

THE IMPACT OF SOCIAL MEDIA ON SPORTS EVENTS

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Abstract

Sports marketing is a subdivision of marketing that focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and teams. The rise of social media has changed how we view things in today's society, including our commitment to the sport. Social media has become one of the most important tools for sports, fans, and athletes. First, there has been a dramatic increase in the population of social media users in recent years. People can get involved in sports, track their favorite athletes and teams, and get the most up-to-date sports content instantaneously. Second, for sports organizations, the advantages of using social media are that it can help sports organizations to build relationships with the public, reduce their marketing costs and to increase sales, etc. Organizations can use social media to foster bilateral conversations with the public and build a community as part of their mission. Third, social media is a critical tool for communicating with sports lovers. For individual sports fans, social media is a very important tool for interacting and sharing information with other individuals, for two-way communication with sports organizations. Finally, athletes can take advantage of the use of social media to communicate with their supporters, build a personal brand and promote themselves, etc. Despite the many advantages, there are still a few negatives of social media in sport. For example, bad content can be spread more quickly than ever before; players may have no idea of using social media appropriately; negative comments from fans could affect the performance of the athletes or the team, etc. There are lots of cases indicating that the use of social media among athletes needs to be trained and one bad post can dramatically influence the athletes as well as the sports organizations. All in all, social media is still in its infancy and will continue to grow, and the engagement of social media in sports is one of the most significant issues in the sports industry. Sports fans and athletes, as well as sports organizations, embrace social media as the most important tool for promotion, communication, and interaction.

Key Worlds: Sport Marketing, Communication, Campaigns, Social Media, Sports Events

Introduction:

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. Sports marketing is a "special case" of marketing, which means that there are theoretical and practical aspects of marketing specific 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 contexts require adaptation specific or special to each case. According to this logic, we should therefore treat sports marketing as a particular case to study because its processes do not work or do not spread 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, 2021) Sports marketing is designed to meet the needs and wants of the consumers through exchange processes. These strategies follow the traditional 4P of overall marketing: Product, Price, Promotion and Place. An additional 4P is added to sports marketing, regarding the fact that sports are a service. The addition of the four extra elements is called the "sports marketing mix", are: People, Process, Physical evidence, and Productivity. Sport management is the study and practice of all persons, activities, companies or organizations involved in the production, facilitation, promotion or organization of any company or product related to sport. Sport marketing uses sport in all forms to help sell goods and services.

This specific style of marketing is less focused on the use of a single strategy than on the use of sports content for marketing purposes.

This is not limited to professional sports and can include college athletics, minor leagues or replacement sports. As sports can be viewed on a variety of platforms, sports marketing can take many different shapes. Teams sell advertising space inside their stadiums to advertisers who want to buy billboards and other print ads, while television networks sell airtime at events. Well-known athletes also sign contracts to work as celebrity sponsors and lend their pictures to marketers. The only major downside is that the sports marketing industry is so big that it can be tough to stand out in the crowd. A fan watching a three-hour football match will be exposed to scores of different marketing messages. Marketers must advertise to a wide range of customers, but the risk that their ad gets overlooked by fans more interested in the game. Taking out an advertisement during the radio broadcast of a baseball game or buying small ad space in the bathroom of an NBA arena can be easy and relatively inexpensive strategies. It is only very large companies that will be able to invest heavily in sports marketing though. Se-cu-ring celebrity endorsers and buying TV air-space during major sporting events can cost tens of millions of dollars. (Marketing-schools, 2021).

The billboards at your local stadium, the corporate-sponsored tournament you watch on TV, and the commercials with athletes promoting your favorite fast-food chain are all products of the innovative thinking and hard work of sports marketing professionals. Although the hours can be long and the environment fiercely competitive, sports marketing offers many rewards. Generous salaries, challenging work, and excellent perks such as free tickets to sporting events and the chance to meet pro athletes are only a few of the reasons sports marketing is a popular career aspiration.

Sports marketing allows companies to associate their brands and products with the excitement, enjoyment and admiration that spectators ascribe to games and athletes. This industry, as a whole, derives its promotional techniques from fields such as advertising, public relations, and marketing (Career.opcd, 2016)

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, 2021).

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.

