Digital Marketing & Analytics for (future) Sports Professionals

1. Exploring the digital marketing landscape
Tuesday August 31th

- **Phases of globalisation that have impacted sport business landscape**
- **Introduction into Marketingtech/Digital Technology landscape**
- **Digital and data ecosystems in sports**

A selection of the tools we cover

During this kick-off lecture we will delve deeper into the developments within the digital marketing domain. In recent years, there has been an explosive increase in the rise of marketing technology tools. These tools, amounting to more than 8,000 different applications, ensure optimization in marketing and sales processes. The tools include data systems, advanced analytic tools, email applications, advertising tools and social media management solutions. We look into more than 25 different categories of these tools and take you through the biggest success stories of the past years. This also reveals trends that arise within the digital marketing industry. In this lecture we provide answers to how you can leverage your business in a digital and data driven environment and how to develop new revenue models around sports.

Several of such tools are available within a sports organisation. The secret to success is to select the right tools and tie them together in an ecosystem to ensure optimal results for the organisation. For example, ticketing systems can be linked to merchandise systems and hospitality expenses to the webshop. We look into how we can properly connect the available digital tools in a way that value creation in the organisation is centrally managed and data centrally stored.

2. Taking advantage of the data opportunity
Thursday September 2nd

- **Major global trends and how they affect the sport industry**
- **Introduction to data tools**
- **The value of data in the digital age**

A selection of the tools we cover

Data comes in many shapes and sizes. But what is the value of data really and what kind of data are we talking about? In this second lecture we explain how a sports organisation can create value from its own database. How can data provide important strategic insights for both the short and long term decision making in an organisation. We explain by means of a number of practical examples how significant value can be created with small data sets. Good data can be used to influence spending of a fan/member by personalizing messages and commercial offerings. It is also part of your sponsorship proposition where 'data sharing' is becoming more important every day.

However, data must always be stored somewhere. This applies from the smallest associations to the largest clubs and sports organisations. There are tools for every level at which the data can be stored. Think for example of CRM systems, Customer Data Platforms, Data Warehouses and Data Management Platforms. They each have their own unique applications in storing data. We show you how you can easily get started with a step-by-step plan of mapping your own data with helpful tools. We will give special attention to data capturing based on profiling your fans or members. Better profiles provide insights into specific preferences of your fans/members and customers and offer opportunities to run predictive analyses to customize your marketing approach.

3. Enhancing fan/member engagement & loyalty
Tuesday September 7th

- **Structure of the global sport industry**
- **Working with fan/member engagement solutions**
- **How to organise data driven/personalised campaigning (e-mailmarketing)**

A selection of the tools we cover

WIREWAX   DR✦FT   vidyard   INTERCOM

Fans/members are emotionally connected to the sport. They are happy when they win and sad when they lose. Whether it is positive or negative, fans/members always have a bond with you as a sports organisation. It is therefore important to constantly engage them with the story of your organisation. How do you manage to connect with fans/members, continue to tell unique stories and increase their loyalty towards your organisation? In this lecture we take a look at various fan/member engagement techniques and solutions based on best practices worldwide.

We also show you how to set up relevant data-driven email campaigns and social media campaigns. Personalization of messages is the magic formula here. Email marketing and social targeting is all about the individual and as a recipient you want to be approached and spoken to in a personal manner. We show you techniques how to personalise e-mails and other messages. And also, how you can fully adapt the context and proposition of your message to the wishes and needs of large groups of people. You will be trained in this lecture to become a data driven campaigner. It is all about personalization at scale and driving conversion of your products and services.

4. Profiling fans/members and capturing new markets
Thursday September 9th

- **Introduction to the value chain in sport concept**
- **360-degree view of the fan/member and monetization**
- **Data sharing strategies in sponsorships**

A selection of the tools we cover

segment   EXPONEA   Lytics   blueconic

There are many different forms of data and how data contributes to getting to know your customers better. Some data sources you may already have in place and some you may need to add. The challenge is to form a 360-degree customer view of your fans/members. In that way you will not only learn about the transactional data they leave with you, but also gain predictive information about their digital movements that they make on your platforms and apps. How can you connect different relevant data sources? With a complete customer view, you are able to add value at every stage of the fan/member-journey and literally convert the data into revenue. We teach you how to commercially utilise fans/members' accumulated data to make money.

