ONE-PAGE SUMMARY

Marketing Strategy · Final document · The Marketing Strategy

The page that goes on the desk of the person who decides. Six blocks. Test: after ten minutes, can they repeat your statement?

1. How we win off the pitch (one sentence)

2. Where we start (3–4 numbers)

3. The five or six objectives of the season (start → target, deadline)

4. The three big moves

5. What we need (people, budget, decisions)

6. The first decision we ask for today

ONE-PAGE SUMMARY

Marketing Strategy · Final document · The Marketing Strategy

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

1. How we win off the pitch (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.

2. Where we start (3–4 numbers)

1,200 contacts · 4,000 average attendance · €560,000 commercial revenue · brand health 3.2

3. The five or six objectives of the season (start → target, deadline)

6,000 contacts by May · 5,500 average attendance · €700,000 commercial revenue · 4,000 heritage pieces · two new roles before October

4. The three big moves

1. Heritage collection and the business club
2. Family season ticket with the school campaign
3. One shared database and a new ticketing platform

5. What we need (people, budget, decisions)

Two hires · €63,000 marketing budget · an agreement with the city on the depot

6. The first decision we ask for today

Approve the new ticketing partner.

CHECK YOUR WORK

- [ ] The statement passes the competitor test and the logo test
- [ ] Every chapter is consistent with the statement and has its move
- [ ] The one-page summary asks for one decision