



Marketing Youth Soccer Clubs via Information Technology

Greg Letter

Adelphi University

Director, Sport Management Programs



Presentation Outline

- Brief biography
- Marketing Concepts
- Information Technology
 - Why IT?
- Soccer Club Program Objectives
- Soccer Club Strategic Marketing Objectives
- Partners Marketing Objectives
 - Leveraging activities
- Utilizing IT (now/future initiatives)
- User-Friendly web-pages
- Web-page Goal
- Q & A



Biography

- Youth sport background
 - Player
 - Coach
 - Father
 - Administrator
- Education
- Professional experience



Marketing Concepts

- Target Market
- Marketing Mix (The 4 Ps)
 - Product
 - Place (Distribution)
 - Price
 - Promotion
- Marketing Soccer Club Mission
- Partners Marketing through Soccer Club



Information Technology

- **IT** – any computer-based tool that people use to work with information and support the information and information processing needs of an organization
 - Internet
 - Desktop publishing
 - Database
 - Email (10 tips ---FUNDRAISING)
 - Mass mailing
 - Registration
 - CRM
 - Podcasting - Really Simple Syndication (RSS) (Game & practice: educational purposes)



Why IT?

- ***Competitive advantage*** – providing a product or service in a way that customers value
- Use technology for
 - Operational excellence
 - Major organizational initiatives
 - Decision making
 - Organizational transformation



Operational excellence

- Being efficient in what you do
- Databases contain tremendous detail on every transaction
- Online registration, blogging, RSS, etc...: places technology in the hands of an organization's customers and allows them to communicate with organization and its constituents



Major organizational initiatives

- Customer relationship management (CRM)
- Knowledge management (KM) system – an IT system that supports the capturing, organization, and dissemination of knowledge (i.e., know-how) throughout an organization (Board Members)
 - Helps you avoid “reinventing the wheel”
 - Allows board meetings to be more productive



Decision making

- Collaboration systems help groups of people analyze a situation
- Collaboration system – a system that is designed specifically to improve the performance of organizations by supporting the sharing and flow of information
- ***Administrators, parents, volunteers and coaches have input before decisions are made by board (Blogging)***



Organizational transformation

- Organizations must continually transform to...
 - Stay ahead of the competition
 - Offer a competitive advantage
 - Answer “why should we become a partner”
 - Survive

Club Program Objectives

- Safe, enjoyable recreation.
- Positive self-concepts and self-esteem.
- Motivate to achieve and desire to strive for excellence.
- Lifetime participation in sports.
- Leadership skills.
- Self-responsibility and sportsmanship.
- Educate all constituents.





Soccer Club Strategic Marketing Objectives

- Who are the customers? (Target market)
- Club Marketing Objectives (Mission)
 - Create awareness (Club, services, etc...)
 - Build positive club image
 - Social responsibility
 - Recruiting
 - Players
 - Volunteers
 - Enhance club loyalty (involvement as well)
 - Education
 - Health & Fitness



Partners Marketing objectives through soccer club

- Increase brand loyalty
- Create awareness/visibility
- Reinforce image
- Drive retail traffic
- Showcase community/Social Responsibility
- Database access
- Category exclusivity



Partners leveraging activities

- Advertising opportunities
- Signage (Streaming above the fold)
- Partner to partner
- Retailer promotions
- Push strategy!
- WEB-PAGE PRESENCE!!!



Utilizing IT

- Web-page
 - Advertising
 - Informative (ie. Health issues)
 - Two-way communication
 - Virtual Community
 - Podcasting/Video streaming
 - Registration
 - Educational
 - Memorabilia-Scrapbook section



Utilizing IT

- Web-page
 - Community Calendar
 - Coordinating club activity
 - Reciprocal links
 - Ezine



Utilizing IT

- Desktop Publishing
 - Newsletter (hardcopy & pdf format)
 - Informative
 - Recruiting
 - Awareness
 - Advertising
 - Memorabilia (scrap-booking)



Utilizing IT

- Database
 - Customer Relationship Management (CRM)
 - What is it?
 - How is it used?
 - How can we use it?
 - Email marketing – Promotions, coupons, FUNDRAISING, etc...



