ORGANIZATION X-RAY

Marketing Strategy · Chapter 1 · The Ecosystem of the Organization

Use it on any sports property, from public information: website, social media, league site, news, interviews. Four elements, then five questions. At the end, put each problem in one of the eight zones. About 15–20 minutes.

Organization

THE FOUR ELEMENTS

ELEMENT	WHAT YOU FOUND
Brand	
Own channels	
Arena	
Competition / place in the game	

THE FIVE QUESTIONS

QUESTION	WHAT YOU FOUND
Objectives	
Products	
Activity	
Problems	
Interests	

Each problem, and the zone it belongs to

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Organization

A cycling team in a second-tier professional calendar

The four elements

Brand — The main sponsor's name, a regional colour, the founder's story, a former champion

Own channels — Strong YouTube, Instagram, no web shop

Arena — The road, and the team bus at every start

Competition — A calendar of stage races; invitations to bigger races depend on results

The five questions

Objectives — An invitation to a major tour; a second main sponsor

Products — Jersey on the riders, the team bus, VIP places at the finish, content

Activity — More than 100 race days a year, almost always away

Problems — The brand depends on one sponsor; no home, no local community

Interests — TV visibility for sponsors; a host region that adopts the team

Each problem, and the zone it belongs to

Dependence on one sponsor: commercial. No home and no local community: community. The question: how do you build a community for a team that never plays at home?

CHECK YOUR WORK

- [ ] Every stakeholder has a row in the influence table
- [ ] I named people and companies, not categories
- [ ] Every row says what marketing has to do, avoid or use