SUPPORTER PROFILE

Marketing Strategy · Chapter 6 · Communication

Choose three segments from your Section 3 map (one loyal, one on step 2, one to bring closer) and build the profile of the person the organization speaks to. Check: are the three really different? If two want the same things on the same media at the same moments, merge them.

THREE PROFILES

QUESTION	PROFILE 1	PROFILE 2	PROFILE 3
Who is this person?			
What connects them to the organization?			
What do they want to find out and see?			
On which types of media?			
At which moments?			

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Three profiles

Who — The father from the north: 38, office job, two children, one in the academy — The depot veteran: 67, retired railway worker, old quarter

Connection — His son; a memory of going with his own father — Fifty years in the north stand

Wants — The academy, family offers, short first-team news — History, old players, respect

Media — Instagram, Facebook, the parents' WhatsApp group — Local newspaper, depot Facebook group, radio

Moments — Evenings; the parents' group during training — Mornings; the bar before the match