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| Logo  Description automatically generated |  | target market  Marketing Team Activity #6 |

# Text Description automatically generated with low confidenceprogram website

Set your school apart by developing a website dedicated to your school’s sports and sports marketing programs. Your program-branded website will provide an excellent way to promote upcoming events, merchandise, and ticket sales. Your digital and social marketing campaigns will serve as an extension of your new website.  
  
Consider content for your site focused on upcoming promotions, game/event times, outlets for ticket purchases, game/event highlights, player profiles and exposure for your sponsors. As a group, you must determine how you will drive traffic to the site and maximize the number of hits your page receives. Most free web builder applications (like Wix, WordPress, Weebly etc.) do most of the heavy lifting for you so you don’t need to be a programmer or coding expert to analyze website data. You may also want to consider the development of your program website as another collaborative learning opportunity by involving your school's computer or graphic design classes.  
  
**Content marketing** is an incredibly effective marketing tool so think about all the content you can share with fans, as well as the distribution channels available to you for that content. For example, you might want to feature a blog or create a unique microsite to dedicated to a specific, upcoming promotion. Work with the PR group to make sure they are providing new content regularly, allowing you to refresh your online and social platforms with engaging material.

**Step 1: Visit various high school, professional and college team websites and make note of features you like from each website. What grabs your attention? How easy is the site to navigate? Which sites clearly express their message or establish their brand? Which sites make it easy to find the information you are looking for? Is it easy to buy team gear? Are tickets accessible via the website?**

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|  | **Website** | **Notable Features** |
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**Step 2: List all the content and features you might want to include in your program’s new website (game or event information, student profiles, sponsor visibility/advertising, merchandise etc.).**

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**Step 2: Review the image below, then sketch out an example of what your program website layout might look like using as many additional sheets of paper as necessary for each page of the website. This will save the marketing team a lot of time and frustration when it comes time to actually create a live, functional website.**

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**Step 3: In the space below, list all the ways your publicity team could communicate to students, parents, fans, boosters, and sponsors that your program has a new website. Will you share the news via social media? Host a press conference? Send out a news release?  
  
Then, create, then publish, your new program website, making sure to partner with your publicity group to make sure they are prepared to make an exciting announcement when the site goes live!**

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