

SPORTS MARKETING STRATEGY

Jia Yi

*Qingdao University of Science and Technology,
Qingdao 266061, China*

*Represented by Doctor of Economic Sciences,
Professor R.R. Tolstyakov*

Key words and phrases: sports events; management; marketing events; marketing strategy.

Abstract: The article presents the analysis of the literature materials and the system analysis combined with the marketing theory analysis, the analysis of the concept of marketing and the nature of sport service. Primary strategies of marketing sports events have been analyzed. The principles of establishing marketing targets and the mechanisms on how to maintain reasonable marketing in order to conduct the sports events successfully have been reviewed. The article explores the increasing commercial competition, the development of competitive sports in China and ways of creating the system of reasonable pricing.

Preface

Sports events will be viewed as a part of commodity marketing. In the era of planned economy, sport in our country was under the highly centralized management. A social and public welfare, the performance of events were implemented by the government sport's administration monopoly and had strong political and planning features. Along with the transformation of the economic operation mechanism the sports competitions will be the part of market with commercial feature. In our country sport emphasizes the reform of the management system. In the process of its changing, marketing innovates the idea that we will have an inevitable proposition in future. According to marketing related theory the essential attribute of the sports events marketing is the idea of discussion and research. In order to enhance our country's sports marketing operation level and promote the rapid development of the sports industry in China, we need to understand the value of theory and the significance of practice.

1. The essence of marketing sports events

Sports events marketing is the traditional marketing process which is used for organization of sports events. Sports marketing activities process is usually includes two aspects, one is consumers sports marketing of products or services. This marketing includes game tickets sales, souvenir sales, etc., so-called sports

Цзя И – преподаватель кафедры «Физвоспитание», Университет науки и технологии Циндао, Циндао 266061, Китай.

marketing; the second aspect is a promotion of different enterprises products or services during the sports events. It is a so-called advertisement carrier of the sports events marketing, such as enterprise sponsorship, ChangNaWai enterprise advertisements, events intangible asset sales. Therefore, in the whole process of the sports events marketing the most substantial content is a service. The most important value orientation is to meet customers' needs and desires, it is an ultimate goal.

2. The definition of events marketing and strategy analysis

Contemporary events marketing idea says that the event marketing is a business company or an organization, group which use different forms of the traditional marketing and media advertisement of a new marketing strategy. Mainly this is the enterprise with sponsorship, name, and other means to support sports activities in order to promote it's own brand.

2.1. Improving media collaboration.

When people think on how to improve the relationship with media, there are three main points to summarize – “build relationships, arrange time and create focus event”. “Build relationships” refers to arrangement of the development of special media work as wide as possible for lasting friendly relations and cooperation. Only established good relations can ensure that the work will be done efficiency; “Arrange time” means not only to choose the right media communication. To choose the best time also is very important arrangement of events, the organizers must choose the most favorable time for media reporters to carry out the work; “Create focus event” means before, during, and after the game design various activities or build news events to attract media attention.

2.2. Attraction of athletes to take part in a sports event.

In sports teams, the manager decides if athletes will participate in the competition or not, the manager is the main decision maker. Athletes' friends and relatives also strongly influence on the athletes' decision, and of course the audience which watches sports events is very important. Statistics of the held in Dallas (America) "The Lone Star" primary volleyball championship for young people of 10-18 years old, estimated that the average every participant can invite is 3.2 friends or family members to watch the event. Actually everybody related to organization of sports event can develop relationship: athletes clubs, sports team and coach, brokers, and, even relatives and friends of all related participants.

2.3. Attraction of sponsors.

Attraction of sponsors we can say is the first successful step to get good premises for sports events. With sponsors funding, the organization can rent or even purchase better facilities, hire more workers and provide better service for the participants. Organizations should know what sponsors are interested in and make proposals to them according to their interests. The organizers should identify advantages which can bring some profit to sponsors and offer these advantages to sponsors at the negotiating table (among them can be an opportunity to sale sponsor's products). Before negotiation organizers should verify the feasibility of all the resources in order to ensure that all promised to sponsor finally will be realized. For example, when organizers promise to sponsors a roadside advertising, first they should carefully study the local regulations. The simplest way to attract sponsors is to persuade the existing

sponsors to extend your relations for a long period. This requires from organizers of sports event from the very beginning to provide a good service for sponsors, organizers should value sponsors as the most precious resource. In order to have fruitful relations with sponsor organizers should not only provide a good reception, but also let sponsors to participate in decision-making process of sports event organization. Summarizing the above-mentioned we can conclude that if the sponsor's interests and the interests of the event are close to the sponsor's income opportunity than the possibility to continue relations with sponsors for future events is higher.

3. Conclusion

We should use the marketing theory and continuous innovation sports marketing concept in order to understand the nature of the sports events marketing, establish the Internet marketing and relationship marketing, national marketing of the sports events marketing, we should enrich sports marketing ideas (sponsors, media, other relations). All the above-mentioned will promote the healthy and rapid development of China's sports events and will play a positive role for sport in general.

Reference

1. Philip, P.M.. Marketing Management-Analysis, Planning, Implementation and Control. Version 8. [M] / P.M. Philip. – Shanghai : Shanghai People's Publishing House, 1997.
2. Christie Case Lu, don. Service Marketing Management [M]. – Shanghai : Princeton University Press, 1998.
3. Philip, P.M. Marketing Management. Asian Version [M] / P.M. Philip. – Beijing : Renmin University of China Publishing House, 1997.

Стратегии спортивного маркетинга

Цзя И

*Университет науки и технологии Циндао,
Циндао 266061, Китай*

Ключевые слова и фразы: маркетинг мероприятий; спортивные мероприятия; стратегия маркетинга; управление.

Аннотация: Представлены результаты системного анализа с учетом данных теории и концепции маркетинга и особенностей организации спортивных мероприятий. Рассмотрены первичные стратегии маркетинга спортивных мероприятий. Проанализированы принципы построения маркетинговых целей и создания маркетинговых механизмов проведения спортивных мероприятий. Представлена проблема роста коммерческой конкуренции, подчеркнута необходимость развития спортивных соревнований в Китае и обсуждены пути создания системы разумного ценообразования.

© Цзя И, 2012