A marketing communication strategy is a set of tools and processes which help you to deliver the right message, to the right person, at the right time, and through the right channel. Marketing communication strategy is fundamental to this goal because marketing communications attract consumer attention and drive them to communicate with your business. (Smallbusiness, 2021)

It supports your marketing and business goals, including everyday marketing activities as well as product launches, limited-time promotions, hiring goals, partnerships, and more. The important thing about this advantage is that the four parts must be completed in order for the marketing communication strategy to work. (Coschedule, 2021)

- People (your audience) - primarily newlyweds, young families, and new homeowners, etc.
- Message (what you are saying/selling) - customizable furniture to match spaces of all shapes and sizes, etc.
- Timing (day, week, month, season, etc.) - evenings and weekends, etc.
- Place (channel you chose) - Instagram and YouTube, etc.

Creating a communications action plan - "Failing to plan is planning to fail," "A goal is a dream with a deadline." This sentiment is also true when it comes to marketing and communications. It's no longer enough to create a brochure or an article on your site and expect it to reach the right audience. If you want to carry the message of your organization around the world, you need to communicate with a purpose. Busy sports communicators could think they don't have time to stop, breathe and create an action plan. By investing some time in planning, you save time and money, because it ensures that all your efforts are tied to your goals: (Viasport.ca, 2021)

1. Inventory your assets - Although you are a small organization, you probably have more communications assets than you think. Take an inventory of all of your many assets and evaluate whether your organization is currently using an asset and whether it needs to be updated or changed. Some assets, like social media, will need to be updated on an ongoing basis. Others, such as a booklet, should only be updated every two or three years. If you don't have an asset, consider if you need one. Your list of goods should cover more than just your communications products. You should also include communication tools, equipment, human resources, partners who could amplify your message or donate ad space, time, etc.

2. Creating a budget - A budget includes two components: financial and human resources. Even if you have a solid budget, you will not be able to meet your goals if you do not have enough well-trained people to carry out your plan. When you're budgeting, consider: (Viasport.ca, 2021)

How many hours is my organization allocated this year for communications and marketing? How much money has the budget of my organization set aside for communications and marketing? Who will execute the communication plan? Would part of that work be done by a volunteer or a summer student? Are these communications products (advertising space, etc.) eligible for donation?

3. SWOT Analysis (Schooley, 2019) - A SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis is a planning process that helps your business overcome challenges and identify new leads to pursue. A SWOT analysis is a compilation of your organization's strengths, weaknesses, opportunities, and threats. The main purpose of a SWOT analysis is to help organizations acquire a full knowledge of all the factors involved in making a business decision. Perform a SWOT analysis before you commit to any sort of company action, whether you are exploring new initiatives, revamping internal policies, considering opportunities to pivot, or altering a plan midway through its execution. Use your SWOT analysis to uncover recommendations and strategies, with emphasis on leveraging strengths and opportunities to overcome weaknesses and threats. To manage a successful business, you must regularly analyze your processes to make sure you are operating as efficiently as possible. Although there are many ways to assess your business, one of the most effective methods is to do a SWOT analysis. The main purpose of a SWOT analysis is to help organizations acquire a full knowledge of all the factors involved in making a business decision.

SW (Schooley, 2019) - Strengths (S) and weaknesses (W) refer to internal factors, which are the resources and experience readily available to you, such as Financial resources (funding, sources of income, and investment opportunities); Physical resources (location, facilities, and equipment); Human resources (employees, volunteers, and target audiences); Access to natural resources, trademarks, patents, and copyrights; Current processes (employee programs, department hierarchies, and software systems), etc.

OT - Opportunity (O) and Threat (T) - external factors are typically things you or your company do not control, such as the following: Market trends (new products, technology, etc.); Economic trends (local, national and international financial trends); Funding (donations, legislature and other sources); Demographics; Relationships with suppliers and partners; Political, environmental and economic regulations, etc. After you create your SWOT framework and fill out your SWOT analysis, you will need to come up with some recommendations and strategies based on the results.

4. Find your baseline (Viasport.ca, 2021) Creating a baseline allows you to measure the success of your communications action plan moving forward and make smart decisions to improve your plan. Metrics are also a valuable tool to showcase your success to sponsors, partners, donors, granting organizations and the government.

