

THE FA CLUB & LEAGUE
FOOTBALL FORUM

FREE WEBINAR



The presentation will commence just after 8pm.

Please mute your microphones and turn off any
cameras whilst we are waiting.

Thank you for your co-operation.

THE FA CLUB & LEAGUE
FOOTBALL FORUM



FREE WEBINAR

HOW MARKETING CAN SUPPORT GROWTH AND SUSTAIN PARTICIPATION

Wednesday 20th May 2020

Heten **Velkomin** Mirepres iBiala Qaimarutin Hospedar
 Namaste **Velkommen** Mirepres Goscic
 Kaabo Croesawu **Bienveni** Bonvenon Mirepres Dobrodošli Akwaba
Bienvèni Bonvenon Mirepres Selamat Datang Acollir Swagata Recoger
Velkommen Sambut **Bienvenue** Acollir Ongietorri Goscic
Welcome Yokôso Laukiamas
 Fâilte Khoshunadi **Welkom** Tervetuloa Swaagat
 Siyakwamukela Swagatham Karibu **Welkom** Tervetuloa Karibu
 Sugeng Rawuh Hosta **Herzlich Willkommen** Merodon Veta **Welkom** Verweklom 欢迎 Vitejte
Herzlich Willkommen Merodon Veta **Welkom** Verweklom 欢迎 Vitejte
 Moguah **Benvingut** Sango da zawa **Welkom** Verweklom 欢迎 Vitejte
 Woezor **Dobredojde** Maligayang Pagdating Uvitani **Welkom** Verweklom 欢迎 Vitejte
Wellkom Dobredojde **Welkom** Verweklom 欢迎 Vitejte
 Ekomomai Degener **Benvingut** Kalosllthate **Welkom** Verweklom 欢迎 Vitejte
Wellkom Dobredojde **Welkom** Verweklom 欢迎 Vitejte



FOR ALL

WELCOME



Danielle Warnes
National Clubs Services Manager
The Football Association

Any questions you may have post this webinar please don't hesitate to get in touch with your local county FA or drop us an email on

Clubsprogramme@thefa.com

FORMAT & HOUSEKEEPING

- To help with recording quality, please mute sound until the discussion
- The webinar will be recorded and available to view again
- Slides will be emailed to all participants who signed up
- Any questions you have through the presentation jot them down on a piece of paper or in the chat and we will open up the floor for discussions at the end.

WEBINAR RECAP

1. What do we stand for – Values and Vision
2. How do we know we've made it – Defining Success
3. Business Continuity Planning
4. How to use marketing to build for the future – Marketing & Communications
5. How to use social media effectively - Marketing & Communications

Key Messages/Top Tips from the previous webinar

1. Be clear about your objectives and the actions you want to take to meet them
2. Use the right tools, not all the tools
3. Be consistent
4. Check your data
5. Interact and engage with your audience



GUIDANCE NOTES NO:

6.4

FOOTBALLS STAYING HOME ONLINE PROCEDURES

FOR COACHES/MANAGERS



GUIDANCE NOTES NO:

6.1

RUNNING WEBSITES AND SOCIAL MEDIA PLATFORMS

FOR CLUBS AND LEAGUES

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

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FOOTBALLS STAYING HOME - ONLINE TIPS

FOR PARENTS/CARERS

Version: 1.0
Published: MAY 2020



GUIDANCE NOTES NO:

6.3

STAYING SAFE IN THE DIGITAL WORLD

FOR TEENAGERS

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

6.2

DIGITAL COMMUNICATIONS WITH CHILDREN (UNDER 18s)

FOR ALL

Version: 1.1
Published: MAY 2019



FOR ALL

WHAT WE'LL COVER TODAY

- **How marketing can support a development plan**
- **How to use marketing tools to aid the growth of your organisation**
- **How to use marketing to aid sustainability in participation**
- **Questions**

INTRODUCTION



Charlotte Richardson



Lee Suter

Faversham Strike Force

**This is
your club.**

The FA
**Charter
Standard.**

Find the players. Feel the support.
Get accredited.

