

# *Discussion on the Marketing Strategy of Sports Events in the New Period*

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**Abstract:** with the continuous increase of major sports events, the requirements involved have been increasing. It is a difficult problem that we need to face in the new era to ensure that the events can be successfully held and produce higher economic benefits. It requires us to improve the quality of the marketing work of sports events and provide a solid and powerful guarantee for the successful holding and completion of sports events. Combined with the relevant knowledge of marketing, the reasonable adjustment of sports event marketing strategy can greatly improve the operation level of sports events in the market, and promote the faster development of sports cause. This paper discusses the marketing strategies of sports events in the new period as follows.

## **1. Introduction**

The marketing strategy of sports events is the process of realizing the marketing goal of sports events. It takes the people who need sports events as the starting point, according to the past experience to obtain the needs and expectations of the audience, media and sponsors for sports events, organize various sports events in a planned way, and then provide them with satisfactory services or services through consensus price strategy, product strategy, promotion strategy and channel strategy.

## **2. Definition of Sports Event Marketing**

Sports event marketing refers to the multi-channel marketing activities initiated by the organizers for the sports event itself. These include: attracting spectators to watch the event or paying attention to the relevant reports of the event; introducing sponsors; communicating with government officials to strive for government support; and looking for companies that can provide efficient and high-quality services for the game to collaborate<sup>[1]</sup>. As a process with service nature, sports event marketing is a marketing activity that transfers the process and principle of marketing to sports event and carries out by virtue of the event itself. Under normal circumstances, the marketing of sports events includes the following two forms: first, direct sales of sports products and services to consumers, such as selling event tickets and souvenirs; second, using sports games as a medium to sell other companies' products and services, such as advertising for corporate sponsors of the event and other companies. It can be seen that the whole process of sports event marketing is essentially

a service, which regards service as value orientation and meeting customer needs as the ultimate goal of marketing.

### **3. Methods of Sports Events Marketing**

#### **3.1 Printed Materials Marketing**

The marketing method that uses printed materials as propaganda media is called printed materials marketing, such as tickets, newspapers, posters, brochures, etc.<sup>[2]</sup>. Newspaper is the most authoritative kind of printed material that is indispensable in life, and any event is willing to use it as a carrier for event marketing activities. Although printed materials are a relatively traditional way for event marketing, with the continuous progress of printing technology, the level of this marketing method is also constantly improving, and has become a crucial part of the event marketing process. Without a beautiful ticket or exquisite manual, the quality and commercial value of the event will be greatly reduced.

#### **3.2 Broadcast Marketing**

Broadcast marketing is a marketing method that uses radio waves as a medium to spread sports events to people through sound signals. Although there are far fewer people who listen to the radio than those who learn about sports events through mobile phones, computers and TV, sports events are still marketed through radio. Because some people still use the radio to get news and information, and they often hear the sound of the radio on long-distance buses, buses, and taxis, sports events will not abandon the marketing method of broadcasting.

#### **3.3 Tv Marketing**

In today's society, although the network is developed, the number of TV users is still very large, so TV marketing is a major way of sports marketing. Through TV, people can understand the whole process of the competition from the preparation of the competition to the conclusion of the conclusion. Various major events, press conferences and ceremonies about sports events also frequently appear on the TV screen. Event organizers often create a variety of eye-catching events to attract the attention of TV media, so as to make TV marketing gain better marketing effect.

#### **3.4 Network Marketing**

Network marketing is the most indispensable means for the marketing of sports events. Network marketing concentrates all the functions of newspapers, radio and television, and has a huge marketing space, which can meet the needs of various groups<sup>[3]</sup>. It has become the most common way for people to watch the information and broadcast of sports events through the network. Therefore, network marketing is the most important method of sports events marketing.

#### **3.5 Related Event Marketing**

In the process of marketing sports events, the organizer will often organize events related to sports events, such as the launch ceremony of the event, the press conference before and after the game, and so on. These activities attracted the attention of the audience and the media, but also attracted the arrival of many sponsors.

### **4. Marketing Strategy of Sports Events in the New Period**

#### 4.1 Realize Diversified Event Marketing Strategy

The current sports market demand is becoming more and more diversified, which requires the organizers of sports events to adjust their marketing methods, deepen the marketing methods of sports events, integrate internal resources, and increase the company's bidding capabilities and market influence. And through cooperation with other industries to develop products in depth, strengthen the high integration of the media industry with the financial industry, commerce, and information industry to maximize economic benefits. At the same time, we should make full use of the advantages of new media to improve the attention of sports events and create a good brand effect<sup>[4]</sup>.

#### 4.2 Innovative and Flexible Centralization Strategy

The marketing of sports events in the new era must always be innovative, flexible and centralized. In the fierce market competition environment, sports event marketing adopts a more concentrated strategy to respond to various needs in a timely manner to expand market share. At the same time, behind the rapid development of media marketing market, there is a trend of media market segmentation, which requires event organizers to adopt flexible and innovative strategies, sensitively find new needs, and quickly expand market share by meeting such needs. While the new media brings opportunities for sports event marketing, it will also bring new risks. The organizers of sports events can strengthen risk prevention, flexibly respond to market risks and seek advantages and avoid disadvantages, which is also the key to the success of sports event marketing.

#### 4.3 Strengthen Service-Oriented Marketing Strategy

In the new era of sports event marketing, providing customers with a full range of services is the key to ensuring marketing quality. Event organizers need to establish a scientific and systematic multimedia database platform, extract customized content for the audience at any time, provide personal customized services, and meet the changing market demand, which is an important trend in the new media era<sup>[5]</sup>. At the same time, it is also necessary to fully grasp the changes in market demand through strengthening marketing strategies, and to track and understand the use of current event information in a timely manner, so as to grasp market demand and pinpoint marketing positioning.

### 5. Conclusion

The marketing of sports events is a new marketing model, a new concept and branch in the field of marketing. We must continue to innovate and improve the concepts and strategies of sports event marketing based on marketing theory. Insight into the connotation, essence and concept of sports event marketing, so that the marketing of sports events will move towards a better posture, so as to promote the development of the national sports industry and related industries in a virtuous circle.

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