5. Ask your community (Viasport.ca, 2021) Even the best metrics only give you part of the story of how well your organization's communication strategy is performing. To get the full picture, you must ask your audience. Create a simple survey and ask your members how well you're doing. For example: How effectively did we communicate with you this year; How useful did you find our website/ newsletter/ social media; Do you follow us on social media. If not, why not; When you need information about our organization, where do you first look; If you could improve one thing about our communications, what would it be; Please rate the readability/accuracy/timeliness of our communications; What would you like to see more of on our newsletter/website/social media; What would you like to see less of, etc.. If you don't have the capacity to create a survey, target a few members of your organization (coaches, parents, volunteers, athletes, etc.) and ask them to provide you with feedback.

6. Check your calendar (Viasport.ca, 2021) - Many sports communicators spend a large percentage of their working hours promoting programs, tournaments, leagues and other events. Create a calendar that

outlines when these events will take place. If you don't know an exact date, try to estimate what month the event will occur.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

With over 3,6 billion current users and a projected usership of nearly 4.5 billion by the year 2025, social media is a powerful force for reaching the masses. When used effectively, social media in sports marketing can have huge benefits for your brand.

About 52% of avid sports fans use their mobile device to check social media while watching a sporting event. Using social media as a part of your sports marketing strategies is the best way to instantly connect with existing and potential customers alike.

The average user spends upwards of two hours per day on social media, and that number is continuously climbing! Now is the time to make social media work for you. Social media is a fast-moving vehicle - make the most of this opportunity to connect with fans and customers alike by keeping up with trending strategies. Here are the latest trends in social media marketing for sports:

1. Posting in real-time - (Jennifer, 2021), Every year, more and more sports viewers are turning to platforms like Amazon Prime, YouTube TV, Hulu, and ESPN+ to stream their favorite sports. Social media platforms like Twitter and Facebook also partner with sports organizations to open even more convenient avenues for sports watching. Important strategies for making the most of real-time updates include: Providing live content for events beyond just games - fans are often equally as engaged with press conferences, drafts, weigh-ins, and more; Create catchy and unique hashtags to encourage fans to participate; Boost engagement by incorporating interactive stories like polls, Q&As, and giveaways in your story.

Especially in a time when most sports fans are unable to attend their favorite live events, providing a real-time experience helps fans feel as though they are still a part of the action - while establishing an important connection with your brand.

2. Creating behind-the-scenes stories (Jennifer, 2021), Something fans never seem to grow tired of is story-style content of their favorite athletes behind the scenes. Instagram or Facebook Stories are among the most impactful ways to keep your audience engaged because they: Create a shared, community experience; Don't last forever-viewers will miss out if they don't click; Feel personal because of their off-the-cuff, unedited style. Because of their ephemeral quality, stories generate lots of engagement. They also give your audience an easy-to-view, personal look into the lives of their favorite social media personalities. Depending on the nature of your sports brand, you can use stories to: Showcase behind-the-scenes action of your team; Follow a specific athlete in their day-to-day routine; Give your audience a sneak peek of new products, content shoots, and more; Repost content from sponsored athletes or even other fans.

3. Giving back to the community (Jennifer, 2021), While athletes have a long history of giving back to the community, social media is now a great way to keep your audience updated with the good you and your athletes are doing in the community. From a national to a local level, athletes can use their position in the community to help serve those in need. Broadcasting charitable events on social media isn't virtue signaling - it is a call to action for your audience and other athletes to join in. It can also be a great way for your target audience to connect with your brand and its values. Continue to update your audience via email campaigns for more sustained contact.

4. Including athletes in your next campaign (Jennifer, 2021), If you have the resources, snagging an athlete for your next campaign is a surefire way to attract avid sports fans. Sponsorships and promotions on social media are a transformative way to build your brand using the star power of sports. In recent memory, a great example of star athletes at play in a social media and broadcast campaign was Hulu's "Hulu Has Live Sports Again" campaign. The broadcast campaign features stars like Damian Lillard and Skylar Diggins-Smith, whose faces were superimposed on body doubles in a "deep fake" ad. The stars reposted on their own social media feeds with the hashtag #huluhaslivesportsagain and #deepfake.

5. Joining the eSports craze (Jennifer, 2021), Thanks in part to the 2020 hiatus of live sports during the COVID pandemic, eSports has seen incredible growth. "eSports" is essentially competitive video gaming, and it has attracted fans of sports and video games alike. Plenty of companies have taken notice of its growing popularity and have invested in sponsorships. You can take advantage of the popularity of eSports, much like you would traditional sports, by providing real-time coverage, behind the scenes content, and being interactive with your audience.

