



FOOTBALL MANAGER HERO

...

BRAND REPORT & GUIDELINES

01

A REFLECTION & FORWARD-LOOKING STATEMENT





02

Table of Contents

Brand Report Outline

Brand Introduction & Purpose
Target Audience
Branding Decision
Growth Hacks & Learnings
Future Recommendation
References
Appendices
HC & LO Applications

...



03

BRAND REPORT & GUIDELINES

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Brand Introduction

FM Hero's Purpose

Football Manager Hero (FMH) is a blog addressing the challenge of lower-league management on **Football Manager (FM)**, a game which simulates the experience of being a real-life football manager. More specifically, **FMH** targets a niche of FM players who recently transitioned to managing lower-league teams. It aims to provide these players with a condensed and comprehensive guide on FM gameplay (e.g. tactics, staff management and player signing and loaning)—something current lacking on the internet—enabling them to thrive as managers of such teams.





04

Target Audience



Challenge Seekers

Managing smaller teams is inherently more difficult given the lack of resources, talent, and manpowers. As such, we termed players managing such teams **Challenge Seekers**.

Challenge Seekers have experience with FM's basics but are inexperienced with the intricacies of certain processes such as scouting and signing players. They are success-driven, self-confident, courageous, and adventurous.

As consumers, they appreciate expertise, conciseness and humour (as was later learnt).

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05

Intended Brand Image

Based on the unique characteristics of the target audience and the overarching purpose of providing a concise and comprehensive guide tailored to the complex task of lower-league management, Football Manager Hero was branded as an FM expert that teaches complex FM tasks in a simple yet entertaining (humorous, adventurous) way. In line with this, brand values of expertise, simplicity, humour, and adventure were selected.

*Boxes in **orange** indicate additions to the branding strategy that occurred after FMH's inception based on key learnings from growth hacks.

Expertise

Reassures the audience that they can trust what they read and can be sure they are not wasting their time.

Humour

Keeps readers engaged by eliciting positive emotions through FM-relatable situations or occurrences.

Adventure

Keeps readers engaged by providing them with intriguing, unusual and non-obvious game strategies.

Simplicity

Ties in with expertise. The idea is that FMH is knowledgeable and can easily teach the essential aspects of FM to consumers in a non-complex way.





BRAND REPORT & GUIDELINES



05

To establish the brand image outlined in the previous page, while staying true to FMH's purpose, blog posts were created to address various aspects of the FM gameplay. These posts were written in such a way as to sympathize with Challenge Seekers' frustrations with lower-league management (e.g. lack of funds and poor quality players) and include them in the conversation, while educating them on relevant aspects of the game in a concise way (as they value conciseness).

The posts were then experimented with across different dimensions such as post title, social media platform and promotional strategy. These experiments/growth hacks were carried out and evaluated across the following social media platforms, allowing me learn more about the audience and the content type they resonate with:



Facebook



Reddit



Twitter

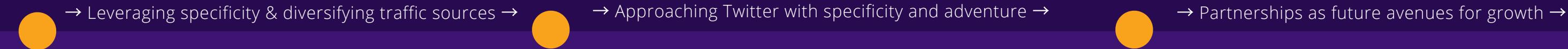


Growth Hacks & Learnings

BRAND REPORT & GUIDELINES

The hacks and the various learnings from them are discussed below:

06



Growth Hack 1

A/B Testing Blog Post Titles on Twitter

Goal: Determine if a particular format of title (titles with numbers) engage users more. This will inform future blog post titles.

Learnings:

- There is no practically significant difference between blog post titles with numbers or without numbers
- Twitter has a diluted audience which could result in content propagating to non-members of my target audience.
- FM-specific audiences are likely to engage more with FM content
- FMH was very reliant on Twitter for traffic

Growth Hack 2

A/B Testing Social Media Platforms:
Facebook vs. Reddit Groups

Goal: Determine which platform results in higher engagement to suggest which to focus promotion on.

Learnings:

- Challenge Seekers engage more with comedic and intriguing posts. This motivated my decision to brand as humorous and adventurous.
- More specific targeting resulted in more initial interest and engagement with the post.
- Twitter has the advantage of retweeting to keep your post up top of the feed unlike Reddit and Facebook.
- There is no statistically significant difference in engagement rates across social media platforms.

Growth Hack 3

Comparing acquisition & engagement with and without an alliance partner

Based on an established interaction with a hub in an FM-related network and my learnings from Growth Hack 2, I proposed partnering with the hub to produce adventurous content which we jointly promote on Twitter. This content will then be evaluated against previously posted content, in light of user engagement.

Goal: Determine the impact of an alliance on my growth goals of user acquisition and engagement.





07

Future Recommendations

Based on Growth Hack Learnings



Release content more frequently and promote across various social media platforms



Connect with other FM content creators on Twitter and join more FM-related groups on other social media platforms to increase brand reach



Employ comedic or intriguing elements in promotion and content development



Leverage images to break up text in blog posts



Partner with Other Content Creators to tap into new audiences



Experiment with video content on YouTube



Connect with The FMNetwork to Promote Content



08

Release Content Frequently

Overall, the hacks drew users to the brand but failed to sustain a group of regular consumers. This might be because there was no consistency in promotion channels and posting frequency. As such, the content was exposed to a different set of users every time with few (if any) repeated touchpoints for a given user.

There are also algorithmic implications to this inconsistent posting. Social media platforms (which were used for content promotion) base user's timelines off of accounts they engage with. Hence, infrequent posting results in limited opportunity for engagement with the brand's content, and as a consequence decreases future views of the content on people's timelines (Smith, 2018).



Based on this, in the future, content should be released consistently and promoted across all the channels to increase FMH's reach and awareness.

The latter recommendation follows from Growth Hack 2's finding that there is no statistically significant difference in user engagement across social media platforms. As such, there is no reason to believe that any social media platform is worth focusing on more than the others.

Note: The difference in engagement across platforms can be re-evaluated (with a similar experiment as Hack 2's) as future content is released across platforms.



09

Increase Interactions With FM-Relevant Audiences

Knowing that Challenge Seekers are embedded in FM-specific networks across different social media platforms (e.g. Twitter and Reddit) and that FM players and content creators are likely to be connected to other FM players by virtue of shared interest, it might be beneficial to try to tap into these established networks. This follows from the Growth Hack 2's learning that targeting FM-specific audiences increased initial interest and engagement with the post.

As a first step to tapping into these networks, the following are recommended:



Make an intentional effort to connect and engage with well-followed FM content creators and retweet their content if it is consistent with FMH

This recommendation leverages the principle of reciprocity as outlined by Cialdini (2016) by increasing the chance of the content creators retweeting FMH's content to return the favour. There is a strong likelihood of these content creators sharing FMH's content as it is not only helpful to *Challenge Seekers* in improving their gameplay, but to FM players generally. As such it is beneficial for these creators to share with their network.

It is important to note that FM content creators tend to be at least mini-hubs in the overall FM small-world network on social media as they have a decent number of followers. Hence, by them retweeting FMH's content (due to the principle of reciprocity), they increase the chance of the content spreading to a large number of people, some of which are likely to be *Challenge Seekers*.



10

Increase Interactions With FM-Relevant Audiences



Join more Facebook and Reddit groups and share content on these groups. This increases brand awareness and reach through increased exposure.

