

Chapter 27

The Impact of Digital Marketing on the Esports Industry: Preliminary Approach

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ABSTRACT

This chapter aims to understand how Esports organizations can improve digital marketing strategies, considering the unique characteristics of this sector and the importance of maintaining solid relationships with the target audience. The research was carried out using a mixed methodology, which included the application of quantitative research to evaluate the behaviors of Esports fans and a qualitative literature review to explore the trends and challenges of digital marketing in this context. The results show that the esports audience consists predominantly of young males, with a strong interest in video games, technology and pop culture. The personalization of digital strategies, focusing on platforms such as YouTube and Twitch, as well as the use of promotions and sweepstakes, proved essential for audience engagement. Although the use of influencers has a neutral perception, campaigns that offer direct benefits, such as promotions, are more attractive.

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INTRODUCTION

Esports, a rapidly growing industry, has challenged traditional marketing with its unique characteristics and strong interaction between fans and brands. It is estimated that by 2025 the *esports industry will have a global audience of over 640 million enthusiasts, which underlines the growing economic and social importance of this phenomenon*. The expansion of this industry reflects not only its competitive appeal, but also the emergence of a new digital ecosystem that offers innovative opportunities for brands to connect with a highly engaged audience.

The choice of this issue arose from the need to explore how digital marketing can be optimized to build lasting and effective relationships with the *esports target audience*, a sector that faces specific challenges due to its digital and competitive nature and the constant technological evolution that requires rapid adaptation and innovation by brands. Therefore, understanding the impact of digital marketing in this context is crucial for organizations to maximize their reach and effectiveness.

This study aims to analyze the characteristics and trends of digital marketing in the *esports industry*, evaluating fan preferences, strategies used by organizations and the challenges faced by organizations. To this end, a mixed methodology will be adopted, which combines the collection of quantitative data, through surveys in which a descriptive analysis will be carried out in order to draw the necessary conclusions to assist in the study, and a qualitative review of the literature.

The structure of the paper begins with a review of the literature on the *esports industry*, highlighting the importance of the brand and emerging trends. This is followed by an analysis of consumer and *stakeholder behavior*, and ends with a discussion on the financial and ethical impact of *esports*.

The study will contribute to the development of digital marketing strategies in esports by providing a deeper understanding of audience preferences and behaviors. Based on this, brands will be able to create more personalized and relevant campaigns, tailored to the interests of fans. In addition, it will help to explore the use of new technologies, such as augmented and virtual reality, to provide more immersive experiences. The study will also allow to analyze the impact of digital platforms, such as *Twitch* and *YouTube*, identifying the most effective channels for audience engagement. Analyzing the impact of influencers will help to understand the influence they have on audiences, while creating engaging and interactive content can increase engagement and brand loyalty. Brands will also be able to promote more immersive events and incorporate gamification into their campaigns, offering rewards and unique experiences. In addition, the study will highlight the importance of social responsibility, encouraging brands to develop ethical initiatives that resonate with audiences. Finally, it will help to identify new ways of monetization, diversifying revenues through products and experiences that meet the expectations of the esports audience.

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