COMMUNICATION STRATEGY SHEET

Marketing Strategy · Chapter 6 · Communication

Homework part A. Nine short pieces, two or three pages in total.

1. Voice in 3–5 words · a sentence written that way · a sentence it would never write · the other voices and their roles

2. Emotions: how the organization sounds after a victory, a draw, a defeat

3. Content pillars (3–5) with weights; at least two independent of the result

4. Series: 2–3 recurring formats

5. Role and rhythm of each platform

6. What you ask of each supporter profile

7. Relationship with the community: who answers, how fast, supporter content

8. Amplification: who carries content further

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9. Measurement: 1–2 indicators per objective, and how often

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

1. Voice in 3–5 words · a sentence written that way · a sentence it would never write · the other voices and their roles

Warm, proud, local, stubborn. Yes: "The depot never sleeps." Never: "Unbelievable vibes tonight, fam!" Voices: the captain for the dressing room, an old player for the history, the president only in big moments, the supporters through what they share.

2. Emotions: how the organization sounds after a victory, a draw, a defeat

Win: joy shared with the supporters. Draw: honest, and the next step. Defeat: respect for those who came, no excuses, a reason to come back.

3. Content pillars (3–5) with weights; at least two independent of the result

The young ones of the depot 40% · railway history 25% · the match 25% · the city 10%

4. Series: 2–3 recurring formats

"The depot remembers" (Mondays) · "First time" (before every home match)

5. Role and rhythm of each platform

Instagram: emotion and the young players, daily · Facebook: the older supporters, news, 4×/week · TikTok: behind the scenes, 3×/week

6. What you ask of each supporter profile

Father from the north: sign up for the family day · Depot veteran: share the archive story · Student: come to the student night

7. Relationship with the community: who answers, how fast, supporter content

Media officer answers within two hours; supporter photos reposted with credit every Sunday

8. Amplification: who carries content further

Players, the railway company, two local creators, the fan pages, a small paid budget for the season ticket campaign

9. Measurement: 1–2 indicators per objective, and how often

Engagement (monthly) · contacts in the database (monthly) · season tickets sold (weekly during the campaign)

CHECK YOUR WORK

- [ ] At least two pillars do not depend on the result
- [ ] Every objective has a starting number and a way to measure it
- [ ] The match week plan fits the resources we actually have