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Independent Study & Mentorship

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Fan Engagement

Assessment 5 - Research

Subject: Sports Marketing - Fan Engagement

MLA Citation: Achen, Rebecca M, et al. "What Customers Want: Defining Engagement on Social Media in Sport." *Global Sports Business Journal*, vol. 5, no. 3, 2017.

Assessment:

In exploring fan engagement, the third of four potential focuses, much of the information relates directly to the direct marketing ideas of social media and other advertising campaigns. The article identified digital trends as the cause of social medias proprietary usage in fan engagement marketing. This is very significant for me, as the world is only getting more digital, and media improves constantly, therefore there will be endless opportunities to employ the fan engagement strategies. As one of the constant themes is the relationship created with consumers, the article essentially highlighted a major flaw in the marketing plan I created last year for Catches for Cubs. Catches for Cubs lacked that personal touch with customers and was essentially a compilation of blind advertisements. Furthermore, without any consistent direct channel to the target market, the strategies cannot be utilized making fan engagement weak. Going forward, for this years independent study, I plan on executing the fan engagement aspect to near perfection, in order to maximize consumer turnouts.

Much of the information directly applies to my goal of creating a real final product. While I am not sure about fan engagement being the focus for the year, this research can definitely be applied if a product with a real market is created. In order to execute the tactics discussed, I need to be diligent and take an active role in many different aspects of sports marketing including fan engagement. For Catches for Cubs I spent the most time in the partnerships aspect in hopes of getting that return contact for the opportunity to pitch the partnership proposal. While I should've been taking care of the other aspects to a greater extent. Ultimately this could have been a great cause of Catches for Cubs' failure. Therefore, this year that shall be different, as if I am able to solidify a plan in which all subsections such as partnerships, branding, and fan engagement are met with an equal amount of time and effort, the product may be a big success.

As the research indicated that simple technological fan engagement strategies aren't enough to create successful consumer relationships, this sprung the idea of how to set up a little mini events to get the customers actively participating. This actually goes back to some of the information obtained from a mentor visit with Mr. Kastner and Mr. Simler, detailing ways to utilize digital media to promote more in person events. In order to apply this to this years independent study, a foundation needs to be created whether its for Catches for Cubs or a different product idea. This foundation needs to include funding, a business and marketing plan, and proper research into all the components of a proper marketing campaign.

Ultimately, the research provided a great overview of the fan engagement aspect of sports marketing. Fan engagement could be a potential focus for the year as it is an essential aspect of the industry, and is actually one of the more technologically driven aspects. Going forward, after

conducting specific interviews with professionals I anticipate a focus to be selected. The first hand explanations will provide better insight into determining my focus for the year.