

Family-Owned Soccer Club Communication Campaign

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COMM98: Capstone

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Oct 15, 2023

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History

The client is a youth soccer organization in Maryland run by two Mexican brothers. The soccer team has been playing together for close to two years. The two brothers started the club by teaching their nieces and nephews how to play the sport. There are already more than 30 young people involved. The club's main goal is to teach youngsters how to play soccer so that they may get in shape, build social skills, and improve their game, but also to make the club more competitive by recruiting young talents and hopefully participating in tournaments starting at the regional level.

Mission Statement

The goal of the football club is to provide youngsters with a place to learn and enjoy the sport without worrying about their safety. The goal of the group seems to be to promote fellowship among its participants. The brothers want to establish a place where kids can come to not only play soccer but also build friendships, learn the value of collaboration, and pick up valuable life skills that go beyond the pitch. They may have a vision for the club in the future as a community pillar where kids can get great training and develop as whole people. The club's objectives include membership growth, fostering ties with local companies, and community service.

Organizational structure

Depending on the club's size and complexity, there is no "right" way to organize a football team that is owned by a single family. A bigger club, for instance, can have a more hierarchical administration structure. However, even the biggest football teams owned by families often only

have a few individuals in charge (Rice & Atkin, 2013). A football club run by a single family tends to have a flat organizational structure. A small group, often members of the same family, owns and runs the club. The organizational structure of a typical family-run football club looks like this:

- The club's owners are accountable for its day-to-day operations. They decide how the club will spend its money and how it will operate overall.
- The coaches are the ones who really instruct and guide the athletes. Coaching staff create and carry out practice and game plans and direct players under their charge.
- The club's day-to-day activities are handled by the administration. They are in charge of organizing games, signing up participants, and taking in money.

Target publics

The Kids Soccer Club mainly caters to local families, with a focus on parents who are looking for after-school activities for their kids. Given the club's location, its most obvious and immediate target demographic consists of parents in the DC area. The club hopes that its reputation among its target demographic is that of a local, family-oriented, and community-based soccer organization. The group's origins, which began with the training of family members before growing, and the park in which the club now meets have fostered an image of a close-knit communal endeavor. The brothers' hands-on commitment to training and the club's organic development through time only serve to bolster this impression. Parents in the area are likely to connect with this picture because they value the human touch and are skeptical of larger teams acting like commercial enterprises. The only issue is that not many people know about this club.

They have no information on the internet because the owners admitted not being tech- and social media-savvy. My goal is to promote the club using a communication campaign.

The absence of a web presence contributes to the club's anonymity. The club may be missing out on a significant chunk of their potential audience if they aren't present where their customers spend the majority of their time, which is online. A substantial portion of the intended audience has yet to be reached, despite the fact that the Kids Soccer Club has built a strong reputation and garnered some fans in its local sphere of influence. The club has to bridge the gap between its physical attractiveness and the digital domain, where most of its target audience dwells, if it is to fulfill its full potential and guarantee that families, particularly newcomers to the area, are aware of its services.

Public relations

The club has maintained its reputation as a friendly, family-oriented soccer training program, thanks largely to word of mouth. It's possible that this approach's strengths lie in its ability to foster trust and community in the near vicinity, but it might be hindered by its inability to scale to a wider audience. The club has achieved remarkable success in the field of customer relations. Because of the one-on-one nature of their contacts with parents and kids at the park, they have developed a close and reliable bond with the community. These meetings, held in the relaxed setting of a public park and facilitated by the brothers' friendly nature, have likely contributed to the group's present size. Despite its appealing nature, this strategy may not be scalable and may exclude prospective members who prefer to use internet tools to locate nearby clubs or businesses (Barzani, 2022). The club's decision to hold training sessions in public parks has helped strengthen its ties to the neighborhood. Parks, as shared areas, have facilitated the club's

exposure to and interaction with residents. This constant exposure advertises their offerings and compels inquiring parents and kids to learn more and, hopefully, sign up.

Nonetheless, the club's lack of a digital presence is a major hole in their public relations efforts. To compete in today's global economy, having a strong internet presence is no longer a nice-to-have. Parents like me, who are new to the region and depend on Internet searches to learn about available resources, will not be able to find out about the club. Because of the owner's inexperience with technology and the perceived difficulty and high expense of internet advertising, the club has chosen to stay away from this new medium, thereby making itself invisible to a large percentage of their prospective audience.

This calls on the club to rethink its public relations approach and explore using digital channels, beginning with the one they already know and use the best: Facebook. By establishing a Facebook page, they can connect their traditional methods with the wider online community, reaching a wider audience without watering down their warm, welcoming vibe in the process.

Conclusion

In today's highly connected world, it's crucial for companies to have an online presence.

Businesses may expand their audience, get more leads and sales, improve their customer service, and save expenses by using the internet and social media. Having a website and social media accounts will help the family-run soccer club gain new members, promote itself to the public, and build partnerships with nearby companies. I will create a Facebook page for the club, invite the kids parents to like and promote it, and use Facebook paid promotion. Next, I will create a Google business page and invite parents to write honest reviews. It's important to not buy fake

reviews but to keep them as honest as possible. Depending on how it goes, we might explore more communication campaign options in the near future.

References

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