This again exploits specificity in targeting as we meet *Challenge Seekers* where they are and provide them with content that they are interested in, leading to the second recommendation:

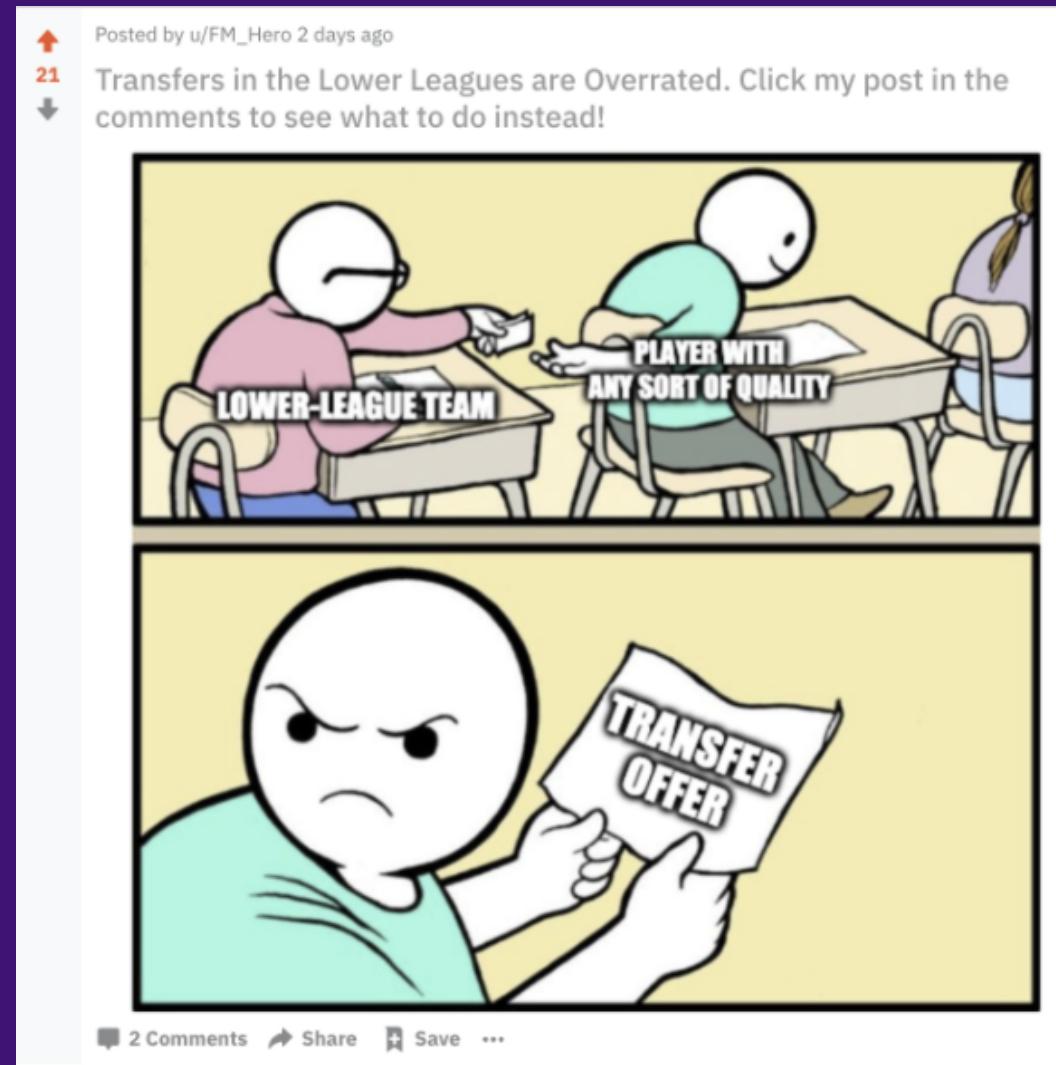


Comedic & Intriguing Content

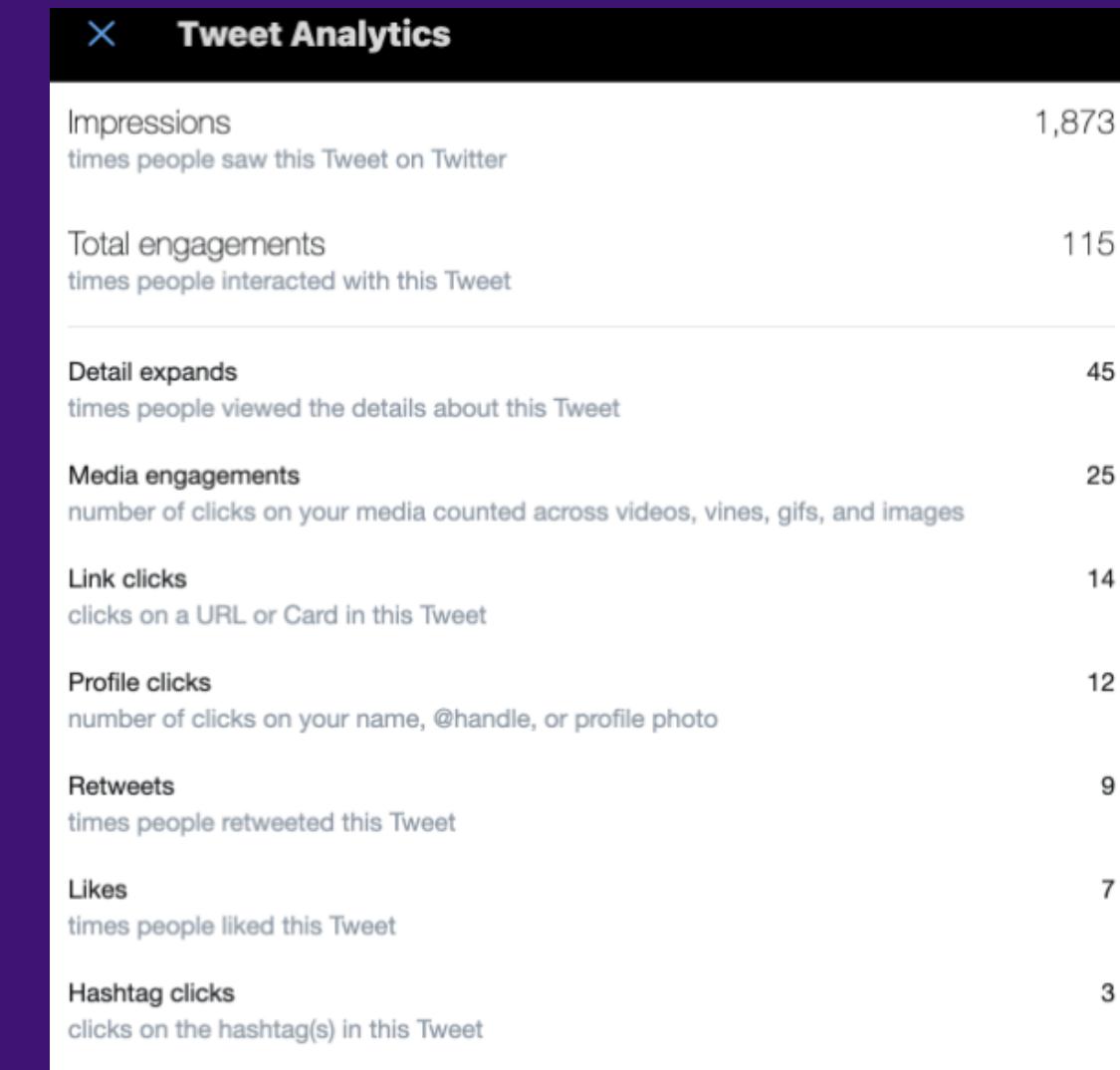
...

Based on Growth Hack 2's learning that Challenge Seekers engage more with comedic or intriguing content across all social media platforms, it is recommended that FMH's content continue to feature intriguing or adventurous tips and/or be promoted with a meme or intriguing element (e.g. title, fact or picture). This content strategy was found to pay dividends for the brand in the past, conferring confidence in the strategy for future posts:

11



Post promoted with comedic elements. The post had 22 engagements on the first day.



