

Target Audience and Persona



Sarah Mitchell: Marketing Director looking for Unique Marketing opportunities.

Basic Information

- **Name:** Sarah Mitchell



Demographics

- **Age:** 40
- **Gender:** Female

- **Education:** Master's Degree in Business Administration
- **Ethnicity:** African American
- **Family Status:** Married with one child
- **Social Status:** Mid-level management in her company
- **Income:** \$90,000 annually

Job Title and Responsibilities

- **Job Title:** Marketing Director at Dimensional Innovations
- **Responsibilities:**
 - Develop and manage Marketing strategies
 - Identify and evaluate potential local partnership opportunities
 - Analyze the effectiveness of Marketing campaigns

Goals and Tasks in Relation to the Site

- **Goals:**
 - Explore sponsorship opportunities with small local sports teams
 - Understand the benefits and visibility provided by sponsoring local sports teams
- **Tasks:**
 - Navigate to the sponsorship section of the website
 - Use contact forms or direct email links to reach out to the sponsorship coordinator
 - Explore the club's reach and engagement metrics

Environment

- **Physical:** Accesses the website via desktop at the office and laptop at home
- **Social:** Interacts with colleagues, attends industry networking events.
- **Technological:** Proficient with business software, expects professional and streamlined digital interactions.

Quote

"I'm looking for strategic partnerships that enhance our brand visibility and align with our company values."

Values and Beliefs

- **Values:** Professionalism, strategic growth, brand alignment, community impact
- **Beliefs:** Strong partnerships can drive mutual growth and community engagement

Passions and Interests

- Passionate about corporate social responsibility, enjoys networking, interested in sports marketing

Dreams and Goals

- Aims to secure high-impact sponsorships that elevate her company's market presence and support community initiatives

Political Leaning

- Centrist, focuses on pragmatic and inclusive business practices

Personality Characteristics

- Strategic thinker, results-oriented, excellent communicator, detail-focused

Motivations

- Motivated by the potential for brand growth, community impact, and successful partnership outcomes
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Behavior on the Website

Trust Builders

- **Professional Presentation:** Clean, well-organized sponsorship sections with clear information
- **Success Metrics:** Display data on audience reach, engagement statistics, and past sponsorship successes
- **Transparent Communication:** Clear contact information and responsive communication channels

Top Pages Viewed

- **Sponsorship Opportunities:** Detailed information on different sponsorship packages
- **About Us:** Information about SSFC's mission, values, and community involvement
- **News and Updates:** Recent achievements and upcoming events that highlight the club's visibility
- **Contact Page:** Easy access to contact forms or direct email links for sponsorship inquiries

Call-to-Actions Likely to Complete

- **Download Sponsorship Proposal:** Access detailed documents outlining sponsorship benefits
- **Contact Sponsorship Team:** Fill out contact forms or use provided email links to initiate discussions

- **Request a Meeting:** Schedule a meeting with SSFC's sponsorship coordinator

Psychological Hurdles

- **Lack of Detailed Information:** May hesitate if sponsorship benefits and metrics are not clearly outlined
- **Complex Navigation:** Frustration if finding sponsorship information requires excessive clicks
- **Unprofessional Design:** Could perceive the club as disorganized or unprofessional if the website lacks polish

Keywords Used in Google

- "Sunflower State FC sponsorship opportunities"
- "SSFC corporate partnerships"
- "Sponsor local soccer team"
- "Semi professional soccer teams near me"

Reasons to Share Content

- Sees the value in showcasing successful sponsorships.
- Interested in promoting community-focused partnerships

Jose Antonio Reyes: Aspiring Soccer Player

Basic Information

- **Name:** Jose Antonio Reyes



Demographics

- **Age:** 18
- **Gender:** Male
- **Education:** Currently enrolled in Community College (Pursuing a degree in Sports Management)
- **Ethnicity:** Hispanic American
- **Family Status:** Single, living with parents
- **Social Status:** Active in local soccer leagues and college teams
- **Income:** \$25,000 annually (part-time job and scholarships)

Job Title and Responsibilities

- **Job Title:** Student-Athlete
- **Responsibilities:**
 - Attend classes and maintain academic performance
 - Train and participate in soccer matches
 - Engage in team meetings and community outreach programs
 - Balance studies, athletics, and part-time work

Goals and Tasks in Relation to the Site

- **Goals:**

- Explore opportunities to join or trial for local soccer teams.
- Access information on training programs and player development.
- Stay informed about club activities and player news.
- Connect with the club's coaching staff and management.
- **Tasks:**
 - Navigate to the player sign-up or trial section
 - Submit applications or registration forms for trials
 - Browse training resources and player profiles
 - Engage with content related to player development and opportunities

Environment

- **Physical:** Accesses the website via laptop at college and smartphone on the go
- **Social:** Connected with teammates, coaches, and local soccer communities
- **Technological:** Tech-savvy, expects modern interfaces and mobile-friendly design

Quote

"I'm looking for opportunities to advance my soccer career and connect with a professional club like SSFC."

Values and Beliefs

- **Values:** Personal growth, athletic excellence, teamwork, and community support
- **Beliefs:** Believes in the power of sports to transform lives and create opportunities

Passions and Interests

- Passionate about soccer, interested in sports management, enjoys fitness and healthy living

Dreams and Goals

- Aspires to play professionally, aims to secure a position within SSFC's player roster, dreams of contributing to the club's success, while treating the club as a stepping stone to get to the next level.

