

SPORTS MARKETING - PRODUCTS AND CUSTOMERS

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Abstract

Sports marketing can be defined as an interconnected operation aimed at planning, pricing, product distribution and service, or sports activities that satisfy the needs and wants of the beneficiaries or consumers, current and the potential, in the field of sports. Sports marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. Sports marketing allows corporations to associate their brands and products with the excitement, enjoyment, and admiration that audiences assign to games and athletes. A central point of differentiation between sports marketing and traditional goods/services marketing (hereafter, GSM) is how we view individual purchasers. A successful sports marketing campaign can linger in the minds of consumers for years, while an ineffective one can be a significant waste of money. All marketing efforts must be guided by a comprehensive marketing plan if they hope to succeed. Sports marketers gather to discuss content marketing, networking opportunities, social media strategies, and their collective impact on multicultural sports media. Building the most appropriate social media strategy is challenging, particularly due to the number of available platforms to distribute content. Proving the ROI of social media marketing has long been a difficult, if not impossible, task for many marketers. The peculiarities of sports marketing means that 'almost every element of marketing requires significantly different approaches when the product being marketed is sport.' Indeed, sports marketing differs from other forms of marketing in three main aspects: the sports industry, the sports product and last but definitely not least, the consumer. The sport is quite often described as part of the entertainment industry. People watch sports in order to be entertained. However, sport might be entertainment, but it also differs in some aspects from other entertainment sectors or ordinary businesses. The sport's product is defined as 'a good, a service, or any combination of the two that is designed to provide benefits to a sport spectator, participant, or sponsor.' Sport products as provided by sporting organizations can be divided in the core product and product extensions. The core product is the initial game, the sporting event or competition, whereas the product extensions are all goods or services which relate to the core product such as merchandising, catering, hospitality, or information services. Sports consumers are different in numerous ways from ordinary consumers of ordinary companies.

Key Worlds: *Sports marketing, Consumers, Marketing, Campaigns, Social Media*

Introduction

Sports marketing can be defined as an interconnected operation aimed at planning, pricing, product distribution and service, or sports activities that satisfy the needs and wants of the beneficiaries or consumers, current and the potential, in the field of sports. Moreover, Mark and Matthew consider it as the specific application of the principles and operations of marketing on sport products, and marketing non-sportive products through partnership with sport. Aaron Smith demonstrated that sports marketing can be viewed as the application of marketing conception sportive products, services, and marketing non sportive products through linking them to sports. Marketing in Sports means the use of the marketing mix variables to deliver the benefits of participating in sporting activities and follow-up sporting events to potential customers. Marketing through sports means the use of sport as a means for promoting and advertising the enterprise's products, this promotional activity is directed to a specific audience following a particular sport. (Mohammed Mouloud Ghezail et al 2017). Sports marketing is building a highly identified, passionate fan base, such that fans, sponsors, media and government pay to promote and support the organization for the benefits of social exchange and personal, group and community identity within a cooperative

competitive environment (Teamsportsmarketing, 2019). Evans et al. (1996, p. 207) define sports marketing as the use of sport as a promotional vehicle for consumer and industrial goods and services, the marketing of sports products, services and events to consumers of sport. Shank (1999, p.2) defines sports marketing as 'the specific application of marketing principles and processes to sport products and to the marketing of non-sports products through association with sport. Van Heerden (1998, p. 358) formulated three scenarios contextualizing sports marketing: the marketing of sports products and services (e.g. equipment and facilities) which might be consumed by professional athletes and amateur hackers (scenario 1); the marketing of an organization through its association (i.e. sponsorship) with sport events, teams or individuals (scenario 2); and the way that sport bodies and codes market themselves and their events to attract sponsorship participants, spectators, funding, and corporate involvement (scenario 3) (Econstor.eu, 2019)

Sports marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports.(Marketing-schools.org, 2019)

Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers. The biggest advantage of sports marketing is that it allows marketers to piggyback on the popularity and devotion many fans feel towards their favorite teams and athletes. If a baseball fan has loved a specific team since childhood, any marketer who associates themselves with that team gains instant credibility in that fan's mind. Since the revenue ultimately goes to support the team, the marketer is considered a sponsor and invested in the team's success. The only major disadvantage is that the sports marketing industry is so large that it can be hard to stand out in the crowd. A fan who watches a three hour football game will be exposed to dozens of different marketing messages. Marketers must advertise to a wide range of customers, but risk that their ad gets overlooked by fans more interested in the game. (Marketing-schools.org, 2019)

