



ABERDEEN FC COMMUNITY TRUST

PRESENTATION

ADAM LAING, CAMERON FOSTER, DUNCAN HARDISTY, ISAAC TOMBA, PIOTR
BIELA, SARAH SCHIFFER, SESIL KAZAKOVA



ABERDEEN FC
COMMUNITY
TRUST

ABOUT AFCCT



(AFCCT)



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SOSTAC

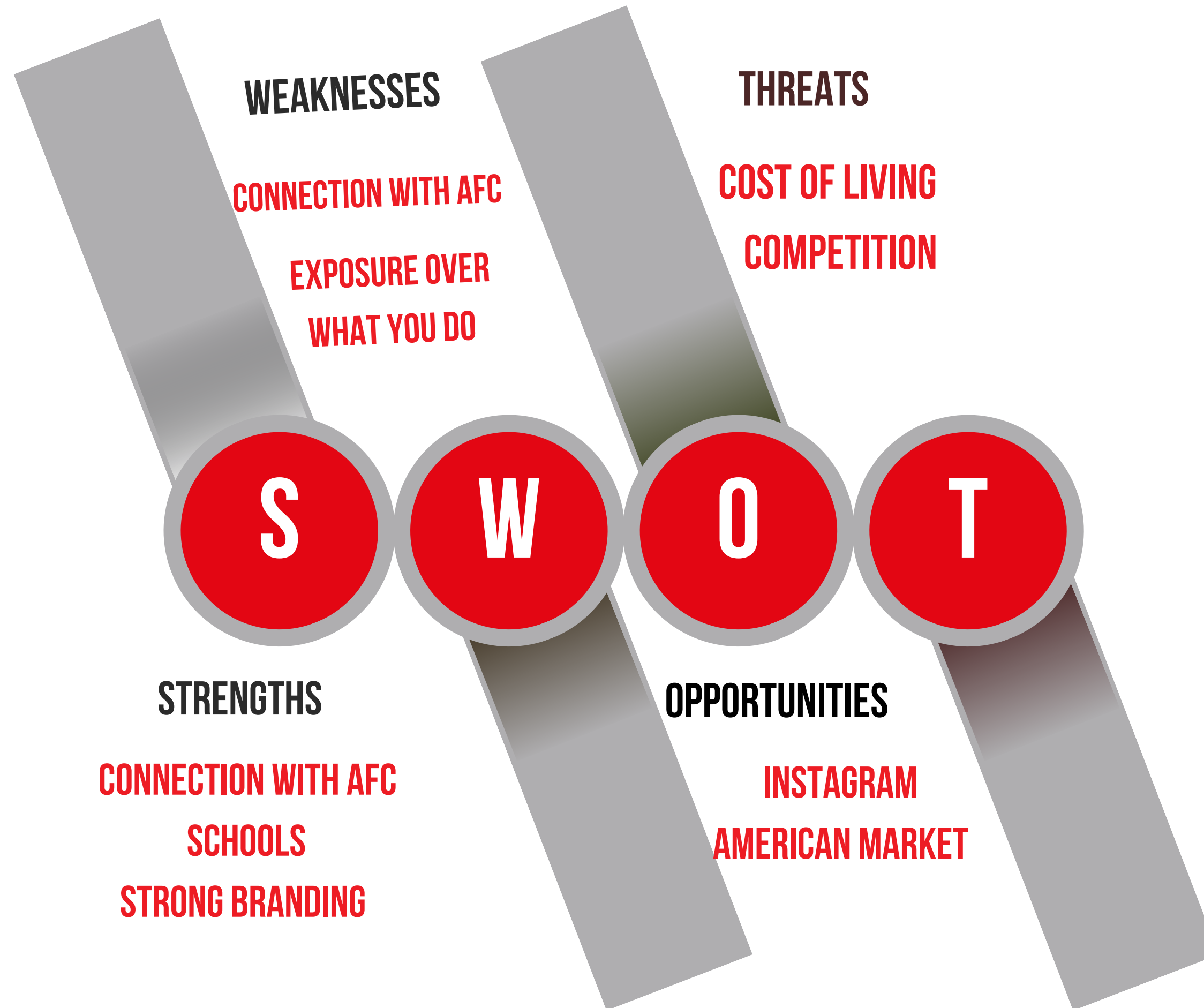
SITUATIONAL ANALYSIS-OBJECTIVES-STRATEGY-TACTICS-ACTIONS-CONTROL

(LEONARD ET AL. 2022)



ABERDEEN FC
COMMUNITY
TRUST

(PHADERMROD, CROWDER AND WILLS
2019)



OBJECTIVES

Raise £1 Million for the trust

Highlight the work of the trust

Promote different ways of giving

Emphasise that the trust is “More than the Ball”

STRATEGY

HOW DO WE ACHIEVE OUR OBJECTIVES?

