



# MARKETING PLAN FOR FSK FÜRSTENBERG

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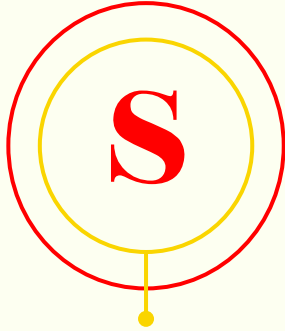
**Summary**



# The Goal

**Create a marketing plan for FSK Fürstenfeld women's team to attract sponsors in order to become a professional football team.**



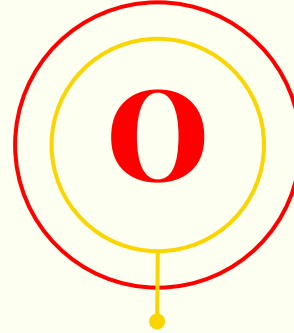


## **STRENGTHS**

- Strong team dynamics
- Experienced and skilled players
- Established fan base
- Opportunity to promote gender equality and women's empowerment

## **WEAKNESSES**

- Limited financial resources and funding
- Limited visibility and media coverage outside of the local area
- Limited access to top-level coaching and training resources

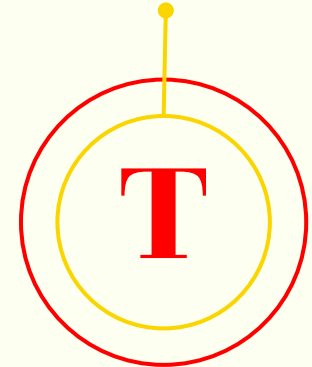


## **OPPORTUNITIES**

- Growing interest in women's sports and women's football
- Opportunity to develop partnerships with local business and organizations to increase visibility and support
- Broadcasting

## **THREATS**

- Limited access to funding and resources for sports clubs in general
- Intense competition from larger, more established football clubs



# Premises

Improve  
Communi-  
cation

Clear vision  
and goals

Establish  
clear values

Recruiting  
profession-  
als

Increase  
visibility in  
the town



# Improve Communication



Encourage  
Open  
Communication



Set clear  
Goals  
And Roles



Use  
Technology



Organize team-building  
activities



Regular team meetings



# Vision and Goal

“Our vision is to inspire and empower women everywhere to pursue their love of the game, to break down barriers and stereotypes, and to ultimately achieve greatness on and off the field “

Goals helps to...

- Focus
- Track progress
- Identify areas where we need to improve



# Defining Values



Women  
Power

Traditional

Equality

TeamWork

Courage



# Online Presence



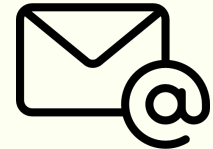
Web Page  
For  
Women only



Active Social Media  
Sites (Instagram,  
Tiktok etc.) from the  
Club and Players



Social Media  
Manager who  
concentrates on  
frequent Content  
Creation



Someone to take  
Care of the newsletter  
(e.g. short report  
before every game)



# Recruiting Professionals

Bring Professional Players into the Club that can play on higher levels

Invest in youth development e.g. by hiring scouts



Establish second Team for the hobby/older players

Establish a competent team leader that can represent the team in management decision-making



# Visibility

*How can we promote a female football team to supporters in order to attract new sponsors ?*

- Leverage Social Media
- Host events
- Create engaging content
- Participate in community events
- Seek media coverage



# Potential Sponsors



Verpackungszentrum GmbH



Today



Future

€ +



These types of sponsors will help us to build an identity and match our values.



# Summary

- Communication between Team and Management has to improve
  - Implement team in decision-making and clearly identify everyone's individual objectives
- The team has to identify clear values and develop a relatable image
- The club has to work more professionally in certain sections
- Social Media is an important lever to attract both supporters and sponsors
- Getting big name sponsorships has to be earned through a strict long-term strategy, success and patience

# Vielen Dank!

