

GOODFORM

Guide to...

Growth During Challenging Times

Always progressing...



GET THE MOST VALUE FROM YOUR DATA

Understanding who your audience are, how they've interacted and transacted with you in the past, will enable you to understand what they have been missing.

This will enable you to discover what your messaging and approach, including channels, should be to ensure that they remain engaged.



DRIVE DIGITAL ENGAGEMENT

Fans are more hungry for your content than ever before. No live sport, means a void in fan's lives that needs to be filled. Use your audience understanding to push the right archive content to the right fans, as well as informing new content to be created for maximum engagement.

Make the most of digital engagement by capturing data as a natural part of the process.

A soccer goalkeeper in a yellow jersey is diving to catch a ball. A player in a red jersey is also in the air, having just kicked the ball. The scene is set on a soccer field with a stadium in the background.

LET'S BE STRATEGIC

Make the most of this unique period to focus on elements that will drive long term value and get you ahead in the market.

What are the gaps in your knowledge and understanding of your audience, both current and potential? What are the key areas that are going to drive fan and commercial growth?

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If you would like further guidance or wish to discuss your organisation and the wider sports industry at this unprecedented time, then please contact us.

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