

Complete Club Marketing Services Overview

■ ■ ■ Helping licensed clubs across Australia boost attendance,
grow membership, and increase revenue.



Why Choose Pub & Club Co?

www.pubandclub.co

At Pub & Club Co, we understand the unique challenges facing small to medium-sized licensed clubs. You need marketing that works, but you don't have the time, budget, or expertise for complex campaigns. That's where we come in.

Our approach is different. Instead of treating marketing as separate pieces, we create an integrated system where your website, social media, TV displays, and communications all work together seamlessly.

The result: More engaged members, increased foot traffic, and measurable growth in revenue.





Risk-Free Start: . . . Complete Free Trial

We know choosing a new marketing partner is a big decision. That's why we offer something unique in the industry: a complete free trial of our entire service.

- A brand new website created in parallel to your existing one
- Custom graphics and promotional materials
- Social media setup and initial content
- TV display system demonstration
- Full integration across all platforms

***No upfront fees, no lengthy contracts –
just results you can see and measure.***



Simple, Transparent Pricing

- **Complete Club Marketing: \$900/month**
Everything your club needs for professional marketing
- **Essential Package: \$300/month**
Perfect for clubs wanting to start with TV displays, raffles, and basic website integration

Additional services like SMS marketing and social media advertising are available at cost. Flat-rate pricing means no surprises, no project fees, and no hourly charges.

The WARM Method: Your Secret Weapon

Website • Authentic • Reach • Measurable ■ ■ ■

Any staff member can send photos and updates via SMS to a dedicated number → content automatically appears on your website, TV displays, and social media → professional captions are generated using our story-builder app → everything is scheduled automatically.

***The result: Fresh, authentic content
that shows the real pulse of your club.***



Professional Website That Works for You

Unlike traditional static sites, your website becomes the hub of everything: ■ ■ ■

- Updates automatically with your latest news and events
- Integrates seamlessly with social media and TV displays
- Includes custom widgets designed specifically for clubs
- Premium hosting, security, backups, and ongoing maintenance

***Your website stays fresh and relevant
without you having to manage it.***





Graphic Design That Gets Results

- Request designs through your secure Vault portal
- Receive professional proof within 48 hours
- Review and approve with intuitive feedback system
- Automatically receive all sizes needed (posters, flyers, socials, TV displays)
- Content distributed across all channels

Average of 4 custom designs per month included.



Social Media That Actually Engages

- **Feature events:** build excitement with a sequence of posts
- **Regular programming:** promote weekly activities
- **Authentic content:** balance promotions with real club life
- **Community building:** foster engagement and connection

TV Displays That Work Reliably

Displays show:

- Current promotions and events
- Live social media content
- Custom graphics and announcements
- Member-generated content from WARM

***24/7 monitoring ensures issues
are fixed before you even notice.***



The Vault: Everything in One Place

Your central hub where you can:

- Access all graphics and promotional materials
- View your TV displays remotely
- Track design requests
- Access training resources and guides
- Monitor marketing performance





Measurable Results You Can See ■ ■ ■

We track what matters most:

- Website traffic growth
- Social media engagement and followers
- Email newsletter performance
- Overall campaign effectiveness

***We proactively reach out when we see
significant trends — good or bad.***



Email Newsletter That Gets Opened . . .

- Starts with authentic content (not just ads)
- Includes everything happening at your club in one glance
- Professionally designed to reflect your club's quality
- Built with Mailerlite (free up to 1000 subscribers)

Better design + authentic content = higher open rates.

Facebook Events for Everything

Every event gets its own Facebook event page, making it easy for members to:

- See what's coming up
- Share with friends
- Get reminders
- Feel part of your club community online



The Bottom Line

■ ■ ■ ***More members. More revenue. Less work for you.***

Our integrated approach means everything works together. A single photo can update your website, appear on TV displays, post on social media, and feature in your newsletter.

Multiple touchpoints with minimal effort.





Ready to See How It Works?

Contact us today for your completely free trial.

No risk. No upfront investment.
Just results.

☎ Call Scott

0416 050 049



www.pubandclub.co