

Football Development Campaign Plan

Breakdown of the content that will be created and how the chosen platforms will be used.

Targeted Ads

One key piece of content will be a Targeted Ad video. This video will contain shots from the Talent Centre participants and parents about what they love most regarding the sessions. It will also include a little bit B-Roll footage of session activities like drills, shooting practice and games. Finally, there will be a Call to Action, calling parents to sign up their child at the end. This video will be posted on Facebook and Instagram. So it will need to be under 60 seconds due to the platform capabilities, plus the audience prefers quick, snappy video content.

There will also be a 15-second portrait version of the video used for Stories ads on both platforms and potentially TikTok. Stories are another feature on Facebook and Instagram that can grab people's attention.

For Retargeting purposes, two photo graphics will also be created using photos from sessions that advertise the Talent Centre. It will contain a message like, "At Lincoln City Foundation's Talent Centre, we have qualified football coaches who will help your child be the best they can be in a safe and secure environment". In addition, a Call of Action such as "Sign Up Now" will be added.

Organic Content

Video

There will be a video like the Ad, but it will be longer. It will show what participants and parents love most about the Talent Centre and the Football Development Programmes. It will include longer and more varied bit B-Roll footage of session activities like drills, shooting practice and games. This video will go on Facebook, Instagram, and Twitter. This content is perfect for parents as they love seeing their kids in videos and photos.

There will also be under 15-seconds organic stories that will be recorded and posted every other Saturday during the campaign. This will be a mixture of B-rolls showing what is happening at the Talent Centre and Mini Imps.

TikTok/Reels/Shorts

Using TikTok and Instagram's Reels, The plan is to record stories from graduates on their journey through the Football Development Pathway. These videos will be short and will show the progression that can happen.

Tweets

For Twitter, the plan will be to share photos of what happens at the talent centre sessions like drills, shooting practice and games. The research on the account's statistics shows that what the program is doing is more effective. This content can be shot and posted on the day.

Timeline

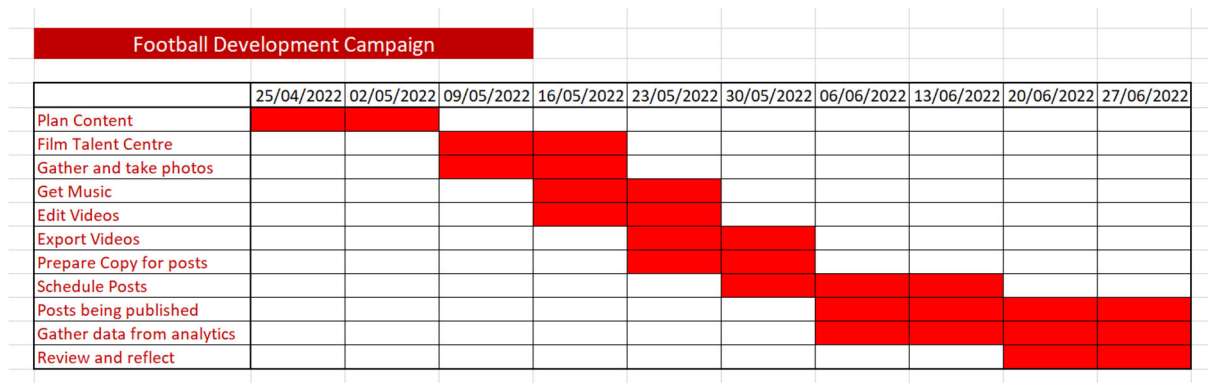


Figure 1: A Gantt chart of the timeline of the campaign

The campaign will run from 1st June to 30th June.

Measuring Success

To measure the success of this campaign, a Microsoft Excel spreadsheet will be created to keep track of each post. After 24hrs since a post is published, data will be collected from each platform’s analytics site (Meta Business Suite, Twitter Analytics and Tiktok Business Suite) and recorded on the spreadsheet. This data will be the post’s Reach, Engagement and Conversions. This data will be collected at the end of the campaign, so we have updated numbers to use in comparisons.

Engagement		Likes		Shares		Comments		
Post	Type	Platform	after 24 hrs	By end of the month	after 24 hrs	By end of the month	after 24 hrs	By end of the month

Figure 2: An example of the spreadsheet to measure the campaign’s success will look.