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Innovative Approaches to Creation of Marketing Communications for Sports Clubs

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Abstract

Small sports clubs are very often under pressure to have a lot amateur players, talented children, spectators, visitors, but on the other hand they need a lot of sponsors as well. In this area existed very wide spectrum of customers and it is not easy to find out the correct way and strategy to address them. The aim of the paper is to show the way how to create marketing communication strategy for different customers of sports club with using of innovation approaches based on the analysis of literature and conducted research. During the research were used these methods: content analysis, documents study, comparative analysis, process analysis, statistic analysis, empirical research and more. One of the main results is that is a different understanding of marketing communications by different customers based on their age. According this situation is necessary to optimize the communication strategy. That means to find out a correct choice of communications tools and channels for address potential or actual customers effectively. In the conclusions are defined most popular communications tools and channels according the age of customers and the innovation ways to proceed during to creation of effective communication strategy.

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1. Introduction

Integrated marketing communication is no longer just an advantage; it is a necessity if a sport club wants to be successful. Segmentation is required for correct targeting campaigns and should be treated in great detail, and many sport organizations use micro segmentation, to utilize its resources. The situation today is complicated by the highly dynamic behaviour of customers that often are subject to a change of trend.

Use of modern information and communication technologies is no longer the domain currently only organizations, but also ordinary people, especially the younger and middle generations.

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Another important factor, which influences the communication mix is mobile communication, and in particular the development and use of mobile internet using by "smart" phones, which also significantly changing view of the communication mix.

Significant phenomenon becomes particularly for the younger generation and social networks. There are several social networking sites such as Facebook, Google+, LinkedIn or Twitter, which are variously designed respectively focuses on a different type of content and services. Sport organizations are increasingly in communication with customers also focus on the use of these networks. The challenge, however, remains appropriate set up of communication mix to target the desired segment and achieve the desired effect.

2. Empirical research

To better understand the current perception of marketing communications by customers in Slovakia was conducted research in the form of questionnaires, which included 308 respondents. The research was conducted from January to February 2014.

In terms of age structure, respondents were divided into three groups: 25 years old, and 26-50 years old, and the last group consists of respondents' aged 51 and over. The percentage distribution of can be seen in the fig. 1.

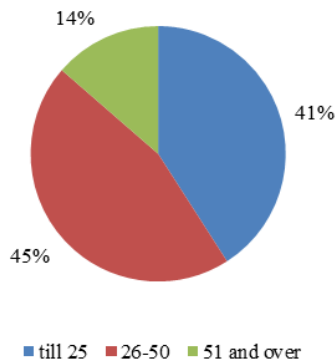


Fig. 1 Age Structure (Source: own processing)

From all respondents, it were 41% of respondents aged 25 years, 45% of respondents were aged 26-50 years and 14% of respondents were aged over 51.

On fig. 2 it can be seen that respondents under the age of 25 years reported that they often meet internet or online advertising and the advertising on TV. In the group of 26-50 years is similar, just the first place is that advertising on TV and then it's online advertising. Age group 51 and over reported that they often meet with advertising on TV and then with online and outdoor advertising, respectively with leaflets.

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