

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 ?

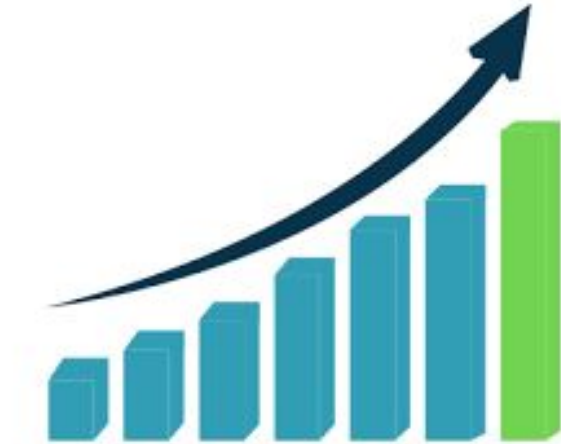
- Uses sports, in any form, to help sell goods and services.
- Using the content of sports to assist marketing efforts.
- Involves a wide variety of sectors of the sports industry
- Sports marketing can take many different forms
- Sports marketing is divided into three sectors.

Let's read some 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





**Thank you for your
attention!!!**



Motorola

<p>What was great:</p> <ul style="list-style-type: none">many assignmentswell planneddifferent points of viewdifferent kind of method : article, video	<p>To improve:</p> <ul style="list-style-type: none">soundmore discussion , debatesome feedback about the pretask
<p>What have you learned:</p> <ul style="list-style-type: none">importance of sport marketingnew english wordstrends of sport marketing	<p>To take into action:</p> <ul style="list-style-type: none">decided one article for each group