

Marketing Plan – King’s Lynn Football Club

Executive Overview

The purpose of this plan is to provide a working document to ensure that the agreed marketing strategy is adhered to and altered where necessary. It gives clear guidance as to how income will be gained allowing the football club to be run on a sustainable basis.

Situation Analysis

Market Review

Trends overview

The market trend in football is often very dependent on success on the field of play. However by building strong relationships locally the effect of this can be managed.

Market Segments

Local business

Local community organisations and groups

National corporations

General public

Target Market

Our primary target markets are followers of the defunct King’s Lynn FC and local business for sponsorship of advertising boards, shirts, player’s kits, matches and balls.

In addition to this we would look to increase interest and attendances by focusing on our work with community football and the community at large.

Community work within the context of a reformed King’s Lynn FC under Supporters’ Trust ownership will be tied in to the whole manner in which business operates not simply as an add on.

Competitive Review

There are many supporters that travel from the locality of King's Lynn to watch Norwich City and Peterborough. We would make an attractive offer to supporters of these clubs if their main team is playing away to come and watch their community club, and in some cases the club may become their club of choice in some circumstances, particularly given the cost of football at those levels.

Strength, Weaknesses, Opportunities, Threats

Strength – Loyal base of supporters, club run for the benefit of the community. Local businesses wanting to be involved with a club run by the fans. Drawing strength from being part of a national movement (Supporters' Direct)

Weaknesses – Bridge building needing to be done after the previous administration have badly let down the local business community.

Opportunities – A clean slate- A time for business and supporters to work together for the continued success of football in King's Lynn.

Threats – Football being played at a level lower than the town is used to. This may well impact on attendances and willingness for sponsorship. This though can be mitigated by the strengths of the model of ownership and involvement from the local community.

Goals and Objectives

Sales Objectives

Please see income projections on business plan

Marketing objectives

Increase traffic through website

Increase attendances through strategic plans, taking guidance from other supporter run clubs

Increase level of sponsorship, trying to focus on business locally that will benefit from their sponsorship of the football club

Increase usage of the “Blue and Gold club” as an alternative venue in the community. This has been an untapped revenue stream for too long. It can also be utilised outside normal events as a community facility.

Marketing Mix

Product

The product offering is not just that of football on a Saturday afternoon. It has to offer far more to the community that it has historically. It should be a place that people come to for various reasons other than just the game; functions, community events and many others.

Pricing

Initially match day pricing has to be set at a level at which can be afforded and that represents good value for money. Our pricing will be constantly reviewed in order to maximise income but also importantly in a way that will acknowledge how important it is to build support for the future through young supporters.

Pricing for usage of the Function rooms must be competitive, offer good facilities and value for money.

Communications/Promotion

Key Message

The club is now owned by the supporters and run for the benefit of the community and it is working in partnership, not as it was historically

“Achieve more Together”

Media

Effective use of the media is paramount. This will include local radio, local press, direct mail, e mail communication and utilisation of the major social networking sites. This will be carried out by a media manager who will have a group of volunteers working with them.