THE CLUB INSIDE THE CITY

Marketing Strategy · Chapter 2 · The Community

Layer 2. For every group from Layer 1, mark Inside, Close or Outside, and answer: why? Then circle one Outside group where the reason is "nobody asked": often the cheapest growth you will find. Work in pairs if you can, ten minutes per organization; the colleague asks "why" for every group.

GROUPS AND THEIR PLACE

GROUP	INSIDE · CLOSE · OUTSIDE	WHY?

What the map tells you: where the community can grow

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Groups and their place

Railway quarter, retired railway workers, depot group, returning emigrants — Inside — History

Technical university, taxi drivers, academy families — Close — The club never made a step towards them

New residential north, the factory — Outside — Distance; nobody from the club went there

What the map tells you: where the community can grow

The community is old and loyal and does not renew itself. Young families in the north and the students are the space to grow.

CHECK YOUR WORK

- [ ] I talked to three real people from three segments
- [ ] Every segment has a step on the ladder
- [ ] Every segment has one concrete next step