# Chapter 49

# Sport Marketing:
## Cyber Strategies for Clubs and Events

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## ABSTRACT

*This chapter introduces and informs the reader about the new technologies used in the world of sports through their actors: players, athletes, teams, and events. The new media's opportunities are processed, highlighting the way sports organizations make use of the potential of these new communication channels in their marketing strategy to interact and control both the message and content offered to their customers. This chapter also has a section specifically devoted to the use of social networks and virtual communities in the sports sector. Likewise, this chapter draws attention to the problems linked to the indiscriminate use of this technology such as distribution problems, information control, intrusiveness, and the latest studies and advances in sport marketing online strategies.*

## INTRODUCTION

Sports clubs and sports events of all sizes are involved in an intense struggle for the market. They are trying to open new markets and new channels of communication to maintain long-term relationships with consumers and fans. The new media are commonly described as electronic or digital media and are usually associated with Internet, computers and mobile communication. These new media are more sophisticated and technologically advanced transmission vehicles than ever.

Clubs and sports events are aware of competition in their sector. This is why they are betting on these new means of communication. The new media are an opportunity to provide updated information in real time from their teams or events. It's a quick path to attract new fans, as well as to keep offering them online multimedia content that increases loyalty and generates positive word of mouth. The new media are a strategy for cost reduction because they lower advertising costs in conventional media and reduce the expenses incurred in printing publicity and information. Sports clubs use new technologies as a showcase for the sale of merchandise, which often consists of exclusive items at a special price.

They can monetize the online communication strategy for generating revenue through advertisers and sponsors on their website or mobile Internet.

Profits from the sale of their online services are significant, reducing the discomfort of fans by not having to wait for a long time to get a ticket from the box office and the services can be sold anywhere in the world (multimedia content sales).

The media used by sports clubs, sporting events and even athletes and players are varied. Broadband and 3G technologies have introduced new opportunities to sell sport to consumers. This technological breakthrough has also introduced wireless broadband, which means that we can take our Internet access with us wherever we bring our laptops, PDAs or mobile phones. 3G technologies allow transfer rates of up to 2 Mbps or higher, which has created a very lucrative market for telecommunication companies.

In short, this chapter will introduce and inform the reader about the new technologies used in the world of sports through their actors: players, athletes, teams and events. The new media's opportunities will be processed, highlighting the way sports organizations make use of the potential of these new communication channels in their marketing strategy to interact and control both the message and content offered to their customers. Likewise, this chapter will draw attention to the problems linked to the indiscriminate use of this technology such as distribution problems, information control and intrusiveness.

## A NEW OPPORTUNITY OF COMMUNICATION

There is a large body of scientific literature on the use of Internet as a primary communication by sports companies. However, there is little information about the effectiveness and influence of mobile technology and social media in the communication on sport organizations.

Some communication tools such as Facebook and Twitter are becoming mass media that are employed by sports teams and players to connect daily with their fans and followers. In particular, FC Barcelona currently has over 41 million followers on his Facebook page (updated to April 2013). The label sports players and athletes photos, update their profiles, comment the games, upload videos on their exploits or favorite scenes or create online publications. This will become the media of mass information and propaganda throughout the world anywhere and at any time.

All for little or no cost compared to traditional media, sports organizations have begun to use the Internet technology to reach consumers of sport to a whole new level. Sports organizations are creating fan pages on Facebook, where members can join and receive updates on upcoming games, events and promotions. In addition, the sports facilities are using Facebook as a resource for creating additional websites where members of your page receives event notifications, discount tickets, and the invitation to participate in contests.

The latest fashion tool social networking is Twitter. This social network allows users to send short updates to 140 characters known as "tweets" to other members or followers. They are open and public access.

Taking advantage of low investment and technology requirements that social media demands, managers of sports organizations hope to increase the value of your brand and provide added value to its consumers and fans.

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