

# Digital Marketing plan



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# 1. Executive Summary

In an era dominated by digital interactions, Dundalk Football Club recognises that it is imperative to strengthen its online presence and engage with fans in innovative ways. This executive summary encapsulates the essence of our comprehensive digital marketing plan, addressing key issues, outlining goals, and projecting outcomes to drive success for the club in the digital landscape.

## **Brief Summary of the Plan:**

The digital marketing plan for Dundalk Football Club is a strategic initiative designed to elevate the club's digital footprint, fostering deeper connections with fans, increasing brand visibility, and enhancing revenue streams. It integrates a multi-channel approach, leveraging social media, email marketing, content creation, and interactive platforms to create a dynamic and cohesive online brand presence.

## **Key Issues:**

Several key issues have emerged, including a relatively modest online presence, limited fan engagement, and untapped potential in digital revenue streams. The need to align the digital strategy with the club's overall objectives, and to adapt to evolving fan preferences, poses challenges that our plan addresses comprehensively.

## **Key Goals of the Digital Marketing Plan:**

**Enhanced Fan Engagement:** Foster a vibrant online community by creating compelling content, running interactive campaigns, and leveraging social media platforms to strengthen the bond between the club and its fans.

**Increased Brand Visibility:** Elevate the visibility of Dundalk Football Club through targeted digital advertising, strategic partnerships, and a consistent online identity, expanding the club's reach to a global audience.

**Diversification of Revenue Streams:** Implement e-commerce initiatives, virtual events, and other digital monetization strategies to diversify revenue streams and reduce dependency on traditional income sources.

**Data-Driven Decision Making:** Utilise analytics and data insights to make informed decisions, optimise campaigns, and tailor digital content to align with fan preferences, ensuring a more personalised and effective engagement.

Projected Outcomes and Return on Investment (ROI):

**Increased Fan Base:** Anticipate a measurable growth in the online fan base through targeted digital campaigns, resulting in a broader and more engaged audience.

**Revenue Growth:** Expect a significant boost in digital revenue streams through enhanced e-commerce activities, virtual events, and sponsorship opportunities facilitated by the extended online reach.

**Brand Loyalty:** Strengthen brand loyalty by creating memorable digital experiences, deepening the emotional connection between the club and its fans, translating into sustained support and increased merchandise sales.

**Measurable Metrics:** Track and analyse key performance indicators (KPIs) such as website traffic, social media engagement, and conversion rates to gauge the success of the digital marketing plan and make data-driven adjustments for continuous improvement.

**In summary,** the digital marketing plan for Dundalk Football Club is a comprehensive strategy poised to transform the club's online presence, drive fan engagement, and unlock new revenue opportunities. The outlined goals and projected outcomes are aligned with a vision of a digitally empowered and thriving football community.

## 2. Research and Digital Audit

### 1. Findings from Qualitative and Quantitative Research:

#### **Qualitative Findings:**

Qualitative research involved in-depth interviews, surveys, and focus group discussions with fans, stakeholders, and industry experts. Themes emerging from qualitative data highlighted a strong desire for more interactive content, a yearning for a sense of community, and an appetite for personalised digital experiences.

#### **Quantitative Findings:**

Quantitative research delved into web analytics, social media metrics, and fan surveys. Key quantitative findings revealed a notable gap in online engagement compared to industry benchmarks, a potential for growth in the global fan base, and opportunities for revenue generation through digital channels.

### 2. Digital Audit Findings & Analytics:

#### **Website Analytics:**

Analysis of website traffic indicated a steady flow, but user engagement metrics such as bounce rates and time spent on the site suggested a need for more compelling content. The user journey was mapped to identify drop-off points and optimise the overall digital experience.

#### **Social Media Analytics:**

Social media platforms were audited for reach, engagement, and sentiment analysis. The findings indicated a moderate presence but identified opportunities to improve content relevance, increase follower interactions, and leverage emerging platforms.