Note: We only look at retweets (9), likes (7), and comments (0) in this post to more closely compare apples to apples across both posts.

Most successful post promoted without comedic elements. The post had 16 engagements across a week



12

Leverage Visuals

Looking back at the created blog posts promoted in the various growth hacks, we note that the last post utilized in Hack 3 had a very low read ratio compared to the others. More specifically, despite attracting the highest number of viewers, it had the lowest number of reads in absolute terms.

| Date ↑ | Views | Reads | Read ratio | Fans |
|---|-------|-------|------------|------|
| MARCH 2021 | | | | |
| Don't Sign Players In Lower-League Teams | 18 | 2 | 11% | 0 |
| 6 min read · View story · Details | | | | |
| FEBRUARY 2021 | | | | |
| 3 Initial Steps You Absolutely Must Take to B... | 8 | 3 | 38% | 1 |
| 5 min read · View story · Details | | | | |
| First Steps to Take to Be A Successful Lower... | 9 | 7 | 78% | 0 |
| Unlisted · 4 min read · View story · Details | | | | |
| JANUARY 2021 | | | | |
| I Masterminded Lowly Predicted Stevenage ... | 7 +1 | 5 | 71% | 0 |
| 3 min read · View story · Details | | | | |



13

There are three notable differences between Hack 3's post and the others:

- The post was promoted on Reddit and Facebook, rather than Twitter. Assuming the same FM population is being sampled from in all posts, the readers across platforms should, on average, be similar. Hence the platform should not drive this difference in reads.
- The post was longer than the other posts, having an estimated read time of 6 minutes compared to 3-5 minutes with the other posts. However, this should not be a problem as Medium reports that the ideal length of a blog post is a maximum of 7 minutes (Sall, 2013).
- There were less pictures breaking up the text into smaller, digestible chunks unlike in the previous posts. This could be especially important given the post was longer than the others (see images to the right)

The latter point suggests that visuals are extremely important for engagement and sustaining consumer attention. Consistent with this, Li & Xie (2019) found a significant and robust positive effect of including image content in posts versus plain text posts on user engagement.

Hence, now and in the future, the positive effect of visuals on engagement should be leveraged by including images in posts to break up the text. The optimal number of images in posts is reported by Patel (2017) to be one image per 150 words, however, this can also be experimented with in future posts:

A test can be carried out where the number of (uniformly spaced) images in a post (the independent variable) is varied and the number of engagements (dependent variable) for the different posts can be tracked. The difference in proportion of engagements can then be used to determine statistical significance through a chi-square test.



The Growth Hack 3 post should also be edited to include more pictures!

The collage illustrates the visual differences between the Growth Hack 3 post and the other posts. It shows the Growth Hack 3 post with fewer images, while the other posts feature multiple images interspersed throughout the text. The other posts also include larger images at the top and bottom, while the Growth Hack 3 post has a smaller image at the top and a larger image at the bottom.

Hack 3

Hack 1

Hack 2



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Explore Brand Alliances To Tap Into New Audiences

Building off the positive effects that the collaboration with FM DNA had on brand awareness and consumer acquisition for the blog, future brand alliances with other brands are suggested. This can take the form of guest authoring on the blog.

14

It is important that the brand selected have a compatible personality and values, a good brand image, and be relevant to the FMH content type.

These content creators can be reached out to on social media and the benefits of an alliance as well as why both brands are compatible can be outlined. For example, the strengths FMH can bring to the table can be communicated. This can include special skills (e.g. photoshop and video editing), followers on other social media, and production resources (e.g. video editing software or a quality camera).

A strong fit for a collaboration might be **FM Rensie**, an FM blogger who specializes in tactics and set pieces creation. The fact that he is already a blogger might reduce barriers to partnership as he does not have to make significant changes for a partnership. Picking up where FMH left off with effective tactics for lower-league teams, a natural follow up could be accompanying set piece routines for these formations. Rensie is well known in the FM ecosystem for effective set piece routines and can undoubtedly contribute immensely to this topic. Potential benefits and strengths of both parties in the event of an alliance formation are outlined below:

Strengths FM Rensie can contribute

- A larger follower base on both Twitter and his blog. This can be leveraged to increase reach of the initiative and increase FMH's brand awareness.
- A good reputation across platforms which can result in (reputation) spillover effects for the partnership (Simonin & Ruth, 1998).
- Expertise in tactics and set piece routine creation. This can be applied to create rich content in the subject matter.
- Can contribute to SEO optimization and increasing inbound links for FMH



15

Strengths FM Hero can contribute

- Presence on additional platforms (Reddit and Facebook) which can be leveraged to increase reach and awareness of the alliance initiative.
- Can contribute to SEO optimization and increasing inbound links for FM Rensie.
- Skills in copywriting and visual design. The latter could be especially beneficial given FM Rensie does not appear to be very adept in design.

For **FM Rensie**, an alliance majorly serves as a way to introduce his brand to new audiences and avenues such as Reddit and Facebook, thus increasing the chances of more Twitter followers and blog readers. There's also the added benefit of increasing backlinks to his blog through FM Hero linking to it.

For **FM Hero**, the major benefit of an alliance/collaboration is the ability to connect with FM Rensie's larger audience, thus increasing the chances of acquiring more readers while increasing brand awareness. An added benefit is the improved brand perception that results from association with an expert in the FM ecosystem. This helps reinforce FMH's intended brand image of expertise and helps channel this to FM players (and Challenge Seekers specifically) through promotion of the alliance initiative.



Analysis of FM Rensie's Brand Personality and Image



Aside from the complementary strengths and the fit in terms of content, it is important to consider Rensie's brand personality and messaging style to ensure there is a fit:

After analysing FM Rensie's [Twitter](#) and [blog](#), he was determined to strongly portray competence and thoroughness across all his channels. He outlines in detail the outcomes of his strategies (e.g. through screenshots and images) and clearly illustrates every element of his tactics so they can be easily understood. The first trait especially reinforces his expertise through consistent evidence of the success of his tactics. This expertise is a trait that Challenge Seekers value and should spur interest in the alliance as well as FMH through spillover effects of the alliance. In his messaging, FM Rensie is typically professional. His value with readers most likely lies in the quality of the strategies he outlines rather than his writing style. This style should not be an issue in the alliance as an intriguing title (related to set pieces) can easily be crafted to pull users in, and the evidence of the set piece formations success can be used to keep them engaged given it is notably very difficult to set up a successful set piece formation.

For example, based on this [post](#) by FM Rensie, an intriguing title could be:

Conceding 0 Corner Goals in 2 Years – The Ultimate Defensive Corner Formation

This is an incredibly shocking statistic and is truly hard to believe. Highlighting this in the title rather than burying it within the post like FM Rensie did, will capture the interest of Challenge Seekers (and FM players generally!) because they are known to engage with intriguing posts. This tactic could truly be the subject matter of the next blog post and will undoubtedly address a significant problem in lower-league management as conceding late corner goals is a notorious occurrence in the lower leagues.

With regards to potential disadvantages of an alliance with FM Rensie, there could be potential culture clashes in the event that both parties do not have a similar work ethic or approach to collaboration. Lastly, there could also be negative impacts on the brand image (most especially for **FM Rensie**) in the event that the collaboration results in unappealing content.



Experiment With Video Content

Going back to our point on the benefits of visuals in content creation, it might be interesting to take visuals a step further and experiment with video content in addition to blog posts with images. This might especially be a good idea given the nature of the content FMH produces: the content walks people through various FM processes (e.g. scouting and signing players). At the moment, through the blog posts, FMH **talks** readers through these processes. However, it might be more effective to **show** consumers through the process. Videos can help achieve this.

