



Press Relations Officer Report 2024

APRIL 2024

IRISH TENPIN BOWLING ASSOCIATION

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Purpose

The purpose of this report is to set out the marketing strategy for the Irish Tenpin Bowling Association (ITBA) for the remainder of 2024.

Summary of October 2023 to April 2024

In October 2023 Lauren Dugan was appointed the ITBA Press Relations Officer by the ITBA Executive.

Since this date focus has been on consolidating social media accounts into one official page on each social media platform. Previously there were the following accounts:

- Irish Tenpin Bowling Association Facebook Page
- Team Ireland Facebook Account
- Junior Facebook Account
- Irish Tenpin Bowling Association Instagram Account
- Team Ireland Instagram Account

Creating one official account on each platform has many benefits such as:

- More page likes/ followers creating a more attractive appeal to sponsors
- Accounts under the official ITBA name are easier to find for the public and for outside sponsors
- Provides awareness of what is happening across all of ITBA activity, teams, and members etc.

Social media posting has been frequent and has seen non bowlers get in contact of how to get involved in the sport etc. Posts have included:

- Daily updates from the 2023 European Champions Cup
- Daily updates from the 2024 European Youth Championships
- Event results and promotion
- 58th ITBA National Championships
- Grand Prix
- Senior National Championships

- 2024 Women in Sport event
- Dom Barrett Showcase
- Junior Irish Open and YET Events

The following graphs demonstrate the upwards engagement and followers on the ITBA Facebook page since Q4 2024 (Instagram statistics can be provided upon request):

Post reach:

Performance

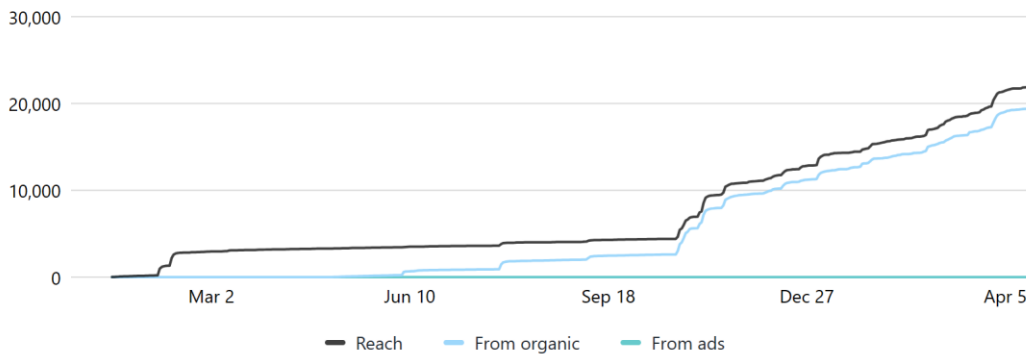
Daily Cumulative ⓘ

Reach ⓘ
21.9K ↑ 147.6%

Content interactions ⓘ
6.5K ↑ 1.1K%

Followers ⓘ
 Lifetime
1K

Link clicks ⓘ
609 ↑ 354.5%



Reach breakdown ⓘ

Total
21,868 ↑ 147.6%

From organic
19,373 ↑ 100%

From ads
0 ↓ 100%

Followers:

Performance

Daily Cumulative ⓘ

Reach ⓘ

21.9K ↑ 147.6%

Content interactions ⓘ

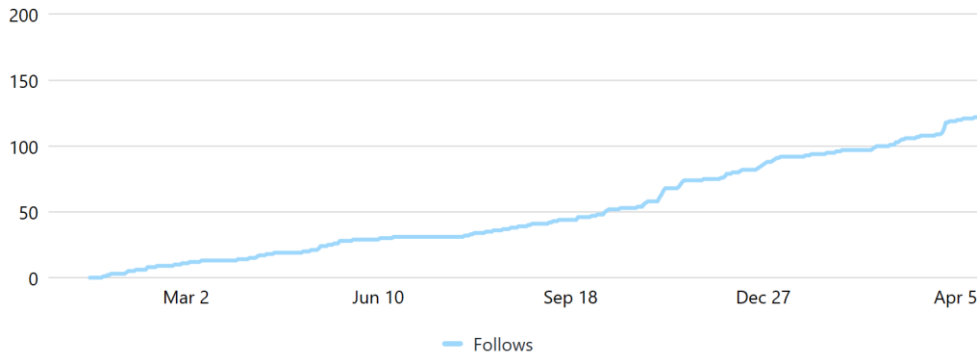
6.5K ↑ 1.1K%

Followers ⓘ

Lifetime
1K

Link clicks ⓘ

609 ↑ 354.5%



Audience breakdown

Jan 11, 2023 – Apr 18, 2024

Net follows ⓘ

106 ↑ 34.2%

Follows ⓘ

123 ↑ 33.7%

Unfollows ⓘ

17 ↑ 30.8%

Page likes ⓘ

952 —

The current Facebook demographic of the ITBA page is:

