



Topic 6. MARKETING AND PR

Module II. Management of small and medium sized sport clubs



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DEFINITIONS

MARKETING is the action or business of **promoting and selling products or services**, including **market research** and **advertising**

- Oxford Dictionary



PR (Public Relations) is the activity of providing the public with **information about your organization** so that people have a **positive idea** of the organization's work

- Cambridge Dictionary



THE HISTORY OF SPORT MARKETING

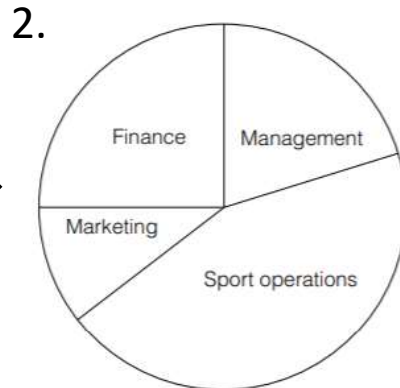
1970

Pre-sport Marketing



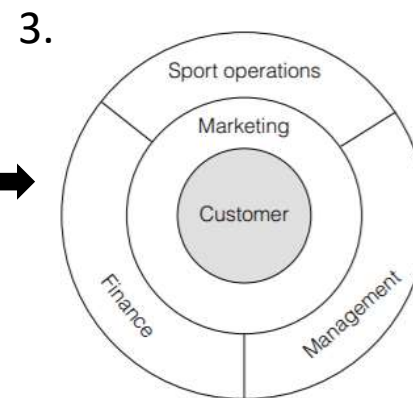
Sport Marketing was non-existent

Transition to professional sport



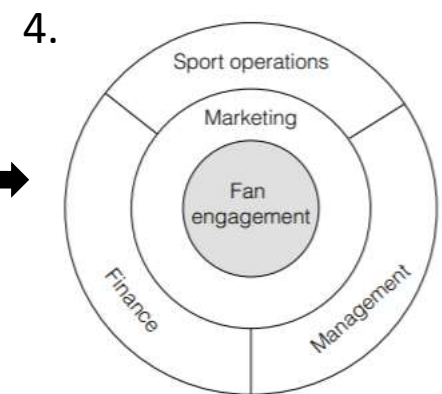
Starting to monitor environmental trends and plan for the organisation's ongoing growth

The customer as a controlling function in sport marketing



Recognition that the customer is central to ongoing organisational survival

Sport marketing fan engagement



Customer/fan Engagement is crucial-Result of social media



WHY IS MARKETING IMPORTANT FOR SPORT CLUBS?

Marketing in Sports Clubs helps:

- Attract **new members**
- **Retain existing members**
- Identify **opportunities for growth** and **long term sustainability**
- Clearly **communicate** and raise awareness of **precisely what your club has to offer**
- Become **more visible** and a hub **within the community**
- **Increase sponsorship** and engage local businesses
- **Recruit volunteers**



DIGITAL MARKETING CHANNELS

Marketing Channels: Sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

Digital Channels = direct selling:

- **Website & Blogs**
- **Search Engines**
- **Email Marketing**
- **Social Media**
- **Content Marketing**





WHY IS PR IMPORTANT FOR SPORT CLUBS?

Public relations in sports:

- Aims to **positively influence public opinion**
- Aims to **win support through a two-way communication**
- Good PR helps **increase the public's faith in the sports organization**
- **Keeps the public continually informed** about what is going on in the sports club
- **Helps promote programs** in the sports club



MARKET POSITIONING

- **Positioning is how the consumers view a product or service** (e.g. expensive and highly competitive, inexpensive club that focuses on participation or multisport club that achieves both objectives)
- Sport clubs must **understand the needs and wants of their consumers**
- Sport clubs should **develop a strategic marketing management plan** – to help position itself in the marketplace
- A marketing plan is important, because **it helps drive revenue streams, which help fund the club's initiatives, services and long-term plans**



THE 4Ps IN MARKETING AND SPORT CLUBS

- The 4Ps in marketing are: **product, price, place and promotion = marketing mix**
- **Product:** bundle of experiences and services that aim to satisfy club members
- **Price:** price plays an important role for customers → often perceived as value
- **Place:** is the sports club easy to find?
- **Promotion:** any activity that increases interest and awareness of the club → **Market research** can be helpful





ATTRACTING CUSTOMERS

- **Word of mouth marketing** – when members tell their friends and family about the sports club
- **Understanding the needs of the customers**
- **Communicate the club's values** – e.g. fun, safe, social, professional → expressed in all activities, including writing emails and how a coach communicates with his/her team
- Using **marketing tools** such as flyers and brochures and direct mail
- Having an updated and structured **official website**



THE STAKEHOLDERS IN SPORTS CLUBS

Stakeholders are any individuals interested in a company/organization!