17

Thus, along the line, I recommend converting some of the released blog posts into tutorial videos and sharing these on YouTube. The initial reaction of FM players and Challenge Seekers to these videos could then inform a decision on whether to continue with video content or stick to blog posts. This expansion to YouTube and video content has various benefits for the brand and our target audience:

Benefits Indirectly Related to FM

- 70% of YouTube viewers watch videos for help with a problem they're having in their hobby, studies, or job (Think With Google as cited in Mawhinney, 2021). Hence, by transitioning to YouTube we might be able to more effectively connect with *Challenge Seekers* given there is a strong possibility they are searching YouTube for help with lower-league management.
- Mawhinney (2021) reports that consumers remember 65% of visual content versus only 10% of written content. This suggests that video content might be more effective for FMH in realizing its purpose of nurturing adept lower-league managers given it leads to more effective knowledge retention (and thus learning). Video content could also foster brand awareness and recall.

FM-Related Benefits

- Most of the FM ecosystem (content creators and consumers) exist and interact on YouTube. Hence, viewers can add FMH's content to their regular FM consumption streak rather than going outside their comfort zone to read articles on an alternative platform. This appeals to *Challenge Seekers'* and FMH's value for simplicity as it makes connecting with the brand easy to carry out.
- The above point also has the added benefit of increasing the size of the reachable audience if FMH expands to YouTube.
- Based on research FMH would still be addressing an unsaturated niche as most FM content creators create content related to their career. The few that create content related to improving gameplay do not focus specifically on lower league teams and also do so sporadically.



- Video provides a vehicle for increasing access to practical demonstrations (Carmichael et. al, 2018). In the context of FM, people can follow along as they are taught various FM processes, making it easier to replicate in their own game careers.
- Instead of wasting time trying to describe a process in text (such as below in a previous post), the process can simply be acted out in video. This saves time and leads to more concise (and understandable) content which *Challenge Seekers* value.
- As mentioned above, there are numerous content creators on YouTube. Hence transitioning to the platform could open a myriad of opportunities to grow the brand through partnerships (e.g. featuring guest YouTubers and shoutouts from larger brands).

18

3. Browse the Transfer Market

Okay, now you know what positions need strengthening and which you should prioritize. A great next step is to browse the transfer market for any potentially great additions to your team. You need to do this quickly because your opponents will also be looking in the transfer market as well.

Filter for players interested in a loan first (hehe as you can tell I'm a strong advocate for loaning) and then look at players available on a free transfer (Quick search > Contract Expired or Contract Expiring).

For players available on a free transfer, give them a one or two week trial to get an idea of their ability, potential and wage demands.

You could also look at players interested in a transfer and especially take note of their asking price. If it's reasonably low compared to their market value, you might find it reasonable to snatch the player up real quickly.



YouTube Expansion

Recommendations

- With reference to the last point on partnership in the previous section. It is recommended that FMH not look to leverage partnerships on YouTube until a reasonable amount of content has been put out. This is because partners are unlikely to want to partner with the brand on YouTube unless it is already providing some form of value to the FM ecosystem. In the rare event that another channel agrees to a partnership despite FMH having few content, the increased viewership benefit from a brand alliance is unlikely to be realized as there will be no content to pull viewers into the channel and convince them to subscribe when they do view the channel.
- Embed/Link YouTube videos that were generated from previous blog posts to the relevant blog posts and vice-versa. This improves SEO for both channels by increasing the number of incoming links.
- With regards to structuring the YouTube channel and other actions that can be taken to grow the brand, I recommend watching Dean (2020)'s '[How to Start \(And Grow\) a YouTube Channel in 2021](#)' video. He outlines the same steps he took to grow his channel from 0 views and subscribers to more than 5 million views and 200,000 subscribers.



Promoting the Brand & YouTube Channel

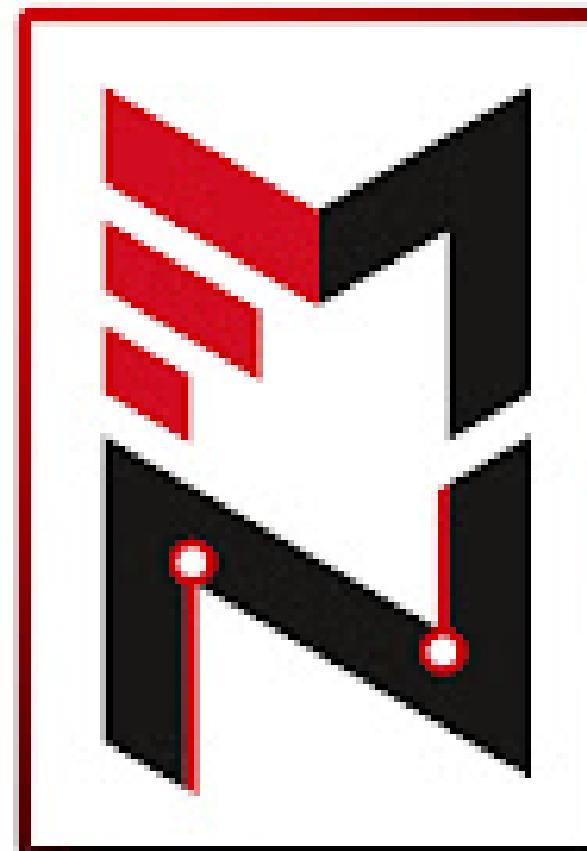
As a way to promote the brand, The FMNetwork, a brand which is dedicated to showcasing and growing new and rising content creators (see Appendix A), can be reached out to disseminate FMH's content. The FMNetwork in fact encourages creators to reach out (see Appendix B).

I recommend that a high performing piece of content in the blog or on YouTube (if it is established then) be shared with the FMNetwork if the topic has not been addressed on FMNetwork's Twitter or YouTube channel. For example, after reviewing both FMNetwork's YouTube and Twitter channels, it appears that no content sharing the best steps to take as a new lower-league manager has been addressed. Hence, the post developed for the 2nd Growth Hack, '[First Steps to Take to Be A Successful Lower-League Manager](#)', can be shared with FMNetwork for dissemination especially since it performed extremely well within the sample that saw it (see Figure on page 12).



Background on The FM Network

21



The FMNetwork is a hub in the FM ecosystem, amassing over a 1000 subscribers on YouTube and 842 followers on Twitter, in the span of a year. The channel consistently shares advice on FM gameplay from rising content creators (see Appendix C) on both YouTube and Twitter. Hence, FMH ticks both boxes as it is both a new content channel and provides advice on gameplay. This should increase the chance of FMH's content being promoted by FMNetwork if the account is reached out to, especially since FMH addresses a niche segment of FM gameplay which most content creators overlook.

Given FMNetwork's followers engage with content on improving gameplay, it is very likely that there are *Challenge Seekers* looking to improve their lower-league management skills within his network. Hence, if the FMNTetwork shares FMH's content, it significantly increases the chances of the content being viewed by our target audience.

Note: FMNetwork is actually a branch of the popular FM content channel, FM scout, which has over 100,000 subscribers on YouTube.



