

Football Development Campaign Research

About the campaign

The campaign aims to increase the number of participants that attend our Talent Centre. The talent centre is open to players aged 6 to 14 and runs every Saturday from 10:30 – 12 pm at the LNER Stadium.

The Why?

To have qualified football coaches to help your child be the best they possibly can be in a safe and secure environment.

Talent Centre in three points

- Extra Football
- First steps into football
- All abilities welcome

Target Audience

The parents of:

- Grassroots players
- Players that are new to football.

USP

Great 3G Pitch Facility and next to the LNER Stadium

Need to show that it is a safe, fun, and developmental environment that is inclusive to any young player

Digital Technology

Facebook

This social media platform is Lincoln City Foundation, the most popular account with just over 4 thousand likes. A large part of our audience is parents, and our reach over the last 28 days has been 45,325. The plan would be to run an ad campaign, either a video, image or both, while also creating original content like videos and images talking about our talent centre.

Instagram

For this platform, Lincoln City Foundation's account has 1,485 followers and a reach of 4,569 (a 21% increase) in the last 28 days. Our audience on this platform is much younger. So it will be an excellent place to reach young parents—especially those looking for a fun environment for their child or children to learn football. The plan would also be to run an ad campaign while creating original content about our talent centre.

Twitter

Although likes and retweets are low, Lincoln City Foundation's Twitter account has 3,456 followers. In the last 28 days, we had 107K tweet impressions and 17.9k (69.4% increase) profile mentions. Our most popular content is sharing what our programmes are doing rather than advertising. The plan for Twitter is to share photos from the talent centre and share a campaign video about the talent centre.

TikTok

Lincoln City Foundation has 3067 followers, 73.0K total likes, and 3,527 views on this platform in the last 28 days. The plan for Tiktok is to share organic videos of and about the talent centre.

07.04.2022
Lou Gebbie - 304363

References

Carter, D. (2022) *Marketing goals for the Talent Centre*. Interviewed by L. Gebbie, 6 April.

Meta Business Suite (2022) *Insights Overview: Lincoln City Foundation*. Meta. Available from <https://1drv.ms/b/s!At5CmiJueienh8kqpSdQdg32QuDgJw> [accessed 07.04.2022]

Meta Business Suite (2022) *Insights Reach: Lincoln City Foundation*. Meta. Available from <https://1drv.ms/b/s!At5CmiJueienh8kr7x1UxbYz3k8aMg> [accessed 07.04.2022]

Twitter Analytics (2022) *Account Home: Lincoln City Foundation*. Twitter. Available from <https://1drv.ms/b/s!At5CmiJueienh8ksB-ffFAmLVKESqw> [accessed 07.04.2022]

TikTok Business Suite (2022) *Analytics: Overview*. TikTok. Available from <https://1drv.ms/b/s!At5CmiJueienh8kp25evlJHPi5IIZA> [accessed 07.04.2022]