Sports marketing is a "special case" of marketing, meaning there are theoretical and practical dimensions of marketing peculiar to sports marketing. For instance, courses are offered in services marketing, international marketing, business-to-business marketing, and the like, because the applications of marketing to these particular contexts require specific or special adaptation to each case. Following this logic, we should accordingly treat sports marketing as a special case to study because its processes do not function or generalize well for other goods and services. That is, some argue these special cases of marketing do not possess theoretically sound (or law-like) principles or axioms that guide practice across a variety of other business context (Teamsports marketing, 2019). Sports marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports. Since sports can be watched on a variety of platforms, sports marketing can take many different forms. (Marketing-schools, 2019). Sports marketing allows corporations to associate their brands and products with the excitement, enjoyment, and admiration that audiences assign to games and athletes. This industry, as a whole, derives its promotional techniques from fields such as advertising, public relations, and marketing (Career.opcd, 2019). Marketers use sports to reach a certain segment of the population. Typically, the target market is men, but there are exceptions. Figure skating, for instance, attracts a large female audience. Products that appeal to men like beer, trucks, and snack foods are marketed heavily during sporting events for this reason. The only real qualification for using sports marketing is having a product with a wide appeal. The maker of highly specific business software would gain nothing from the wide net cast by sports marketing (Marketing-schools, 2019).

A central point of differentiation between sports marketing and traditional goods/services marketing (hereafter, GSM) is how we view individual purchasers. One typically refers to customers when the subject is goods and services.

Table 1 Differences Between Goods/Services Marketing and Sports Marketing

	Dimension	Goods/services	Sports & Entertainment
1	Purchasers	Customers	Fanatics
2	Adoption	Loyalty—repeat purchasers of the same brand (viz., lack of switching behavior)	Psychological identification with individuals and teams that goes beyond mere loyalty
3	Promotion & Media	Owner pays media for promotion	Fans, sponsors, and media pay to promote team/event
4	Distribution Channel	Static; More site-limited	Mobile; more flexible
5	Product	Adapted	Global
6	Price	Customer pays a given price for good/service	Two-part: Fans frequently pay for the <i>right</i> to pay for tickets
7	Facilities	Corporate owner buys/builds own facilities	Government (taxpayer) typically pays for facilities
8	Competition	Individual branding in competitive markets	Cooperative contractual relationships à monopoly power & anti-trust exemption
9	Exchange	Principally economic exchange	Principally social exchange
10	Employees	Contractual power favors owners	Contractual power favors employees (players)

Source: <http://teamsportsmarketing.com/the-text/the-fan/why/>, 17.11.2019

The peculiarities of sports marketing Mullin (1985, p. 158) notes that ‘almost every element of marketing requires significantly different approaches when the product being marketed is sport.’ Indeed, sports marketing differs from other forms of marketing in three main aspects: the sports industry, the sports product and last but definitely not least the consumer. All three aspects will be examined in this section. (Econstor.eu, 2019)