HOW MARKETING CAN SUPPORT A DEVELOPMENT PLAN

Your Plan

Objective (What needs to be done?)	Tactic (How do you intend to achieve your objective?)	Achievement Target (What will be achieved?)	Responsibility	Timescale (When will you complete your objective?)	Finance (How much is it going to cost?)
To increase the awareness of football playing opportunities in the local community	To actively promote the playing opportunities through posters in local community centres, schools and other community venues	Maximum squad number in all squads	Team Manager / Club Committee	Year 1 and ongoing each year	£50 each year for posters
To recruit new volunteers	Promote opportunities through word of mouth, posters, leaflets and local media	Roles and responsibilities identified Volunteer numbers increased in line with the increase of new teams	Club Secretary	Year 2 and ongoing	£100 posters and leaflets each year
Seek recognition of good football development work and recognise important role of club volunteers	To apply for County FA Charter Standard Awards	Make application on annual basis	Club Secretary	Year 2 and ongoing	£0
To advertise success	To run an annual awards night and issue ongoing press releases to local media	1 annual award night and minimum of 4 press releases	Club Secretary / Team Manager / Club Committee	Year 2 and ongoing	£200
Increase the general awareness of the football club	Develop a website to promote football club	Website developed and maintained	Website Manager	Year 2 and ongoing	£300



MAINTAIN YOUR FOCUS

SPECIFIC

MEASURABLE

ACHIEVABLE

REALISTIC

TIME-SPECIFIC

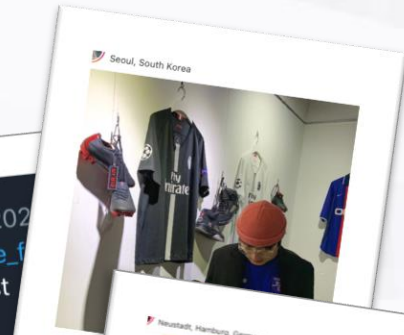
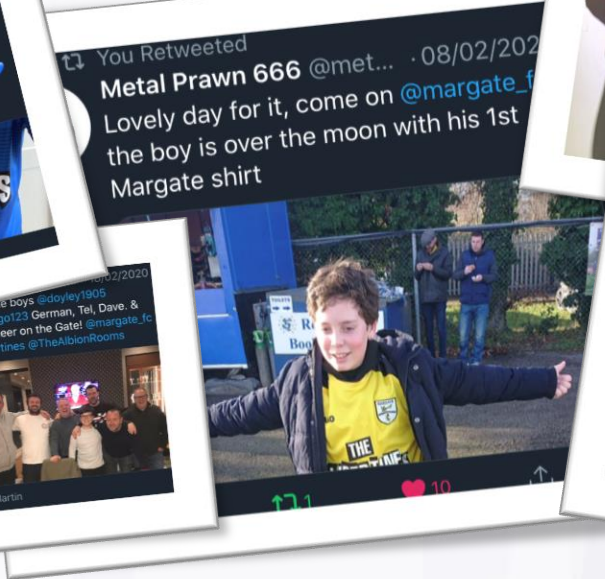
MEET THE NECESSITIES OF YOUR TARGET MARKETS



