



## Marketing of Sports activities



# Marketing

- Marketing is your business seen from the point of view of the stakeholder.



# What is Sports Marketing

- Using sports to sell goods and services
- Sports content assisting marketing efforts
- The objective of any sports organisation is to know how to win clients and keep them!



# Marketing Sports Activities

“ Communicating the value of an entity’s sports products and services to a target market in order to create a top of the mind position and sustainable profitable demand”



# Key Words

- Products/Services
- Communicate
- Target market
- Demand
- Position
- Profit



# What can be Marketed?

- Courses
- Events – Awards, competitions, seminars, Exhibitions
- Athletes
- Facilities
- Symbols and marks
- Merchandise
- Teams
- Programmes – HP, Sport for All



# Sport Organisation Analysis

- SWOT analysis?
- How are we different?
- How are we perceived by our competitors?
- How are we perceived by existing customers/stakeholders and prospects?



# Stakeholder Analysis

- Who are they?
- Who are the most important?
- What do they want?
- Why do they buy or get involved?
- When do they buy or get involved?
- How do they buy or get involved?





## Africa – Self Check

- Is sport in Africa marketable?
- Do Confederations understand the value of their brands?
- What Business are we in?
- Who are our stakeholders?
- Who are our competitors?



# Current State of Sport

- Undefined products and services
- Poor event hosting and management
- Lack of research and trend setting
- Export of raw talent, services and opportunities
- Huge sums of money paid to external consultants
- Confusing donations for sponsorship



# Impact To Sport in Africa

- Migration of athletes, coaches abroad
- Export of employment, raw talent and opportunities
- Undervalued products – EPL worth 7Billion Pounds.  
Zim PSL \$2million in 5 years
- Top athletes shunning Continental events
- Club versus country dilemma



# Servicing - THE differentiating factor!

- Quick stakeholder/supplier relationships
- Clear and added-value advises
- High quality delivery
- Ecological and sustainable products
- Customized service
- Anticipate stakeholder needs



# Changing The Game Plan

- Now business as “Unusual”
- Value addition and beneficiation
- Think global! Act local



# The Game Changer!

- Commodities or products?
- What is Africa marketing?



# Product Vs Market

## PRODUCT DEFINITION

Railroad logistics

Copy machines

Petrol manufacturing

Film production

Encyclopaedias

Air conditioners

## MARKET DEFINITION

Moving people and goods

Office productivity

Energy supplier

Dream machine

Distributing knowledge

Climate control



# Marketing Sports – Today and Future

- Understand the environment in the playing field
- Embrace digital era





# Modes of Communicating Products

- **DIGITAL** – Mobile gadgets, internet protocols, blogs, streaming, TV broadcasting, Sports Apps
- **TRADITIONAL** – TV, Radio, print, brochures, magazines, outdoor advertisement, top of the line and below the line marketing.
- **SOCIAL MEDIA** – Twitter, Instagram, LinkedIn



# Characteristics of Sports Events

- Unique/different – Same DNA different fingerprints
- Unpredictable
- Perishable
- Captive
- Appealing
- Evoke emotions



# Threat Analysis

- New entrants – Cricket 20/20
- Substitutes – Computer games
- Bargaining power of suppliers – facilities owners, sports equipment and apparel suppliers, broadcasters, technical officials, event organisers
- Bargaining power of customers – Athletes, coaches, governments, spectators (netball, rugby), consultants
- Threat of rivals – other sports codes, music, churches, arts, fashion



