# THE CITY'S COMMUNITY

Marketing Strategy · Chapter 2 · The Community

Layer 1. List every group that makes up the local community around your organization, sports and non-sports. For each one: how big, where it gathers, who leads it, what it cares about. Most people forget three groups: those who left the city, the trades, and the other sports. About 12 minutes.

## GROUPS OF THE LOCAL COMMUNITY

| CATEGORY | GROUPS (HOW BIG · WHERE · WHO LEADS · WHAT THEY CARE ABOUT) | NOTES |
|---|---|---|
| **Neighbourhoods** | | |
| **Schools and universities** | | |
| **Companies and trades** | | |
| **Other clubs and sports** | | |
| **Associations** | | |
| **Families** | | |
| **People who left the city** | | |
| **Other** | | |

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Marketing Strategy · Chapter 2 · The Community

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

## READ IT AFTER YOU HAVE TRIED YOURSELF

**Groups of the local community**

Neighbourhoods — Old railway quarter (club born here) · new residential north with young families · city centre

Schools and universities — 12 primary schools, 4 high schools, a technical university

Companies and trades — The railway company and its workers · a big factory · shops of the centre · taxi drivers

Other clubs and sports — The other football club · handball · basketball academy · running club (city marathon)

Associations — Retired railway workers · cultural centre · two charities

Families — Parents of children in the city academies

People who left the city — A large group working abroad, back every summer and at Christmas