SOCIAL MEDIA MARKETING

CONTENT PLANNER

EMAIL MARKETING

OUT-OF-HOME ADVERTISING

SEGMENTATION, TARGETING AND POSITIONING

SEGMENTATION & TARGETING:

MILLENNIAL AND GEN X

ABERDEENSHIRE

DISPOSABLE INCOME

INTEREST IN SPORTS, EDUCATION PROGRAMS, COMMUNITY EVENTS

POSITIONING:

“MORE THAN THE BALL”

BUYER PERSONAS



PERSONA A

NAME: **ROSS REID**

AGE: **31**

GENDER: **MALE**

OCCUPATION: **MECHANICAL ENGINEER**

LOCATION: **ABERDEEN**



PERSONA B

NAME: **REBECCA SMITH**

AGE: **47**

GENDER: **FEMALE**

OCCUPATION: **TEACHER**

LOCATION: **ABERDEEN**



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PERSONA A

ROSS HAS RECENTLY MOVED TO ABERDEEN FOR A NEW JOB OPPORTUNITY. HE IS SINGLE, AN EXTROVERT AND HAS A PET DOG. ROSS ALSO FOLLOWS AND PLAYS FOOTBALL FOR PLEASURE. HIS IDEAL WEEKEND IS IN A STADIUM AMONGST OTHER ABERDEEN FANS.



PERSONA B

REBECCA GREW UP IN ABERDEEN. SHE IS MARRIED, HAS TWO KIDS AND RECENTLY BOUGHT A HOUSE. SHE SPENDS HER FREE TIME READING AND HIKING. REBECCA IS LOOKING FOR WAYS TO GIVE BACK TO HER COMMUNITY AND SUPPORT ONES IN NEED.

TACTICS

&

ACTION

WHAT TOOLS SHOULD YOU USE TO MEET YOUR OBJECTIVES

PERSONA A

POSTER

EMAIL MARKETING

PERSONA B

INSTAGRAM

BILLBOARD

CHANNEL	TARGET AUDIENCE	SEPCIAL REQUIREMENTS	TIME CONSTRAINTS	TRACKING	FORMAT
EMAIL	PERSONA A	CTA USE PLAYERS AS IDOLS	EVENTS	CTR	600PX X 300PX
POSTER	PERSONA A	BIG HL & QR CODES USE PLAYERS AS IDOLS	EVENTS	CTR	9:16
BILLBOARD	PERSONA B	QR CODES BIG HL & STRONG CONTRASTS	LONG TERM	CTR	16:9
INSTAGRAM	PERSONA B	USE TRUST IMAGES FAVOR ALGORITHM	DAILY BUSINESS	ENGAGEMENT RATE FOLLOWER COUNT STORY VIEWS	1080PX X 1350PX 1080PX X 1920PX

HOW TO: INSTAGRAM

FACILITATE REACH

**COLLABORATION POSTS WITH AFC
OR LOCAL BUSINESSES**

UNDERSTAND THE ALGORITHM

MOVING > STILL CONTENT

USE IN APP-TOOLS

SHOW FACES

! ALWAYS CHANGING SO NEEDS TO BE REVIEWED REGULARLY !



foodstoryscotland Following ▾ Message + 1,014 posts 25.5K followers 1,003 following FOODSTORY Community Cafes Events Space: 🌱 Aberdeen: Mon-Sun: 8-5 (8pm Tues-Thurs) 🌱 Edinburgh: Mon-Sun: 7.30-3 (9-5 Sat + Sun) 🌱 Beach: Everyday: 10-4 🌱 Uni: M-F: 8.30-4 www.foodstorycafe.co.uk + 2	rootscatering_uk Follow Message + 612 posts 8,825 followers 815 following Roots Catering Plant based junk food madness 🍌🔥 🌊 ROOTS @The Beach Thursday - Saturday 11am to 6pm Sunday - 11am to 4pm www.rootscatering.uk
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INDUSTRY EXAMPLES

