

Client Overview

Client Profile

Flower City Soccer League (FCSL) contributes to the personal, physical, and academic growth of urban youth through soccer. Coaches act as youth mentors to improve player self-esteem, cooperation and communication, fair play, problem solving, and balancing individual accomplishments in favor of reaching objectives as a team. As a non-profit organization, FCSL strives for volunteer/player involvement and personal donations.

Established in 1994 in Rochester, NY, Flower City Soccer League created an online presence on October 30, 2008 with the URL, <http://www.flowercitysoccerleague.com>. FCSL relies on Sport NGIN (<http://sport.ngin.com>) to manage their website. The company uses Google Analytics to track various website goals.

Market Analysis

The Flower City Soccer League is currently targeting players that include both boys and girls ages 3-18, coaches/volunteers, and donors from the Greater Rochester Community. The organization is heavily focused on inner city residence as their primary target. One of the organization's competitive advantages is that the program is free for all participants. Another competitive advantage is its sponsorship through New York Premier Soccer and the U.S. Youth Soccer League. These sponsorships give the FCSL credibility and support. Another advantage to the organization is that it has both an indoor league and outdoor league available for its participants. This helps avoid any seasonality issues with its services since soccer tends to be a summer and fall sport.

The lack of funds to market the organization is also a weakness. It leaves the organization very limited in terms of resources needed to support more participation and the every day functions of league. Flower City Soccer League looks to focus its marketing on promoting leadership and mentor programs to children within the city of Rochester, NY.

Current Marketing

Website uses, e.g. sales, customer service

The main use for the Flower City Soccer League website is to provide information about the leagues and schedule of games. On the site, players can register, view schedules, and see scores. The site is designed to allow for donations to the program in terms of money and through their cleat donation program.

Website Strengths and Weaknesses

Looking at Flower City Soccer League's current state, there are numerous strengths and weaknesses that differentiate themselves from their competitors. Their website, <http://www.flowercitysoccerleague.com>, is aesthetically pleasing in terms of graphic design, color scheme, text size and ease-of-navigation. The contrast between the links, body text, and display text are consistent and easy on the eye. Another strength is that the content management system is built and controlled by NGIN Sports- a platform used by thousands of sports teams and organizations around the world.

A weakness of FCSL's website is that the donation link is currently unsecured. This could make people choose to not donate online. Another issues with the current website is that the website certificates are expired. There are some dead links on the page and the multi-step registration/donation process can get confusing for non-internet-savvy users. These weaknesses can be easily fixed.

Website Visibility

FCSL's page rank is currently 0/10. There is currently one back-link to FCSL's website.

Conclusion

Flower City Soccer League is a non-profit organization that is looking to increase its visibility in the Greater Rochester, NY area through the use of Google AdWords. The company wants to focus on bringing in new traffic by directing them to specific landing pages. Once new traffic has arrived, the company's ultimate goal is to increase the number of clients playing in their soccer leagues. Flower City Soccer League believes that once clients are comfortable with their organization, donations will increase. Therefore, our team's main objective is to increase traffic to Flower City Soccer League by using highly-specific keywords with the objective of bringing in new clients.

Proposed AdWords Strategy

Ad Group 1: Increase General Awareness



Keyword Examples

Michael Lopez	Urban Youth Program
Rochester Youth Soccer	Junior Soccer League
Childrens Soccer League	U-17 Soccer League

The Flower City Soccer League is not as competitive of a soccer program as some of the premier and travel teams in the Rochester, NY area. As a result, this ad group will use a number

of generic keywords based around the idea of youth soccer, soccer leagues for children, the American Youth Soccer Organization, and the names of the various teams in the area. The goal of this ad group is to increase overall participation in the Flower City Soccer League program. We will measure this goal by inquiries concerning the program.

Ad Group 2: Increase New Participants

Kids After School Program Flower City Soccer League. Off the streets and on the field. www.flowercitysoccer.com	Keyword Examples	
	After School Programs	Rochester Big Sister
	Youth Programs	Volunteer Mentor
	Rochester Big Brother	After School Programming

One of the original goals of the Flower City Soccer League was to serve as a way to keep children off of the streets and occupy them so that they do not become involved in drugs or gangs. The league’s target demographic consists of children living in the city of Rochester with 83% of this group living at or below the poverty line. Parents, family friends, or educators may be searching for an after school program in Rochester in order to keep the children out of trouble. We will measure our goal of increasing new participants by comparing previous year’s outdoor season to the current outdoor season.

Ad Group 3: Increase Number of Volunteers

Volunteer for Kids Soccer Be a Mentor for Inner City Players. Change Lives of Children Ages 3-17 www.flowercitysoccer.com	Keyword Examples	
	Help Rochester	Community Service
	Help Youth Soccer	Soccer Volunteers
	Rochester Volunteer Work	Soccer Coach

There are many groups in the Greater Rochester area that spend their time performing community service or volunteering in order to better the community. The Flower City Soccer League relies on volunteers to perform many key duties such as coaching teams and helping with daily business activities. In 2010, there were 50 volunteers at Flower City Soccer League. Our goal for this company after our campaign is to increase their volunteer number by 5% the following season.

Ad Group 4: Increase Forums and Inquiries Regarding Donations

Donate to a Non-Profit Flower City Soccer League. Mentor/Leadership Soccer Program www.flowercitysoccerleague.com	Keyword Examples	
	Donate to Good Cause	Donate for Rochester
	Used Soccer Shoes	Used Soccer Stuff
	Soccer Donations	Rochester Charity

Finally, The Flower City Soccer League needs donations in order to provide the participating children (many of whom cannot afford the necessary footwear) with equipment and tournament fees. Donation bins are located throughout the Rochester area for uniforms, shin guards and soccer cleats. Flower City Soccer League actively searches for donations year-round. Our goal to measure this aspect of the company is to simply get the user to the donation page from ad. We cannot make users donate. But getting them to the donation page is a great start to increasing donations.

Daily and Weekly Plans for Spending Campaign Budget

Our group plans allocate 20% of our \$200 dollar budget for the first week with the goal of finding the most important keywords. The second week we will allocate 40% of our budget and the last week we use the rest of our funds.

Target Audience Settings

The audience settings should be located in Rochester between the ages of 18 to 60. This audience resides in the city of Rochester and surrounding suburbs.

Geotargeting

Our campaign will be targeting the Rochester, New York area. Considering that this is a program designed specifically for inner city adolescents of Rochester, NY, it would only make sense to target that surrounding area. The Greater Rochester, NY area has a number of premier teams and soccer leagues in the area; however, some of these programs can cost a family thousands of dollars. Flower City Soccer's target market lives well below the poverty line and thus cannot afford the premier programs. Many of these programs are located in the suburbs of Rochester in areas like Pittsford, Brighton, and Webster. The reach of these programs does not extend into urban Rochester where Flower City is based. Ads will be targeted for the City of Rochester rather than the greater metro area.

Goals for Impressions, Clicks, CPC and CTR

For the first round of our campaign, we have a Click-Through-Rate goal of 2.00%. This is due to the fact that, at the early stages of the campaign, we are determining which keywords are deemed successful and unsuccessful.

Proposed Success Metrics

FCSL's main focus for this campaign is to increase traffic to their site. They believe that an increase in traffic would result in an increase of participants.