6. Valuing women's sports (Jennifer, 2021), While it seems fairly obvious, women's sports are an important part of the sports marketing landscape. Women's sports are enjoying a rise in popularity, with athletes like Lindsey Vonn, Alex Morgan, and Ronda Rousey netting millions of followers on their social media. With brands like Nike regularly featuring women on its social media feed, you can connect with men and women alike by tapping into the long-undervalued market of women's sports. Nike regularly highlights women's sports across their social media channels.

7. Keeping up with memes (Jennifer, 2021), Staying relevant on social media can be challenging, but it can also be fun! One of the best ways to connect with your audience is through humor. People love memes because they create a shared experience, making the viewer feel like part of a collective. You can use the good "feels" that come with being a member of a community by engaging with trending memes, challenges, and aesthetics on your social media feeds. Highlighting your own unique sense of humor and brand voice can help you go viral or gain attention from your audience - especially on trend-driven platforms like TikTok.

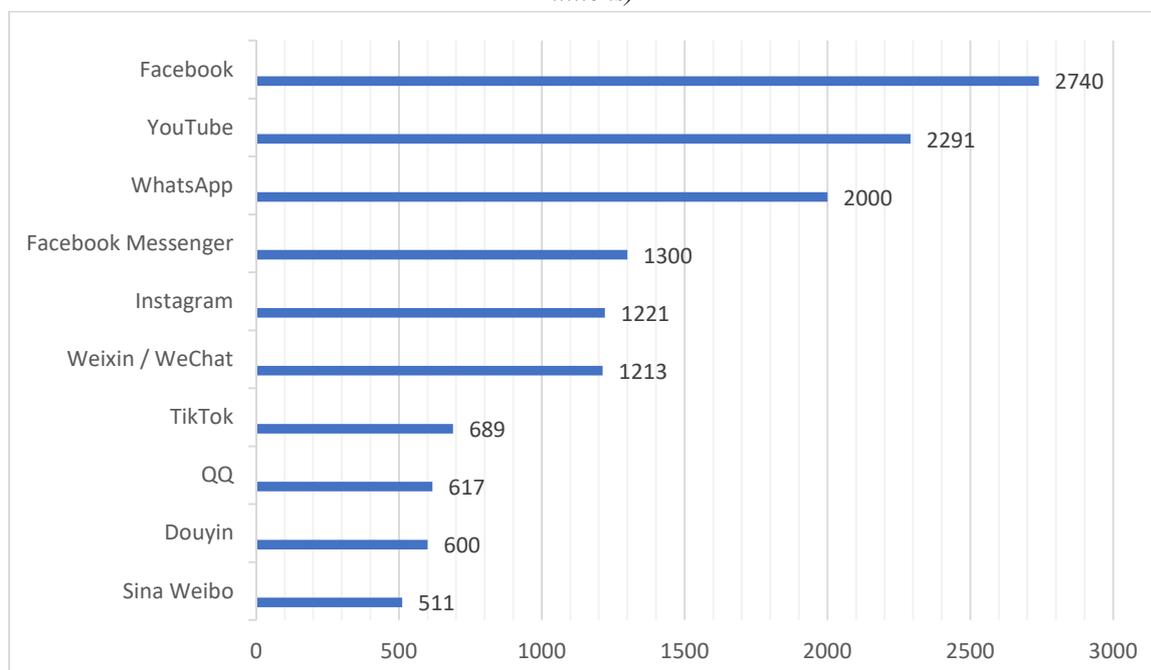
8. Aligning with a cause (Jennifer, 2021), Increasingly, major sports organizations and teams have aligned themselves with social justice causes. The NBA, in particular, has been vocal about its support of Black Lives Matter. While these statements can be polarizing, knowing when to engage with "of-the-moment" causes can help you connect with your audience.

9. Highlighting authenticity (Jennifer, 2021), Ultimately, there is an increasing trend toward authenticity in social media in sports marketing. Viewers want to hear from athletes, see behind-the-scenes content, and connect with other fans in real-time.

As you shape your sports marketing campaigns, highlighting the human element of your brand can help build brand loyalty and drive sales. Social media isn't going anywhere — rather, it is likely just beginning. Harnessing this incredible power will help you build your brand for years to come.

