



## Digital web marketing strategies for sports products

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### Abstract

The Internet and digital media are remodeling sports marketing. Historically tv broadcasting become the principle supply of sales for elite sports activities groups, leagues and sports federations. This is now changing because the Internet creates new possibilities for the distribution and consumption of carrying activities. Social media is developing new types of communication between lovers, athletes, teams and sponsors. Mobile generation is likewise converting the manner that lovers devour sports activities content commonly and additionally at live events. These modifications create many strategic demanding situations and possibilities. This case observe offers several frameworks and thoughts, especially the sports surroundings model, event-driven advertising and marketing, star advertising and marketing and worldwide variations in sports viewing for particular sports activities. These concepts are illustrated the usage of sports activities marketing statistics from ComScore, character sports organisations and private studies. A framework for the improvement of a social media approach is proposed that can be used to evaluate the modern-day function of a sports activities employer and additionally to facilitate the development of a social media approach. A series of questions is posed to structure the discussion of the strategic and generation issues dealing with the commercial director of a major sports activities group.

**Keywords:** sports advertising, digital media, internet approach

### Introduction

#### Challenges in sports advertising

As a senior manager in sports activities advertising and marketing you are faced with numerous related challenges and strategic issues. Traditionally most of the sales in sport at the elite level has been generated from live broadcasting. Contracts with tv broadcasters and media groups stay very profitable. For example see ESPN's deal with the NFL (Sandomir 2011) [6]. Sponsorship and gate receipts from stay activities are also critical resources of sales. However, the technology and competitive landscapes are changing. In particular the arrival of social media changes the manner that enthusiasts engage and talk with every other and with groups, athletes, and sponsors. There are also new types of media corporations moving into the sports activities marketplace that threaten to disrupt the modern dominance of tv corporations in sports broadcasting.

Internet distribution threatens the value of stay broadcasting due to Internet piracy and converting client behavior for the intake of recreation, which might also make stay events less appealing to broadcasters. The Internet additionally creates new opportunities for minority sports that are not big enough to draw big revenue from mainstream tv broadcasting. In addition the fee of content for future use at the Internet and in social media isn't well understood. How have to you address new broadcasting offers that could stretch 5 to 10 years into the destiny? Should Internet rights be blanketed in tv broadcasting agreements? Or must they be saved separate? Who will own the sports activities content material for destiny

use in social media and Internet packages, some of which have not been invented yet? How should distribution in markets that are not included by the broadcasters be controlled? New companies including Apple TV and Google are stepping into the sports activities market. What are Their lengthy-term targets? Are they a threat to assets of revenue or a brand new possibility for advanced distribution and advertising and marketing of sports content material?

Your assignment is to broaden an Internet and social media method that takes into account the complicated and related troubles of innovations in social media, mobile generation, threats to assets of sales, new entrants into the sports activities market along with Google and Apple TV and converting expectancies from enthusiasts. You should protect the industrial revenue of your organisation even as additionally growing the sports activities logo and price of your team via attractive with fans in a meaningful and creative manner. You should also take advantage of new trends in generation in regions which include mobile generation and position your employer so you can enter into relationships with new media and era companies which can be likely to be in the vanguard of sports activities advertising innovation.

#### What is sports activities advertising and marketing?

##### Sports activities in advertising and marketing

Kotler *et al.* (2005) [3], defined advertising and marketing as: "A social and managerial technique by which people and groups reap what they need and want thru creating and replacing products and price with each other."

Kotler *et al.* (2005) [3].

In a sports context, sports advertising is consequently about the social and managerial approaches through which fans, sports companies and other agencies associated with sport, e.G. Media and technology companies, create and change products and services with every other, an increasing number of via virtual media along with set-top boxes, Internet, mobile gadgets and social media, in addition to live sports occasions.

The most important assets of sales from sports markets are ticketing, vending, sponsorship and broadcast rights control. Looking on the corporation of sports markets in more element, one of the characterising features of the sports enterprise is that it has a multi-tier shape (Mason, 1999) [4] and every tier has a extraordinary function and interest inside the commercial enterprise and advertising of recreation. Shaw (2007) [7] conceptualised the sports activities industry as a community that is generally centred on a prime sports club or league.

