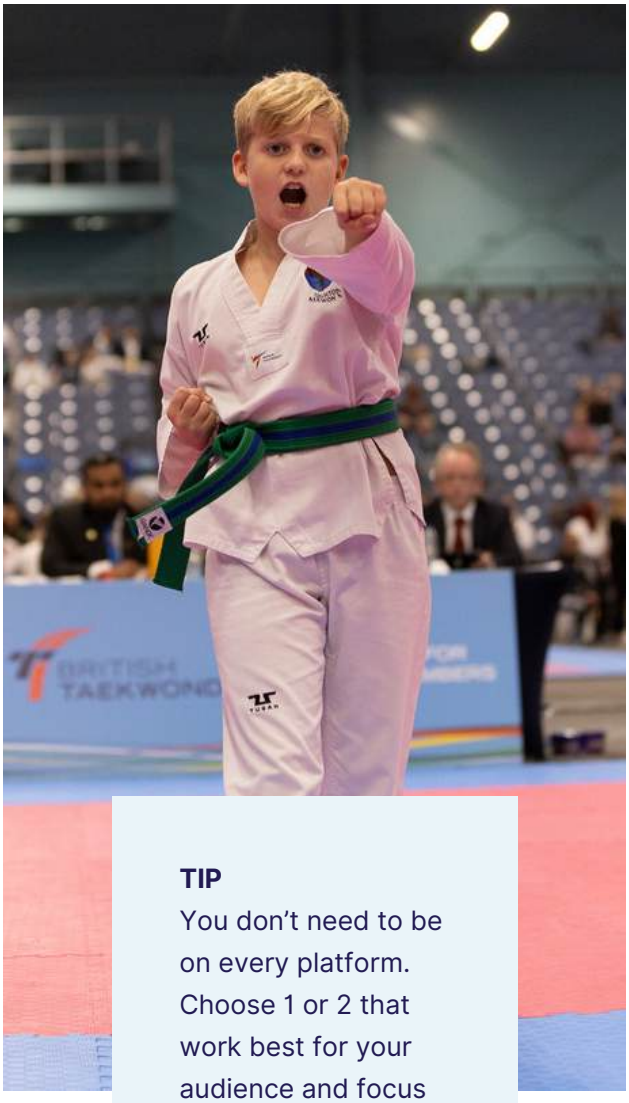


Social media is one of the best ways to promote your club, engage with members and attract new students. A strong presence doesn't mean posting all the time, it's about choosing the right platforms and content and staying consistent.

Choosing the right platforms

Each social media platform has a different purpose. Pick the ones that work best for your club:

- **Facebook** – best for parents and local communities. Share class updates, events, and success stories.
- **Instagram** – great for visual content —photos, short videos, and behind-the-scenes moments.
- **TikTok** – ideal for fun, engaging content like training clips, challenges, and student progress videos.
- **Twitter/X** – good for announcements, news and interacting with the wider Taekwondo community.
- **LinkedIn** – useful for networking with other clubs, instructors, and promoting professional achievements.



TIP

You don't need to be on every platform. Choose 1 or 2 that work best for your audience and focus on those.



Content ideas & engagement strategies

Member highlights – share grading success, student achievements, or personal stories.
Behind-the-scenes – training clips, instructor spotlights, and everyday moments at your club.
Educational content – tips on techniques, Taekwondo history, or benefits of training.
Engaging posts – polls, Q&A sessions, and challenges to get followers involved.
Event promotions – showcase upcoming gradings, competitions, or open days. Ask other businesses or local directories to include a link to your website

Remember: Engagement matters.
Respond to comments, ask questions, and encourage discussions to keep your audience active.