- Sponsors
- Other Sport Clubs
- Supporters and Fans
- Government Agencies
- Media
- Other Leagues



ATTRACTING PARTNERS

- Partners in sports clubs are often referred to as **sponsors**
- **Attracting good players that can compete for the sports club attracts more sponsors**
- **The more active a sports club is on social media, the more sponsors it will attract**
- Explain to potential sponsors why **the sports club is a marketing opportunity** for them
- **Clearly explain to sponsors what you can offer them**

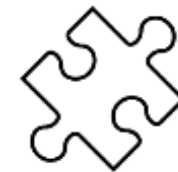




MODEL OF SPORT MARKETING STRATEGY

Steps to create a marketing strategy:

1. **Market analysis** – know your customers!
2. **Market segmentation** – different groups should be targeted in a different way!
3. **Competition analysis** – know your competition!
4. **Plan formulation** – set goals!
5. **Controlling** – maintain results!





MARKETING TECHNIQUES FOR SPORT CLUBS

- Using the **club logo** on **letters and promotional material**
- Updated **website**
- **Products such as T-Shirts and souvenirs** with the club name
- **Signage with club name and logo** should be displayed at events, such competitions and tennis camps
- Using **social media**



SOCIAL MEDIA CHANNELS

What is social media?

Form of **electronic communication**, where users can **create online communities** in order to **send personal messages** and **share contents**.

Examples of Social Media

- Facebook
- Messenger
- WhatsApp
- Twitter
- Instagram
- YouTube





WHY DO SPORTS CLUBS USE SOCIAL MEDIA?

Social media:

- Can be used as a **marketing tool**
- Enables **within club communication**
- Provides the change for **direct communication with target groups**
- Helps **create partnerships**
- Can be a way to **receive feedback**



TYPES OF MARKETING IN SPORTS CLUBS

Formal Marketing examples:

- Listing a club in a **telephone directory**
- Advertising a club in a **local newspaper**
- **Offering discount** on court hire prices