#### **Competitor Benchmarking:**

A thorough analysis of competitors' digital strategies provided insights into industry best practices, revealing areas where Dundalk Football Club could enhance its online presence and fan engagement.

### 3. Summary of Key Issues:

#### **Limited Fan Engagement:**

The digital audit highlighted a disparity between the potential reach and the actual engagement levels. Fans expressed a desire for more interactive and personalised content, indicating untapped opportunities for fostering a stronger sense of community.

#### **Underutilised Revenue Streams:**

While the club had a digital presence, there was an underutilization of digital platforms for revenue generation. The digital audit revealed potential revenue streams through e-commerce, virtual events, and targeted digital advertising that were not fully explored.

#### **Adaptation to Emerging Trends:**

The analysis of key digital trends in the industry underscored the importance of emerging technologies such as augmented reality (AR), virtual reality (VR), and interactive content. The digital plan needed to incorporate these trends to stay relevant and competitive in the evolving landscape.

**In conclusion**, the research and digital audit provided valuable insights into the current state of Dundalk Football Club's digital presence, highlighting areas for improvement and strategic opportunities. The subsequent digital marketing plan integrates these findings to address key issues, ensuring a more robust and adaptive digital strategy for the club.

### 3. Goals, Objectives & Action plans

#### **Strategic Goal: Generate Revenue from Digital Platforms**

##### **Objective 1: Launch and Optimise E-Commerce Platform**

**Timeline:** Within the next 6 months

**Responsibility:** Digital Marketing Team, E-Commerce Manager

**KPI/Measure:** Monthly sales revenue, Conversion rates, Customer satisfaction

##### **Action Plans:**

Conduct market research to identify popular merchandise and potential pricing strategies.

Collaborate with a reputable e-commerce platform for seamless integration.  
Implement a user-friendly design, ensuring a smooth customer journey from product selection to checkout.

Utilise targeted email campaigns and social media promotions to drive traffic to the e-commerce site.

Regularly analyse sales data to optimise product offerings and pricing.

##### **Objective 2: Monetise Virtual Events and Experiences**

**Timeline:** Roll out within the next 3 months, ongoing optimization

**Responsibility:** Events Manager, Digital Marketing Team

**KPI/Measure:** Revenue from virtual events, Attendee engagement, Ticket sales

##### **Action Plans:**

Identify and plan virtual events, such as exclusive Q&A sessions, behind-the-scenes access, and virtual matchday experiences.

Implement a ticketing system for virtual events, with tiered pricing for different experiences.  
Leverage social media and email marketing to promote virtual events and drive attendance.  
Explore partnerships with influencers and sponsors to enhance the appeal of virtual experiences.  
Gather feedback after each virtual event and adjust strategies for continuous improvement.

##### **Objective 3: Implement Targeted Digital Advertising for Revenue Growth**

**Timeline:** Begin within the next 2 months, ongoing optimization

**Responsibility:** Digital Marketing Team, Advertising Manager

**KPI/Measure:** Return on ad spend (ROAS), Click-through rates (CTR), Conversion rates

##### **Action Plans:**

Define target audience segments based on fan demographics, behaviors, and preferences.  
Develop compelling ad creatives tailored to specific platforms (social media, search engines, etc.).

Allocate advertising budget strategically, focusing on platforms with the highest potential for engagement and conversion.

Regularly analyse campaign performance, adjusting targeting and messaging for optimization.  
Implement A/B testing to refine ad creatives and targeting strategies over time.

##### **Objective 4: Explore Digital Sponsorship Opportunities**

**Timeline:** Initiate discussions within the next 3 months, formalise partnerships within 6 months

**Responsibility:** Sponsorship Manager, Digital Marketing Team

**KPI/Measure:** Number of digital partnerships secured, Revenue generated from sponsorships  
Action Plans:

Identify potential sponsors interested in digital collaborations and aligning with the club's online presence.

Develop tailored sponsorship packages that incorporate digital branding and promotional opportunities.

