THE COURSE JOURNEY

Your Marketing Starting Point

Thirteen sections. Each homework becomes a chapter of the marketing strategy of your organization.

1 · Your Marketing Starting Point

Your organization, its story, the eight-zones diagnostic and the first objectives.

2 · The Sports Ecosystem

Sports properties, stakeholders, the influence table, the X-ray of an organization. Chapter 1.

3 · Community

The city and the club inside it, segments, the ladder of belonging. Chapter 2.

4 · Brand

Nine conditions, components, positioning, touchpoints, brand health. Chapter 3.

5 · The Events Calendar

A full year, the defined list, event sheets, activation, the unexpected. Chapter 4.

6 · The Match, the Umbrella Product

Season narrative, match narrative, five acts, rituals and the match's commercial. Chapter 5.

7 · Communication

Five media, storytelling, the content process, a match week content plan. Chapter 6.

8 · Commercial

Thirteen revenue families, current and potential maps, a new source prepared. Chapter 7.

9 · Infrastructure and Systems

The infrastructure matrix, processes written as systems, breaking points. Chapter 8.

10 · People and Leadership

The marketing director, the full department, the team you need, job descriptions. Chapter 9.

11 · Objectives and Planning

The objectives map, indicators, the season plan, the management report. Chapter 10.

12 · Strategy

Competitors, differentiation, the logo test, the idea-capture system, ambush marketing. The strategy statement.

13 · Your Marketing Strategy

The statement on top, ten chapters underneath, the self-check and the one-page summary.