MARKETING OBJECTIVES

Marketing Strategy · Starting Point · Your Starting Point

Write one or two objectives for next season on six zones. A good objective has four parts: a starting number, a target, a deadline and a person responsible. Use the numbers from your Eight-Zones Diagnostic; mark estimates with (e). Start from your strongest zone; on the weakest, set one small, certain objective.

OBJECTIVES BY ZONE

ZONE	OBJECTIVE (START → TARGET)	DEADLINE · RESPONSIBLE
Community		
Brand		
Communication		
Commercial		
Infrastructure		
People		

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Objectives by zone

Community — Get 800 members of the three supporters' groups into the club database — By December · supporter liaison
Brand — Register the name and the crest as trademarks — Before the season · general manager
Communication — Double Instagram engagement — In six months · media officer
Commercial — Open an online shop — Before the next home kit launch · commercial manager
Infrastructure — Buy one camera and one editing licence — By August · marketing manager
People — Bring in two volunteers from the local university for content — By September · marketing manager

CHECK YOUR WORK

- [ ] My story uses facts, places and names, no adjectives
- [ ] Every zone has a score and a reason
- [ ] Every objective has a start, a target, a deadline and a person