



DEVELOPING A STRATEGY

Developing a strategy will help you continue to connect with current members, whilst engaging with new audiences. The plan will aid you in sharing who you are as a club (values), what you do (services) and where you are going (ambitions).



THESE 6 TOP TIPS WILL HELP YOU TO DEVELOP A GREAT STRATEGY AND TRACK YOUR PROGRESS



1. Define your goals

Most clubs, businesses or organisations develop a marketing strategy to support with sales - this may already be the case for your club. Through the sale of season tickets, merchandise, social events etc., don't lose sight that you can also look at more short-term goals such as marketing who you are as a club and what your ambitions are.



2. Understand your audience

Your club and the services you offer will have an ideal audience. Knowing who they are and what digital means they use to access these, will help you choose how, when, and where to connect and communicate with them.



3. Create a message

Now that you have determined your goals and who the target audience is, it is time to create an exciting and engaging messaging. This is an opportunity to show your audience how the club and the services you offer will benefit them and more importantly connect with their values.



4. Determine a budget

What you can do in terms of marketing your club and your services will be dependent on your budget. There will be elements which you can do for free through your social media channels or maybe through your members, but there will still be elements that require some type of budget. Be clear on your budget from the offset so realistic methods can be used and realistic goals can be set.



5. Choose the right channels

Even the best message needs the appropriate platform. You may find more value in a paid post on Facebook if you are targeting females, compared to a digital advert on Twitter for males. Try and find the most appropriate platform for your audience.



6. Measure Your Success

Set yourself some realistic targets. SMART is a great way to help goal setting:

- Specific
- Measurable
- Achievement
- Realistic
- Time related



Below is an example of what a strategy could look like;

Football Club Strategy 2022 - 2025		
Purpose: to be the leading grassroots club of Wales and ensure that our services are known by all		
Objectives		
Club Awareness	Service Usage Increase	Product Increase
Initiatives		
<ul style="list-style-type: none"> • Increase the club's social media following. • Generate a club specific slogan/ hashtag. • Build connections through a campaign on the clubs' values and what they mean to members/wider community. 	<ul style="list-style-type: none"> • Determine current and planned future services aligned with club ambition and wider strategy development from FAW. • Review community objectives and ensure future services are meeting the needs of local members. 	<ul style="list-style-type: none"> • Review the current products on offer, determining the demand and sales of each item. • Expand the range of items on offer meeting the wants of members and ensuring the club are keeping up to date with current trends.
Success		
Social media growth; <ul style="list-style-type: none"> • Twitter – 10% • Facebook – 50% • TikTok – 20% • Membership growth by – 10% 	<ul style="list-style-type: none"> • Each service available is advertised through more than one marketing method. • Each service has a minimum of 75% attendance/usage rate. 	<ul style="list-style-type: none"> • All products are accessible online. • Increase online sales of products by 100%.



Football Club Strategy - Date: _____

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Objectives

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Initiatives

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Success

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