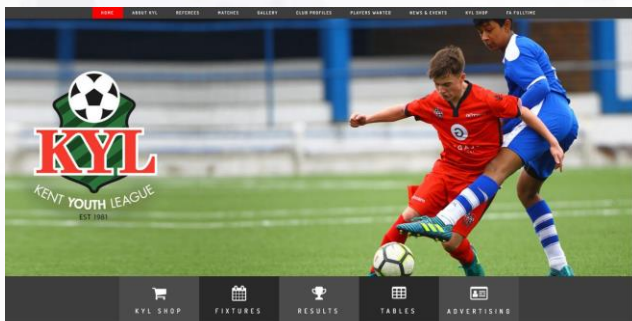
HELP YOU UNDERSTAND YOUR USP

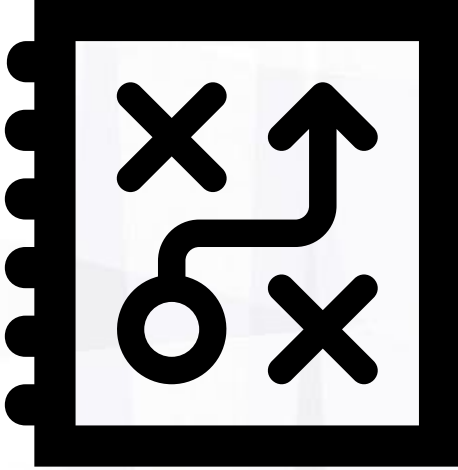


EASY TO SEE AND CREATE NEW OPPORTUNITIES

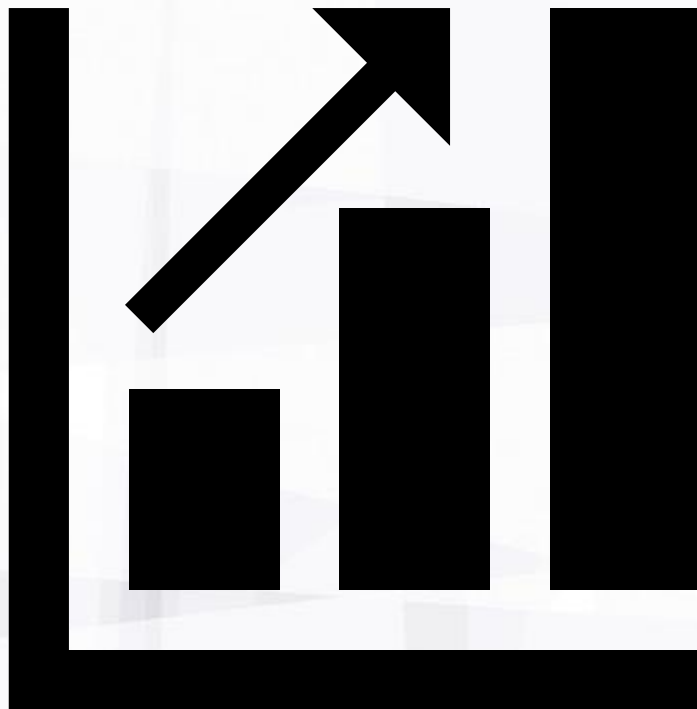


BUILDS YOUR BRAND





- Difficult to generate momentum
- Hard to gain support
- We can make mistakes
- Cost
- Highlights your weaknesses



HOW TO USE MARKETING TOOLS TO AID THE GROWTH OF YOUR ORGANISATION

ATTRACT



APPEAL



ACKNOWLEDGE



ATTRACT



- Website
- Social media
- Location based marketing

APPEAL



- E-newsletter
- Offline promotion
- Traditional marketing

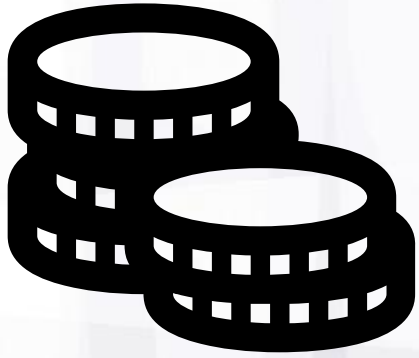
ACKNOWLEDGE



- Word of mouth
- Reviews
- Local media
- Local community
- PR

HOW TO USE MARKETING TO AID SUSTAINABILITY IN PARTICIPATION



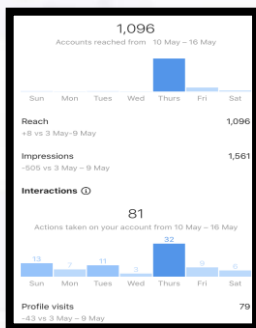
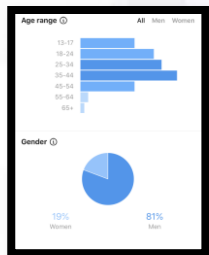


Account home
KentYouthLeague @KentYouthLeague
 Page updated daily

28 day summary with change over previous period

Tweets 33 ↓17.5%	Tweet impressions 92K ↓28.7%	Profile visits 3,378 ↓30.0%	Mentions 292 ↓52.5%	Followers 5,905 ↑21
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May 2020 · 16 days so far...



