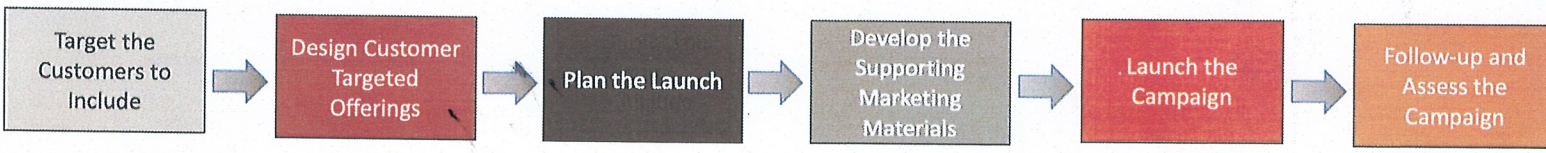
# Awareness Marketing Campaign Planner




## Step 1: Target Your Customer(s)

1. Is there a specific sport(s) you want to target? ☑ Yes ☐ No
   a. If yes, what sport(s)? SOCCER - All types

2. Is there a specific sport sector(s) you want to target? ☐ Yes ☐ No
   a. If yes, check off the sport sector(s) below:
   - ☑ Public High School Teams
   - ☑ Public Middle School Teams
   - ☑ Private High School Teams
   - ☑ Private Middle School Teams
   - ☑ Club Teams
   - ☐ Church Teams
   - ☐ Neighborhood Teams
   - ☐ Charity Teams
   - ☐ Special Olympic Teams
   - ☐ Parent Sponsored Teams
   - ☐ Scouts and Other Youth Orgs
   - ☐ Public Service Teams (e.g, police, fire, EMT)
   - ☐ Civic Organization Teams
   - ☐ Adult Leagues
   - ☐ Corporate Teams
   - ☐ YMCA's (and other similar org)
   - ☐ Other:_____

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3. Is there a specific customer type(s) you want to target? ☐ Yes ☐ No
   a. If yes, check off the customer type(s) below:
      - ☑ Coaches
      - ☑ Athletic Directors
      - ☑ Booster Club Representatives
      - ☐ Team Captains/Leaders
      - ☑ League Directors/Owners
      - ☐ Parents
      - ☑ Training Decisionmakers
      - ☑ Financial Decisionmakers
      - ☐ Influencers
      - ☐ Advocates

## Step 2: Design Custom Targeted Offering(s)

4. Given the sports, sectors and customers identified in Step 1, answer the following question to help you hone your offering(s):
   a. What have I observed as areas of opportunity for this target group?

      INCREASE AGILITY & COD

   b. What type of team training program will be of interest?

      PRE-SEASON CONDITIONING, MOVEMENT

   c. What are the priorities related to this target group's team training?

      KICKING STRENGTH, SPEED, INJURY PREVEN

   d. What is the best training program structure to meet their needs?

      (#1) 16 SESSIONS - APX 1/4 CONDITIONING, 1/4 COD, 1/4 SPEE
      (#2) 2 SESSION INJURY PREVENTION & 1/4 STRENGTH & EDUCATION

   e. Who are generally the decision-makers?

      AD & CLUB OWNERS OF RECOMMENDATION OF COA

   f. Will the offering appeal to the decision-maker's priorities as well as the coach?

      MORE if INCLUDE A FUND-RAISER

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