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Taking you from zero
to hero □

FM Hero

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References

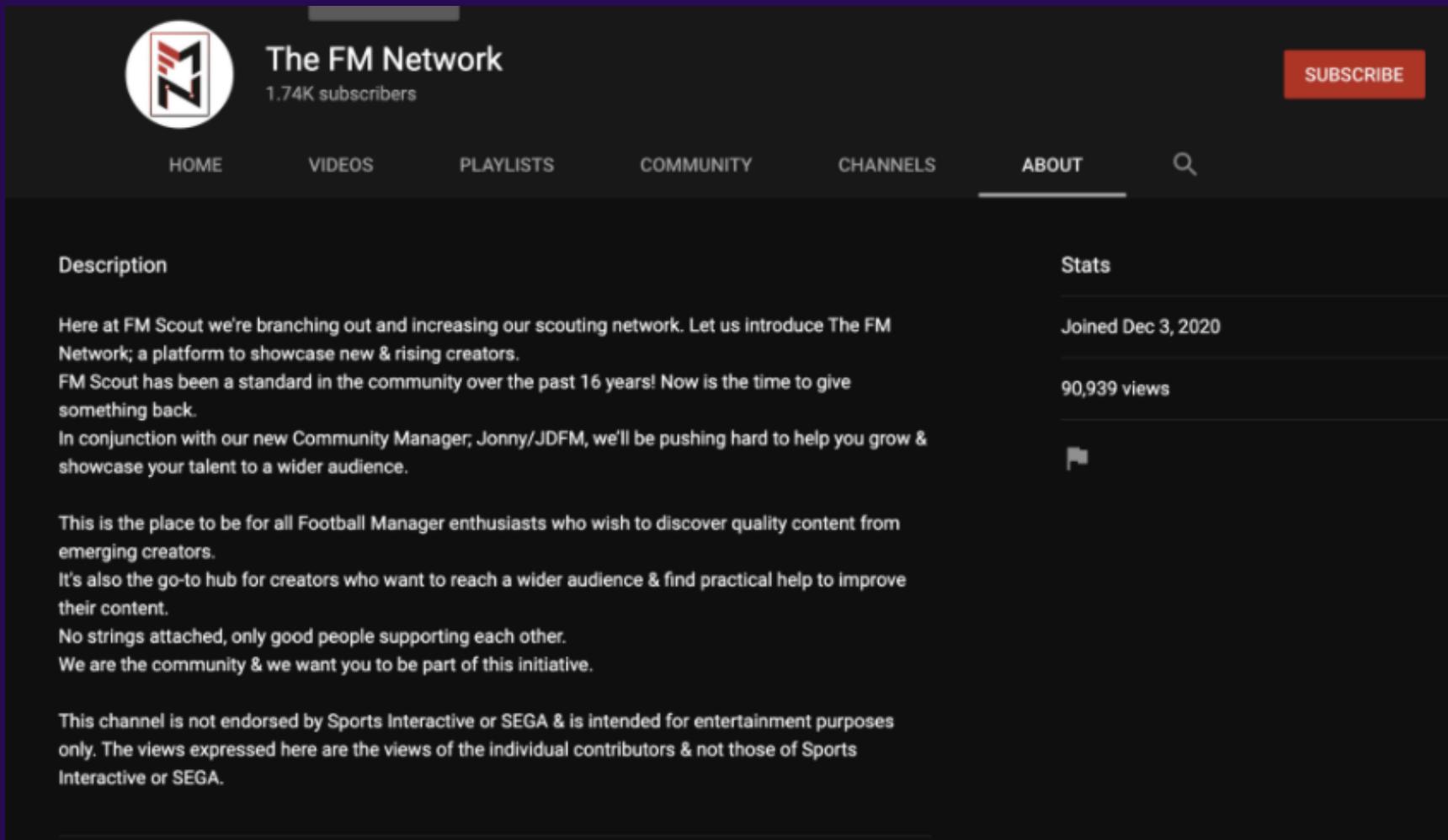
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Appendix A: The FM Network Bio

23



The FM Network
1.74K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT SUBSCRIBE

Description

Here at FM Scout we're branching out and increasing our scouting network. Let us introduce The FM Network; a platform to showcase new & rising creators.

FM Scout has been a standard in the community over the past 16 years! Now is the time to give something back.

In conjunction with our new Community Manager, Jonny/JDFM, we'll be pushing hard to help you grow & showcase your talent to a wider audience.

This is the place to be for all Football Manager enthusiasts who wish to discover quality content from emerging creators.

It's also the go-to hub for creators who want to reach a wider audience & find practical help to improve their content.

No strings attached, only good people supporting each other.

We are the community & we want you to be part of this initiative.

This channel is not endorsed by Sports Interactive or SEGA & is intended for entertainment purposes only. The views expressed here are the views of the individual contributors & not those of Sports Interactive or SEGA.



91 POTENTIAL ABILITY ★★★★
THE FM NETWORK AIDING FOOTBALL MANAGER CREATORS

The FM Network
@The_FMNetwork

The FM Network is a platform to showcase new & rising creators. Helping @FootballManager creators grow & reach a wider audience.

⚡ @fmscout
✍ @_JDFM
#FM21

© Worldwide ⚽ youtube.com/channel/UCtInc... Joined December 2020

210 Following 842 Followers

•••



Appendix B: FM Network Invitation

24

LIKE & SUBSCRIBE

- 👍 Like this video to help more people find it
- ❤️ Subscribe to get notified of our new videos - <http://bit.ly/fmnetwork>
- 🔔 Click the bell icon and select 'All' to not miss anything

CREATOR

If you want to check out creator's channel you can find the link for it below. A large part of what we do here at The FM Network is for the creators so any support is appreciated!

- <https://www.youtube.com/c/BennyDFM?su...>
- https://twitter.com/bennyd_fm

FM NETWORK

Follow us on Twitter to discover more FM content and creators we're showcasing. If YOU are a creator and want us to feature your work, feel free get in touch.

- https://twitter.com/The_FMNetwork



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Appendix C: Sample Posts By FM Network

25

The FM Network @The_FMNetwork · Apr 19
FM21 | The Libero

Today @bennyd_fm breaks down the beautiful position that is the Libero. He will:

- Show you the BEST in the game
- Break down their key attributes
- Discuss what makes them so special

youtu.be/i8w41R0uUqw

#FM21 | #letsnetwork | @fmscout



1 3 29

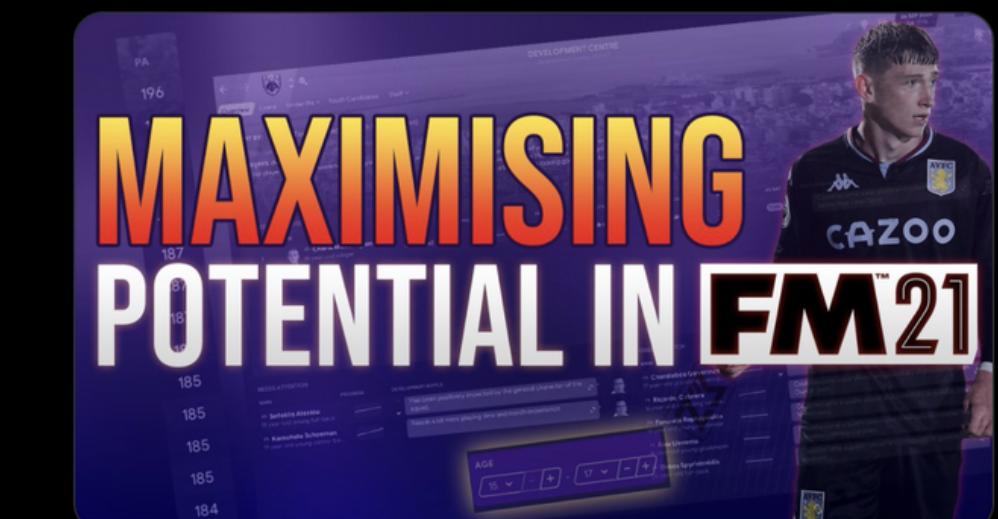
The FM Network @The_FMNetwork · Apr 14
FM21 | How to Maximise the Potential of your Wonderkids OUT NOW!

