



4Goal Consultancy

A detailed approach to U.S. Market integration

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School of Business

Table of Contents

1. Executive Summary.....	Pg.2
2. Consultancy Overview.....	Pg.3
2.1 Objectives	
2.2 Client Profile	
3. Market Analysis.....	Pg.4
3.1 Target Audience	
3.2 SWOT Analysis	
4. Observations.....	Pg.6
5. Contact List.....	Pg.7
6. Roadblocks and Barriers.....	Pg.7
6.1 Value	
6.2 Budget	
6.3 What you tried in other countries might work in the US	
7. Final Recommendations.....	Pg.8
7.1 Clubs/Academies	
7.2 Parental Reach	
7.3 Event marketing	
8. Conclusion.....	Pg.9
9. Appendix.....	Pg.11

Executive Summary

4Goal, an innovative Polish online social media platform, has carved a niche within the football community and is poised to extend its reach to the U.S. market. Our extensive market research and competitor analysis have revealed a significant opportunity for 4Goal to tap into the burgeoning interest in football across the United States, particularly among the youth. The platform's unique offering sets it apart in a market that lacks a dedicated social media space for football enthusiasts.

Recognizing the importance of grassroots support, we have proactively engaged with youth football clubs and academies to establish potential partnerships. These alliances foster organic growth and enhance 4Goal's visibility within the core football community. Our tailored marketing strategies are designed to resonate with the U.S. audience, combining digital marketing initiatives, community events, and collaborations with influential figures in the football world to drive user engagement and platform growth.

We recommend that 4Goal focuses on building relationships with local football organizations to gain credibility, customizes its content to reflect the cultural nuances of the U.S. football scene, and launches targeted marketing campaigns that coincide with key football events and milestones. Additionally, leveraging football influencers can significantly boost brand recognition and user interaction.

In conclusion, the strategic integration of 4Goal into the U.S. market holds great promise. By implementing our recommendations, 4Goal is well-positioned to become the premier social media platform for football aficionados in the United States, ensuring long-term growth and a strong community presence.

Consultancy Overview

2.1 Objective

The objective of this report is to help 4Goal in its expansion to the US football market by developing an action plan for the app. The action plan will also address improving its current business plan to make it more desirable to the US market and its potential partners and users. The report overall will address everything and give recommendations on how 4Goal can achieve its ideas.

2.2 Client Profile

4Goal is a Polish football app that is looking to expand its users and resources to the US market. They are an app that focuses only on football and young football players. Football players can upload short video clips of their football skills. In addition, trainers can post short training videos to help young footballer advance their skills and nutritionists can also post clips on diets that will keep a young footballer sharp and in shape.

It is a way for young footballers to build their careers and record how they are improving. It exposes them to a wide range of other footballers, techniques, and ideas where they can improve themselves. Scouts will also be able to see improvements, but also find footballers who might not have other resources than the app to expose themselves. This is also something that 4Goal is looking to expand to. 4Goal has also expanded their app to AI and they are the first app of their kind to use AI for their video clip.

Market Analysis

3.1 Target Audience

4Goal's current target audience for its users is the age range of 8-14 years old. We believe expanding this target age range to be from 8-22 years old in order to capture the college athlete audience which is so prevalent in the U.S. Having a bigger age range helps grow the app and the older users can also act as a resource. They can post those basic training videos and basic nutritionist videos as well. Also, expanding the age range helps young users get inspired because they can see the potential in older football players. There are a lot of benefits to having a wider age range and will help the app expand anywhere.

Additionally, we believe targeting the parents of young football players would aid in generating users. They are the decision-makers and serve as the ones deciding if they allow their kids to download the app. They will also spread the word to other parents within the network of their clubs/academies. Parents in the US trust and rely on other parents, especially in sports.

Another target audience is the trainers and nutritionists. Targeting this demographic is beneficial because they make basic videos to help young footballers improve. They are also the ones who will spread the word about 4Goal to other trainers and nutritionists who could be interested in using the app and creating content. The increase in the popularity of football in the United States further amplifies our interest in this target demographic.

