

— FOR FOOTBALL CLUBS

Football should be for the fans.

We guide the club step by step to grow fan engagement, and we measure the money those fans bring in. The programme is simple and flexible, and shaped around what the club needs.

FANS

REVENUE

01

Look: a platform fans want to stay on

02

Engage: bring fans in and keep them busy

03

Earn: turn the traffic into revenue

04

Measure what the fans bring in

THE OPPORTUNITY

Engaged supporters are where the revenue comes from.

Supporters who follow the club closely come to more matches, buy more from the store and renew their memberships, and sponsors pay more to reach them. The club's own website, store and app are where that attention can be kept. On social platforms and third-party sites, the audience and its data belong to someone else.

PHASE 1 · LOOK**A platform fans stay on**

If the site looks dated or is hard to use on a phone, fans close it straight away. First, the club's website, store and app must look good and work well.

PHASE 2 · ENGAGE**Bring them in, keep them busy**

Campaigns, polls, quizzes and predictions bring fans in and keep the platform lively, so they sign up and come back.

PHASE 3 · EARN**Revenue, once fans are there**

Banners for store products and discounts, the next match and club events. With the traffic in place, partners can pay for banner space too.

WHERE WE START · FREE

Where is the club losing fans today?

Before we change anything, we go through the club's website, store and app the way a supporter would, on a phone and on a desktop. We show where fans drop off before they register or buy, and which fixes will bring the most back for the least effort. The audit is free, needs no access to your systems and commits you to nothing. It gives us the starting point that every result is measured against.

— PHASE 1 · LOOK

First, a platform that looks the part.

Fans judge a site in seconds. If it looks dated, loads slowly or is hard to use on a phone, they close it and go back to social media. So the first job is a platform that looks good and is full of what fans come for.

Next match	Kickoff, opponent, tickets and how to get there, at the top of every page.
Match centre	Preview, line-ups, live updates and the match report, all on the club's own site.
Results & news	Fixtures, results, the league table, match reports and video, always up to date.
Every team	Squads, fixtures and results for the women's team, youth teams and academy, not only the first team.
Made for phones	Designed for mobile first, and quick to load on mobile data.

— PHASE 2 · ENGAGE

Then, bring the fans in and keep them busy.

Campaigns, polls, quizzes and predictions keep the platform lively and give fans a reason to sign up and come back. These channels bring them there, each with its own tracked link.

MATCHDAY**In the stadium**

QR codes on the big screen, in the programme and on seats, pointing to live polls, player of the match voting and the match centre. On matchday the club's most engaged fans are all in one place.

SOCIAL**From social to the club's site**

Social posts link to content that only exists on the club's site: full match reports, extended highlights, polls, quizzes and giveaways.

SEARCH**Being found**

Search the club's name and Google already shows the results, the table and the next match, so fans have no reason to click through. We make sure the club's site is the first link, with direct links to tickets and the shop, and gives fans what Google can't: highlights, polls and every team's news.

ALL TEAMS**More than the first team**

Pages for the women's team, youth teams and academy give players' families and friends a reason to sign up, follow their team every week and share it with each other.

— HOW WE WORK

Six weeks, three phases.

The audit uses only what any fan can see. We then sit down with whoever runs the club's technology, in-house or suppliers, and build a shared dashboard of every task, each with an estimate and a delivery date. Your technical teams usually do the build, and we follow up until every task is delivered as agreed. When the weekly hours allow, we work on the code ourselves.

Week 0

Free

Audit and baseline

- Audit report showing where fans are lost, with fixes ranked by value.
- Review meeting to agree priorities and build the shared task dashboard.
- Baseline taken of every metric we will report on (see page 5).

Weeks 1–2

Look

A platform that looks good

- Analytics, consent and conversion tracking set up first, so every result can be proven.
- Design, mobile and speed fixes. The next match, tickets and store at the top of the homepage.
- The information fans look for, for every team in the club.

