THE SEASON'S COMMUNICATION OBJECTIVE

Marketing Strategy · Chapter 6 · Communication

Start from your Communication Baseline. Set brand objectives, commercial objectives (what communication helps to sell) and a target with a starting number on each type of media. For your most important objective answer: how will you know at the end whether you achieved it?

Brand objectives

Commercial objectives

TARGETS BY TYPE OF MEDIA

TYPE OF MEDIA	START → TARGET	HOW YOU WILL MEASURE IT
Social media		
Mass media		
New media		
Community media		
Own media		

THE SEASON'S COMMUNICATION OBJECTIVE

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Brand objectives

Make the academy and the young players the face of the season: one story about them every week.

Commercial objectives

Help sell 800 new season tickets (mostly family) and the derby scarf.

Targets by type of media

Social media — Instagram engagement 3% → 5% — Monthly platform statistics

Mass media — National articles 2 → 4 a month — Press review

New media — 0 → 2 partnerships with local creators — Signed partnerships, reach of their posts

Community media — No contact → monthly meeting with fan-page admins — Meetings held

Own media — First newsletter in September; 1,200 → 6,000 contacts — Database size, opt-ins