The clients are the sports lovers, and ultimately the lovers are the source of all sales. But not like other markets where there are clear definitions of corporations concerned in a market, usually in terms of the function of an organization inside the deliver chain, e.G. Store, distributor, producer and uncooked substances, sports markets are more correctly described as a network of organizations concerned inside the introduction, advertising, distribution and consumption of sports services and products. Starting with the athletes, character players are arguably the building blocks of recreation, and their increasingly essential function is confirmed through the growing interest in the idea of big name advertising this is primarily based almost solely at the persona of the man or woman athlete. Ritson (2010) [5] made the argument that social media is inherently perfect to sell and advertise people and conversely is ineffective at selling brands in comparison with other media.

The membership, or team, is the next fundamental tier inside the hierarchy. In maximum famous crew sports, which include soccer, American soccer, basketball and cricket, the sports activities membership (e.G. Barcelona football membership and Dallas Cowboys) is chargeable for hosting the sports activities activities, which might be the point of interest of maximum fans' interests. The golf equipment are also very intently worried in coping with the sources of revenue, e.G. Suit

Ticketing, membership and player sponsorship, and selling media rights along side different clubs and their sports activities federation.

Sports federations are chargeable for handling the pastimes of the sport as an entire and placing strategic path in areas along with selling the sport to new contributors, encouraging worldwide enlargement, managing countrywide and international leagues, knockout competitions and unique activities. The sports federations additionally act as an advise for the game commonly.

In addition to the sports federations there is a hard and fast of associated corporations along with primary sponsors, media and era businesses, together with other corporations with an immediate interest in sport including sportswear and device manufacturers (e.G. Nike and Adidas), sports activities advertising corporations and unbiased fan organizations.

One manner of representing the various range of businesses, businesses and individuals worried in recreation and referring to them to each different is through the concept of an ecosystem. See Figure 1 for a diagrammatic representation of the sports activities sales and advertising atmosphere version.

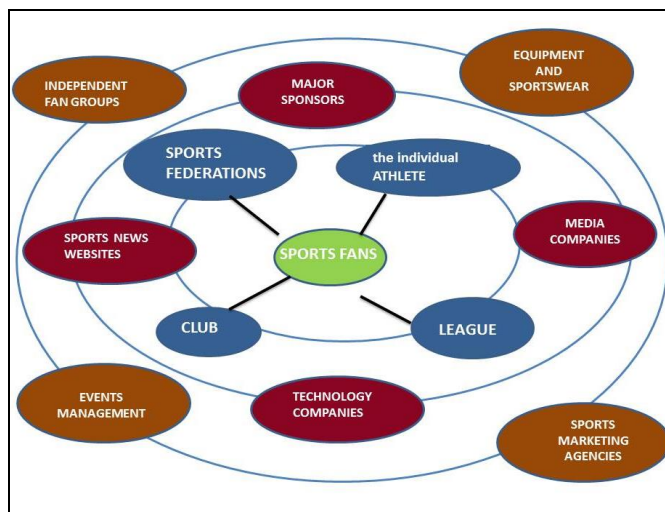


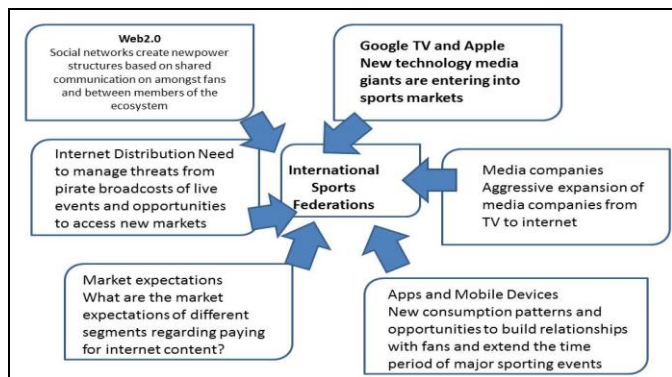
Fig 1: Sports activities sales and advertising

The enterprise and social techniques that connect those exclusive groups together may be described in phrases of communiqué, i.e. Facts flows between the exclusive entities. This sharing of information, whether or not in the shape of video, information articles, televised wearing events, blogs, chat-rooms or social networking, is on the heart of the way fanatics have interaction with sports activities markets and with each different. It is consequently crucial with a view to apprehend the effect that modifications in media have on those alternate processes and specifically to try and articulate the effects of internet 2.0 and social media on sports advertising. Before television, sports fanatics would attend sports activities and read approximately their teams and man or woman athletes in newspapers. There were very few other assets of data, besides of route, face-to-face discussions with other fans. The advent of television revolutionized the marketing and Consumption of sports activities because it made individual sporting activities to be had to millions global and eliminated geographic limitations of participation. Social media is having a further dramatic effect as it influences the manner in which fanatics turn out to be interested by a particular game or event, the way wherein they consume sports activities products and seriously, it's going to alternate the cutting-edge balance and sources of sales and consequently have an effect on the economics of sports marketing.