The sports industry (Econstor.eu, 2019) - Sport is quite often described as part of the entertainment industry. Indeed, certain similarities cannot be denied. People watch sports in order to be entertained. However, sports might be entertainment, but it also differs in some aspects from other entertainment sectors or ordinary businesses. First, sporting organizations often operate in a cartel-like competition. National (and international) competitions are organized in national (and international) leagues. The governing bodies of the leagues set the rules of the game and the competition in order to guarantee a certain level of competitive balance. Ehrke and Witte (2002) note, for example, that professional soccer leagues are determined by agreements regarding the rules of the competition. They make the assertion that these agreements would bring the Monopolies and Merger Commission or some similar organization on the scene in any other industry. Szymanski and Kuypers (1999, p. 248) support this view by stating that it would be deemed illegal if an industry body in any other business were to set the numbers of producers and allocate the resources between them. They claim, however, that the competition authorities have ‘to recognize the unique nature of sports and allow leagues to carry out their functions as coordinators’. Second, sporting organizations compete on and off the pitch but need each other in order to produce the sporting competition (a unique characteristic of the sports product as explained later). This phenomenon, where economic and sporting competition are linked in exactly the opposite way, is known as ‘associative competition’ (Heinemann, 2001). Third, the sports industry and sporting organizations (above all some professional soccer clubs) have a sometimes relatively ‘unhealthy’ relationship to the principle of profitability. The overall aim of each and every company in ordinary business sectors is to make as much profit as possible. Football clubs, for example, were intended to act as sporting clubs in the first place and therefore have never been run as pure profit maximizers (Sir Norman Chester Centre for Football Research, 2002). Shilbury, Quick and Westerbeek (1998, p. 21) add that ‘viability and winning games are important outcomes and become the primary measure of attractiveness for sporting organizations.’ In addition, financial profits in sports depend heavily on sporting performance and the sporting performance, in turn, is not predictable. Fourth and maybe most important, the public perception of some sports (i.e. main sports such as soccer, rugby, etc.) is extraordinary and behind any comparison with other business sectors. Shilbury, Quick and Westerbeek

(1998, p. 6) note that 'very few businesses in the world are viewed with such simplicity and such personal identification by the consumer.' But it's not only the personal involvement of consumers (a phenomenon which will be addressed later) but also the extensive media coverage of sports. Morrow (1999), for example, claims that the extent and type of the coverage football receives would be greatly diminished if it were only an ordinary business. The problem of sports' extraordinary public perception occurs when people are interfering in sporting organizations' decisions. Indeed, numerous decisions taken by a football club are discussed in public (i.e. the media or in pubs). This, in turn, makes it difficult for sporting organisations to decide independently and without pressure from outside. (Econstor.eu, 2019)

The sports product (Econstor.eu, 2019) - Shank (1999, p. 16) defines a sports product as 'a good, a service, or any combination of the two that is designed to provide benefits to a sports spectator, participant, or sponsor.' Sports products as provided by sporting organizations can be divided in the core product and product extensions. The core product is the initial game, the sporting event or competition, whereas the product extensions are all goods or services which relate to the core product such as merchandising, catering, hospitality, or information services. The core product combines all characteristics of a service (intangibility, inseparability of production and consumption, heterogeneity, perish ability), whereas the product extensions can be goods or services. The core product can be differentiated between participant sports and spectator sports. The differentiation makes sense as both forms target different consumer groups. Besides, the message differs. In case of participant sports sporting organizations try to stimulate as many people as possible to become active in the specific sport, whereas in the case of spectator sports sporting organizations are trying to attract people to attend the event/game. Attendance at sporting events could be classified as a people-based service directed at people's minds following Lovelock's (1991) classification of the nature of the service act. The motives to actively engage in a sport or just passively watch it are very different and therefore sporting organizations need different techniques to promote their products. Although the importance of participant sports increases in view of the fitness wave, spectator sports is the bigger part of the sports industry with billions of people watching sports events either live or on television. However, the core sports product shows some unique characteristics with which sports marketers have to deal with. As mentioned above, the core product (i.e. the match/competition) is a joint product. Teams (e.g. soccer, rugby, basketball) or individuals (e.g. boxing, tennis) need each other to create the core sports product. In addition, sports marketers have no control over the quality of the core product because every game and/or competition is highly spontaneous and unpredictable (Shilbury, Quick and Westerbeek, 1998). The uncertainty of outcome is the lifeblood of every competition as one cannot be certain how the competition will end. But it's not only the final result which is unpredictable, it is also the game itself which cannot be planned. Shank (1999, p. 3) explains: One important way in which sport differs from common entertainment forms is that sport is spontaneous. A play has a script, and a concert has a program, but the action that entertains us in sport is spontaneous and uncontrolled by those who participate in the event. When we go to a comedic movie, we expect to laugh, and when we go to a horror movie we expect to be scared even before we pay our money. But the emotions we may feel when watching a sporting event are hard to determine. If it is a close contest and our team wins, we may feel excitement and joy. But if it is a boring event and our team loses, the entertainment benefit we receive is quite different. Because of its spontaneous nature, sport producers face a host of challenges that are different than those faced by most entertainment providers. (Econstor.eu, 2019)

