Throwing Velocity Marketing Messages

## Instructions

You can use these messages anywhere you need them, according to the timeline in the “Marketing Calendar” document. Please put these messages in your own words, add your own company name, add coaching credentials, or anything else you think is important.

If you’re posting on social media, in particular, consider “tagging” or “mentioning” your coaches or any relevant athletes as part of the post to get more visibility.

## Class Description for eSoft Planner

One of the five tools of a great baseball player is **throwing ability**. Division I college baseball coaches will be looking for players whose throwing abilities are at least **85 MPH**, whether they’re throwing from the infield, outfield or the mound. Division II coaches will expect **82 MPH** and above, and Division III requires speeds from the **upper 70s**.

What are you doing to enhance your throwing velocity and strengthen your rotator cuff? Our Throwing Velocity program is guaranteed to **increase velocity** and **decrease risk of injury**. Athletes will focus on **developing rotary propulsive power** and **building strength and stability** in the muscles of the rotator cuff. The players who took this class last fall saw an average **3 MPH increase** in their throwing speed – one athlete even **increased by 9 MPH**!

This class is semi-private, so spots are limited.

## Short Marketing Messages

### Use these for

### eSoft Planner Login and Dashboard

### Social Media such as Twitter and Facebook

### Web Site Scrolling News

Baseball Throwing Strength & Velocity camp starts (ADD DATE)! Register now (LINK TO REGISTRATION PAGE) - spots are limited.

Just (ADD NUMBER) weeks left until Throwing Velocity Camp! Click here to reserve your spot (ADD LINK).

Baseball players: Increase your throwing velocity and decrease your risk of injury. Learn how at our throwing clinic (ADD LINK).

College baseball coaches have throwing speed requirements. Will you be able to meet them? Register for our clinic starting (START DATE) (ADD LINK).

## Email Marketing Subject Lines

Can a 3MPH Faster Throw Help Your Son's Baseball Career?

3 Spots Left for Baseball Throwing Strength and Velocity Clinic

Just ONE Spot Left for Baseball Throwing Strength & Velocity Camp

## Email Body

(HEADLINE:) Baseball Throwing Strength & Velocity Camp

What would happen if your son's throwing velocity increased by 3 MPH?

If he's a fielder, his put-out rate could improve. If he's a pitcher, his strikeout rate could improve. Regardless of his position, though, a 3 MPH increase would get him closer to his dream of playing college baseball.

Our Throwing Velocity camp for baseball players can make it happen.

It will take work. But for those who are willing to put the time and effort in, the difference will be worth it. 3MPH was the average increase seen by athletes who followed this exact program at a partnering baseball facility. One athlete even increased by 9 MPH.

Your son won't always be a baseball player, but he needs his arm for a lifetime. We'll make sure that he works to increase his velocity safely, by strengthening rotator cuff muscles that will help prevent injury throughout the season. (COMPANY NAME)’s Strength and Conditioning coaches (ADD CERTIFICATIONS).

This class is for ALL ability levels. It runs from (START DATE) to (END DATE) on (DAYS OF WEEK) from (START TIME) to (END TIME). However, spots are limited: This is a semi-private class with an optimal student-to-instructor ratio, so click here to reserve your spot (ADD LINK).