Weeks 3–4

Engage

Bring the fans in and keep them busy

- Stadium QR codes, social links and search optimisation.
- Campaigns, polls, quizzes and predictions that keep the platform lively.
- Supporter sign-up, newsletter and notification opt-ins, with consent recorded.

Weeks 5–6

Earn

Turn the traffic into revenue

- Banners for store products and discounts, the next match and club events.
- Banner space offered to partners, with reporting on how their banners perform.
- Results report: fans, sign-ups and sales compared against the week-0 baseline.

The programme is simple and flexible. The order of work comes from the audit and from what the club needs most, and the club can extend it week by week.

— MEASUREMENT PLAN

Every euro spent is reported against a number.

We record a baseline before we change anything. We then report the same figures as the programme runs, so progress is measured against where the club started rather than against our promises.

METRIC	WHAT IT TELLS THE CLUB	SOURCE
REACH		
Monthly unique visitors	How many supporters the club reaches on its own channels.	Analytics
Visits from search	Whether the club is being found without paying for it.	Search Console
ENGAGEMENT		
Registered supporters	The size of the audience the club owns and can contact directly.	Accounts database
Newsletter & notification opt-ins	How many supporters the club can reach without paying a platform.	Email / push tool
Returning visitors, matchday visits	Whether fans make the site part of their matchday.	Analytics
Poll, prediction & campaign entries	How many supporters take part rather than just read.	Club website
REVENUE		
Store conversion rate & order value	How much of the attention becomes sales.	Online store
Ticket & membership click-throughs	How much demand the site sends to ticketing.	Analytics + ticketing
Banner views & clicks	What each banner delivers, and figures to show partners who pay for space.	Analytics
QUALITY		
Audit score (0–100)	The same framework re-run at the end of the programme, for a direct comparison with the start.	OneNil audit

Weekly

A short report covering what was done, what is next, and any issues that need the club's input.

Mid-programme

After week 3, a dashboard of every metric above against the baseline, with a call to go through it.

End of programme

The re-audit, a before-and-after report and a recommendation for what to do next.

We agree targets with the club once the baseline is in, not before. Figures invented before anything has been measured would only be guesses. Measurement uses privacy-compliant, consent-based analytics in line with GDPR.

— INVESTMENT

One simple weekly rate.

The audit is free. After that, the club pays €500 a week for 20 hours of our time. The programme takes six weeks, and the club decides whether to continue.

€500 / week

20 hours of our time, every week.

- A shared task dashboard with your technical teams, with estimates and delivery dates
- Hands-on design and development, when the weekly hours allow
- Analytics setup and fan campaigns
- Weekly progress report and results calls

INCLUDED FREE

The digital audit, the review meeting and the week-0 baseline. You decide whether to continue once you have read the report.

No lock-in. Everything we build, and all data collected, belongs to the club.

A named contact on our side, and a written plan for every week before the work starts.

RECOMMENDED

Fan programme

€3,000 6 weeks

120 hours. The three phases on page 4, look, engage and earn, with a results report at the end.

Extra weeks

€500 per week

Extend the programme week by week, at the same rate, for as long as the club needs.

Ongoing

On request

Continuous improvement and matchday support after the programme ends. Scope and terms are agreed with the club.

What it takes to pay for itself: the six-week programme costs €3,000. That is 50 store orders of €60. Every fan after that, and every fan they bring with them, is gain for the club.

— NEXT STEPS

- 1 Request the free audit.** Send the club's name and website address to sales@onenil.eu or through onenil.eu/audit, and we show you where the club is losing fans.
- 2 Read the report** and go through it with us in a review meeting.
- 3 Start the six-week programme**, or keep the report and act on it yourselves. Either way the report is yours.

Prices in euros. Third-party costs such as the club's own suppliers, hosting, paid tools, advertising and printing are not included and are only incurred with the club's approval. This programme runs on the club's existing channels. A move to the OneNil platform is a separate offer, discussed on request.