

Sports Marketing –Conceptual Approach- التسويق الرياضي –مقاربة مفاهيمية-

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Abstract:

This study aimed to identify the concept of sports marketing and due to the importance played by the latter in contributing to the formation of revenues of sports teams and clubs and this in light of the recent trends witnessed by marketing in this field, has been adopted descriptive analytical approach by addressing the various scientific references related to the subject of study And then an analysis of the recent trends of marketing, where it was concluded that sports marketing is increasing little by little to include the various issues posed by sports in the world.

Keywords: Sports; Sports Marketing; Sports marketing mix..

ملخص:

هدفت هذه الدراسة إلى التعرف على مفهوم التسويق الرياضي، من منطلق الأهمية التي يلعبها في المساهمة في تكوين عائدات الفرق والأندية الرياضية، وهذا في ضوء الاتجاهات الحديثة التي يشهدها التسويق في هذا المجال، أين تم اعتماد المنهج الوصفي التحليلي من خلال تناول المراجع العلمية المختلفة المتعلقة بموضوع الدراسة ثم تحليل الاتجاهات الحديثة للتسويق وعلاقتها بمختلف القضايا في مختلف المجالات، وقد تم التوصل إلى أن التسويق الرياضي يتزايد شيئاً فشيئاً ليشمل مختلف القضايا التي تطرحها الرياضة في العالم.

الكلمات المفتاحية: الرياضة: التسويق الرياضي: المزيج التسويقي الرياضي.

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1-Introduction:

Sport marketing has been the dynamic tool to keep up with everything new in the sports world under needs to strengthen the sports field in various media, from brand support, promotion, advertising as well as distribution of sports products. All this contributed to the revenues of the sports teams and strengthened their position within the public list.

Sport marketing has recently taken new paths and trends, and this is in parallel with the factors of the external environment, which has imposed itself through the introduction of new sports issues more branched than the previous ones, where marketing has had a greater share in addressing them and benefiting from them through various strategies of the sports marketing mix

Problematic:

Sports marketing has recently witnessed the expansion of its trends due to the current economic and social events, from the transition to the digital economy to the ethical economy to the increase of public awareness, here sports marketing has had a set of challenges that would hinder its goals, in this regard the following main question should be asked: “What are the most important Sports marketing in the current era is”?

And here it is necessary to ask the following sub-questions:

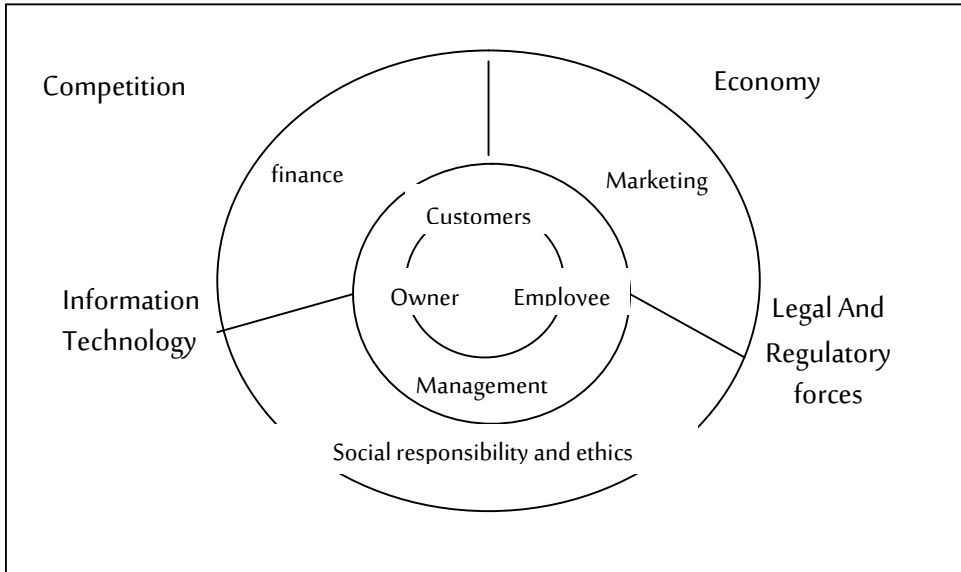
- What does sports marketing mean?
- How are sports marketing strategies well prepared?
- What is the importance of sports marketing?
- What are the most important characteristics of New Sports Marketing?

2-Theoretical chapter:

Sports Marketing is considered one of the branches of traditional marketing which gradually developed to achieve great successes for promoting sports clubs, the term “Sports Marketing” was first used in the United States by Advertising Age in 1978 (Da Silva & Las Casas, 2017, p. 16) it is an important aspect of global sports innovation as it is relevant to the business growth as well as survival.