Whether you are starting a blog or starting to create YouTube videos for your brand, social media is the best way to drive your audience to your other content, to your landing pages, and eventually to making a purchase.

Graphic No.1: Most popular social networks worldwide as of January 2021, ranked by number of active users (*in millions*)



Source: Statista (2021), Global social networks ranked by number of users 2021, Published by H. Tankovska, Feb 9, 2021, <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>, 02.05.2021

The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political, or economic borders. Social networking sites are now estimated 278.414 to have 3,6 billion users and these figures are still expected to grow as mobile device

usage and mobile social networks increasingly gain traction in previously underserved markets. Some prominent examples of social media are:

1. Facebook was the first social network to surpass 1 billion registered accounts and currently sits at more than 2,6 billion monthly active users. The company currently also owns four of the biggest social media platforms, all with over 1 billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the second quarter of 2020, Facebook reported over 3,1 billion monthly core Family product users 947.869. Most top ranked social networks with more than 100 million users originated in the United States, but European services like VK, Japanese platform LINE, or Chinese social networks WeChat, QQ or video sharing app Douyin have also garnered mainstream appeal in their respective regions due to local context and content. Douyin's popularity has led to the platform releasing an international version of its network: a little app called TikTok 6077. (Statista, 2021).

Who's on Facebook (and Why) (Adobe, 2021): 68% of U.S. adults report using Facebook, with 51% saying they're active multiple times daily. Usage is spread pretty evenly amongst males and females, while users tend to get increasingly active as age increases (especially beyond the 40+ year old demographic).

2. YouTube (Adobe, 2021) - YouTube hails as the second most popular search engine in the world today, right behind its parent company, Google. If your business could benefit from producing video tutorials or walkthroughs, visually-driven instructional content, product reviews or interviews, then this social media platform is a must for reaching their more than 2 billion monthly users. Who's on YouTube (and Why): A whopping 73% of U.S. adults report regularly using YouTube, with a heavy concentration in the age range of 15 to 34 years olds. YouTube is broadly popular amongst both men and women, and usage tends to go up alongside income and level of education.

3. Instagram (Adobe, 2021) - Long the home of influencers, brands, bloggers, small business owners, friends and everyone in between, Instagram has topped well over 1 billion monthly users. If you're wondering whether a meaningful segment of your audience spends time on the platform, the answer is almost surely a resounding yes. Who's on Instagram (and Why): Instagram has become one of the most popular social media platforms for teens and young adults, especially in the U.S. Use of the app slowly drops off with age but stays consistent across both men and women, so if your customers are under 40, then Instagram can't be ignored.

4. Twitter (Adobe, 2021) - While Twitter's monthly active user numbers have hovered consistently around 300 million for a while now, a whopping 40% of those users are active on the site multiple times daily, suggesting that if your audience uses the platform, they're likely very engaged. The popularity of this social media site remains high amongst tech-savvy users and is particularly active in B2B verticals related to business, marketing and politics today. Who's on Twitter (and Why): 63% of Twitter users are between the ages of 35 and 65, with males making up nearly two-thirds of those people.

5. TikTok (Adobe, 2021) - This new kid on the block is less than two years old, but received over 1 billion downloads of their video-based app during their first year of operation. Today, TikTok reportedly sees over 800 million monthly users, which instantly places it amongst the top social media platforms in the world in terms of sheer user figures. Who's on TikTok (and Why): Around 50% of TikTok's audience is under the age of 35 in the U.S., with the majority of that audience concentrated amongst those between the ages of 16 to 24.

6. Pinterest (Adobe, 2021) - Pinterest has become a very popular social bookmarking tool for saving ideas and finding creative inspiration when it comes to everything from cooking to DIY home projects, vacation ideas, interior design, business and everything in between. With an audience predominantly consisting of adult women, this social media platform is also often cited as a crucial part of the product discovery journey. Who's on Pinterest (and Why): With over 320 million monthly users, Pinterest boasts one of the most concentrated audiences of women amongst all social media sites. Nearly 80% of their users are female, with a heavy concentration amongst millennials.

7. Snapchat (Adobe, 2021) - Despite seeming to lose some ground to competitor social media platforms like Instagram and TikTok, Snapchat still remains one of the most heavily used apps with the under 25 years of age demographic—boasting over 300 million monthly users in recent months. Most Snapchat users frequent the app in order to share updates and communicate with friends and family through disappearing images and short video messages.