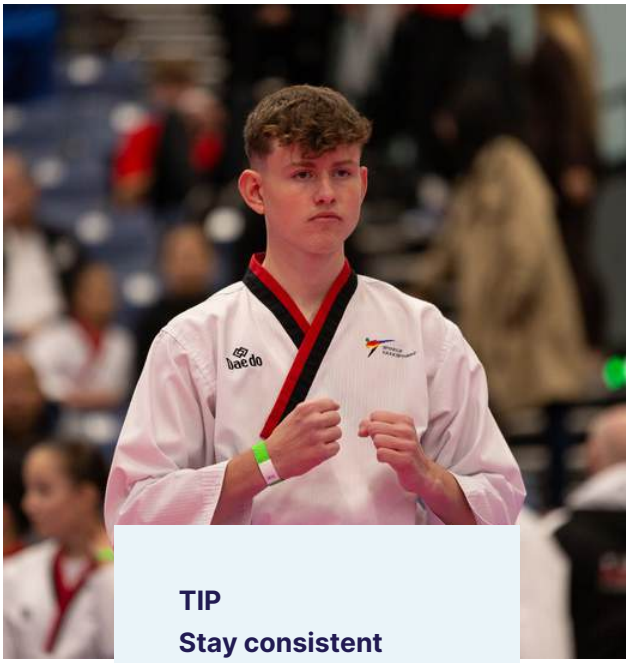
Best practices for photos & videos

✔ **Use good lighting**
Bright, clear images perform better.

✔ **Keep videos short & engaging**
15-30 seconds works best for social media.

✔ **Add captions**
Many people watch without sound.

✔ **Be consistent with branding**
Use club colours/logos where possible.



TIP
Stay consistent
You don't need to post every day, just stay active and share content that feels real and engaging. A little effort goes a long way.

05 Community Engagement & Events



Connecting with your local community is one of the best ways to raise awareness of your club and attract new members. Taekwondo is more than just a sport, it's a way to promote fitness, discipline, and confidence, and the more people who see this, the better!

How to engage your community

Organise local events

Hosting or participating in local races, fun runs, or community sports days can help introduce your club to new audiences.

Consider:

- Setting up a Taekwondo demonstration
- area at local events.
- Offering free taster sessions for kids and families.
- Partnering with other sports clubs for joint activities.

Build relationships with schools & businesses

Schools and businesses can be great partners to help promote your club:

- Offer after-school Taekwondo sessions
- or PE demonstrations.
- Provide self-defence workshops for local businesses.
- Collaborate with local gyms, youth centres, and leisure facilities to cross-promote activities.

Leveraging local press & media

Getting your club featured in local newspapers, magazines, and radio stations can help boost visibility.

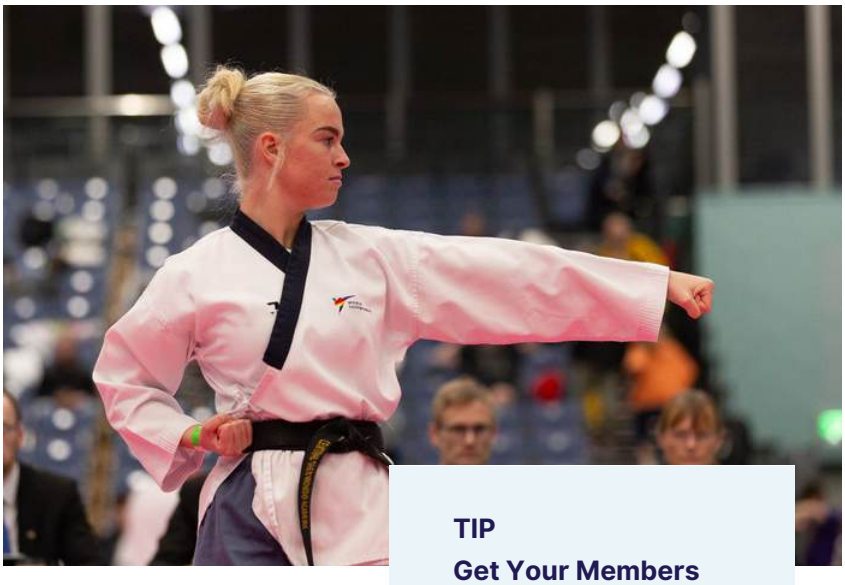
- Send press releases about big events, student success stories, or club milestones.
- Invite journalists to cover your events or taster sessions.
- Use community Facebook groups to share news and promote upcoming activities.

Event Promotion Checklist

- ✔ **Define your event goal** (e.g., recruitment, awareness, fundraising).
- ✔ **Create engaging promotional materials** (posters, flyers, social media posts).
- ✔ **Contact local schools, businesses & media** to spread the word.
- ✔ **Plan a mix of activities** (demos, trial sessions, Q&As).
- ✔ **Capture content** (photos, videos, testimonials) to share after the event.