10 TIPS EMAIL FUNDRAISING

- Online fundraising--is it the future? Well, it is certainly here to stay, asserts Madeline Stanionis, author of *Raising Thousands (if Not Tens of Thousands) of Dollars with Email*.
- Fundraisers should make use of **technology** to learn from their data. Having online activities and correspondences with users allows online fundraisers to observe their users' responses and act upon that in future activities and services.
- The following is an attempt to augment these fundraising ideas toward youth sport fundraising via the internet



10 TIPS EMAIL FUNDRAISING

- **1. Select email messaging and donation processing software...**
 - ...that is especially designed for non-profit organizations. And even before then, settle on a smart in-house communication strategy
- **2. Build your list!**
 - You can't raise money with email if you don't have a list of email addresses. It's a rigorous and unrelenting process.
- **3. Take advantage of timing.**
 - Using email when big news hits is arguably the most important element in raising money with this medium. If you can nail the timing, you'll raise more money online. It's that simple.
- **4. Use a campaign approach.**
 - Don't rely on an isolated email to reach all your constituents. Give your appeal a better chance by sending three, four, or even more emails.
- **5. Write the right way for the web.**
 - Your readers are busy - you have only a few seconds to capture their attention. Make your emails easy to read and easy to scan. And pay special attention to the subject line - it determines whether your email is opened.



10 TIPS EMAIL FUNDRAISING

- **6. Bring on the creativity if you can!**
 - Cutting through the clutter in your donor's email box isn't easy. Be daring with eye-catching visuals, bold headlines, and irresistible offers. But be yourself, too, and speak from the heart.
- **7. Integrate your emails with your direct mail and telemarketing program.**
 - Offering your donors the convenience of giving through the mail, over the phone, *and* online will pay off.
- **8. In between your fundraising appeals, cultivate your donors...**
 - ...with emails that focus on news, humor, and warmth. It'll be easier to connect with them when you ask for a gift.
- **9. Learn from the data.**
 - Review your results and make decisions on your next move based on how your donors have responded.
- **10. Segment and test.**
 - By **identifying** what motivates your constituents, and what types of messages they respond to, you'll build a stronger list and generate higher revenue.



User-Friendly web-pages

- **User-Friendly web-pages are simple, fast, pleasant, attractive, easy to use, and easily navigated.**
 - Operation is intuitive and logical, yielding a sense of being in complete control. A visitor should never have to figure out how to use your navigation system, where they are in your site, or whether they are still in your website or have jumped somewhere else
- **90% of current commercial websites have poor usability, therefore are user-unfriendly.**

Simplicity

- Uncluttered: Avoid high information density on the screen.
- Clear: well developed message
- Concise: Avoid presenting unnecessary information