However, before discussing the concept of sports marketing, it is necessary to identify the relationship between sport and business, This last is defined as individuals or organizations that seek to make a profit by providing products and services that satisfy the needs, wants, and desires of the consumer. The business world (Schwarz & Hunter, 2008, pp. 4-5), as documented in Figure 1.1 covers a wide variety of aspects.

Fig.1 Overview of the business World



Source: (Schwarz & Hunter, 2008, pp. 4-5)

We Note that the business world primary includes 3 Activities: (Finance; Marketing & Management), they are interconnected to achieve the interest of shareholders and customers and achieve community and consumer satisfaction, When marketing is the link between all these activities and the parties involved.

Marketing has evolved little by little to include the sports side, moving that sport from physical activities to the scope of business, sports marketing is defined as an interconnected process aimed at planning, pricing, promoting and distributing a product, service, or sporting activities that satisfy the needs and desires of the current and potential beneficiaries or consumers (Gharab, 2019, p. 7).

Sport marketing is building a highly identified 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 (Kirk, 2007, p. 12).

Generally, it can be said that sports marketing is the way to introducing the sports product, and using sports to market products.

The difference between -traditional marketing- and -sports marketing- mention in the table 1



Tab.1 Differences between goods/services marketing and sports marketing

Differences between goods/services marketing and sports marketing			
Top 10	Dimension	Goods/Services.	Sports teams/events
1	Purchasers	Costumers.	Fanatics
2	Adoption	Lolalty-repeat Purchasers of the same brand (viz...,Lack of switching behavior).	Psychological Identification with individuals and teams that goes beyond mere lolalty.
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 goods/service.	Two-part: Fans Frequently pay for the right to pay for tickets.
7	Facilities	Corporate owner buys/builds own facilities.	Government (Taxpayer) Typically pays for facilities.
8	Competition	Individual branding in competitiv0e markets.	Cooperative Contractual Relationships Monopoly power and antitrust exemption.
9	Exchange	Principally economic exchange.	Principally Social Exchange.
10	Employees	Contractual power favors owners.	Contractual Power favors employees (Players)

Source: (Kirk, 2007, p. 4)

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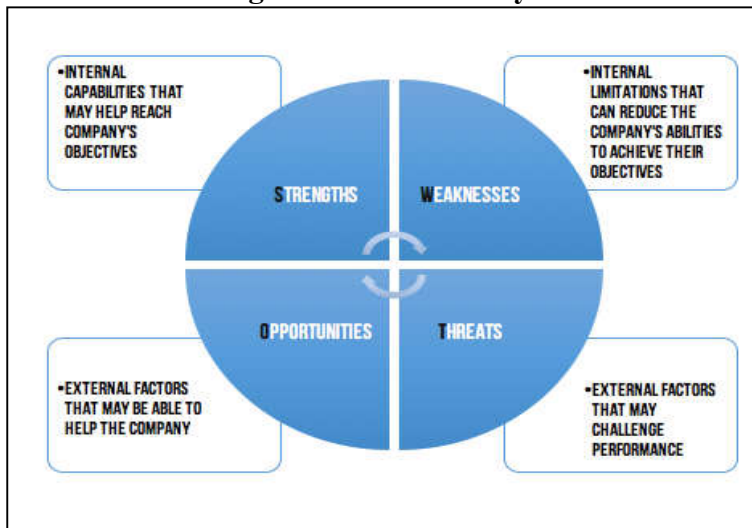
📌 Sports Marketing Strategy:

In order for sports marketing to achieve its goals, the following strategy must be determined: (Wordpress.com, 2016)

- **Stage 1: Identify sport marketing opportunities**

This stage involves using various analytical methods to identify opportunities. Such methods include PESTLE, SWOT, and competitor analysis, involves asking this question; what are its **Strengths, Weaknesses, Opportunities and Threats?**

Fig.2: -SWOT- Analysis.



Source: (Wordpress.com, 2016).

- **Stage 2: Developing a marketing strategy**

This stage involves developing a strategic marketing direction and a sport marketing position. In short, it involves four steps; market segmentation, targeting specific segments, developing market position strategy and determining the marketing mix.

- **Stage 3: Planning the sport marketing mix**

At this stage, companies would plan a set of strategies covering the 4 Ps (product, price, place and promotion), sponsorship and services.

This is the most important stage of sports marketing as it is when the whole strategy comes together. With the information gathered from the first two stages, Companies plan how they want to promote and brand their products, what price to set it at who to sponsor their products and what other services can be offered. When marketing a service, participants, physical environment and process comes into action.