The consumer (Econstor.eu, 2019) - Shilbury, Quick and Westerbeek (1998, p. 6) note that 'participation in, and attendance at, sporting contests allows the consumer to gain varying forms of gratification. For example, some spectators may enjoy the closeness of the game, others the entertainment surrounding the game, and yet others the inherent strategies of the contest. This makes it difficult for the sport marketer to ensure a high probability of satisfaction and hence repeat attendance'. Sports consumers are different in numerous ways from ordinary consumers of ordinary companies. This becomes clear especially in the case of traditional soccer supporters. First, they are usually more passionate about their favorite football club than consumers are about their preferred brand. Second, fans show a high level of loyalty to their team. Dempsey and Reilly (1998) explain this loyalty with the fact that supporters find something in football that they cannot find anywhere else, e.g. the escape from the ordinary workaday world, the adrenaline rush and thrill of a match or the feeling of being part of a community. Therefore, fans pledge allegiances to their clubs. Passion and loyalty leads to the third difference: football fans are often irrational in their consumer behavior. Purchase decisions are seldom taken on commercial grounds, or as Cashmore (2003, p. 23) puts it: 'Part of being a fan involves buying all manner of product related to the

object of adulation' regardless of price or quality. A related consequence of loyalty is the fact that football supporters don't have a real choice when it comes to purchase decisions. While ordinary consumers may have their preferences, they normally have a choice between several products. Football supporters, however, would rarely change to another club only because the ticket price of the competitor is more reasonable. Three important tips that help you engage with your sports fans: (1) Sports Fans Love to Share Content. (2) Sports Marketers Believe In Social Media and (3) The Takeaway

(1) Sports Fans Love to Share Content - In this digital sports sphere, marketers are developing clever ways to engage with modern fans. Info graphics, videos, and even webinars allow curators to break down relevant statistics using clever designs or animations. These creative visuals liven up player, team, and league stats, and encourage sports fans to share great visual content across social channels. Profiles of star players, lists that compare the best goals scored within a season, and even video recaps of game highlights are also widely distributed across social media. The experience is no longer just about watching a game or cheering for a team throughout a season. Today sports fans embrace a lifestyle and engage with content providers that best cater to this lifestyle. A good sports marketer will use content to tell engaging stories, and establish a community of like-minded followers who live for the latest highlights. Sports fans love to engage on mobile and marketers who follow these trends shouldn't be too baffled by the numbers. Generations Y and Z are targeted by most content marketers, and it's safe to assume that the majority of Millennials own at least one mobile or tablet device. Marketers can best engage with this new generation of sports fans by providing mobile-friendly content and using great storytelling. This strategy is similar to the way B2B marketers use compelling content to navigate people through the customer lifecycle. As people move through the lifecycle, they transform from prospects into suspects, suspects into customers, and finally customers into advocates. (Scribblelive, 2019)

(2) Sports Marketers Believe In Social Media - Whenever there is news about your favorite sports team or updated scores from a big game, one of the first places those updates are shared is on social media. Sports marketers recognize how much activity occurs on these channels, and create social media strategies encouraging fans to engage with the game through freshly shared content. Sports digital marketing experts participated in a live chat where they shared tips and insights on how to increase engagement with fans. One of the experts referenced the strategy executed by Red Bull. The energy drink company was able to build a lifestyle brand by providing their users with original extreme sports content, and using social media to engage with this network of fans. The implication for sports marketers was to adopt a similar strategy for their own marketing campaigns. Another expert made the distinction between the types of fans that engage with sports content and the prospective customers that B2B marketers seek. The point was that sports fans are very emotional, and passionately interact with organic content shared by fellow fans. They're already engaged. In contrast, prospective customers sought by B2B marketers don't have the passion and loyalty that sports fans come to the table with. Fans are willing to participate with great content through shares, likes, or comments, and will choose organic content over any TV or digital advertising. (Scribblelive, 2019)

