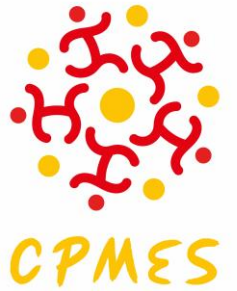


Module 5

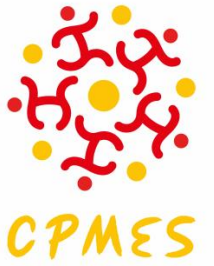


MARKETING AND COMMUNICATION IN SPORT



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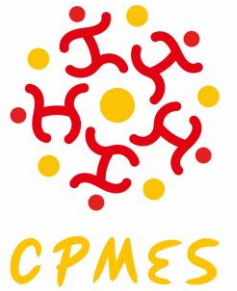
Marketing & Communication in the field of Sports



- ❖ Sports Marketing Focuses on the promotion of sports products, teams, events and services related to sports. Sports marketing has been constructed to meet the specific need and wants of the consumers in the particular field of sports.
- ❖ Sports marketing uses different verbal, written and digital techniques to efficiently and effectively target and disseminate information to specific target audience within the field of sport.
- ❖ The strategies of sports marketing also take advantage of the traditional 4 P's marketing rule while adding an additional 4 P's for the Sports industry. This is referred to as the "Sports Marketing Mix".



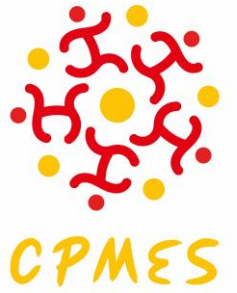
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- Traditional 4 P's of marketing
 - PRICE
 - Product
 - Promotion
 - Place
- Sports Marketing Mix 4 P's
 - Planning
 - Packaging
 - Positioning
 - Perception



Marketing & Communication in the field of Sports



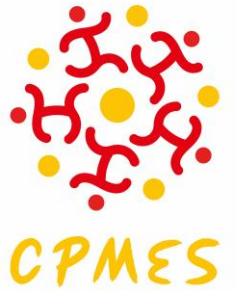
Sports marketing is divided into three sectors:

- The advertisement of sports or sports associations;
- The advertisement of Sporting Events, Sporting Teams & Individual Athletes;
- The Promotion of sports to public in order to increase the participation of sports.



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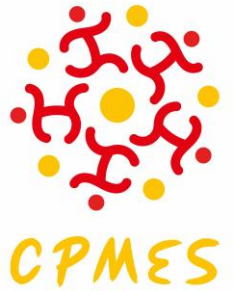
Marketing & Communication in the field of Sports



- In the first sector the promotion is directly related to sports and is called (Marketing of Sports). An example of this is the Olympics or Team Sports.
- In the second sector the product can be directly related but also doesn't have to be directly related to sport, but you sports in order to advertise this is called (Marketing Through Sports). An example of this is an athlete endorsing a product that not necessarily has to do with sports.
- The third sector is about increasing participation of sports This is called (Grass Roots Sports). An example of this is the use of sponsorships of teams, athletes and the advertisement of sports or different media such as radio, television, billboards etc.



Marketing & Communication in the field of Sports



Communication is said to be the exchange of information through a medium. And Communication is an important part of life and marketing. Communication in sports is no different and shouldn't be understated. Good communication between coaches and players has a positive impact on performance and results into more effective teams, events and sport associations. Moreover, good communication both internally and with the public is vital to create effective teams, players and businesses. A critical aspect of communication is effectively conveying the goals of a team. The following are 3 elements to consider when communicating in sports:

1. Purpose & Content
2. Delivery
3. Cultural difference



Marketing & Communication in the field of Sports

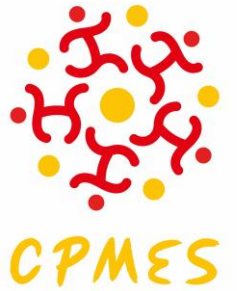


There are different communication strategies and trends for how sports is marketed. These strategies include:

1. Creating Engaging Content
2. Time your message correctly
3. Develop a target audience
4. Sports contents
5. Brand partnerships
6. Sharing content and photos
7. Sponsorships
8. Using the right tools
9. Consider a sports marketing firm
10. Using the E-Sport market.
11. Monetize your Video on demand content



Marketing & Communication in the field of Sports

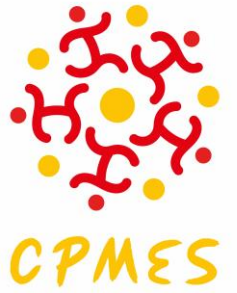


Trends that have changed the communication tactics in sports.

1. More women are becoming fans.
2. Increase drive for gamification.
3. New Marketing Platforms.
4. Demand for more engaging and immersive experience.
5. Shift in market to be more lifestyle & entertainment oriented.
6. More inclusivity.



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In sports there are Four basic communication types:

1. Passive;
2. Aggressive;
3. Passive-aggressive;
4. Assertive.



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Marketing & Communication in the field of Sports



Challenges in sport marketing and communication

- Millennials are not watching traditional media.
- Outmoded inflexible contracts prevent innovation and growth.
- Rightsholders and brands aren't where fans go for the insider gossip.
- Incentivizing people to attend sports events in person is difficult.
- Sports stars aren't actors and can't always effectively market.



THANK YOU!