CHELSEA FOUNDATION

START AN AUCTION WITH
@MATCHWORNSHIRT

SNAP PHOTOS DURING EVENTS

CHARITY WATER

VISUALISE THE DONATION JOURNEY

[HTTPS://WWW.INSTAGRAM.COM/P/CLRLTA4J4UQ/](https://www.instagram.com/p/CLRLTA4J4UQ/)



matchwornshirt.official

Follow

Message



1,612 posts

73.7K followers

2,338 following

MatchWornShirt

The fabric of the game

[l.matchwornshirt.com/1Bqa2U](https://www.instagram.com/p/CLRLTA4J4UQ/) + 4

Followed by scotland_uncovered



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EMAIL MARKETING

USING THE AFC'S NL

- + USING AN ESTABLISHED NETWORK
- + LOW COST & EFFORT
- + HIGHLY SUITABLE FOR FOOTBALL-RELATED CONTENT
- MORE LIMITED TO PERSONA A
- LIMITED TO AFC'S MARKETING ACTIVITIES

USING YOUR OWN NL

- MORE INITIAL EFFORT TO CREATE A NEW EMAIL LIST
- INCREASED MAINTENANCE
- + TARGETING PERSONA A & B
- + AFCTT TAILORED CAMPAIGNS
- + BETTER TRACKING & TARGETING POSSIBLE
(DIFFERENT TARGET GROUPS/ AB TESTING)





ABERDEEN FC
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CONTENT PLANNER - MONDAY.COM

COLLABORATIVE CONTENT MANAGEMENT TOOL

OFFERS SCHEDULING FEATURES

EASY ACCESS FOR ALL STAKEHOLDERS

CONTENT CAN BE CATEGORIZED INTO CAMPAIGNS

EASY OVERVIEW OF APPROVAL STAGES AND TIMELINES



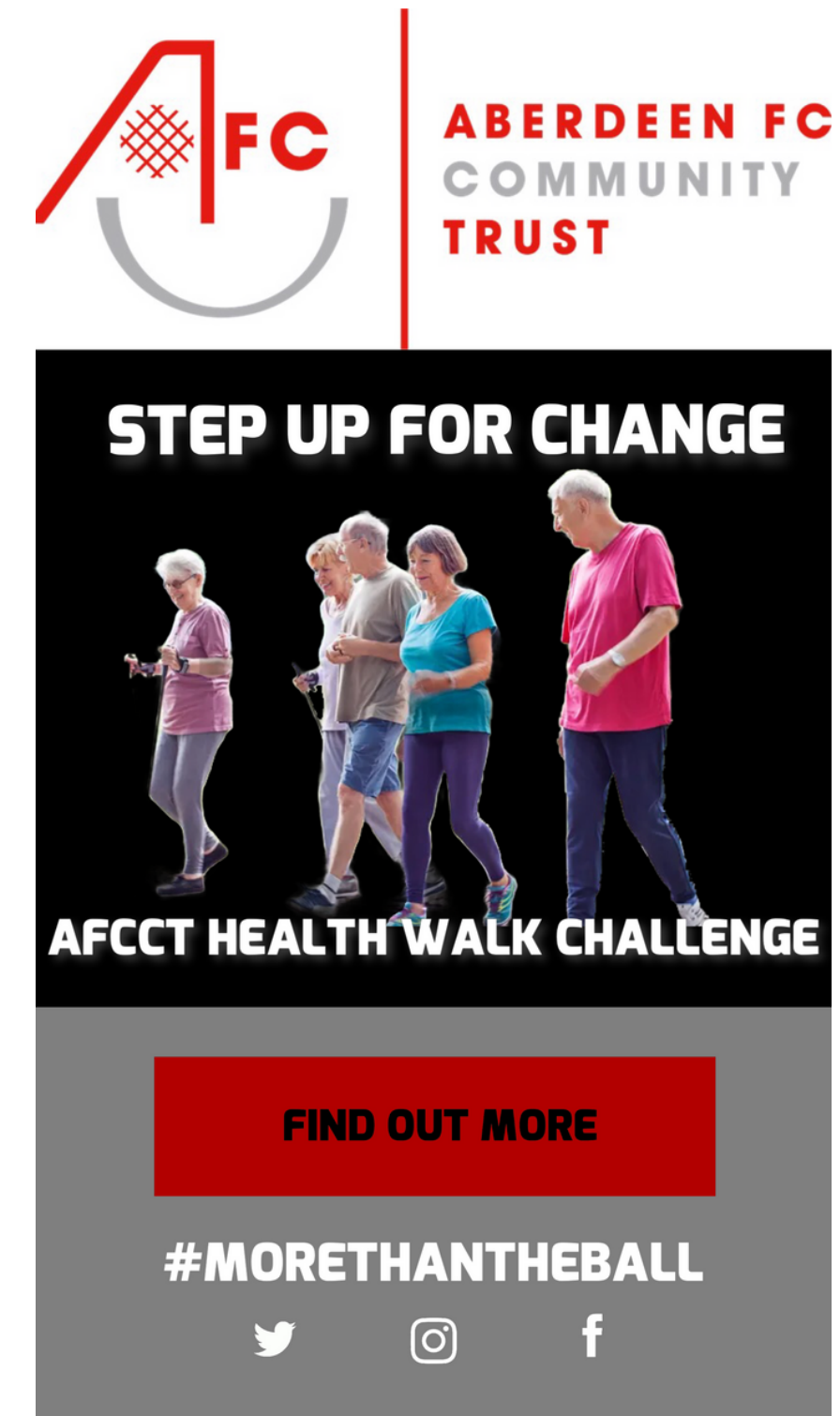
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[+ Add campaign](#)