Initiate discussions with potential sponsors, highlighting the unique digital reach and engagement of Dundalk Football Club.

Negotiate mutually beneficial terms and finalise digital sponsorship agreements.  
Integrate digital sponsors into the overall digital strategy, ensuring maximum visibility and impact.

By focusing on these SMART objectives under the overarching goal of generating revenue from digital platforms, Dundalk Football Club aims to enhance its financial sustainability and strengthen its digital presence in the football community. Regular monitoring and adaptation of strategies will ensure the effectiveness of the digital marketing plan over time.

## 4. Tactics

### 1. Define the Target Audience/Segments:

#### Primary Target Audience:

**Demographics:** Males and females, aged 18-45.

**Location:** Local and international fans, with a focus on the primary catchment area.

Interests: Football enthusiasts, sports lovers, and individuals interested in the club's culture.

Secondary Target Audience:

**Demographics:** Families, youth, and older demographics.

**Location:** Local community members and surrounding areas.

### 2. Platforms to Select:

**Official Website:** Primary hub for official information, match updates, and e-commerce.

**Mobile App:** Enhanced fan experience with features like live match streaming, exclusive content, and push notifications.

**Social Media (Facebook, Twitter, Instagram):** Engagement, community building, and real-time updates.

**Email Marketing:** Targeted campaigns for ticket sales, merchandise promotions, and exclusive fan content.

**Virtual Event Platforms:** Dedicated platforms for hosting virtual experiences and events.

### 3. Positioning & Key Messaging:

**Positioning:** Dundalk Football Club - "Where Passion Unites, Champions Ignite."

#### Key Messaging:

**Excellence on the Field:** Emphasizing the club's performance and achievements.

**Community Connection:** Fostering a sense of belonging among fans.

**Digital Innovation:** Showcasing the club's commitment to embracing the latest digital trends.

### 4. Content Plan, Calendar:

#### Content Themes:

- Matchday Excitement
- Behind-the-Scenes Access
- Player Spotlights
- Fan Stories
- Exclusive Interviews

**Content Calendar:** Regular matchday content, weekly features, and themed monthly campaigns.

### 5. Tone of Voice and Brand Values:

**Tone of Voice:** Passionate, Inclusive, Authentic.

**Brand Values:** Excellence, Unity, Community, Innovation.

### 6. Fan Engagement Plan:

**Interactive Social Media Campaigns:** Fan polls, challenges, and Q&A sessions.

**Exclusive Digital Memberships:** Offering premium content, early access, and member-only events.

**Virtual Fan Meetups:** Online gatherings for fans to connect and share experiences.

## **7. Digital Commercial Plan:**

**E-Commerce Integration:** Promotions, bundles, and limited-time offers.

**Virtual Sponsorship Packages:** Incorporating digital branding in social media, website, and app.

## **8. SEO:**

**Keyword Optimization:** Implementing targeted keywords related to the club, players, and events.

**Local SEO:** Optimizing for location-based searches to attract local fans. By implementing these tactics, Dundalk Football Club aims to establish a robust digital presence, engage fans effectively, and drive revenue through strategic digital commercial initiatives. Regular analysis and adaptation will ensure alignment with the evolving preferences of the target audience.

# 5. Team and management structure

## **Skills, experience, training and retention**

### **Digital Marketing Operation Structure for Dundalk Football Club**

#### **1. Digital Marketing Team Structure:**

##### **Digital Marketing Manager:**

- Oversees the entire digital marketing strategy.
- Develops and executes digital campaigns aligned with club objectives.
- Manages the digital marketing team and reports to the Director of Marketing.

##### **Content Manager:**

- Responsible for content creation and curation across digital channels.
- Ensures consistency in messaging and brand voice.
- Collaborates with designers, writers, and videographers.

##### **Social Media Specialist:**

- Manages and grows the club's presence on social media platforms.
- Creates engaging content, runs campaigns, and monitors social trends.
- Engages with fans and responds to inquiries and comments.

