NEW SOURCE SHEET

Marketing Strategy · Chapter 7 · Commercial

Prepare the ground for a new source of revenue before anyone tries to sell it. Every answer should come from a chapter you already wrote. Check: is there a real name next to "person"? Is the partner a company you could call tomorrow?

The new source

Who buys it (segment of the community)

Brand element that supports it

Launch moment (from the calendar)

Part of the season's story it uses

How it is communicated: types of media and message

Who generates it (name and role)

Outside partner

First three steps (homework)

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Marketing Strategy · Chapter 7 · Commercial

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

The new source

Heritage merchandise collection + online shop (railway club)

Who buys it (segment of the community)

Loyal depot supporters, supporters abroad, old railway families

Brand element that supports it

The 1950s crest and the locomotive; heritage positioning

Launch moment (from the calendar)

Foundation day in October, pre-order a month earlier

Part of the season's story it uses

Season theme "Full steam"; the locomotive as symbol

How it is communicated: types of media and message

Depot group and fan pages first, then Instagram and Facebook, then the newsletter. Message: "Wear where we come from."

Who generates it (name and role)

A new part-time retail manager recruited from the supporters

Outside partner

A local textile company; an online shop platform

First three steps (homework)

1. Approve three designs with the depot group
2. Order a first run of 500 pieces
3. Open pre-orders on 14 September

CHECK YOUR WORK

- [ ] Every active source has a name or the word "nobody"
- [ ] The top three sources use what the earlier chapters built
- [ ] Every new source has a real person and a real partner