(3) The Takeaway - Sports marketing differs from other forms of B2B or B2C marketing because sports fans are already engaged with their favorite teams (the product/brand in other marketing departments). Sports marketers should therefore develop social media strategies that resemble plans implemented by other marketers, but with some minor adjustments. Fans are already aware of the product (in this case their favorite team) and are very interested in any updates related to the team. The challenge for sports marketers is to craft unique content that maintains that interest and encourages engagement rather than what B2B marketers refer to as upper-funnel content that is primarily curated to increase awareness. Sport and social media are obvious partners. Sport provides 'live' excitement and social media lets you share the moment with your friends. A recent infographic from Eventility sets out exactly who the sporting winners and losers are in social media – and it's not always who you might think. (Scribblelive, 2019)

Satisfied customers mean three things to the company (Gruca, Thomas S.&Lopo L.R., 2005):

1. Satisfied customers increase the value of the firm to shareholders;
2. Satisfied customers assure the firm of future cash flow, and
3. Satisfied customers reduce the variability in future cash flow.

As with GSM, sports teams seek to satisfy customers. Fanatics of a team or brand are more than satisfied. Fans experience pleasure and satisfaction with successful teams. But, they also experience feelings of delight or excitement deeply resonating within the identity of the individual fan, such that the effects are likely to be long term. (See et al. 1997)

Delight is a combination of pleasure and arousal with an element of surprise that is frequently experienced in the sports world. Further, fanatics are resilient in the face of service failure (viz., the team loses), when delight and excitement may turn to distress and gloom. Sports teams develop a faithful fanatical following primarily due to high levels of identification, which is the second point of differentiation between GSM and sports marketing.

Using sports to sell products presents many opportunities that bring both risk and reward. A successful sports marketing campaign can linger in the minds of consumers for years, while an ineffective one can be a significant waste of money. All marketing efforts must be guided by a comprehensive marketing plan if they hope to succeed.

The plan will begin with a number of logistical questions, such as budget estimations and resources. Sports marketing can get expensive quickly and the companies will need to use their resources wisely. They will also need to establish a time frame for the campaign. Will it run for a week, an entire season, or involve a multi-year marketing effort like buying stadium naming rights? Different marketing objectives will involve different plans.

The company then needs to know who their target audience is and how they can best be reached. This involves analyzing the company, their product, and the customer. If a marketer wants to reach males under 35 they might focus on extreme sports. If they want to reach a casual sports fan, they might focus their efforts on the Olympics. The marketer will need to examine the entire sports marketing landscape and identify the most promising opportunities based on scientifically based market research.

A team of creative professionals will work on developing ads whether they are TV spots, billboards, or radio ads. Research findings should determine the goals of the advertisements, but ad makers will develop the content that they think can best speak to the target audience. They will use team colors, slogans, and sports imagery to create a link between the product and the sport.

Once the ad campaign begins, the company will need to evaluate how effective it is. Metrics like increased sales, Twitter followers, and brand awareness are all indicators of how well a campaign is being received. The metrics should reflect the goals established in the marketing plan. If the goals are being met, the campaign can be continued and built upon. If the number falls short, the marketing strategy will have to be revised. All brand managers will need to have a degree in marketing. Many have advanced degrees in marketing as well as supplemental education in communications or public relations. Brand manager is considered a senior marketing position. Marketers will need to work with a company for years before they can manage their own brands.

Sports agents represent the interests of professional athletes. Their job is to maximize the earning potential of an athlete. Part of their job is to find and negotiate deals for product endorsements. Agents act as intermediaries between companies and athletes and are integral to getting sports marketing deals done. (Marketing-schools, 2019). A sports agent will not need to have a degree in marketing, but it can be helpful. Their job is to promote the athlete in many of the same ways that companies promote their products. There are a very limited number of sports agent jobs and many people enter the field after a lifetime spent around sports and athletes (Indeed, 2019).

Marketing to sports fans is a greater challenge than it seems. It takes a versatile set of skills on the part of the marketer to target a range of demographics through a variety of advertising channels. They face tough competition from rival companies, and an audience that is more interested in the game than the ads. The best way for marketers to prepare themselves for these and other sports marketing challenges is to train in a sports marketing program.

Sports marketers gather to discuss content marketing, networking opportunities, social media strategies, and their collective impact on multicultural sports media.

