HOW A MARKETING MANAGER IS MEASURED

Your Marketing Starting Point

Mark the indicators your organization tracks today. Choose few, and choose the ones that lead to decisions: three indicators you follow beat twenty you ignore. Separate effort indicators (posts published) from result indicators (tickets sold).

Community

Size of the supporter database (real names and contacts) · members · average attendance · people who moved up a step on the ladder of belonging this season.

Brand

Awareness · perceived value · loyalty (who stays when the team loses). Scored 1–5 in Section 4.

Communication

Followers per channel · engagement · reach of key campaigns · website visitors · growth of own media (app, database).

Commercial

Revenue per source and its share of the total · season tickets · average tickets per match · spend per supporter (stadium, shop, online) · sponsor renewals.

Systems and infrastructure

Processes that run without depending on one person · tools and equipment in working order.

People

Roles filled · roles missing · how long people stay.