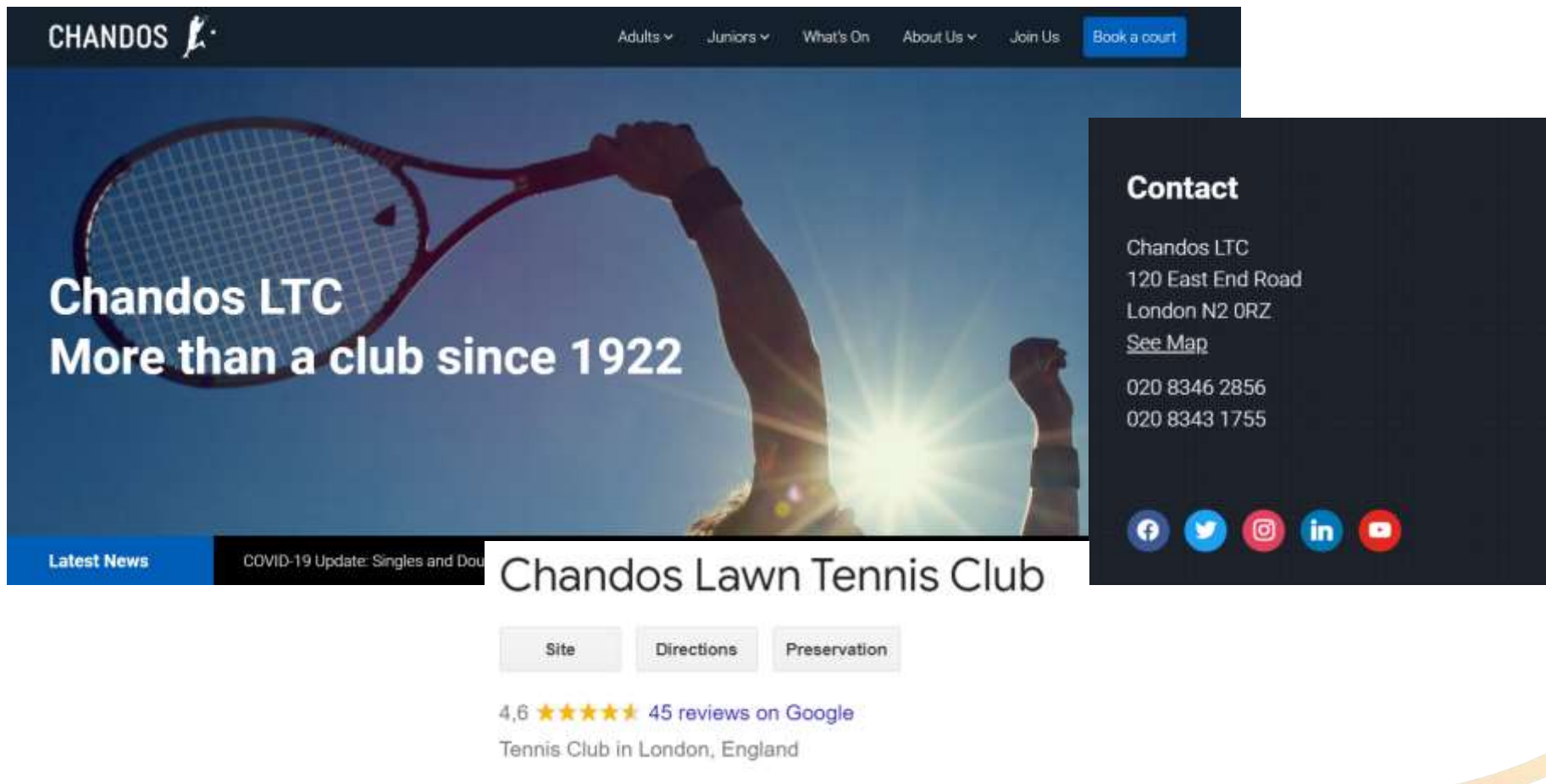
Informal Marketing examples (small things on a daily basis):

- Being **helpful and friendly to customers**
- Providing **information over the phone**
- **Encouraging people to join** the club

A combination of both types of marketing is effective!



EXAMPLE OF GOOD CLUB MARKETING



The image shows a screenshot of the Chandos Lawn Tennis Club website and its Google search results. The website header features the 'CHANDOS' logo and navigation links for 'Adults', 'Juniors', 'What's On', 'About Us', 'Join Us', and a 'Book a court' button. The main banner displays a silhouette of a tennis player holding a racket against a sunset background, with the text 'Chandos LTC More than a club since 1922'. A 'Contact' sidebar on the right provides the club's address (120 East End Road, London N2 0RZ), phone numbers (020 8346 2856 and 020 8343 1755), and social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube. Below the website, the Google search results for 'Chandos Lawn Tennis Club' are visible, showing a 4.6-star rating from 45 reviews and buttons for 'Site', 'Directions', and 'Preservation'.



CHANDOS LAWN TENNIS CLUB'S SOCIAL MEDIA CHANNELS

Facebook: Search Facebook, Chandos Lawn Tennis Club, @chandosltc - Stadium, arena & sports venue

Instagram: chandos_ltc, 18 posts, 198 followers, 63 following, Chandos Lawn Tennis Club, Stadium, Arena & Sports Venue, A unique tennis club for all ages & standards with fantast indoor courts, clubhouse, coffee shop, small gym & mini chandosltc.com

Twitter: Chandos Lawn Tennis Club, 217 Tweets

LinkedIn: Chandos LTC, More than a club since 1922, Sports - London - 3 followers, See all 5 employees on LinkedIn

YouTube: Chandos LTC, 6 subscribers



COMMUNICATION TIPS

Good communication is a form of good marketing!

Communication with players

- Acknowledge player strengths
- Provide constructive feedback of their performance – avoid criticism

Communication with parents and coaches

- Acknowledge the importance of parents in sports and thank them for their time and involvement
- Clear communication of the aims and expectations between parents and coaches