MANAGEMENT REPORT

Marketing Strategy · Chapter 10 · Objectives and Planning

One page for the management. It answers three questions: where are we against the objectives, what is the main problem, what decision do we need from you? Every report leads to a decision. Build it from the team's weekly reports, without extra work.

Period · sent to · how often

THE FIVE OBJECTIVES OF THE SEASON

OBJECTIVE (START → TARGET)	TODAY	GREEN · YELLOW · RED
1		
2		
3		
4		
5		

Three things that went well

The main problem

Decision requested from the management

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Period · sent to · how often

July · the owner · first Monday of every month

The five objectives of the season

Commercial revenue €560k → €700k — €560k — Yellow

Database 1,200 → 6,000 — 1,200 — Yellow

Average attendance 4,000 → 5,500 — 4,000 — Yellow

Heritage collection: 4,000 pieces — 0 (launch in October) — Yellow

Two new roles before October — Content hire signed — Yellow

Three things that went well

1. Content person hired
2. New kit launch at the depot booked
3. Railway company agreed to discuss a renewal in the autumn

The main problem

The ticketing platform will crash on derby day, as it did last season.

Decision requested from the management

Approve the budget for a new ticketing partner by the end of July.

CHECK YOUR WORK

- [ ] Every objective is a result, with a start, a target, a deadline and a person
- [ ] Every element of the year supports an objective
- [ ] Every report asks for a decision