

Marketing Plan for Nottingham Rising Stars Girls' Football Team

1. Marketing Objectives

Short-Term Objectives (0-6 months):

1. Increase Awareness:

- Build recognition of Nottingham Rising Stars within the Nottingham community, particularly among families, schools, and community organizations.
- Establish a strong presence on social media and local media outlets.

2. Recruit Participants:

- Recruit at least 30 girls from economically disadvantaged backgrounds to join the team within the first six months.

3. Engage Volunteers:

- Recruit at least 10 volunteers, including coaches, mentors, and administrative support.

Long-Term Objectives (6-12 months and beyond):

1. Expand Participation:

- Grow the team to include 50+ participants across multiple age groups within the first year.

2. Establish Community Partnerships:

- Build partnerships with local schools, businesses, and community organizations to support the team's activities and events.

3. Secure Sponsorships:

- Secure at least three local business sponsorships to provide financial and in-kind support.
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2. Target Audience

Primary Target Audience:

1. Girls Aged 8-16 from Economically Disadvantaged Backgrounds:

- The core participants of the team. These girls may face financial barriers to accessing sports and extracurricular activities.

Secondary Target Audience:

1. Parents and Guardians:

- Parents and guardians of the primary target audience who need to be informed and convinced of the benefits of their daughters participating in the football team.

2. Local Schools and Community Organizations:

- Schools and community groups that can refer girls to the program and help promote the team.

3. University Students and Young Professionals:

- Potential volunteers, including students from local universities (University of Nottingham and Nottingham Trent University) and young professionals looking to engage in community service.

4. Local Businesses:

- Potential sponsors who can provide financial or in-kind support in exchange for branding opportunities and community goodwill.
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3. Unique Selling Proposition (USP)

"Empowering Nottingham's Girls through Football: Developing Skills, Confidence, and Community Connections."

Key Messages:

1. **Inclusivity:** "No barriers to participation—free or low-cost access for all."
 2. **Community Impact:** "Helping young girls in Nottingham build confidence, teamwork, and a sense of purpose."
 3. **Youth Empowerment:** "Creating future leaders through sports, mentorship, and personal development."
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4. Marketing Channels and Strategies

1. Digital Marketing

a. Social Media Marketing

- **Platforms:** Facebook, Instagram, Twitter, TikTok
- **Content Strategy:**
 - **Visual Content:** Share photos and videos of training sessions, participant testimonials, and team events.
 - **Success Stories:** Highlight individual stories of girls who have benefited from the program.
 - **Event Promotions:** Promote upcoming events, open days, and recruitment drives.
 - **Community Engagement:** Engage with followers through polls, Q&A sessions, and community-driven content.
- **Frequency:**

- Daily updates on Instagram and Twitter.
- Weekly updates and stories on Facebook.
- Bi-weekly video content on TikTok.
- **Hashtags:** #NottinghamRisingStars, #GirlsFootballNottingham, #EmpowerThroughSport

b. Website Development

- **Launch a User-Friendly Website:**
 - **Key Sections:** About Us, Join the Team, Volunteer, Events, Donate, News, and Contact.
 - **Functionality:** Include a registration portal for participants and volunteers, a blog for updates, and a donation page.
 - **SEO Strategy:** Optimize the website for local search terms like "girls' football Nottingham," "youth sports Nottingham," and "community football team Nottingham."

c. Email Marketing

- **Newsletter:**
 - **Audience:** Parents, volunteers, community partners, and local supporters.
 - **Content:** Updates on team progress, upcoming events, volunteer opportunities, and success stories.
 - **Frequency:** Monthly.
- **Automated Emails:**
 - **Trigger Emails:** Send welcome emails to new participants and volunteers, event reminders, and thank you notes to donors and sponsors.

2. Traditional Marketing

a. Flyers and Posters

- **Distribution:**
 - Place posters and flyers in local schools, community centers, libraries, cafes, and sports facilities.
 - Include tear-off tabs with contact information and a QR code linking to the website.
- **Content:** Promote open days, training sessions, and volunteer opportunities, highlighting the inclusivity and community focus of the team.

b. Local Media Outreach

- **Press Releases:**

- Issue press releases to local newspapers, radio stations, and community newsletters about the launch of the team, key events, and success stories.
- Pitch human interest stories to local media, focusing on the impact of the team on participants' lives.
- **Radio Interviews:**
 - Arrange interviews with local radio stations to discuss the mission and progress of the Nottingham Rising Stars team.
- **Community Newsletters:**
 - Submit articles and event notices to neighborhood newsletters and community bulletin boards.