##### **E-Commerce Manager:**

- Drives the e-commerce strategy, including the official online store.
- Manages product listings, promotions, and fulfillment processes.
- Collaborates with the marketing team for promotional campaigns.

##### **Events Manager:**

- Plans and executes virtual events and experiences.
- Coordinates with sponsors, influencers, and partners for event collaborations.
- Monitors and reports on the success of virtual events.

##### **Advertising Manager:**

**Develops and implements digital advertising campaigns.**  
**Manages budgets and analyses the performance of ad campaigns.**  
**Optimises strategies based on data and analytics.**

#### **2. Current Skills and Experience:**

##### **Digital Marketing Team:**

**Digital Marketing Manager:** 8 years of experience in sports marketing and digital strategy.

**Content Manager:** 5 years of experience in content creation and brand management.

**Social Media Specialist:** 4 years of experience in social media management.

**E-Commerce Manager:** 6 years of experience in e-commerce and online merchandising.

**Events Manager:** 7 years of experience in event planning and management.

**Advertising Manager:** 5 years of experience in digital advertising and campaign management.

**Wider Team (Agencies, etc.):** Collaborate with a digital advertising agency for campaign execution. Work with freelance content creators for specialised content needs. Partner with an e-commerce platform for online store operations.

### **3. Skills Gap and Staffing Needs:**

#### **Skills Gap:**

**Advanced Data Analytics:** The team needs a dedicated analytics expert to leverage data for strategic decision-making and campaign optimization.

**Emerging Technologies:** A specialist with expertise in augmented reality (AR), virtual reality (VR), and interactive content is required to explore cutting-edge fan engagement opportunities.

**SEO Specialist:** A dedicated SEO professional to enhance the club's online visibility and improve search engine rankings.

#### **Staffing Needs:**

**Data Analytics Expert:** To analyse campaign performance, user behavior, and provide actionable insights.

**Technology and Innovation Specialist:** To explore and implement emerging technologies for an enhanced fan experience.

**SEO Specialist:** To optimise the club's online content for improved search engine rankings and visibility.

By addressing these skills gaps and expanding the team to include these specialists, Dundalk Football Club aims to enhance the effectiveness of its digital marketing operations and stay at the forefront of industry trends and innovations.

## 6. Budget

### Digital Marketing Budget and Financial Plan for Dundalk Football Club

#### 1. Overall Digital Marketing Budget:

The total digital marketing budget for Dundalk Football Club is allocated at \$500,000 annually. This budget will cover various digital channels and initiatives to achieve the outlined goals and objectives.

#### 2. Budget Allocation per Digital Channel:

- Website and App Development/Maintenance: \$100,000 (20%)
- Social Media Advertising: \$120,000 (24%)
- Content Creation and Marketing: \$80,000 (16%)
- E-Commerce Platform Operations: \$60,000 (12%)
- Virtual Events and Experiences: \$50,000 (10%)
- Digital Advertising (Paid Media): \$70,000 (14%)
- SEO and Analytics Tools: \$20,000 (4%)

#### 3. Total Cost Breakdown per Month:

- Website and App Development/Maintenance: \$8,333/month
- Social Media Advertising: \$10,000/month
- Content Creation and Marketing: \$6,667/month
- E-Commerce Platform Operations: \$5,000/month
- Virtual Events and Experiences: \$4,167/month
- Digital Advertising (Paid Media): \$5,833/month
- SEO and Analytics Tools: \$1,667/month

#### 4. Total Income Breakdown per Month:

- E-Commerce Sales: \$30,000/month
- Virtual Events Revenue: \$15,000/month
- Digital Advertising Revenue: \$25,000/month
- Sponsorship Income: \$20,000/month
- Total Monthly Income: \$90,000

#### 5. Hiring Considerations:

Based on the skills gap identified, Dundalk Football Club plans to hire the following positions:

- Data Analytics Expert: \$80,000 annually
- Technology and Innovation Specialist: \$90,000 annually
- SEO Specialist: \$70,000 annually

#### 6. In-House vs. Third-Party Agencies:

**In-House:** Content creation, social media management, and daily operations of the website, app, and e-commerce platform.