Tips for building the appropriate social media strategy

However, building the most appropriate social media strategy is challenging, particularly due to the number of available platforms to distribute content. Here are some tips to keep in mind when preparing your own social media plan to distribute your brand's content. How you present the information will affect how you distribute your content across social media. Audiences respond to content based on how it is presented and how it appears in a stream on social media. There are far too many "experts" out there

preaching their “get rich quick schemes” or touting that “Facebook marketing is free” so many, in fact, that it unfortunately gives even some smart marketers a false sense of understanding of what's truly required to achieve measurable success and results. (Socialmediatoday, 2019). Proving the ROI of social media marketing has long been a difficult, if not impossible, task for many marketers. So you got 1,000 Likes – how does that convert to sales? So you've managed to up your total Instagram hearts – what does that mean for the bottom line? Because the connection between social interactions and conversions is often indirect, it can be difficult to accurately pinpoint how your efforts are paying off - a task made even more complex by the modern purchase journey, which often involves consumers moving between several devices before they buy. But it is possible to connect the dots. Smart companies are evolving their data collection processes to better link people's online personas to their offline actions – that's why stores are so keen to get you to sign-up for loyalty schemes, that's why e-mail addresses are so valuable to retailers. Once they have your digital 'fingerprint', they can trace it back, they can target you with ads, they can record your purchase history. Such efforts are the next evolution of social media marketing – because despite the huge rise in online shopping, 85% of consumers still prefer to shop in-store, and a massive 90% of retail sales still take place in a physical location. And of course, given its position as a leader on the digital marketing field, Facebook is leading the way. The Social Network introduced ‘Conversion Lift’ metrics last year, which enable advertiser's track how their Facebook ads have impacted in-store sales by incorporating point-of-sale information from the advertiser and matching that against Facebook's database. Socialmediatoday (2019)

Most marketers automatically turn to Facebook and Twitter to distribute their content while many brands, especially those competing in B2B industries, are also utilizing LinkedIn. However, don't overlook channels that are not considered as “professional” as other platforms.

Top search topics in a given week, compiled by Google on the search engine's official blog, can impact or completely change a content distribution strategy. According to statements provided to USA Today, the ad contained footage from the band's music video that showed a violent creature shooting employees at a TV station. Due to the tragedy and the sheer volume of search traffic about the incident, the label wisely chose to adjust their promotional strategy and remove the ad.

Incorporate the Right Tools - Brands that are registered for content marketing software can use many features to improve the quality of content and improve share results. Software allows brands to integrate visuals or data from top sources like Instagram or Wikipedia and include those assets within promotional material.

Software can also help track your brand's share of voice across social media channels and compare the numbers to those of your closest competitors. Focus on the amount of earned engagement on your own channels and optimize the best ways to increase that interaction. The more likes, shares, comments, and mentions you can earn with new updates means your readers like what you post. If you can increase the rate at which you post fresh content, you can earn even more media.

Conclusion:

Sports marketing is a “special case” of marketing, meaning there are theoretical and practical dimensions of marketing peculiar to sports marketing. Sports marketing is building a highly identified, passionate fan base, such that fans, sponsors, media and government pay to promote and support the organization for the benefits of social exchange and personal, group and community identity within a cooperative competitive environment. Sport, as used in contemporary sport management and in relation to the sport business industry, denoted all people, activities, businesses, and organizations involved in producing, facilitating, promoting, or organizing any sport business, activity, or experience focused on or related to fitness, recreation, sports, sports tourism, or leisure. Sport Management is the study and practice of all people, activities, businesses, or organizations involved in producing, facilitating, promoting, or organizing any sport-related business or product. The process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport or sport business product to satisfy the needs or desires of consumers and to achieve the company's objectives. Marketing in Sports means the use of the marketing mix variables to deliver the benefits of participating in sporting activities and follow-up sporting events to potential customers. Marketing through sports means the use of sport as a means for promoting and

advertising the enterprise's products, this promotional activity is directed to a specific audience following a particular sport. The peculiarities of sports marketing means that 'almost every element of marketing requires significantly different approaches when the product being marketed is sport.' Indeed, sports marketing differs from other forms of marketing in three main aspects: the sports industry, the sports product and last but definitely not least, the consumer.

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