Fig.3: Target Market



Source: (Wordpress.com, 2016).

• **Stage 4: Implementing the marketing strategy**

This will be the last stage where everything comes together and plans are put into action.

✚ **Sports Marketing Trends:**

Perhaps among the most prominent issues that faced sports marketing for the year 2019, Are the following: (Mulcahy, 2019)

▪ **Women in sports:**

A Nielsen Sports report stated that 84%of general sports fans find women's sport more “inspiring” and “progressive” than the male version, which is seen by many as being more “money driven”. These figures reveal the receptiveness of the public to women’s sports and the opportunity it presents for sports marketers to explore. Phil Carling, head of global football at Octagon, touches on the significance of women's footballin this changing landscape for advertisers: “Consumers want their brands to stand for something and equality, diversity and inclusion would rank highly in any list of causes. In light of this, it is easy to see

that women’s football can add a highly emotive cause-related string to its bow, offering advantages over its male counterpart.”

Regardless of the moral reasons for supporting women's sport, it makes commercial sense for brands to capitalize on the female consumer market. Currently in the UK, women are estimated to own half the personal wealth, a figure set to grow, and they are said to influence up to 80% of purchasing decisions. This presents a huge opportunity for sports to open up their marketing appeal to women and reap the economic rewards.

- **AR and VR:**

Although we are in the early days of virtual and augmented reality technology, there are examples of teams and brands making use of pre-existing platforms like Snapchat or Instagram to create immersive experiences for increasingly global audiences inside and outside stadiums.

In 2017 FC Bayern Munich created a fun interface for fans where they were able to virtually insert themselves into selfies with the team’s star players like Manuel Neuer or Arjen Robben. The feature was available to fans via its app, which could also personalize strips on the club’s online store. This immersive experience is reported to have bumped up the club’s revenue.

For advertisers and broadcasters, there are benefits too. Technology has already been trialled to personalize TV viewers’ experience of football games, most notably in 2018 when the FA and ITV ran a test during the England v Costa Rica friendly. Dynamic perimeter ads around the pitch were streamed to audiences based on location using Virtual Replacement Technology, allowing different viewers to see different ads. The ad offering was split into two feeds: one to the Americas, and the other to Asia, Australasia and parts of Europe.

- **Social channels:**

It is important that sports teams and athletes recognize the continued importance of social channels in building their fanbases and capitalizing on brand opportunities.

Social channels like “Instagram” and “Twitter” present spaces where fan communities can be cultivated and maintained. This prime advertising space can also be used to present a humanized version of athletes and round-the-clock access to the sport. Instagram stories and live streams let athletes and teams give their followers what appears to be exclusive, behind-the-scenes style insights on training sessions and offer the opportunity to host impromptu Q & As to bring fans closer to their idols. Often these sessions are brand-sponsored.

Such activity creates an proximity between the sports stars and their fans, and an opportunity for relevant brands to authentically sponsor the action.

Sports teams are also able to leverage the social accounts of their top talent to boost engagement with their brand. Using the example of FC Barcelona, their Instagram following at 70 million is dwarfed by the 118m followers of its biggest

star, Lionel Messi. Yet using their biggest footballing star in the role of authentic influencer, the club is able to promote the team as a whole, and the work they do.

▪ **Cause marketing:**

There has been a migration in the sports industry towards cause marketing, seeing big names and personalities using their authority to raise awareness of important issues. In 2018, former Manchester United star Rio Ferdinand and friend Jamie Moralee teamed up with mental health charity Calm (Campaign Against Living Miserably) to dispel harmful attitudes around men's mental health. Playing up to typical alpha male banter, the footballers answer questions like "who would win in a fight?" and "who can drink the most?" before getting more personal about the importance of their friendship, by openly discussing their feelings and need for support, Ferdinand and Moralee were perfect ambassadors for the charity and helped to dismantle the traditional masculine stereotype.

Similarly, it's important for brands to create narratives that both resonate with and involve their target audiences. A strong example of brand storytelling comes from Nike's 'We won it in France' spot for the French national team, after they won the 2018 World Cup.

Launching the club's latest strip, Nike celebrated the hard work of the French team and its players by drawing on their impoverished backgrounds in the banlieues of Paris and arid pitches of Marseille. This ad was a love letter not only to the players but to the supporters and their country, interweaving their stories with that of the club.

▪ **E-Sports:**

In recent years the popularity of eSports has seen exponential growth, a fact which has not been missed by sports teams. In particular, the format has proven popular with football teams with so many millions of their fanbase regularly playing Fifa videogames.