3.2 SWOT Analysis

Strengths:

Niche Focus: The 4Goal app specifically targets the sports community, particularly young football players. Its niche focus allows it to tailor content and features to this specific audience.

Active Community: The app boasts an active community of football enthusiasts who engage with each other's content.

User-Generated Content: The app encourages users to showcase their football skills through short videos, which can drive engagement and user-generated content.

Weaknesses:

Limited Marketing Budget: The app faces budget constraints, which could impact its ability to compete with larger players in the U.S. market.

Resource Constraints: With fewer resources and employees, scaling operations and marketing efforts might be challenging.

Competition: The U.S. market is saturated with social media platforms, making it difficult for a new app to stand out.

Opportunities:

Growing Interest in Sports: The U.S. has a strong sports culture, and interest in football continues to rise. Figures such as Lionel Messi and David Beckham have recently become advocates for the MLS (U.S. professional football). The 4Goal app can tap into this trend.

Partnerships with Football Academies: Collaborating with football academies, coaches, and scouts can help the app gain credibility and attract young talent.

Localized Content: Customizing content for U.S. users, including local football news, events, and challenges, can enhance engagement.

Threats:

Competition from Established Platforms: Established social media platforms (e.g., Instagram, TikTok) already dominate the U.S. market. The 4Goal app needs to differentiate itself.

Economic Conditions: Economic downturns or uncertainties can impact user engagement and

advertising budgets.

User Acquisition Costs: Acquiring new users can be expensive, especially in a competitive market.

In summary, the 4Goal app has a unique niche and engaged community, but it must address resource limitations and competition. Leveraging partnerships, localized content, and a clear value proposition will be crucial for successful integration into the U.S. market.

Observations

Some observations that were made during the time with 4Goal is that clubs and academies are looking for value. Value is important for a company to have and if users do not see that right away then that will become an issue. The value of a company should be easily seen and discovered because that is what ultimately makes users want to use the app. Making sure that the values are not just catering to users, but also clubs and trainers is something 4Goal needs to layout.

Another observation is that football is growing rapidly in the U.S. Football is a very popular sport around the world, but in the U.S., since we house so many other sports, it is not as popular as in Europe. But it is growing rapidly and more people are starting to appreciate football. With Messi joining MLS that is a gateway for football to become even more popular in the U.S.

A final observation is a relatively high interest in American high schoolers in football. While conducting a general trend analysis, we found that the number of participants in U.S. high school soccer programs recorded an all-time high in the 2018/19 season. This includes 850 thousand boys and girls playing the sport across the country. This paints an optimistic picture for a company like 4Goal trying to enter an emerging market with huge financial potential.

Contact List

Part of the action plan was to reach out to clubs and academies. We compiled a contact list that will help the 4Goal App team with outreach to form strategic partnerships in the U.S. (see Appendix A). This list of contacts consists of different clubs that have either responded, have the potential to respond, have great influence, and will want to partner with 4Goal. The list has the name of the contact, the club, and the phone number or email of that person or club. Most clubs also have websites or social media where it might be easier to connect and form a bond where a partnership can take place.

Roadblocks and Barriers

6.1 Value

Value is extremely important to any company that is looking to expand their company. When working for 4Goal and coming up with action plans on where they can expand, value was the number one question that often came up. Many clubs, academies, trainers, and nutritionists are looking for the value and how it benefits them. For the players and users, the value is expanding their skills and learning new techniques and diets that will help them grow as a player. For clubs, academies, trainers, and nutritionists that was a harder question to answer. The value is what will spark interest in clubs and trainers and how 4Goal can get more users and content. We were unable to accurately measure the value that 4Goal was trying to provide to these clubs and this made them reluctant to continue our conversation with us. The first contact between any business is the most crucial since it is the most important moment to form a lasting impression. Due to lapses of communication with our client, we were unable to decipher the exact value we were bringing to these potential partners and thus initial attempts for partnership talks were met unfavorably.

6.2 Budget

4Goal does not currently have a budget in place for endorsements and advertisements which is concerning. Having no budget is a dangerous game for the company because clubs and trainers can ask for anything. A budget will help 4Goal control who they want to work with and where they get their money's worth. 4Goal also did not expect to need a budget for marketing as they had done well without it previously.