@franklyfm84 provides a Deep-Dive into the BEST player development in #FM21 with an excellent video

He explains how to max out that PA and even go beyond it...

youtu.be/0Wvqd_CO29Y

#letsnetwork @fmscout



1 8 32

The FM Network @The_FMNetwork · Apr 7
FM21 Short Corners = Goals! - A BRILLIANT Short Corner Routine

@NoviceTactical runs us through the ins and outs of his routine, showing you the perfect player for the key roles and showing us how well it's done for him.

youtu.be/Dvy_zxwN1n0

#FM21 | #letsnetwork | @fmscout



6 20

•••



Appendix C: Sample Posts By FM Network

26

The FM Network @The_FMNetwork · Apr 19
FM21 | The Libero

Today @bennyd_fm breaks down the beautiful position that is the Libero. He will:

- Show you the BEST in the game
- Break down their key attributes
- Discuss what makes them so special

youtu.be/i8w41R0uUqw

#FM21 | #letsnetwork | @fmscout



1 3 29

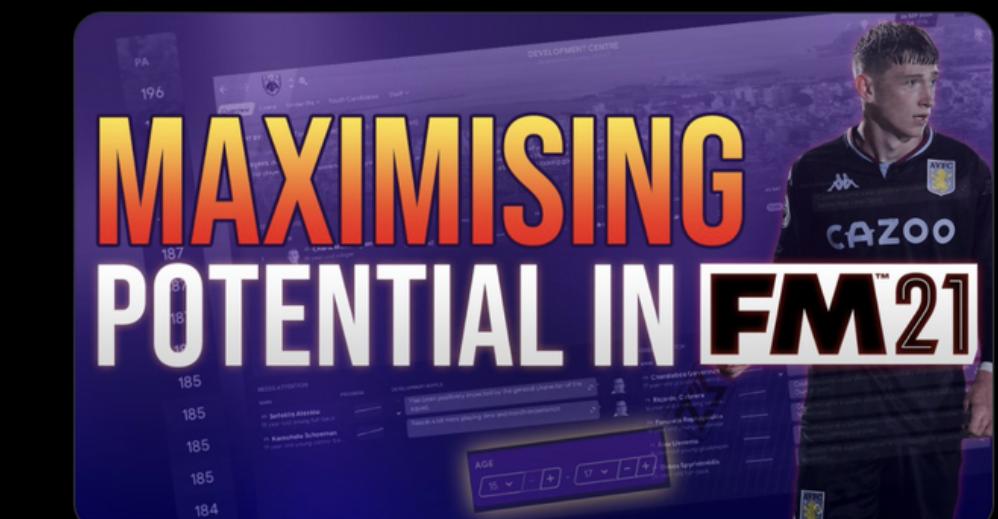
The FM Network @The_FMNetwork · Apr 14
FM21 | How to Maximise the Potential of your Wonderkids OUT NOW!

@franklyfm84 provides a Deep-Dive into the BEST player development in #FM21 with an excellent video

He explains how to max out that PA and even go beyond it...

youtu.be/0Wvqd_CO29Y

#letsnetwork @fmscout



1 8 32

The FM Network @The_FMNetwork · Apr 7
FM21 Short Corners = Goals! - A BRILLIANT Short Corner Routine

@NoviceTactical runs us through the ins and outs of his routine, showing you the perfect player for the key roles and showing us how well it's done for him.

youtu.be/Dvy_zxwN1n0

#FM21 | #letsnetwork | @fmscout

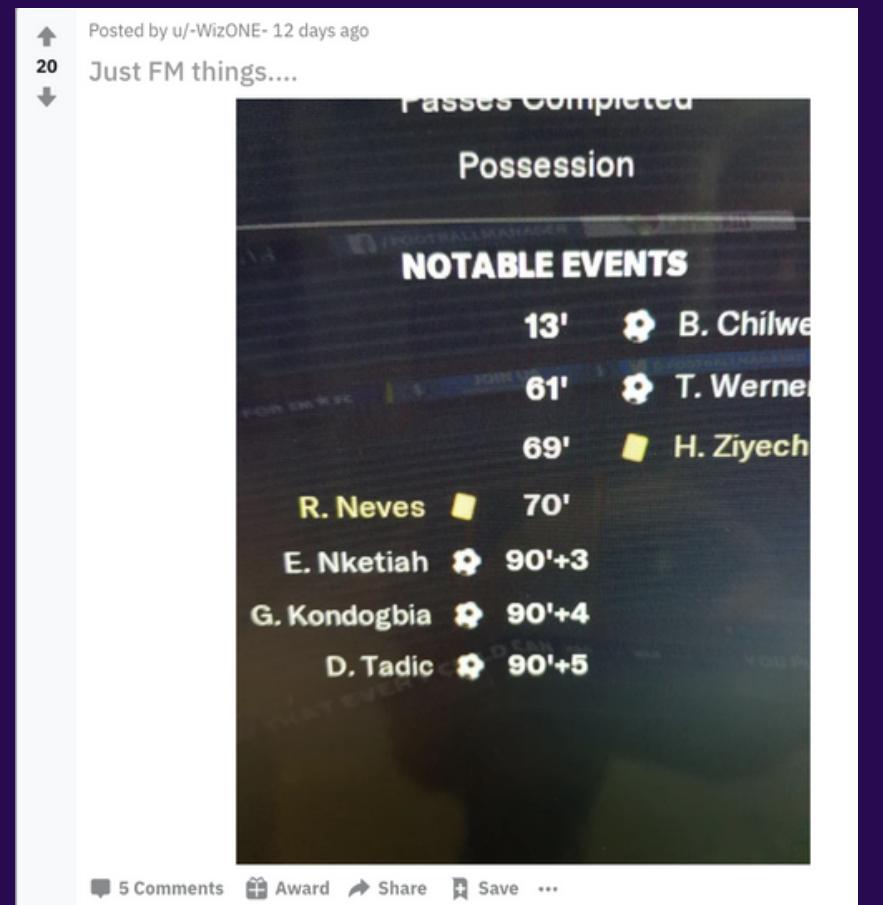
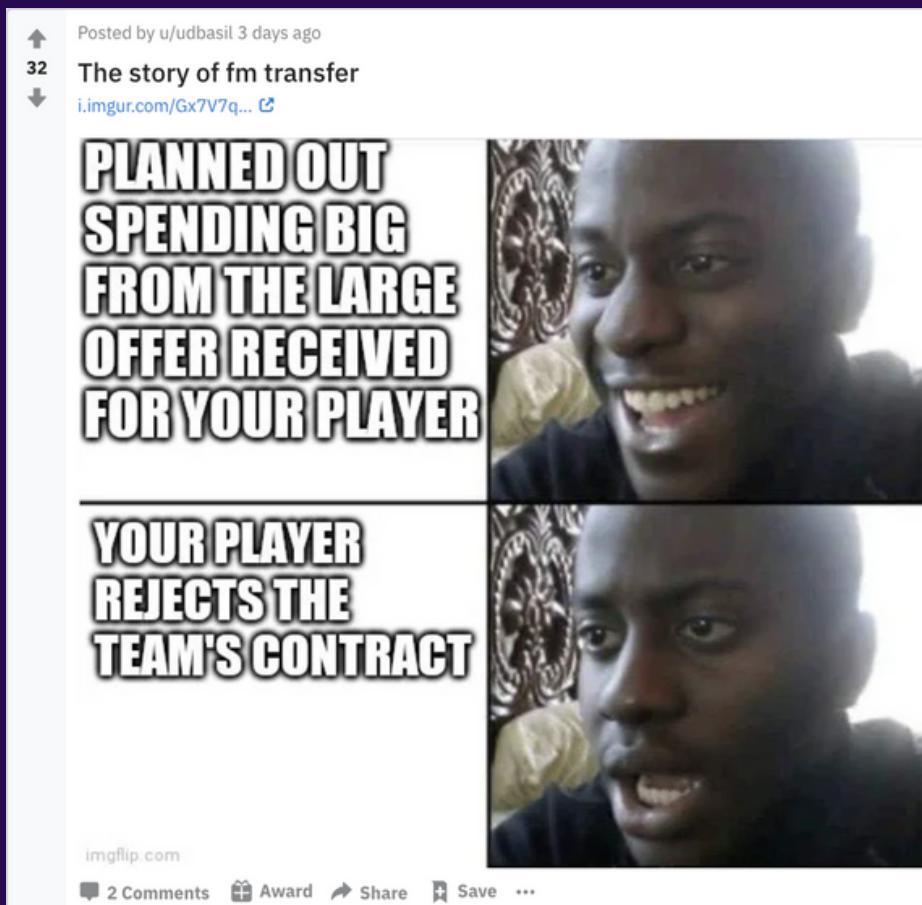