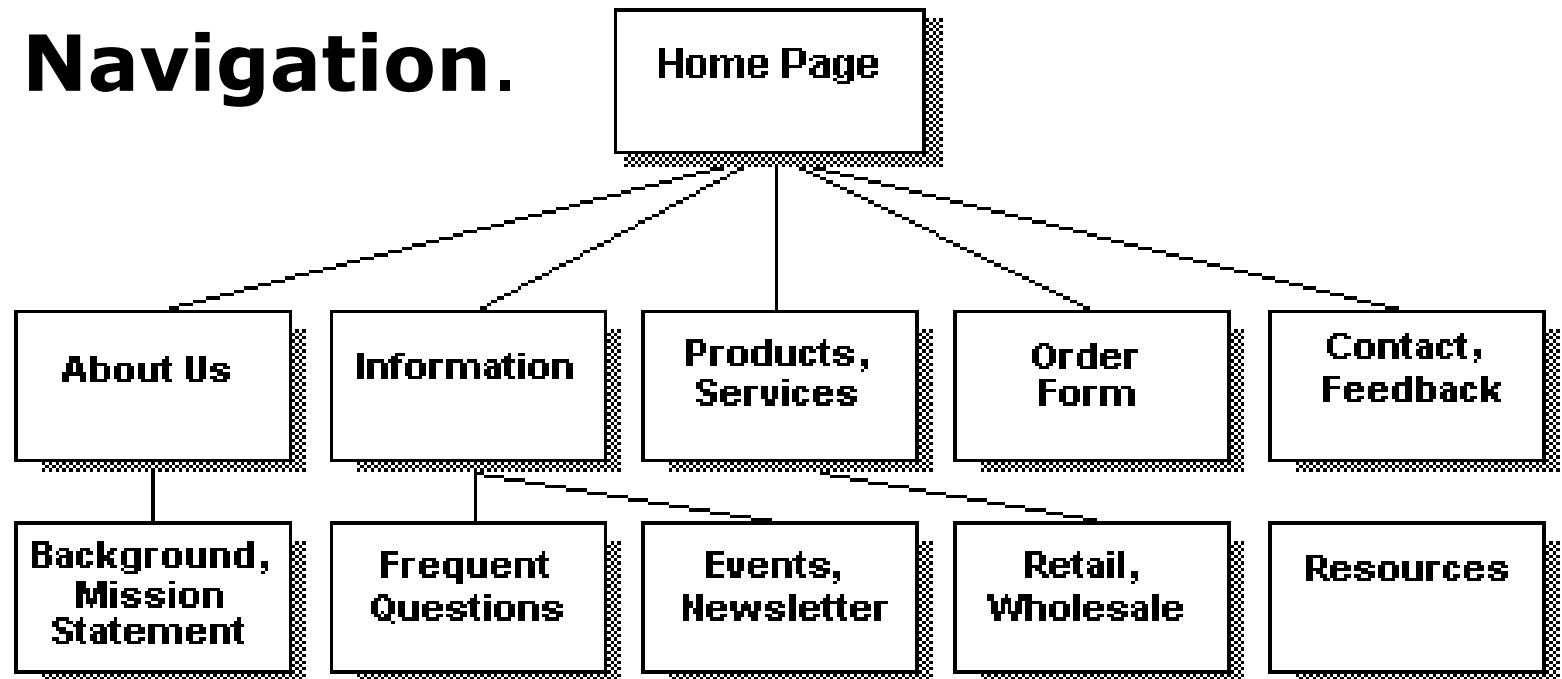


Consistency, Predictability

- Performance is consistent, thus predictable
 - Visitors feel more comfortable
 - Lets visitors know they are still at your site
 - Unifies a design, unifies your webpage collection
 - Repeat certain visual, design elements, colors, color themes, textures, typefaces, rules, dingbats, bullets, graphic style, function locations

Clarity

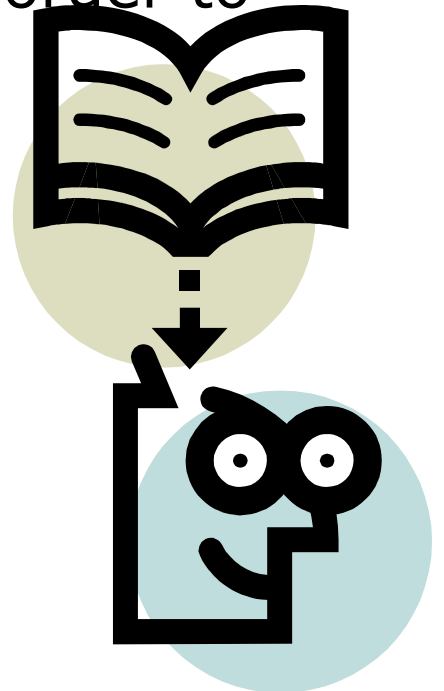
- **Organization**
- **Purpose**
- **Navigation.**



Readability:

How to Optimize Your Text for the Web

- Layout:
 - Optimize your web text for SCANNing
- Ease of Reading
 - Text must have good contrast in order to be easily read
 - Backgrounds
 - Text Style
 - Color: avoid bright colors



Aesthetic element

- Transforms the computer screen display
 - Balance
 - Harmonious Arrangement
 - Pleasing Colors
 - Rhythm





Ease of Use

- All the previous rules combine to produce Ease of Use, also known as "User Friendliness" and "Usability."
 - On every page of your site, answer 2 basic questions your visitors will ask themselves:
 - " **Where I am?** "
 - " **Where do I go from here?** "
 - Minimize scrolling
 - Quick downloading
 - Minimize commercial ads
 - Minimize Animations



Web-page Goal

- Acquisition
 - Enter
- Activation
 - Look
- Activity
 - Stay longer



Q & A

- Non-profits soccer clubs are perceived to have an obligation to create value for their members by using their resources effectively.
- IT enables organizations to be more resourceful, while remaining economical.