### Competitive threats and opportunities dealing with sports activities federations

The improved use of the Internet, consisting of traditional web sites, net 2.0 and social media creates new threats and opportunities for sports activities federations in terms of converting purchaser behaviour, social networks of fans, new entrants in the shape of era companies and new patterns of strategic behaviour with the aid of media businesses. An evaluation of the aggressive threats and possibilities going

through sports activities federations is proven in Figure 2.



**Fig 2:** Aggressive threats and possibilities going through sports activities

The use of digital media based on net 2.Zero-era doubtlessly adjustments the structure of markets, and sports activities markets are no exception. Individual sports activities enthusiasts can be targeted directly by the person athletes, thereby circumventing agreed media rights between groups and sponsors. Technology groups may additionally view sports activities markets as an exciting and powerful way to interact clients, even though this could not their primary awareness. Apple’s impact on the tune business and Google’s pursuits in expertise all elements of online client behaviour each suggest excessive threats to incumbents in the sports enterprise, given those agencies’ current access into sports activities infotainment services.

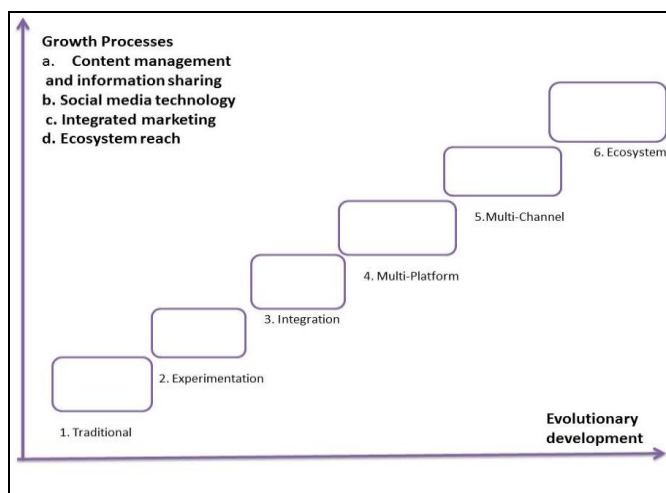
Existing media companies consisting of ESPN also are becoming much more aggressive in obtaining on line and media rights collectively and there may be arguably a trend in the direction of tv broadcasting becoming less influential in terms of average intake because on line consumption through private computer systems, tablet computers and mobile phones is gaining in phrases of its client attain.

The Internet in preferred increases specific issues and troubles associated with pirating of virtual content material. This can be a chief trouble for sports activities corporations which might be charging for a stay occasion when it is now technically feasible to feed a stay move of the occasion to more than one internet servers that can be considered without cost by using doubtlessly millions of enthusiasts. There also are businesses of users who’ve become acquainted with ‘unfastened’ content material, e.G. The youngsters marketplace, and sports activities businesses should find approaches of attractive with this marketplace, even though it's far on unfamiliar phrases in comparison with ancient custom and exercise. In addition, there are big differences between the attitudes of global audiences concerning paying for Internet content.

**The shape of the global on line sports market**

Sports and other business corporations are interested in how many of their general market may be prompted by way of a specific media which includes TV, radio or magazine. In on-line markets it possible to degree the quantity of precise traffic and this can be developed right into a degree of attain in

precise markets. The online size of a sports website is described because the number of online users over a defined period of time, in this case over a 3 month term. The results for the top a hundred sports web sites international for the fourth quarter in 2011 are shown in Figure 3



**Fig 3:** Results for the top a hundred sports web sites international for the fourth quarter in 2011

**Digital media approach and tiers of boom model**

The important question in sports advertising is the way to increase a social media approach? What kinds of social media packages need to be used and the way ought to they be carried out? Should sports clubs construct their personal social media platforms and groups? Or should they use existing social media platforms including Hi5 and Facebook? How ought to the overall performance of a social media strategy be measured? What sort of technical and advertising and marketing information is required? To facilitate the discussion of social media approach in a sports activities advertising context, a degrees of increase model is proposed that defines the key stages of evolution in the use of social media and the related increase tactics that outline the adulthood of an agency.