# Marketing Strategy

## Existing Product

## New Product

### Existing Market

Market penetration

- ✓ Promotions
- ✓ Give aways

Product development

- ✓ Packaging
- ✓ Branding
- ✓ Improvements

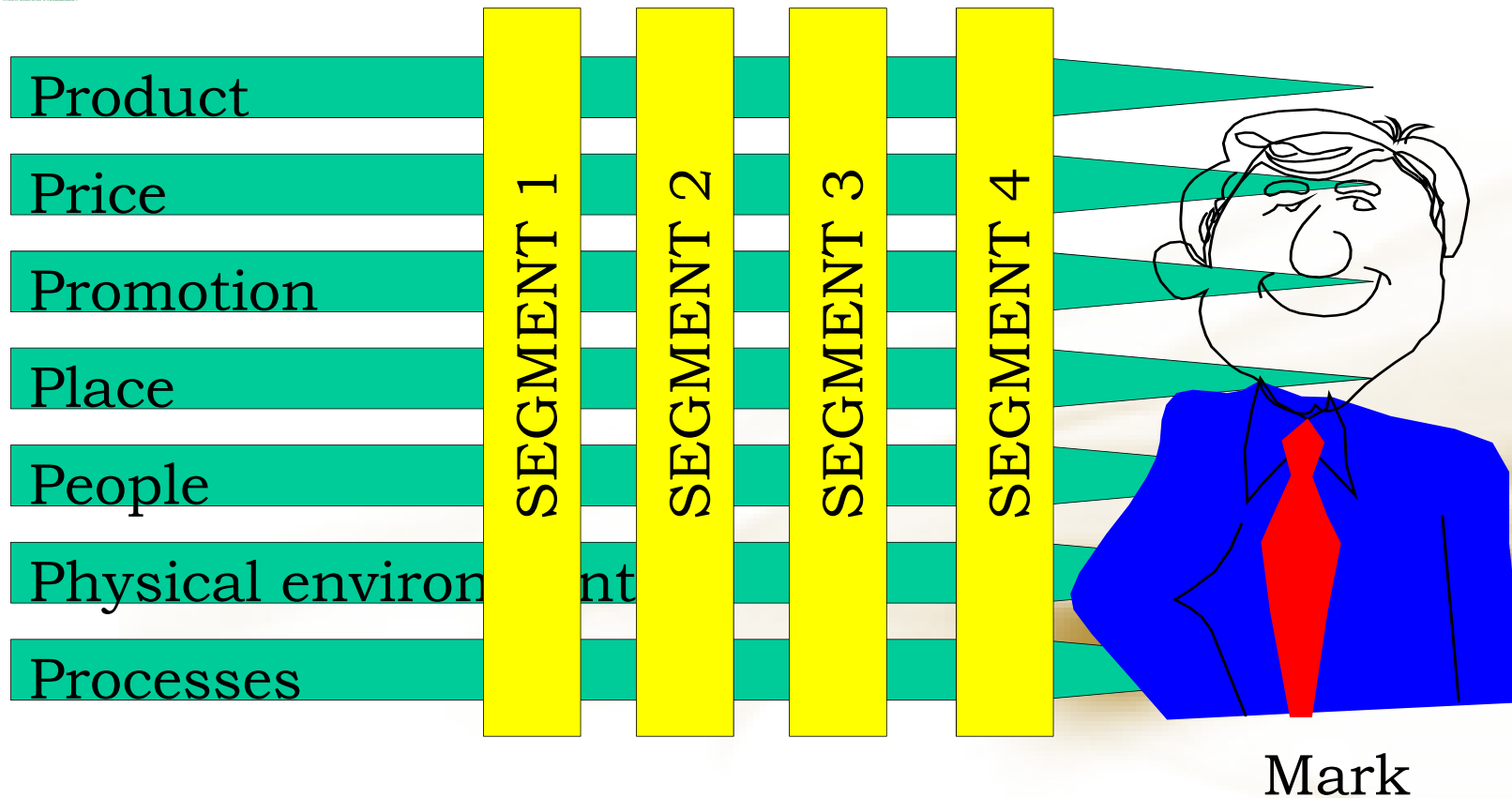
### New Market

Market development/Expansion/Extension  
- Road shows etc

Product Diversification



# Expanded Marketing Mix Vs Segments





# Marketing Sport Activities

- Segmentation – profitable, accessible, sustainable, significant
- Targeting – shotgun versus Pistol
- Position – if you don't position yourself, the market will do it for you



# Segments and products in Sport

- Youth sport – young people e.g. Youth Olympics
- Professional players – Premier league, NBA
- Women – Women world Cup
- Schools – Cadet programme
- University students – FISU
- Uniformed forces – Military Games
- Street kids – Homeless World cup
- Senior citizens – Sport for all



# Target

- Children (ethics?)
- Women
- University students
- TV audience
- Working class
- Sponsors
- Active mature
- Media





# Position

- Athlete centred, coach led
- Safety first
- Premier service
- A leading home of innovation and excellence
- We fly for you

