



SOUTH METRO JUNIOR FOOTBALL LEAGUE

# MARKETING & COMMUNICATIONS

MARCH 2023



[www.smjfl.com.au](http://www.smjfl.com.au)



# ACKNOWLEDGMENT OF COUNTRY

The South Metro Junior Football League (SMJFL) acknowledges the traditional owners of the land on which we meet, work and play, and pays respect to their elders' past, present and emerging

# INTRODUCTION

## ZAC JENNINGS

MARKETING & COMMUNICATIONS COORDINATOR



**SOUTH  
METRO  
JUNIOR**  
FOOTBALL LEAGUE



# OBJECTIVES

---



SMJFL  
MARCOMMS  
INSIGHT



BUILD  
CONNECTIONS



IDENTIFY  
AUDIENCES







# MARCOMMS STRATEGY

# 01

INFORM

RECOGNISE

ENTERTAIN



# 01 MARGOMMS STRATEGY

CLUBS

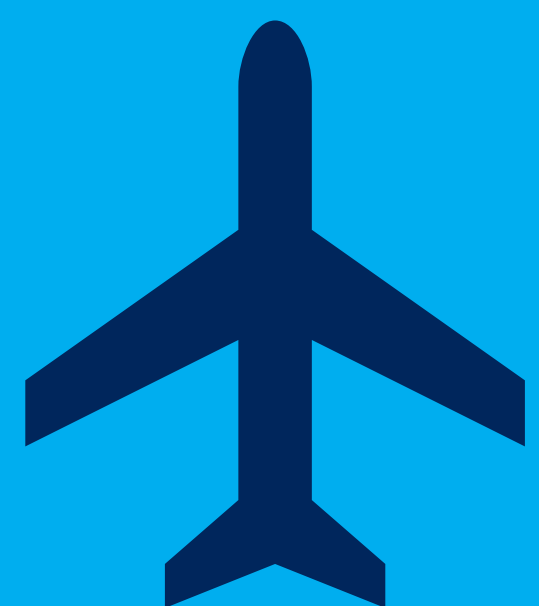
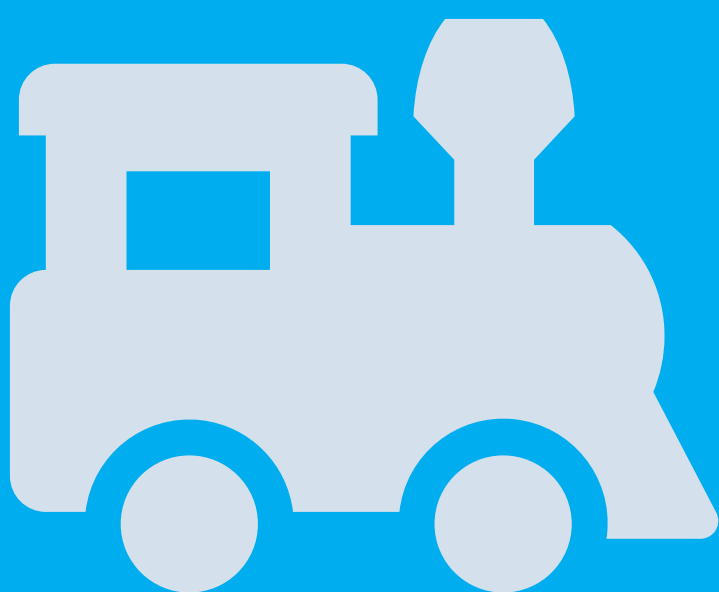
PARTNERS

LEAGUE





# MARCOMMS JOURNEY



# COMMUNICATION VEHICLES





**OUR**  
**AUDIENCE**  
**IS**  
**KEY**

AUDIENCE

The word "AUDIENCE" is written in a cursive, handwritten style on a white surface. It is surrounded by three hand-drawn arrows: one pointing down from the top right, one pointing up from the bottom center, and one pointing up from the bottom right.





# SOCIAL MEDIA DEMOGRAPHICS

**#1**

WORLDWIDE SOCIAL  
MEDIA PLATFORM

**71%**

FACEBOOK USERS ARE  
OVER 25 YEARS OLD

**20 YRS**

AGE GAP ON USERS  
(SMALLEST OF ALL  
MAJOR SOCIALS)





# SOCIAL MEDIA DEMOGRAPHICS

**#4**

WORLDWIDE SOCIAL  
MEDIA PLATFORM

**84%**

OF TEENAGERS ON  
SOCIAL MEDIA USE  
INSTAGRAM

**>35YRS**

MAKE UP MORE THAN  
50% OF INSTAGRAM  
USERS (GLOBALLY)



# 03 MARCOMMS JOURNEY

WHAT DO YOU WANT TO ACHIEVE?

WHO ARE YOU TRYING TO REACH?

# SMJFL PHOTOGRAPHER

---

**GARY BRADSHAW**

<https://www.garybradshaw.com.au/>







**SOUTH METRO JUNIOR FOOTBALL LEAGUE**  
**Community Wing - RSEA Park**  
**32-60 Linton Street, Moorabbin VIC 3189**

**PO Box 3, Moorabbin VIC 3189**



[www.smjfl.com.au](http://www.smjfl.com.au)