The common sense of the levels of boom version is that businesses increase through one-of-a-kind stages of increase for a selected era this is described in phrases of their adulthood with respect to special boom strategies. It has been broadly carried out in records systems theory and its use in social media is consequently justified. Each of the growth manner is defined earlier than describing improvement level

**Growth tactics**

1. Information management and communication strategy is the enterprise’s technique to dealing with its sports content and the manner wherein this statistics is shared with consumers and its monetary companions Social media generation is the usage of precise web
2. Zero technology such as XML, ajax, APIs and structures including Facebook and Twitter. It captures the technical element of the social media advertising approach.
3. Integrated advertising is the manner wherein the organisation combines and integrates all sorts of

advertising and marketing, including advertising, branding, sales promotions and occasion management, throughout on line and offline channels including TV, radio, print and social media.

4. Ecosystem reach is the quantity and intensity of the connections between the focal employer and the sports advertising environment.

## Stages

**Table 1**

Stage 1	Is defined as a conventional internet site, this is, one that has easy content primarily based on a published version of the Internet with very little interplay with enthusiasts or user generated content.
Stage 2	Is when a company starts off evolved to experiment with social media strategy, possibly for a specific occasion, or with the aid of beginning to apply the widely known social media systems. This would encompass the development of a few knowledge in the technical elements of internet 2.0 and might additionally typically impact the records control and communiqué approach.
Stage 3	Represents extended adulthood in phrases of the status quo of an integrated strategy that mixes the energetic use of outside social media systems and systems with internal use of social media and communities that are targeted on the club or federation's personal website. This shows a reasonably high sophistication in phrases of the technical strategy, and also begins to transport toward a more superior approach to records management and communiqué. For instance, decided on content that turned into formerly inaccessible to lovers may be made available over the social media systems. New marketing initiatives can even encompass social media content and tasks.
Stage 4	Starts off evolved to recognition and obtain a common person experience across more than one technology systems along with clever TV, non-public pc and mobile gadgets along with pills and telephones. This level represents expanded technical sophistication that creates new marketing possibilities regarding incorporated communications for the advertising and broadcasting of carrying activities.
Stage 5	Is concerned with the development of a multi-channel advertising strategy that uses both individual channels for particular purposes and additionally exploits synergies across channels with included campaigns and broadcasting. The maximum essential channels in sports markets are the Internet and social media and TV, however different channels consisting of e mail, press and outside marketing nonetheless play an essential role in selling occasions. The capacity to coordinate and tune the performance of marketing interest across more than one channels is consequently vital. This stage represents a excessive degree of class in both technology and marketing integration.
Stage 6	Is ready growing digital media techniques across the sports activities surroundings. It goes past taking a unmarried organisation attitude to take a network perspective that exploits synergies throughout multiple partners based on collaboration and trust. In other industries a supply chain or network angle based totally on alliances among separate organizations worried within the design, manufacture, distribution and retail of a products or services has grow to be an essential strategic idea. In sports activities markets the character of the interdependencies between for example athletes, clubs, sports federations and media businesses means that there are big opportunities for developing collaborative social media strategies that collectively are plenty more powerful and create a more compelling provide and consumer angle than might otherwise be viable by taking a single enterprise technique.

## 4.2. Rights control in recreation

Sports federations generate the bulk in their revenue from television broadcast rights to international wearing activities consisting of the Olympics, the cricket world cup and the Tour de France. Similarly, television broadcast rights account for most of the revenue for leagues inclusive of the Premiership football league within the U.K. And the National Hockey League (NHL) inside the U.S. The International Cricket Council bought its broadcast rights to ESPN for \$1.1 billion protecting an eight-year duration 2007 – 2015. The Premier soccer league has currently introduced a 3-12 months deal beginning inside the 2013-14 season through to 2015-2016, worth £three billion (BBC, 2012). ESPN agreed to paid the NFL \$1.9 billion in line with year for Monday night time television broadcast rights (The New York Times, 2011).

## 5. Conclusion

In addition to broadcast rights, there's also Internet insurance and digital media for which there is a big and growing international target audience – the distribution of the Internet customers to the pinnacle 100 sports web sites in Figure three demonstrates the very high stages of unique traffic to web sites. The strategic query for sports advertising is to what extent will the Internet and social media take viewers and revenue away from television, and how fast will this happen?

The NHL is one of the more proactive of the sports leagues in exploiting digital media. Some quotes from John Collins, the Chief Operating Officer of NHL, provide a few insights into their strategic route on this region and dispels a few common myths surrounding sports activities and new generation.

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