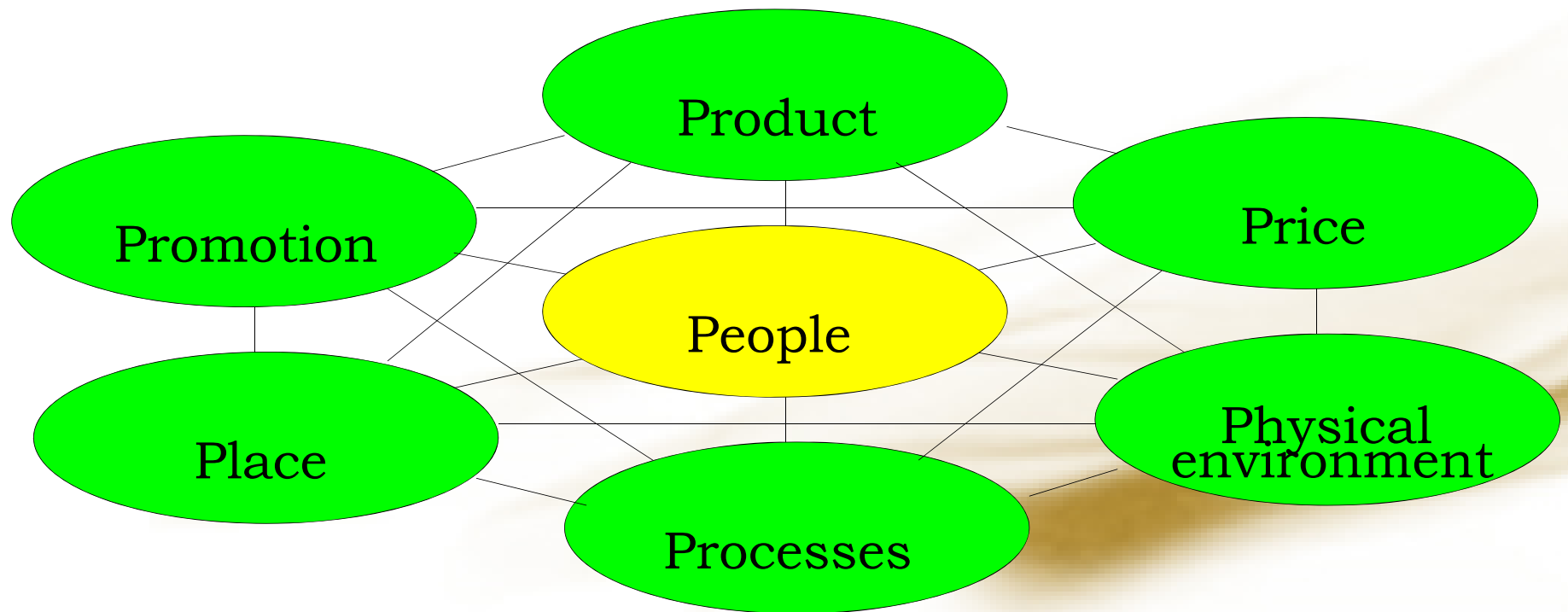


## Marketing Mix: the 4 Ps

- **Product:** Variety, design, features, brand name, packaging, sizes, services, warranties, returns
- **Price:** Pricelist, discounts, allowances, payment period, credit terms
- **Promotion:** Sales promotion, advertising, sales force, public relations, direct marketing, on-line one-to-one
- **Place:** Coverage, distribution channels, assortment, locations, inventory, transport



# Expanded Marketing Mix - Services





# Product

- Quality (should we celebrate mediocrity?)
- Duration/time
- Ambience
- Utility/use



# Place

- How do spectators access? Transport
- Safety/security
- Ambience
- Convenience – time of day
- Who distributes sales – tickets etc



# Price

- Cost of attending – tickets, bus fares, meals
- Cost to health and risk of life
- Convenience
- Credibility
- Discounts
- Allowances
- Payment period
- Credit terms



# Promotions

- Loyalty programmes
- Advertising
- Give-aways
- Online, one-on-one
- Sponsorship
- Media
- Messages

*Reduce noise – disruptions, divergence etc*



# People

- Coaches, administrators, athletes, support staff, volunteers, experts, spectators, vendors, agents
- Training, induction, orientation, career development
- Customer management technology – caring for sponsors, athletes, coaches, spectators, volunteers
- Knowledge transfer and knowledge banks





# Processes

- Technology – results management, stakeholder communication, publicity, competition management, Doping tests
- Systems – LTAD, LTCD, HP, communication, succession planning, conflict management
- Policies – selecting awards winners, which sports codes to include on the Games programme, coach appointment, bidding process, Doping results management



# Physical Environment

- Ambience
- Branding
- Signage
- Colour coding
- Hygiene and cleanliness



# Where to from here?

- Marketing is no longer an art
- Marketing is no longer a science
- Its now a game changer!
- Its now a way of life!
- Its now “***Business as unusual***”



“Doing things the same way over and over and expecting a different result is lunacy”