6.3 What you tried in other countries might work in the US

4Goal primarily used social media marketing (specifically influencer marketing) to initially market in European states. This worked relatively well for them due to the younger age of influencers on the platform and thus not requiring a substantial financial investment from the team. This approach can be used as a way of generating interest among young adolescents who are frequent users of social media. This interest would then translate into increased downloads and greater word-of-mouth promotion for the application.

This strategy primarily worked for them in Central European countries where social media usage is prevalent.

Final Recommendations

7.1 Clubs/Academies

While not the primary target, establishing partnerships with football clubs and academies across the United States could be a game-changer for 4Goal's player development and talent identification initiatives. To entice these organizations, we suggest offering exclusive benefits such as access to advanced analytics tools, promotional opportunities within the app, and tailored training programs. Our approach involves personalized outreach to key decision-makers within

these establishments, fostering enduring relationships founded on mutual trust and shared objectives.

7.2 Parental Reach

Targeted marketing campaigns aimed at parents of young football players are essential to elevate awareness and adoption of the 4Goal app. Addressing parental concerns regarding safety, skill enhancement, and academic progression positions 4Goal as an indispensable ally in their child's athletic journey. To amplify our message and stimulate word-of-mouth referrals within the parent community, we propose leveraging social media influencers and parenting forums. Additionally, hosting webinars or virtual Q&A sessions offers a direct channel to engage with parents, addressing inquiries and feedback effectively.

7.3 Event marketing

Leverage event marketing strategies to bolster brand visibility and engagement within the U.S. football community. Sponsorship of local tournaments, coupled with interactive demonstrations and workshops showcasing 4Goal's features, serves to captivate participants and attendees. Further, the distribution of branded merchandise reinforces brand presence and fosters a sense of belonging among users. Collaborating closely with event organizers enables seamless integration of 4Goal into promotional materials and communication channels, harnessing the excitement and vibrancy of live events to attract fresh users and fortify existing bonds.

Conclusion

The US football market offers chances and obstacles for 4Goal's expansion. Success can be achieved by utilizing its user-generated content, lively community, and specialized focus in addition to strategic alliances with clubs, focused parental outreach, and event promotion. However, it's crucial to address financial limitations, present distinct value propositions, and

modify plans in response to the particular requirements of the US market. 4Goal can become a significant resource for young football players, trainers, and clubs by adopting a focused strategy and demonstrating a dedication to innovation. This will improve player development and promote a thriving football community in the United States.

Appendix A

Club: Cheshire Football Club

Contact Name: DJ

Contact Info: (203) 558-5711

Status: Reached out to DJ and he is interested in the app, and wants to hear more details about it

Club: Connecticut Football Club (South Contact)/(North Contact)

Contact Name: Dorie Augur (South Contact)/Lauren Murphy (North Contact)

Contact Info: dorie.augur@thenaplesco.com / Lauren.cfcnorth@gmail.com

- Potential Events & Contacts
 - 2024 CFC June Cup and Showcase, June 7th, 2024
 - Dorie Augur, CFC South Administrator:
 - Lauren Murphy, CFC North Administrator:

Club: Connecticut Soccer Club

Contact Info: info@connecticutsoccerclub.com (212) 203-6187

Club: Revolution United FC

Contact Info: info@revolutionunitedfc.com (203) 939-3022

Website: <https://revolutionunitedfc.com/contact-us/>

Club: USSAA (US Soccer Agents Association)

Contact Info: members@ussocceragents.org

Status: Reached out but they want more value from the app and how it will benefit them. Ask about their weekly newsletter again.

Club: Chelsea Piers Soccer Club

Contact Info: CPSSC@chelseapiers.com

Club: JA Elite Soccer Academy

Contact Info: admin@jaelitesoccer.com, (203) 295-4142

Club: Florida Elite Soccer Academy

Contact Info: Info@FloridaEliteSA.com

Club: Brazil Soccer Academy

Contact Info: bsabrazilsoccerflorida@gmail.com

Events:

- New England Surf Labor Day Classic, August 30th 2024
 - Luke Rothero, Regional Director: luke@newenglandsurf.com