Page summary Last 28 days

Results from 19 Apr 2020-16 May 2020
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page 19 April - 16 May 1 Total actions on Page ▲0%	Page Views 19 April - 16 May 493 Total Page Views ▼24%	Page previews 19 April - 16 May 12 Page previews ▼14%
Page Likes 19 April - 16 May 15 Page likes ▼17%	Post reach 19 April - 16 May 3,618 People reached ▲28%	Story reach 19 April - 16 May Get story insights See stats on how your Page's recent stories have performed. Learn More

Completed · 10 Jan	Post engagements You asked, we're delivering 🙌 Our @10...	10,542 Reach	630 Post engagements	£10.00 Spent out of £10.00
Completed · 10 Jan	Completed · 1 Aug 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019
Completed · 1 Aug 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019
Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019
Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019	Completed · 24 Jul 2019

Mar 2020 · 31 days

Top Tweet earned 30.5K impressions
 Common sense must apply - and we are doing our best and realize that this will split opinion - please understand that the FA should be making these decisions - this is not my full time job! Thank u 🙏🙏🙏

Top mention named 1,134 engagements
 Brilliant fightback from @psu18sky 🙌 @DoverAthletic to secure a place in the @KentYouthLeague @kittoff U18's 🏆 Final
 It took penalties to separate these two excellent teams who provided an entertaining contest worthy of a final Match photos

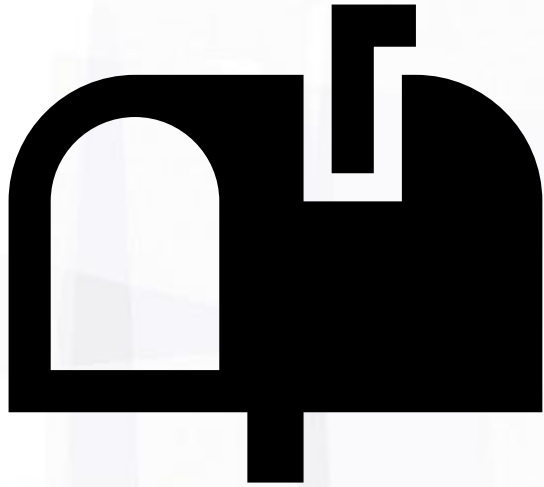
Top Follower followed by 2,380 people
 @NonLeagueCrowd
 pic.twitter.com/Rz1ppf5azq

EVOLVEE
 Non League Sports Matchday Graphics // Kit & Teamwear // Sponsorship // Football News

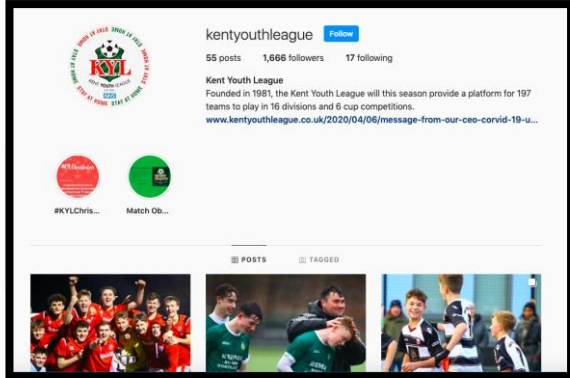
MAR 2020 SUMMARY

Tweets 118	Tweet impressions 361K
Profile visits 14.1K	Mentions 854
New followers 98	





- *Adjust your subject lines
- * Include more internal links to your website
- *Provide more value in the form of actionable content
- *Offer discounts and coupon codes
- *Host contests




kentyouthleague [Follow](#)

55 posts 1,666 followers 17 following

Kent Youth League
Founded in 1981, the Kent Youth League will this season provide a platform for 197 teams to play in 16 divisions and 6 cup competitions.
www.kentyouthleague.co.uk/2020/04/06/message-from-our-ceo-corvid-19-u...

#KYLChris... Match Ob...

POSTS TAGGED




KentYouthLeague
@KentYouthLeague Follows you

Founded in 1981 with just 8 clubs at U18 level, The Kent Youth League has 197 teams this season 2019 - 2020 which has 16 and 6 Cup competitions.