3. Community Engagement

a. School Outreach

- **Presentations and Assemblies:**
 - Coordinate with local schools to present the program during assemblies or sports classes.
 - Offer free football clinics or taster sessions at schools to encourage sign-ups.
- **Teacher and Staff Involvement:**
 - Encourage teachers and school staff to promote the program to students and parents.
 - Provide informational brochures and registration forms for distribution.

b. Community Events

- **Open Days:**
 - Host open days where girls and their families can meet the coaches, tour the facilities, and participate in fun football activities.
 - Provide registration information and explain the benefits of joining the team.
- **Participation in Local Events:**
 - Set up informational booths at local fairs, festivals, and sports events to raise awareness and recruit participants and volunteers.
 - Offer mini football games or skills challenges to attract attention and engage with the community.

4. Partnership Development

a. Collaboration with Local Businesses

- **Sponsorship Packages:**

- Develop sponsorship packages offering various levels of branding opportunities, such as logo placement on team kits, banners, and promotional materials.
- Approach local businesses, especially those in sports retail, food and beverage, and health sectors, for support.
- **In-Kind Donations:**
 - Seek in-kind donations such as sports equipment, refreshments for events, and printing services for marketing materials.
- **Co-Branded Events:**
 - Partner with local businesses to co-host events like football clinics, community tournaments, or fundraising events.

b. University Partnerships

- **Volunteer Programs:**
 - Collaborate with the University of Nottingham and Nottingham Trent University to recruit student volunteers, offering them opportunities for community service or course credits.
- **Research and Development:**
 - Engage with university departments (e.g., sports science, social work, education) to conduct research on the program's impact, potentially leading to academic publications or reports that can enhance credibility.

5. Budget Allocation

Estimated Budget:

1. **Social Media Advertising:** £500/month for targeted ads.
2. **Website Development:** £2,000 (one-time setup cost).
3. **Print Materials (Flyers, Posters):** £1,000 for design, printing, and distribution.
4. **Local Media Outreach:** £500 for press release distribution and PR agency fees (if necessary).
5. **Community Events:** £1,500 for open day events, including equipment, refreshments, and promotional materials.
6. **Sponsorship Materials:** £500 for creating sponsorship proposals and packages.
7. **Miscellaneous:** £500 for unforeseen marketing expenses.

Total Annual Marketing Budget: £10,000

6. Monitoring and Evaluation

Key Performance Indicators (KPIs):

1. Social Media Engagement:

- Track the number of followers, likes, shares, and comments on social media platforms.
- Measure click-through rates and conversions from social media ads to the website or registration portal.

2. Participant Numbers:

- Monitor the number of girls registered for the football team and the retention rate of participants.

3. Volunteer Engagement:

- Track the number of active volunteers and the hours they contribute.

4. Community Partnerships:

- Measure the number and quality of partnerships formed with local schools, businesses, and organizations.

5. Media Coverage:

- Track the amount and quality of media coverage, including articles, radio interviews, and mentions in community newsletters.

6. Event Attendance:

- Monitor the attendance at open days, community events, and workshops, assessing the effectiveness of promotional activities.

Evaluation Frequency:

- **Monthly:** Review social media metrics, website traffic, and participant/volunteer numbers.
 - **Quarterly:** Evaluate the effectiveness of partnerships, media coverage, and event success.
 - **Annually:** Conduct a comprehensive review of all marketing activities, comparing results against objectives to refine strategies for the following year.
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7. Contingency Plan

Challenges:

1. Low Initial Awareness:

- **Solution:** Increase investment in social media advertising and grassroots community outreach, including door-to-door flyer distribution and face-to-face meetings with school administrators.

2. Slow Participant Recruitment:

- **Solution:** Introduce incentives such as referral bonuses, free training kits for early sign-ups, or taster sessions to attract more participants.

3. **Limited Volunteer Availability:**

- **Solution:** Develop a flexible volunteer program with varied commitment levels and partner with local universities to offer credit-based volunteer opportunities.

4. **Insufficient Sponsorship:**

- **Solution:** Broaden the sponsorship search to include regional and national businesses, offer more tailored sponsorship packages, and consider crowd-funding campaigns to supplement funds.

By implementing this comprehensive marketing plan, Nottingham Rising Stars Girls' Football Team will effectively build a strong community presence, recruit participants, engage volunteers, and secure the necessary support to achieve its mission of empowering young girls through football.