6 20

...

Appendix D: Successful & Unsuccessful Posts Across Social Media Platforms

EXAMPLES OF SUCCESSFUL POSTS ON REDDIT GROUP



Posted by u/lookatmyarse 7 days ago
16 How tight is it between 7th and relegation? Such a strange season half-way in!

| Rank | Team | Pl | W | D | L | GF | GA | GD |
|------|----------------|----|-----|----|---|----|----|----|
| 1st | Man City | 19 | 23 | 44 | | | | |
| 2nd | Arsenal | 19 | 36 | 43 | | | | |
| 3rd | Man Utd | 19 | 35 | 41 | | | | |
| 4th | Liverpool | 19 | 32 | 41 | | | | |
| 5th | Chelsea | 18 | 28 | 38 | | | | |
| 6th | Leicester | 19 | 6 | 29 | | | | |
| 7th | Sheff Utd | 19 | -2 | 24 | | | | |
| 8th | Aston Villa | 19 | -9 | 23 | | | | |
| 9th | Fulham | 19 | -8 | 22 | | | | |
| 10th | Everton | 18 | -1 | 21 | | | | |
| 11th | Crystal Palace | 18 | -10 | 21 | | | | |
| 12th | Wolves | 19 | -5 | 20 | | | | |
| 13th | Southampton | 19 | -10 | 20 | | | | |
| 14th | Burnley | 19 | -11 | 20 | | | | |
| 15th | Brighton | 18 | -11 | 20 | | | | |
| 16th | West Ham | 19 | -13 | 20 | | | | |
| 17th | West Brom | 19 | -25 | 20 | | | | |
| 18th | Leeds | 19 | -14 | 19 | | | | |
| 19th | Tottenham | 19 | -17 | 16 | | | | |
| 20th | Newcastle | 19 | -24 | 15 | | | | |

4 Comments Award Share Save ...

EXAMPLES OF UNSUCCESSFUL POSTS ON REDDIT GROUP

Posted by u/dimparlas 1 day ago

0 Making a change for the better !!
youtube.com/watch...



Watch on YouTube

0 Comments Award Share Save ...

Posted by u/Nathanpentin 20 days ago

0 Hey guys, if you could check out my recent short from the FM21 Draft wars stream id be massively appreciative! if you could drop a sub, like and comment it would be amazing to help me reach a larger audience!
youtube.com/watch...

1 Comment Award Share Save ...

Posted by u/Composer_Consistent 7 days ago

1 FM Experiment: Manchester United in 2025/26 according to FM 21
I experimented with FM21, I simulated 5 seasons into the future to see the Manchester United starting XI for the first game of the season, Here's how it looks below in the article
<https://thesports-corner.com/?p=2658>

0 Comments Award Share Save ...

Posted by u/BowlerReasonable 6 days ago

1 We made it into Europe, this is our first game! Would really appreciate anyone who subscribes, thanks guys!
youtu.be/7rHXFD...



Watch on YouTube

0 Comments Award Share Save ...

EXAMPLES OF SUCCESSFUL POSTS ON FACEBOOK GROUP



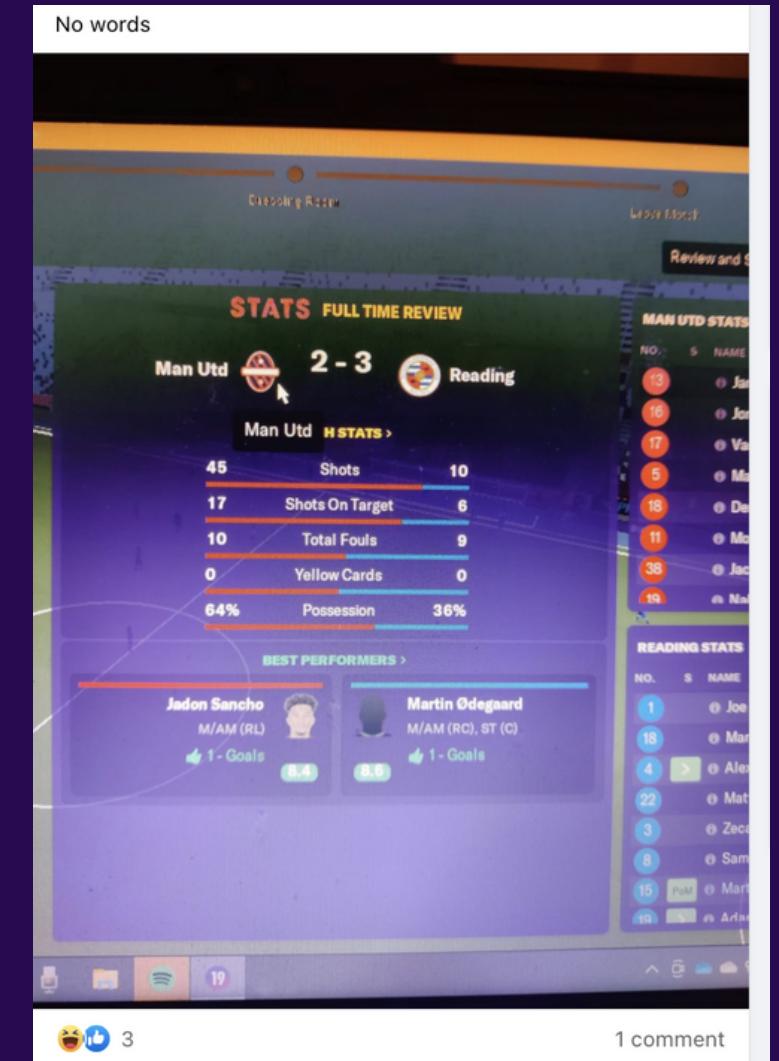
4

As delighted as I am it's worked to my advantage, if this happened IRL surely it would represent the most disastrous transfer in football history (£157 million for 15 games, 6 goals and 2 assists!!!!)?