📍 Bromley, London kentyouthleague.co.uk 📅 Joined January 2014

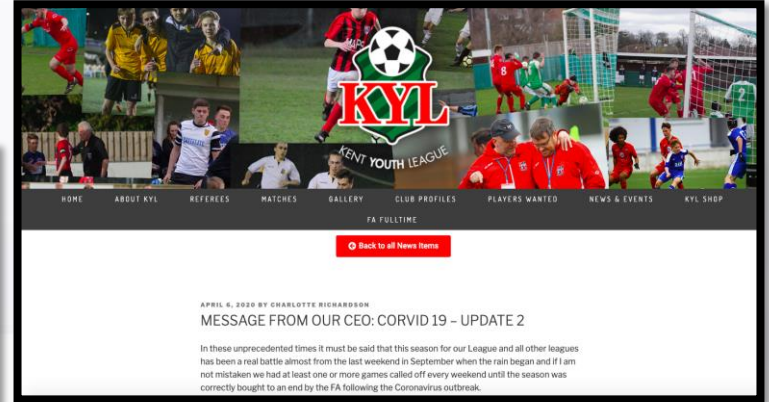
347 Following 5,905 Followers

Followed by Dartford FC Girls, FC Academy, and 38 others you follow

Tweets Tweets & replies Media Likes

📌 Pinned Tweet

KentYouthLeague @KentYouthLeague · Apr 23
Our friends @Redthreadyouth are asking people to take part in their 14-Day Challenge. #TeamAsLiveItUpRedthreadyouth



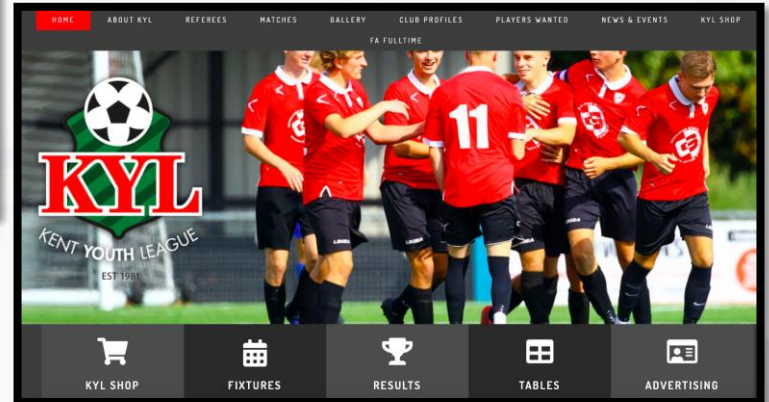
HOME ABOUT KYL REFEREES MATCHES GALLERY CLUB PROFILES PLAYERS WANTED NEWS & EVENTS KYL SHOP

FA FULLTIME

[Back to all News Items](#)

APRIL 6, 2020 BY CHARLOTTE RICHARDSON
MESSAGE FROM OUR CEO: CORVID 19 - UPDATE 2

In these unprecedented times it must be said that this season for our League and all other leagues has been a real battle almost from the last weekend in September when the rain began and if I am not mistaken we had at least one or more games called off every weekend until the season was correctly brought to an end by the FA following the Coronavirus outbreak.



HOME ABOUT KYL REFEREES MATCHES GALLERY CLUB PROFILES PLAYERS WANTED NEWS & EVENTS KYL SHOP

FA FULLTIME

KYL SHOP FIXTURES RESULTS TABLES ADVERTISING

**What good marketing activity looks
like when helping a football
organisation grow and flourish**

Lee Suter, Faversham Strikeforce



FAVERSHAM STRIKE FORCE FC

SOCIAL MEDIA AND US



WHO ARE WE?

- 25 Teams
- 457 players
- 91 volunteers
- CS Community Club



CHALLENGES

- Not Man. Utd.
- Concerned Committee.
- Lacking resources.
- Lacking help.
- Understanding what is going on.



WHAT **3** THINGS DO YOU WANT YOUR 'CUSTOMER' TO **THINK** OF AND **SEE** WHEN THEY THINK OF YOU?



ROAD TO SUCCESS

- Understanding the role platforms play.
- Data Collection .
- Life hacks.
- Lack of help.
- Deciding what you stand for.



WHAT PARENTS SEE AND SHARE



SPONSORS - MAKE THEM A DIFFERENT OFFER

Faversham Strike Force Football Club
Published by Hootsuite (?) · 30 April at 19:01

Own a business & want to get your product or service out there?
We may hold the key...sponsoring a team or the club does have its benefits!