Spanish football team Real Madrid recently released plans for their updated, high-tech new home stadium which will include an eSports arena for fans. This is not dissimilar to plans from Tottenham Hotspur to host eSports tournaments when its new stadium is completed. The club thinks it will be able to earn upwards of £3m for every non-footballing event, due to its 60,000-seat capacity.

Christian Fuchs, a Premier League winner with Leicester City, is working on his own eSports venture called 'NoFuchsGiven'. "One of my big goals right now and I'm in talks with several partners is that I will build an eSports arena in New York," Forbes quotes Fuchs as telling the SportsPro Live 2019 conference.

✚ **Sports Marketing Importance:**

Among The Reasons that make sports marketing so important we mention the following: (Erica, 2018).

- **Sports Events:**

By using different media such as television, radio and Internet, local events may become a global event, and it is no surprise that you end up exhibiting your brand and products not only within the local market but also around the world. Interacting with local markets and interacting with the international market will allow excellent exposure to potential customers and generate an excellent return on sales.

- **Negotiation Efficiency:**

Games advertising gatherings will take a shot at your record to arrange the best manages establishments, occasions, associate, athletes and more with your team of gurus. Therefore, there may be greater efficiency in this type of direct approach that will ensure that you choose the best possible benefits.

- **Activation:**

A considerable number of activities could be an important part of an activation strategy. These professional marketing corporations would recognize the properties that suit their sponsorship objectives and offer high-quality services. These include corporate hospitality, trade fairs, tours of shopping centers, visits to fitness centers and much more.

- **Creativity:**

Sports marketing companies will exchange ideas with specialists to create cutting-edge concepts to produce excellent marketing promotions. If your promotion or package looks like any other company, then it would not offer potential customers anything new. In all likelihood, you will consider one that is distinctive as an alternative to one that follows the trend. Ads dedicated to sports are also generally creative and can also leave a significantly deeper impression in the mind of the viewer since it is a subject that can show the passion for your company or brand.

- **Quality Services:**

The preferences and desires of consumers change daily and marketing strategies must follow this constant transformation if they want to be effective, As a result, companies must be flexible and ready to quickly change their marketing instrument, successful sports marketing corporations will assure you that you are benefiting from the best quality service. Also, they will ensure that promotional products and packages are generally of the highest quality so that consumers return because their company only offers superior quality.

Perhaps one of the most prominent brands that innovate in sports marketing (Gary, 2015, p. 2):

- **Allstate:** The insurance company sponsors NASCAR driver Kasey Kahne. His car is covered in prominent Allstate ads, and he appears in the company's print and TV ads.
- **Reebok:** The sneaker maker led one of the most memorable ad campaigns of all time when it created a fictional rivalry between decathletes Dan

O'Brien and Dave Johnson. This created buzz for the Olympics and Reebok.

- **Coke:** An iconic ad featuring football player Joe Greene signing an autograph for a young boy introduced the slogan, “Have a Coke and a smile.
- **StubHub:** The ticket agent featured a common sports sound, the buzzer signaling the end of a period, at the ends of their ads. When fans heard the sound during a game, they thought of StubHub.
- **Budweiser:** The beer maker invests heavily in television marketing during the Super Bowl. Viewers look forward to the humorous ads almost as much as the game itself.
- **Citibank:** The Company paid millions of dollars for naming rights to the home field of the New York Mets.

3. Discuss & Results

This study came to a number of conclusions, perhaps the most important of which is that sports marketing like other types of marketing works in parallel with the financial and administrative activity of any organization

- ✓ Sports marketing is one of the branches of Business Administration , but its organizational field is not only economic , but also extends to the sports field, where it aims to organize sports, increase the revenue of teams, promote games and brands of clubs
- ✓ In order for sports marketing to achieve its goals, it has to follow a number of strategies:
 - **Identify sport marketing opportunities**
 - **Developing a marketing strategy**
 - **Planning the sport marketing mix**
 - **Implementing the marketing strategy**
- ✓ Sports marketing operates in a dynamic and changing environment, which has led to the introduction of a range of trends, women's sports have reflected the ethical orientation of sports as opposed to men's sports where the level of abuse and betting is very high.
- ✓ Brand fame should be in parallel with the positive sports results achieved.
- ✓ Modern technology and social media have added to sports a kind of fun that has contributed to the expansion of sports marketing.
- ✓ Taking advantage of the outputs of the digital economy by issuing e-sports, which represents a projection of sports in reality, increased investment opportunities and raised the expectations of marketers

Finally we can say that sports marketing should be flexible so that he can keep abreast of all developments and events and issues to without forget about try to meet single masses that can affect the decisions of marketers.

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