Who's on Snapchat (and Why): Young adults between the ages of 18 and 24 make up a massive 78% of active users who partake in the platform's over 14 billion daily video views. Users tend to skew slightly slightly more toward females, with the majority accessing the app daily.

Effective Strategies to Promote Your Sports Event

You want your event jam packed with your target attendees. You want them to have a time of their lives and to keep showing up to future events. This is only possible if you successfully market the event to an audience that connects with its theme and purpose. In sports events, the stakes are even higher. Attendance is not just a gauge: It directly determines the success of the event. You need many spectators and participants So how do you successfully promote a sports event in order get the right kind of attendance: (Walter, 2019)

1. Create a catchy event name (Walter, 2019)- Your event promotion begins with the event name. It's the first interaction potential participants will have with your event. Take time to choose a name that is both catchy and gives a hint of what your event is about. Brainstorm with your team or sponsors to come up with a list of potential names. If you feel stuck, use a sports company name generator to start you off.

2 Use event posters (Walter, 2019) - In the digital era, it's easy to dismiss posters as a means of promoting events. Posters are still among the most effective ways of advertising sports events: At least 18% of people who see poster ads end up attending the event advertised. Other benefits of using posters include: They are cheaper than many other forms of printed adverts; Due to their striking visual nature, posters leave a lasting impression; Posters will continue promoting the event as long as they're left intact. The key is to place posters in the right spots to attract relevant audience. Try places like: Stadiums; Gyms; Sports halls; Football fields; Tennis courts; Baseball parks; Schools...and so on.

3. Work with influencers (Walter, 2019)- Sports fans and potential participants will relate better with your sports event if they hear about it from a person revered in the field. For a local sports event, your influencers can be local players, coaches, sport reporters, and even notable fans. If you are targeting a much wider audience, contract fitness influencers or sports influencers to boost your reach. Consult guides that help you choose and work with sports influencers effectively. Sorting through lists of influencers manually can be difficult and exhausting. Luckily, there are search portals aimed specifically at helping you find relevant influencers. Use them to find the most appropriate ones for your audience and event. Whoever you choose to work with, make sure they have accurate information and can reach you quickly for clarification.

4. Market on social media (Walter, 2019) - Promotional campaigns on the main social media sites will expose your sports event to a broad audience. Don't neglect social media when promoting sports events. Use the following tips to promote your sports event effectively on social media:

Design an event website or page - The event website or page will be your main platform to promote the event and interact with your audience. It will also allow you to post customised advertisements on Twitter, Facebook, and Instagram.

Create a simple yet catchy hashtag - Hashtags create buzz and make it easier to track conversations about the event. See if you can piggyback on popular sports-related hashtags like: #sports; #training; #active; #football (or a sport relevant to your specific event)

Use contests where you give away tickets or merchandise - Having contests for tickets is a great way to boost attendance and get people discussing your sports event. You can also work with sponsors to give away branded merchandise. Some fitting merchandise ideas include: Sportswear; Sports gear; Water bottles; Fitness bands; Deck chairs.

Build anticipation by posting teaser content - You can release teasers for the upcoming sports event in the form of: Behind-the-scenes footage of equipment and venue preparations; Interviews with key players and participants; Comparisons of competing team and player stats...and so on.

5. Sponsors may run their independent promotion (Walter, 2019) - Sports marketing is not only about using your advertising sponsors during sports events. Sponsors can also run promotional campaigns to popularise the event before the day. Typical sponsors are actually very good at creating a buzz around events and promoting their own brand. Sponsors can be pretty effective when promoting sports events. Most sponsors will create their own independent marketing strategy. You can, however, work together with the sponsors on your promotional activities. Give them access to social media pages, influencers, ticketing agencies, and other parties involved in the marketing process. Depending on the arrangement, the sponsors may promote the event as a whole or specific activities and athletes.

