SECTION 1 QUIZ

Your Marketing Starting Point

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. What does a supporter come to a club for, before anything else?

A. Identity: a place to belong
B. The sponsors
C. The stadium food
D. The lowest ticket price

2. Which four zones form the line of the sports marketing process, in order?

A. Community, brand, communication, commercial
B. Communication, community, commercial, brand
C. Brand, commercial, people, strategy
D. Commercial, brand, community, communication

3. Why does strategy come last among the eight zones?

A. You choose how to be different only with the whole map in front of you
B. It only matters for big clubs
C. The owner writes it
D. Strategy is the least important zone

4. Which of these is a well-formed objective?

A. Grow the database
B. Grow the database from 4,000 to 10,000 contacts by season end, owned by the digital manager
C. Be the most loved club in the city
D. Post more on social media

5. On the Eight-Zones Diagnostic, what does a score of 1 mean?

A. Nothing exists
B. It works
C. It works well and grows
D. A little exists, by chance

6. Which indicator is a result indicator?

A. Posts published
B. Tickets sold
C. Emails sent
D. Meetings held

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ANSWER KEY

1. A — A normal business serves needs and desires; a club gives people a "we". Sports marketing starts from that.

2. A — Without a community nobody buys, without a brand there is nothing to buy into, without communication nobody hears.

3. A — Differentiation is a decision made after you understand everything the organization has.

4. B — A good objective has a starting number, a target, a deadline and a person responsible.

5. D — 0 nothing, 1 a little by chance, 2 it works, 3 it works well and grows.

6. B — Effort indicators show work done; result indicators show what the work produced. Management judges results.