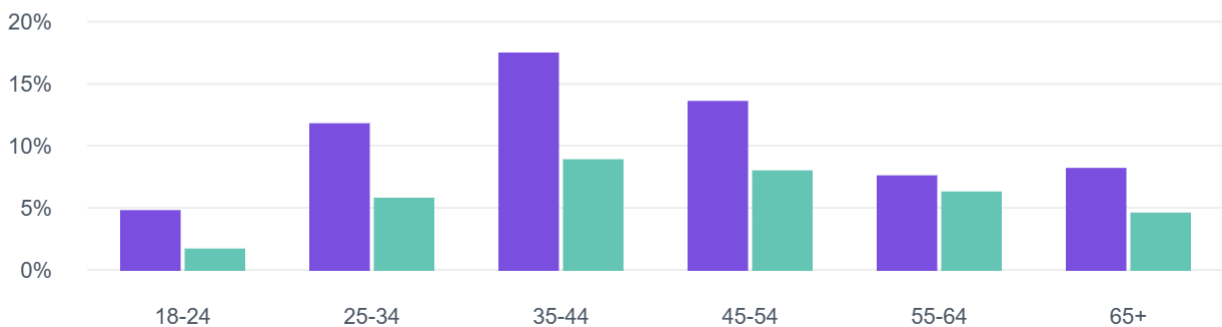
Audience

1,040 Facebook followers

Age and Gender

Men 63.90%

Women 36.10%



Location

Cities

Countries

Ireland	461
United Kingdom	284
United States	66
Netherlands	23
Norway	22
Sweden	17
Australia	16
Iceland	15
Malaysia	11
Pakistan	10

Outside of social media a press release on the success of the 2024 European Youth Championship Team was issued to various Irish sporting media outlets, and posters were also created for the Dom Barrett Showcase, Women in Sport Event, and 58th Irish National Championships.

Material on the history of the ITBA, World Cups, Triple Crowns, bowling centre magazines, National Championships etc has also been obtained from Paddy Gibbons and will be utilised in the marketing strategy of the ITBA.

Thank you to everyone who sent information for publishing on social media throughout the year and to Paddy Gibbons for providing all the material in relation to the ITBA's history etc.

Marketing Strategy for 2024

Successful marketing is vital to grow the sport to new audiences and to raise awareness not just in Ireland but beyond. It is also important to keep current Members informed of all activities within the NGB and to support and enhance sponsorship opportunities.

As part of this it is proposed that an element of the budget available to the ITBA PRO is utilised on:

- Purchase of professional camera to enable high quality photos to be taken at events and utilised in marketing material. It is proposed that the camera also has live streaming capability to help bring ITBA events to the masses and provide another avenue for sponsors to be promoted.
- Professional subscription to Canva/ Desygner to enable marketing material to be created for each event. Event posters to be printed for noticeboards, on display in public places, published on social media, and where available on BesX screens in bowling centres.
- More roll up banners to be designed and purchased to enable banners to be used at all events. Representative to be nominated at each event to ensure photos are sent to ITBA PRO. Banners to be on display throughout event to raise awareness to the public.
- Lane masking for National Championships and Grand Prix to be designed, as these are prestigious events and lane maskings along with roll up banners will aid the promotion of the events to the public etc.
- Videographer and Photographer to create high quality promotional advertising of the ITBA.
- Quarterly Newsletter will be created and published as both an E-zine and in hard copy. The Newsletter will be printed and available not only in bowling centres but in schools, universities, colleges, work places, councils etc. The newsletter will include event news, bowler profiles, coaching articles, NGB updates etc.
- Design and print leaflet on 'Activities and Benefits of NGB Membership'. Leaflet to be on display in prominent places in bowling centres, public places, on social media, and official website.

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- Promotional material developed and printed for schools on benefits of attending a Junior Club and in-school sessions held to promote the sport through 'Carpet Bowling'.
 - Promotional material developed and printed on the Health, Sport and Leisure aspects of Tenpin Bowling as an attractive value proposition to both the Media and Sponsors

The aim is also to work with Proprietors to create a Tenpin Bowling Media Support Pack to promote Bowling as a:

- Leisure and alternative all year round Sport
- Fitness and Health activity that develops Social Skills, Co-Ordination, Accuracy, Mental Strength and Team Work
- Sport which is suitable for all ages and abilities.
- Competitive International Sport

Along with this a media library is also to be created of key contacts within the media industry and to build rapport with these contacts, to aid the future promotion of the sport.

Social Media Strategy:

Focus for the remainder of 2024 (not exhaustive):

- Increase followers to all official social media accounts, in both Members and Non Members, by regular posts and also publishing posts which appeal to a wide variety of audiences. Members to be encouraged to 'like' and 'share' posts to aid audience engagement and growth.
- Coverage and build up to Ireland representations: Senior Triple Crown, World Youth Championships, Adult Triple Crown, and European Champions Cup
- Coverage and build up to Vanderbilt University visit
- Promotion of ranking events and results
- Publishing of ITBA news
- History of the ITBA and other events
- Promotion of ITBA affiliated Junior Clubs

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- In line with Operational Plan: promote the achievements of women at all levels of the sport and in all roles of the sport
 - High Performance and achievements to be published on ITBA Website and social media channels, and press releases also sent to external media
 - If 32 County NGB is passed to be established then the ITBA and NITBF social media accounts will be consolidated

Summary

For the success of the marketing of the sport it is important that everyone plays their part – information can only be published if it is known about, so please remember to contact ITBA PRO with any news, photos, videos, articles etc: pro@tenpinbowling.ie