6. Take advantage of online ticketing platforms (Walter, 2019) - Buying tickets at a specified physical location is a bit of an inconvenience. 69% of UK citizens reported that they would attend more events if they could buy tickets online. You therefore stand to get a higher event attendance if you provide an online

platform for potential attendees to buy tickets. Moreover, it can take a lot of your time and resources to sell tickets physically. You can make the process easier by selling tickets through a reliable online ticketing site. Such sites will also expose your event to their existing audiences. Make sure to provide the information about the ticketing site or app in all your promotional material. Promote heavily, but be wise about it (Walter, 2019). Knowing these strategies is just the first step to a successful marketing campaign. You need to be creative while applying them. Make the most of any promotional opportunity that presents itself. For instance, should a famous athlete or team register, see if you can use their name in marketing the event (with permission, of course). These tips will help you successfully promote a sports event, even with a small budget. If you apply the right combination of promotional strategies, you will attract quality sportspeople to participate and enough fans to keep the atmosphere charged.

Table No 1. Best Sports Marketing Campaigning Examples & Sports Marketing and Promotion Ideas

Best Sports Marketing Campaigning Examples	Top Sports Marketing and Promotion Ideas
1. This Girl Can by Sport England 2. Rule Yourself by Under Armor 3. Thank You Mom by P&G 4. Social Media with Paddy Power	5. Run a Sporting Contest or Giveaway 6. Retarget Contest Participants with Relevant Ads 7. Survey Your Sports Fans 8. Reach Out to Your Email List 9. Share Pre-Game Teaser Content 10. Post Behind the Scenes Footage 11. Work With Sports Influencers 12. Share Memorable Moments on YouTube 13. Post Live Updates of Your Sports Event

Source: Stacey Corrin: "13 Best Sports Marketing & Promotion Ideas to Borrow Now". October 23, 2020, <https://rafflepress.com/sport-marketing-promotion-ideas/#best-sports-marketing-campaign-examples>, April 15, 2021

The aim of the research in this paper is to indicate the structure and number of sport clubs in North Macedonia according to whether they use social media. Description of the results obtained from the survey prepared for this paper: The total number of surveyed sport clubs is 45, and more of the sport clubs are located in Skopje. According to the number of employees, 92% of sport clubs have up to 10 employees, 8% from 10 to 20 employees, while only 0% of sport clubs have over 20 employees.

When asked if the sport clubs had their own website, 90% of enterprises received positive response, and 10% of enterprises gave a negative response. Although at first glance it is assumed that a large percentage of the surveyed sport clubs have their own website, however, in today's conditions of the role of the Internet in the creation of a business, this can not be accepted as a positive indicator. The site is the easiest, cheapest and easiest way for a business to get closer to consumers, potential partners, etc.

An identical number of positive responses are also given to the question of whether the sport clubs has its own Facebook or Instagram profile, but that does not mean that there is a full match between those who have their own website and those who have their own Facebook or Instagram page (profile). 10% of enterprises that do not have their own website have their own Facebook or Instagram account. This greatly improves the notion of using the Internet as a means of self-representation by sport clubs.

All those sport clubs that have given a positive response to the question of having their own Facebook or Instagram page are asked if they are advertising, or whether they use paid advertising on one of these two platforms. 70% said they advertise on one of these platforms (paid advertising). Consequently, the number of sport clubs that advertise on social networks (Facebook or Instagram) is still small.

Sport clubs who responded that they advertise through paid advertising on Facebook or Instagram, only 30% spend a budget over 100 euros a month to advertise on one of the Facebook or Instagram platforms, the remaining number of companies allocate less than 50 euros per month. 70% of sport clubs as a result of paid advertising on social networks Facebook or Instagram has positive effects. Regarding the question whether they plan to continue advertising on social networks in the future if they plan to increase their advertising budgets, 100% of the interviewed sport clubs have answered positively both in relation to one and in relation to the other question that confirms the thesis that the future the promotion is largely linked to the Internet and social networks as the most used ways of communication.

Summary

Sports marketing is a subdivision of marketing that focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and teams. It is a service in which the element promoted can be a physical product or a brand name. The process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport or sports business product to satisfy the needs or desires of consumers and to achieve the company's objectives. Sport, as used in contemporary sport management and relation to the sports 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. Social media is a group of online communication channels dedicated to community contribution, interaction, content sharing and collaboration. Websites and applications for forums, micro-blogging, social networks, social bookmarks, social healing, and wikis are among the different types of social media. About 52% of avid sports fans use their mobile device to check social media while watching a sporting event. Using social media in your sports marketing strategies is the best way to connect instantly with existing and prospective customers.

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