Political Leaning

- Progressive, supportive of equal opportunities and diversity in sports

Personality Characteristics

- Ambitious, disciplined, motivated, proactive, and team-oriented

Motivations

- Motivated by the desire to advance his soccer career, seeks recognition and opportunities for growth within the club
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Behavior on the Website

Trust Builders

- **Transparency in Opportunities:** Clear information about trials, sign-ups, and selection processes
- **Success Stories:** Showcasing current players' journeys and achievements
- **Professional Appearance:** Modern, well-organized design that reflects the club's professionalism

Top Pages Viewed

- **Player Sign-Up/Trials:** Information and forms for joining the team
- **Training Programs:** Details on training schedules, facilities, and coaching staff
- **Player Profiles:** Current team members' profiles and success stories
- **Career Opportunities:** Information on internships, coaching positions, and other roles within the club

Call-to-Actions Likely to Complete

- **Sign Up for Trials:** Filling out application forms for player trials
- **Join Training Programs:** Registering for training sessions or camps
- **Subscribe to Player News:** Signing up for newsletters focused on player development

Psychological Hurdles

- **Unclear Application Processes:** May feel overwhelmed if the sign-up or trial application is not straightforward
- **Lack of Information:** Could be discouraged if details about opportunities are vague or missing
- **Poor Mobile Experience:** Frustration if the website is not fully responsive, hindering access on mobile devices

Keywords Used in Google

- "Join Sunflower State FC"
- "Local soccer trials"
- "Sunflower State FC player registration"
- "Sunflower State FC training programs"

Reasons to Share Content

- Shares inspiring player stories and opportunities with peers
- Excited about trial dates and events, encourages teammates to join

Tom Baker: Super Fan

- **Name:** Tom Baker



Demographics

- **Job Title:** Sales Engineer at an Industrial Manufacturing Company
- **Responsibilities:**
 - Provide technical expertise and support to clients
 - Develop and maintain relationships with customers
 - Collaborate with engineering teams to customize solutions
 - Prepare and deliver technical presentations and proposals
 - Attend industry conferences and trade shows to promote products

Goals and Tasks in Relation to the Site

- **Goals:**
 - Stay updated with the latest club news and match results

- Purchase tickets for home and away matches, especially in the supporters' section
- Buy official merchandise (scarves, jerseys)
- Engage with other fans through forums or social media integrations
- Participate in fan events, chants, and activities.
- **Tasks:**
 - Navigate to the news and updates section for the latest information
 - Use the ticket purchasing system to secure seats in the most passionate fan areas
 - Browse the merchandise store for fan gear
 - Join fan clubs or sign up for newsletters
 - Access multimedia content like match highlights, fan chants, and behind-the-scenes footage

Environment

- **Physical:** Accesses the website via desktop at home and smartphone while traveling for work
- **Social:** Active member of local soccer fan clubs, organizes watch parties and group outings with fellow fans
- **Technological:** Proficient with technology, utilizes social media and online forums to connect with the soccer community

Quote

"I live and breathe soccer"

Values and Beliefs

- **Values:** Passionate support, camaraderie, tradition, authenticity, and community involvement
- **Beliefs:** Soccer is more than a sport, it's a culture that unites people and enriches life

Passions and Interests

- Deeply interested in soccer history.
- Enjoys traveling to matches, both locally and abroad
- Collects soccer memorabilia and vintage jerseys
- Loves organizing fan gatherings and participating in traditional chants and rituals

Dreams and Goals

- Dreams of creating an authentic soccer fan experience in the Sunflower State
- Aims to unite local fans to support SSFC.

- Wants to see SSFC recognized locally for having the most passionate and dedicated fan base

Political Leaning

- Moderate, with a focus on community building and cultural engagement

Personality Characteristics

- Energetic, outgoing, enthusiastic
- Community-driven and highly loyal
- Charismatic leader within fan circles

Motivations

- Motivated by a love of soccer and a desire to build a strong, connected fan community
 - Seeks to enhance the match-day atmosphere and share his passion with others
 - Balances a busy professional life with his dedication to the club
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Behavior on the Website

Trust Builders

- **Authentic Content:** Seeks news, updates, and multimedia that resonate with dedicated fans
- **Interactive Features:** Values forums, comment sections, and social media integrations for fan engagement
- **Fan Recognition:** Appreciates when the club highlights and acknowledges its passionate supporters

Top Pages Viewed

- **News and Updates:** Latest match results, player news, and club announcements
- **Ticket Sales:** Options to purchase tickets in the supporters' section
- **Merchandise Store:** Fan gear such as scarves, jerseys, and collectibles that reflect British soccer culture
- **Multimedia Content:** Match highlights, behind-the-scenes footage, and fan-created content

Call-to-Actions Likely to Complete

- **Buy Tickets:** Especially in areas designated for passionate supporters
- **Join the Fan Club:** Sign-up forms for official fan groups and newsletters

- **Shop Fan Gear:** Direct links to purchase merchandise that aligns with his fan culture interests.

Psychological Hurdles

- **Lack of Interactive Features:** May feel disconnected if there are no forums or social engagement tools
- **Complex Navigation:** Could be frustrated if it's difficult to find fan-specific sections or resources

Keywords Used in Google

- "SSFC supporters section tickets"
- "Sunflower State FC fan chants"
- "Join SSFC fan club"
- "Sunflower State FC British-style merchandise"
- "Authentic soccer fan culture in the US"

Reasons to Share Content

- Wants to build excitement and community among fans
- Promotes events and encourages others to attend matches
- Shares multimedia content to enhance the collective fan experience
- Enjoys highlighting the club's efforts to embrace fan culture