STRATEGY STATEMENT

Marketing Strategy · Strategy · The Strategy Statement

The most important page of your strategy. Test 1: could a competitor say exactly the same about itself? If yes, rewrite. Test 2, the logo test: without the name, would people still know who it is?

Positioning (one of the nine categories, or two)

Element of differentiation

Three proofs that it belongs to the organization and cannot be taken

Two things the organization will not do

The statement in one sentence

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Positioning (one of the nine categories, or two)

Heritage, with development

Element of differentiation

The railway identity, alive in the young ones of the depot

Three proofs that it belongs to the organization and cannot be taken

1. Founded by the railway workers; the depot still exists and supporters meet there before every match
2. The oldest songs in the city, sung by three generations in the north stand
3. The academy, where most of the first team grew up, many of them sons and grandsons of railway workers

Two things the organization will not do

1. Compete with the rich club on modernity, with gimmicks, themed nights or imported formats
2. Chase supporters from outside the city before winning back the families of its own neighbourhoods

The statement in one sentence

"The railway club wins off the pitch by keeping the city's oldest story alive in its youngest players, and by bringing the families back to the place where it all began."