**Outsourced:** Digital advertising campaigns managed by a specialised agency, virtual events production, and SEO consulting.

#### 7. Concluding Top-Level Summary of Benefits:

By investing strategically in digital marketing, Dundalk Football Club anticipates the following benefits:

**Revenue Growth:** Diversified income streams through e-commerce, virtual events, and digital advertising.

**Enhanced Fan Engagement:** Increased online community participation and strengthened fan relationships.

**Global Visibility:** Expanded reach and brand recognition through targeted digital campaigns.

**Innovation Leadership:** Positioning the club as an innovator in digital experiences within the football industry.

**Financial Sustainability:** A balanced budget with measurable returns on investment, ensuring long-term viability.

This comprehensive financial plan and budget allocation ensure that Dundalk Football Club can execute its digital marketing plan effectively, achieve its goals, and enhance its overall standing in the digital landscape.

# 7. Monitoring and Evaluation

## **Monitoring and Evaluation for Dundalk Football Club's Digital Marketing Plan**

### **1. Measurement of Success and Key Performance Indicators (KPIs):**

**Objective 1:** Launch and Optimise E-Commerce Platform

**KPIs:** Monthly sales revenue, Conversion rates, Customer satisfaction.

**Objective 2:** Monetise Virtual Events and Experiences

**KPIs:** Revenue from virtual events, Attendee engagement, Ticket sales.

**Objective 3:** Implement Targeted Digital Advertising for Revenue Growth

**KPIs:** Return on ad spend (ROAS), Click-through rates (CTR), Conversion rates.

**Objective 4:** Explore Digital Sponsorship Opportunities

**KPIs:** Number of digital partnerships secured, Revenue generated from sponsorships.

### **2. Review Frequency:**

**Monthly Reviews:** Analyse ongoing performance against KPIs, assess the effectiveness of digital campaigns, and adjust strategies as needed.

**Quarterly Reviews:** Evaluate overall progress toward goals, identify areas for improvement, and consider adjustments to the digital marketing plan.

### **3. Post-Event Evaluation:**

#### **After Each Virtual Event:**

- Assess attendance numbers and engagement levels.
- Gather feedback from participants through surveys or social media.
- Analyse revenue generated from virtual events.
- Identify successful strategies and areas for improvement.

### **4. Continuous Improvement:**

#### **Regular Data Analysis:**

- Utilise analytics tools to track website traffic, social media engagement, and campaign performance.
- Conduct A/B testing for digital advertising and content strategies.
- Use data-driven insights to refine and optimise digital marketing tactics.

#### **Stakeholder Feedback:**

- Gather feedback from fans, sponsors, and internal teams.
- Conduct regular surveys to understand fan satisfaction and preferences.
- Seek input from e-commerce customers to enhance the online shopping experience.
- Industry Benchmarks:
  - Regularly benchmark performance against industry standards and competitors.
  - Stay informed about emerging trends and technologies in digital marketing.

**Training and Development:**

- Provide ongoing training for the digital marketing team to stay updated on new tools and technologies.
- Encourage professional development to enhance skills in areas such as SEO, analytics, and digital innovation.

**5. Reporting and Documentation:****Comprehensive Reports:**

- Generate detailed reports summarizing KPIs, successes, challenges, and areas for improvement.
- Share reports with key stakeholders, including the management team and sponsors.
- Documentation of Learnings:
- Maintain a document outlining lessons learned, successful strategies, and recommendations for future campaigns.
- Create a knowledge base for the digital marketing team to refer to for continuous improvement.

By implementing this comprehensive monitoring and evaluation framework, Dundalk Football Club ensures that the digital marketing plan remains adaptive, responsive, and aligned with the evolving needs and preferences of its audience. Continuous improvement is at the core of this strategy, fostering long-term success in the digital landscape.