TIP
Get Your Members Involved.
Encourage students and parents to spread the word, invite friends, and share events online. Word of mouth is one of the most powerful ways to grow your club and engage your community.

06 PR



Getting your club featured in the local press is a great way to increase awareness and even secure sponsorships or funding.

You don't need a PR agency to get media coverage, just a few simple strategies can help your club get noticed.

How to get your club featured in the news

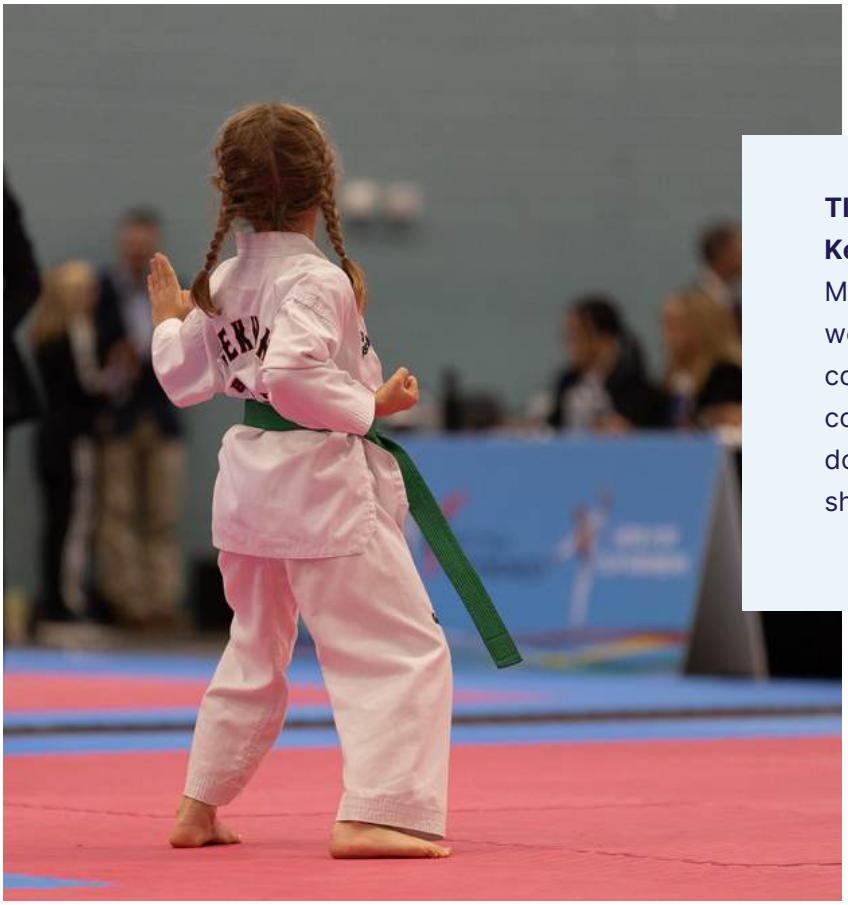
Journalists and local media are always looking for positive community stories. Make sure they hear about your club by:

ANNOUNCING BIG MILESTONES
Club anniversaries, new class launches, or major competition wins.

ORGANISE WIDER EVENTS
Promote special Taekwondo workshops on occasions like International Women's Day or Mental Health Awareness Week.

SHARING SUCCESS STORIES
Spotlight students who have achieved something remarkable.

INVITING LOCAL JOURNALISTS
Ask them to attend and cover your events, gradings, or community initiatives.



TIP

Keep it simple & newsworthy

Media outlets want clear, well-written stories that connect with the local community. If your club is doing something special, shout about it!

Building media relationships

To increase your chances of getting featured:

Make a list of local media contacts

Find the right journalists at newspapers, radio stations, and online news sites.

Send personalised emails

Introduce your club and offer relevant stories.

Follow up politely

If you don't hear back, a friendly reminder can help.

Engage on social media

Comment on and share local news articles to build connections with journalists.

Using PR to attract sponsors & funding

Good press coverage helps attract business sponsors and funding opportunities by:

- Showcasing your club's positive impact on the community.
- Highlighting how sponsorship funds will be used (e.g., new equipment, student support, facility improvements).
- Giving sponsors brand visibility through event partnerships and media features. See section 7 for more information on sponsorship.

