SPORT MARKETING

trainning session

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1. What is Sport marketing ?
2. Strategies of Sport marketing
3. Type of sport and Benefits of sports marketing
4. The marketing in sports events
5. Kahoot!

What is sport marketing ?

- Uses sports, in any form, to help sell goods and services.
- Using the content of sports to assist marketing efforts.
- Involves a wide variety of sectors of the sports industry
- Sports marketing can take many different forms
- Sports marketing is divided into three sectors.

Let's read somes articles ...

- 5 of the biggest sports marketing trends of 2019
- 10 Sports Marketing Trends That You Should Know and Use
- At Large: What could athlete marketing look like in the 2020s?
- Can sports clubs share their marketing database with sponsors?
- For A Winning Sports Marketing Campaign, Think Of Players As People First

Power of sport marketing

- More engaging content and experience
- New platforms
- Role of Women
- Innovative ideas
- Budgets
- 4 p´s

Strategies

1. Understand your Target Audience
2. Create a unique angle
3. Create engaging content that suits your target audience
4. Identify the best channel to reach them
5. Build up Partnerships
6. Sponsorships

Exercise

By groups, Find 2 real strategies of some brands and analyse their results

Different type of sports

- Classification of sports by levels
- Mainstream or non-mainstream
- Accessibility, popularity, uniqueness, affordability, star power, player skill, and player similarity
- Sports differentiation is also important concerning sponsorship

Let's watch sport marketing campaigns...

Sports Events

Exercise

NBA

UEFA
CHAMPIONS
LEAGUE

FIFA WORLD CUP
RUSSIA 2018

NFL
SUPER BOWL

Kahoot!

Thank you for your attention!!!

Motorola

What was great: many assigments well planned differents points of view different kind of method : article, video	To improve: sound more discussion , debate some feedback about the pretask
What have you learned: importance of sport marketing new english words trends of sport marketing	To take into action: decided one article for each group