A screenshot from a football management game showing Neymar's player history. The table includes columns for Season, Team, Fee, Pld, Gls, Ast, Yel, Red, and Av R. Key data points include:

| Season | Team | Fee | Pld | Gls | Ast | Yel | Red | Av R | |
|---------|-----------------|-------|-----|-----|-----|-----|-----|------|------|
| 2024/25 | Dep. Morón | | 16 | 11 | 4 | - | - | 8.06 | |
| 2023/24 | Man City | Rel | 3 | - | - | - | - | 6.33 | |
| 2022/23 | Man City | £157M | 12 | 6 | 2 | 1 | - | 6.75 | |
| 2022/23 | Paris SG | | - | - | - | - | - | - | |
| 2021/22 | Paris SG | | 41 | 24 | 15 | - | - | 7.63 | |
| | TOTAL | £401M | 379 | 222 | 35 | 1 | 0 | - | |
| | This Season | | Pld | Gls | Ast | Yel | Red | PoM | Av R |
| | Non Competitive | | - | - | - | - | - | - | - |
| | League | | 9 | 4 | 3 | - | - | 1 | 7.77 |
| | Cup | | 2 | 1 | - | - | - | - | 8.00 |
| | Continental | | 5 | 6 | 1 | - | - | 3 | 8.60 |
| | International | | - | - | - | - | - | - | - |

Below the table are buttons for Transfer Status, Offer Contract, Move To Reserves, and Actions. At the bottom is a row of reaction icons (like, wow, sad) with a count of 3.



EXAMPLES OF UNSUCCESSFUL POSTS ON FACEBOOK GROUP

Jack Rowan shared a live video.
18 February at 12:05 ·

Captain GG was live — playing Football Manager 2021.
18 February at 11:38 ·

Birthday stream , YHHH BOYYYY
Target-50 Reactions and 5 new stalkers
We are trying to unlock the supporter option, Help me out by watching for at least 60 se... See more

1 Like

Dimitris Parapanis shared a link.
19 February at 06:08 ·

<https://www.youtube.com/watch?v=EbBBiqm2gk>
#footballmanager #fm21 #panionios
panonianea.gr Πανιώνιος ΓΣ Σμύρνης Ποδόσφαιρο / Panionios Football Panionios Gymnastikos Syllogos Smyrnis-Πανιώνιος ΓΣ Panionios

YOUTUBE.COM
Starting to decline | Football Manager 2021 | Panionios | FM21 | Generation Panther #5

Like Share

FM21 THE REYNOLDS WAY WREXHAM EP 36 | LIVERPOOL FA CUP 5TH ROUND | Cobby... <https://youtu.be/jAJtnchb5Pk>

can we raise up the league today and start to push for promotion and fa cup against liverpool
#FM21 #fm2021 #footballmanager21 #Wrexham ... See more

YOUTUBE.COM
FM21 THE REYNOLDS WAY WREXHAM EP 36 | LIVERPOOL FA CUP 5TH ROUND | Cobby - Football...

Like Share

Danfxg shared a link.
17 February at 10:56 ·

New #FM21 Episode!
Project Black Sea | Litex Lovech | Ep.11
Watch here:
<https://youtu.be/TkwtiP6ShGQ>
#FootballManager2021 #WeAreTheCommunity #YouTube

YOUTUBE.COM
FM21 | Project Black Sea | Litex Lovech | Ep.11: The Relegation Phase | Football Manager 2021

Like Share



HC & LO Applications

26

- **#brandConnection:** This LO was strongly applied throughout the recommendation section. I consistently made reference to my growth hack learnings on Challenge Seekers such as their value for intriguing and humorous content. For example, this particular learning was applied in the recommendation for a partnership with FM Rensie where I crafted an intriguing blog post title which should attract a large number of Challenge Seekers. The foundation of this partnership is also the fact that Challenge Seekers appreciate expertise, hence by partnering with FM Rensie, an expert in set pieces, I enjoy spillover effects in the form of perceived expertise, thus encouraging Challenge Seekers to connect with FMH and the content. As a last example, this LO was applied in the recommendation to experiment with video content by expanding to YouTube: I considered congruence of video content with the type of content FMH produces, Challenge Seekers' consumption style (spending their time on YouTube) as well as their value for conciseness. This increased confidence in video content as a means to effectively connect with and acquire more member of my target audience.
- **#iteration:** After noting a difference in read ratio across posts from Growth Hack 3, I explored potential reasons for this result and determined that the use of images to break up text might have had a role to play. This motivated my recommendation to include images in future post to break up the text starting with iterating on the Growth Hack 3 post. This learning on the potential benefit of visuals also spurred the idea to experiment with video content, by repurposing blog posts to YouTube videos. Similarly, after evaluating the impacts of connecting with FM-specific audiences in Growth Hack 2, I iterated on my promotional strategy, for example, by recommending that FM accounts on Twitter be intentionally connected and engaged with, in an attempt to leverage the principle of reciprocity.
- **#propagate:** This LO application was prominent in two recommended strategies: connecting with FM-content creators on Twitter and contacting the FM Network for content dissemination. The first noted that Challenge Seekers are likely to be embedded in the networks of highly followed FM content creators, hence as a means to tap into and propagate FMH's content within such a network, following other content creators and retweeting their content was recommended. This strategy leverages the principle of reciprocity by encouraging the content creators to, in turn, retweet FMH's content and thus propagate it through their network on Twitter. The second recommended strategy explicitly suggests connecting with a hub in the FM network who already encourages new content creators to reach out for their work to be featured. FM Network (the hub) also shares content very similar to that FMH's produces and so this should increase the chances of him agreeing to share FMH's content. By sharing our content with his network, it significantly increases the chances of acquiring new blog readers and members of the intended target audience.
- **#alliances:** I pointed out the strengths and potential disadvantages of an alliance with FM Rensie, narrowing into the specific strengths for both brands to determine which strengths could be combined to create an alliance which is greater than the sum of its parts. I also provided justifications for why FM Rensie might be interested in an alliance and evaluated his brand against mine in terms of brand fit to conclude on if an alliance would be beneficial.



HC & LO Applications



27

- **#audience:** I took my target audience's interest in humorous and intriguing content when making recommendations for future strategies for the brand. An explicit example was the crafting of an intriguing blog post title for a proposed guest author post with FM Rensie. In fact, the actual decision to partner with FM Rensie stems from knowledge that my audience values expertise. I also took my audience's consumption style, platform preference, and content preferences into account, recommending an expansion in video content via YouTube. This follows from the fact that a lot of Challenge Seekers are likely to be searching problems on YouTube and also value concise content (in this case video would be more brief than text).
- **#evidencebased:** (Untagged From Growth Hack 2) I identified the most successful posts across FM groups on social media platforms (see Appendix D above) and discovered that these are typically funny or intriguing posts. This motivated my decision to brand as humorous and adventurous, and has been the basis for a lot of my recommendations and content decisions ever since. I also provided evidence from scholarly sources on the benefits of video content and YouTube to support my recommendation to expand to YouTube and my argument that it allows for FMH to more effectively realize its purpose of effectively educating Challenge Seekers. Lastly, pictorial evidence of FM Network's posted content (see Appendix C) and invitation to content creators (see Appendix B) was provided to increase confidence in my recommendation to reach out to the account as these show both receptiveness to new contacts as well as congruence between FMH's content and the type of content that the FM Network shares.
- **#professionalism:** I crafted a professional and beautiful report that reinforces the consistent brand identity and image that I crafted for FM Hero throughout the course of this semester. All non-original information was properly attributed to its original source in APA-style to abide by the conventions of the field.
- **#confidence:** I demonstrated confidence in my writing and recommendations based on solid background research (e.g. on FM Network, the benefits of video content and the type of content challenge Seekers resonate with) as well as statistically significant results from my growth hacks. This is important to build a convincing case for my recommendations in the mind of the readers and in this hypothetical scenario, in the mind of the individual who will be taking over the brand.
- **#purpose:** I outlined FMH's purpose at the start of the paper and determined underlying values that are consistent and complementary with this purpose. Throughout the paper, I made reference to the purpose, especially when making recommendations (e.g. in my recommendation of video content) to improve confidence and belief in the importance of the recommendation.