Writing a Simple Press Release

A press release makes it easy for journalists to understand and share your story.



Follow this simple format:

✔ **Headline**
A short, attention-grabbing title (e.g., “Local Taekwondo Club Wins National Championship”).

✔ **Opening paragraph**
Answer the key questions:
Who, What, When, Where, and Why?

✔ **Main details**
Expand on the story, including quotes from club leaders or students.

✔ **Call to action**
Include details on how people can join your club or attend your event.

✔ **Contact information**
Provide a name, phone number, and email for journalists to follow up.



Press Release Format

Headline
Keep it short and engaging

Date & Location
Where and when the event/story takes place.

Opening Paragraph
Summarise the story in 2-3 sentences.

Main Story
Include key details, quotes and background information.

Call to Action
How can people get involved?

Contact Details
Include a name, phone number and email.

07 Sponsorship



Securing sponsorships and running fundraisers can help your club grow. Whether you're looking for local businesses to sponsor your club or planning a fundraising event, having a clear approach makes all the difference.

Attracting & keeping sponsors

Businesses are more likely to sponsor your club if they can see a clear benefit.

To attract and retain sponsors:

Target the right businesses
Look for local companies that align with sport, fitness, or youth development.

Offer value in return
Sponsorship should be a win-win. Offer perks like logos on uniforms, banners, or event promotions.

Build relationships
Keep sponsors engaged with updates on how their support helps and invite them to events.

Showcase their involvement
Thank sponsors publicly on social media, newsletters and at club events.

Fundraising ideas for clubs

Raising funds doesn't have to be complicated.

Here are some simple but effective fundraising ideas:

Taekwondo demo event
Charge entry for a showcase of your club's best moves.

Raffle or prize draw
Ask local businesses to donate prizes.

Competition fundraisers
Organise an inter-club tournament and sell tickets or refreshments.

Crowdfunding campaign
Use platforms like GoFundMe for community donations.

Sponsored challenges
Encourage members to take part in a run, walk, or fitness challenge.

Writing a sponsorship proposal

A good sponsorship proposal explains why your club is worth supporting and what the sponsor gets in return. Keep it short and professional.



TIP

Make It Personal

Sponsorship is about relationships. Instead of sending out generic emails, personalise your outreach and explain why you'd love their support.

Sponsorship Proposal Outline

Introduction

Briefly introduce your club and what you do.

Why sponsorship matters

Explain how sponsorship will help (e.g., new equipment, supporting young athletes).

Benefits for the sponsor

Outline what they get in return (brand exposure, community engagement).

Sponsorship packages

Offer different levels of sponsorship with clear pricing and benefits.

Call to action

End with a clear next step—how they can get involved and who to contact.

08 Measuring Success



Marketing isn't just about getting the word out, it's about knowing what works and what needs improvement.
Tracking your efforts helps you refine your approach and attract more members whilst making the most of your time and resources.

Tracking website & social media performance

Understanding how people find and engage with your club online helps you improve your marketing. Here's how to track key metrics:

Website visitors
Use Google Analytics to see how many people visit your site and which pages they look at most.

Social Media engagement
Track likes, shares, and comments to see what type of content your audience enjoys.

Enquiries & sign-ups
Monitor how many people contact you or sign up after seeing a post or visiting your website.

Using member feedback to improve marketing

Your current members are your best source of insight. Ask them:

How did you first hear about our club?
This shows which marketing channels work best.

What do you love about training here?
Use this in testimonials and promotions!

What would make our club even better?
Improves retention and word-of-mouth referrals.

Simple surveys or casual conversations can give you valuable ideas on how to improve your marketing.

TIP
Keep an eye on engagement
If a certain type of post gets lots of engagement, do more of that type of content.
If something doesn't work, tweak your approach.



TIP
Small, consistent improvements make a big difference over time.



Adjusting your strategy over time

Marketing isn't one-and-done—it's an ongoing process. Every few months, take time to review what's working and adjust where needed:

If social media engagement is low
Try different types of posts (videos, Q&As, student spotlights).

If website traffic is slow
Improve your SEO and update key pages.

If fewer people are joining
Focus on outreach, local events, partnerships and referral incentives.

09 Templates



12 month Marketing plan

Social Media content plan

Measuring Results