[+ Add campaign](#)

Instagram Reel

CONTENT



CONTENT





**ABERDEEN FC
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Get Involved

Join Us for Boogie in the Bar - A Dementia-Friendly Afternoon Disco!

boogie for a cause, create lasting memories, and dance
our way to a more inclusive community. We look
forward to seeing you on the dance floor!

[Donate today](#)



Questions?

Check out our [about us](#) or get in [contact](#)

Aberdeen FC Community Trust Limited, Pittodrie Stadium, Pittodrie Street, Aberdeen, AB24 5QH

CONTENT



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Get Involved

Keepy up for a cause!

Introducing the AFC Community Trust Keep-Up Challenge! Grab a ball, record your best keep-ups, tag 3 friends, and challenge them to do the same. Let's have fun, spread awareness, and make a positive impact together! 🌟👉 #AFCTrustChallenge #KeepUpForChange

[Donate today](#)



Questions?

Check out our [about us](#) or get in [contact](#)

[Twitter](#) [Facebook](#) [LinkedIn](#)

Aberdeen FC Community Trust Limited, Pittodrie Stadium, Pittodrie Street, Aberdeen, AB24 5QH

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**ABERDEEN FC
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Get Involved

Swap the goals for the green!

Come along to AFCCTs 10 year anniversary Golf Day! Join your favourite Aberdeen FC players and complete a hole per year of Aberdeen football community trust! make sure you are on top form as on the 10th hole you will have to donate £1 per shot over par!

Donate today



Questions?

Check out our [about us](#) or get in [contact](#)

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CONTENT



CONTENT



CONTENT



AFCCT GOLF DAY 2024
PAY £1 FOR EACH SHOT OVER PAR
SCAN THE QR CODE FOR MORE INFORMATION



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ABERDEEN FC
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Please come along to our
Technogym session this week

We have great equipment which is
designed for our ageing participants
to keep fit and healthy

See more information on our website

CONTENT

AFCCT FUNDRAISING LUNCH



PLEASE COME ALONG!



CLICK HERE TO
FIND OUT MORE



Please attend our
Fundraising Gala Dinner

More information can be found below

CONTENT



**ABERDEEN FC
COMMUNITY
TRUST**



**JOIN US
FOR TRUST
DAY!**

**A CELEBRATION
OF COMMUNITY
IMPACT**

*Come along to the AFCCT
Trust Day matchday takeover
at Pittodrie Stadium!*

FIND OUT MORE





**ABERDEEN FC
COMMUNITY
TRUST**

SAVE THE DATE: **COMMUNITY DAY
AT PITTODRIE**



**A CELEBRATION OF UNITY
MAY 2024**

FIND OUT MORE



NFC PAYMENT



BENEFITS:

INCREASED TRANSACTION SPEED
INTEGRATION WITH MOBILE WALLETS
REDUCED DEPENDENCY ON CASH
USER FRIENDLY

PRICING

HARDWARE- £462. MONTHLY
SUBSCRIPTION-£15 CARD
PROCESSING FEE-1.69%

CONTROL



KPIS

SOCIAL MEDIA

INSTAGRAM LIKES, COMMENTS, SHARES

DONATION TRACKING

CROSS-CHANNEL CAMPAIGN EFFECTIVENESS

AD CLICK-THROUGH RATE



KPIS

SEO

ORGANIC WEBSITE TRAFFIC

EMAIL CLICK-THROUGH RATE (CTR)

LANDING PAGE CONVERSION RATE

SOCIAL MEDIA CONVERSION RATE

EVENT CONVERSION RATE



ABERDEEN FC
COMMUNITY
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FUTURE RECOMMENDATIONS

MONITOR ATTENDANCE AT EVENTS THROUGH SOCIAL MEDIA INFORMATION

USE RELEVANT HASHTAGS AND COLLABORATE WITH INFLUENCERS OR OTHER RELEVANT ACCOUNTS TO EXPAND YOUR REACH.

USE A VARIETY OF CONTENT TYPES

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THANK YOU.