- Promotion on Social Media
- Engage with customers
- Increase sales
- Potential tax benefits

Info@favershamstrikeforce.co.uk

441 REGISTERED MEMBERS
From Year 9 through to Seniors

25 TEAMS
We run teams from Under 7 through to 9 senior teams and ladies, ladies football seniors, Girls 20+ and seniors and 3 FA JustPlay Seniors

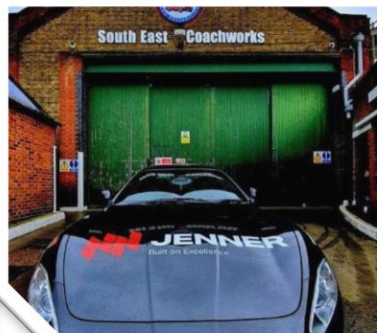
91 VOLUNTEERS
Coaching, officiating, administration & Committee Structure

830+ Instagram
1300+ Facebook
1480+ Twitter

PROUD FA Charter Standard Community Club
NIKE PARTNER CLUB

DEVELOPING A PARTNERSHIP

- INCREASED SALES
- JOINT VENTURES
- CUSTOMER ENGAGEMENT
- TAX BENEFIT
- SOCIAL MEDIA PROMOTION



favershamstrikeforce Did you k... that our Sponsor, SEC Signworks supply & install sponsor graphics, just like this Maserati Granturismo fitted last Wednesday?
#FeelTheForce

Faversham Strike Force FC
@StrikeForce_FC

Moving or selling your house?

- Be sure to checkout Invicta Estate Agents and earn the club a sfferal fee!
- Simply mention 'Strike Force' and after the deal is completed the lub will then a fee!

01795 591080
info@invictas.co.uk

FeelTheForce



Faversham Strike Force Football Club
Published by Hootsuite (?) · 15 May at 20:11

Thank you for all those who entered our 'V Turn' challenge!
The winner of the sweet parcel drawn at random from all the brilliant videos was.....
.....Archie BI
Congratulations to Archie and huge thank you to Pretty Sweet Parcels for providing the prize!
#FeelTheForce



WORKFORCE – WHY CHOOSE US?



Faversham Strike Force Football Club ...

Published by Hootsuite [?]

· 10 December 2019 ·

? Is your son or daughter looking for a career in sport?

#Volunteering with us has a number of benefits...

- 📖 Coaching courses & Mentoring
- 👟 Nike coaching kit
- ⚽ Develop coaching skills
- 👯 Make new friends
- 🗣️ Develop confidence

Get in touch 📧 info@favershamstrikeforce.co.uk



Faversham Strike Force Football Club ...

Published by Hootsuite [?]

Page Liked · 2 December 2019 ·

📖 Are you a referee looking for more games?

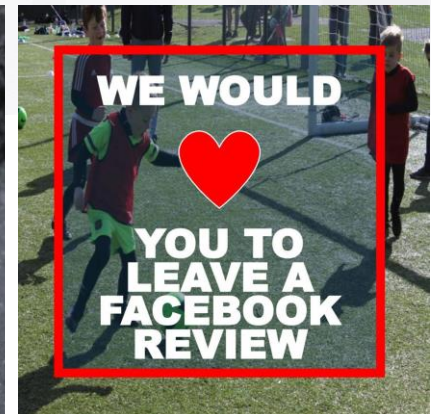
As a club we have more teams than ever needing a referee to officiate games on a Saturday and Sunday!

- Fees paid
- Safe & supportive environment
- Regular access to games

Get in touch 📧 info@favershamstrikeforce.co.uk



CONNECTION THROUGH CO-VID



OUR HACKS

- Hootsuite | Movie Maker | PowerPoint.
- Create a community feel.
- Understanding what is going on.
- Internal help.
- External help.



Always think, 'what's the worst that can happen' and have some kind of strategy to deal with it.

FAVERSHAM







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FOOTBALLS STAYING HOME ONLINE PROCEDURES

FOR COACHES/MANAGERS



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THE FA CLUB AND LEAGUE
FOOTBALL FORUM

FREE WEBINAR

HOW CAN WE USE MARKETING TO GENERATE INCOME

Learn about the different ways effective marketing can help you diversify your income streams, attract and satisfy sponsors and enable you to appeal to various funding opportunities.

Time: 20:00 – 21:30

Date: 27th May 2020

Register your interest here:

<http://bit.ly/2Fx202R>



FOR ALL

OPEN DISCUSSION/QUESTIONS

- Ask Questions
- Share your own experiences
- Share your current challenges
- Solutions

If you'd like to contribute, either

1. Please type your name and club/org. into the chat box so we can effectively bring you into discussion or
2. Please type a question/comment which one of the presenters will raise



THE FA CLUB
FOOTBALL FORUM

FREE WEBINAR



THANK YOU