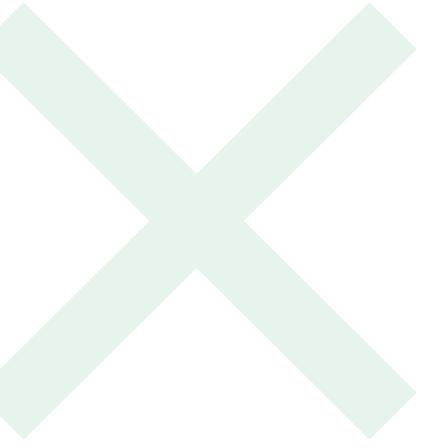




CREATING A GAME PLAN

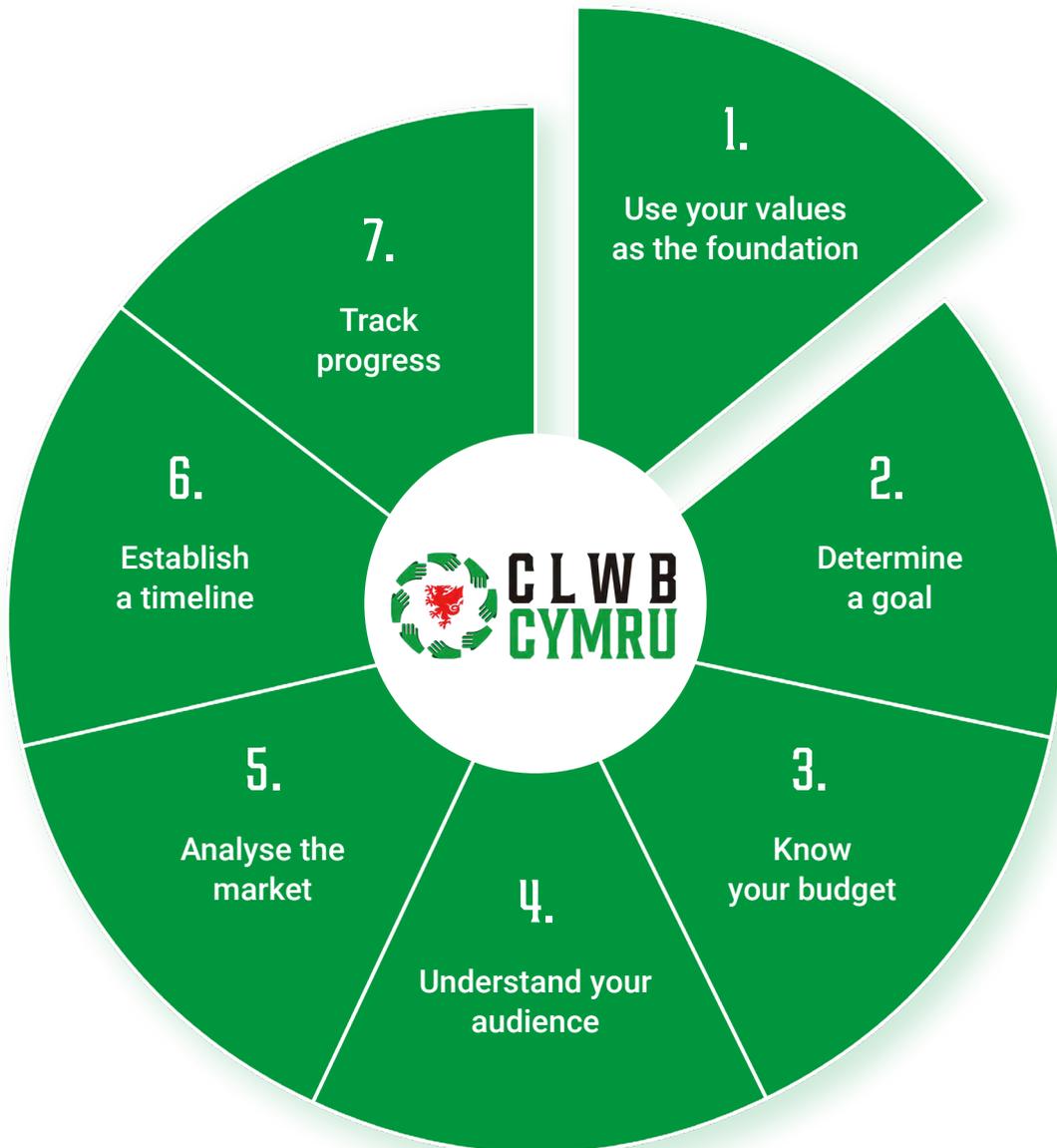


Your strategy is the approach you take to achieve your goals. The game plan will help you determine how you will get there.



Before you get started on creating a plan, make sure you have your strategy in place. Check out our resource, [‘Developing a Strategy’](#), for more information.

When creating the plan, you should try and take into account the following;



1. Use your values as the foundations for your plan

When you are devising your plan, don't lose sight of who you are as a club (values), what you do (services) and where you are going (ambitions). Keeping the alignment will not only ensure all elements of the club are working towards the same objectives, but it will also show your members and target audience that you are authentic.

2. Determine the goal

Take one goal from your strategy and use this to develop your plan of action. Don't try and add more than one goal in the same plan as this can become complicated and you may lose sight of what you are trying to achieve.

3. Know your budget

The activities you put in your plan will be determined by the budget that has been earmarked from the wider strategy. Be sure to work within the budget allocated and where you can, see what you can utilise for free.

4. Understand the demographics of your target audience

Once you know who you are looking to target, you will need to do some research to understand more about them. If you are trying to sell season tickets, you may want to determine what audiences you have within a 5 miles radius of your ground. From there you can begin to explore the best methods of connecting and communicating with them.

5. Analyse the market

Monitoring what others are doing can prove useful and help you determine what gaps there may be in the market that you could explore or recognising what is already working and replicating this on your own channels but with your own club spin.

6. Establish a timeline

By creating a timeline, you can ensure that all the activities you plan (social media posts, newsletters, flyers etc.) are completed. While you can't start doing everything overnight, prioritise those activities that will help get your brand and services out there.

7. Track progress

Regularly assess your plan and don't be afraid to change it if you need too. The goals you have set maybe more unrealistic than you first thought, or you may have underestimated the goals and are on track to exceed these quicker than you expected. The best plans are ones which are flexible and can be changed to help support the goals.



TOP TIP

Ensure that you have identified someone in the club who will be responsible for taking the plan from start to finish.

Within these areas you should ensure that the following is covered:

**Product**

Are you selling the club? Do you want to increase your season ticket sales or are you starting a new project/programme? Whatever your 'product' is you need to be clear on what it is, who needs it and why they need it.

**Price**

Depending on what you are trying to market will depend on if there is a cost aligned to it. Selling your club and your brand may not have a physical cost, but your season tickets will. Be clear on the price, consider how you can remain competitive and look at what seasonal offers you could apply.

**Place**

Where can the project/programme be accessed. If it is a project/programme, is it accessed at the club's main location or is it being based elsewhere. If it is an item such as a merchandise should this be purchased online via the club website, or in the club house.

**Promotion**

The goal of promotion is to communicate to your audience that they need to be aligned to your club or product and that it is priced appropriately, so keep the communications regular.