And insights into your total fan/member base are not only interesting for you. You can also create an incredible amount of added value for your sponsors and partners by having the right insights about your supporters. For example, how interesting would it be for Adidas as a sponsor of Real Madrid to know what are the specific behavioral characteristics of groups of fans of Real Madrid who like to wear Adidas clothing? And whether we are talking about families, young adults or seniors? We show you different cases in which data was the key to success in taking the effect of sponsorships to the next level.

5. Developing next-level Social Media strategies
Tuesday September 14th

- **An overview of the global sport media landscape**
- **Successful social media (management) strategies in sports**
- **How to organise sports fan/member loyalty programs**

A selection of the tools we cover

WORDPRESS   hivebrite   Vanilla   influitive

Social media is an incredibly important channel for sports organisations. We know that in addition to organisations, certain athletes also have millions of followers on various social media platforms. How can you best use social media as an organisation? Which platforms do you choose and what type of content do you share on these platforms? During this lecture we will dive deeper into the power of social media. And how to get value out of the conversion techniques in these social channels. What is changing the coming years?

Whether you are a large or a small club, everyone has the same challenge. You want your fans/members to become loyal followers and visitors, not just one-off buyers. How do you create programs to develop a sustainable loyal fan/member base? Which loyalty programs can you add to your current fan/member journeys and how can your marketeers work with it? We show different examples of state-of-the-art loyalty software to integrate with your content offerings and websites/app.

6. Enriching experiences on sport platforms
Thursday September 16th

- **The impact of artificial intelligence and virtual reality technology on the fan/member experience**
- **Gamification as a differentiator**
- **Enhancing the stadium experience**

A selection of the tools we cover

Adding playful interactive elements to your marketing channels is becoming increasingly important. Especially for the younger generation. We have seen an emergence of gamification in recent years. Techniques that enable the fan/member to do something playful, after which a follow-up action takes place. Creating these types of gamification and implementing them within your marketing activities is discussed in this week's program. It is the next layer of content around your core sports offerings and on your digital platforms.

It will further grow your fan/memberbase. And of course, e-sports will be part of the discussion in this lecture.

For many sports organisations, the physical place of the stadium is an important anchoring point in the total customer journey of a fan/member. After all, a large part of the brand experience is delivered in the stadium. How can you optimise this experience?

7. Using personalization & conversion to scale up
Tuesday September 21th

- **From sport marketing 3.0 to sport marketing 4.0....**
- **Principles of marketing automation**
- **Fan/member journey management in practice**

A selection of the tools we cover

Conducting (personalised) marketing requires a lot of attention and time, yet many of the required marketing activities are repetitive. In this lecture we discuss the principles of marketing automation. Adding automations within your marketing campaigns ensures that you increase the scalability and efficiency of your sales activities. Automation is the most effective way to reach and engage fans/members on daily basis. Automation is the magic principle to scale up your activities.

We also look into building a customer journey, or a better fan/member-journey. Every fan/member is taken on a journey from the first moment they come into contact with you until the last moment that they respond to your communication. Drawing up the fan/member journey helps you to select the right marketing activities. Best practice examples from leaders in de sports industry will complete this picture.

8. Building a digital strategy roadmap
Thursday September 23th

- **Major trends that affect the future of sport business globally**
- **The future of sport marketing, what we can expect**
- **Management decision making through dashboarding**

A selection of the tools we cover

The sport industry has experienced a significant acceleration in recent years. But what will the next 5 years look like? Which innovations and trends will develop in the near future and have an impact on sport? How do you determine your strategy for the coming years and how do you prepare for some of the challenges that sport is facing?

We also help you to create future insights with dashboards. The right management information at the right time is key for the successful

execution of your strategic planning. Dashboards go much further than just providing insights into the results of your marketing campaigns. Dashboarding concerns bringing together all available information in an organisation and present it in a way that management decision making is made easier. Dashboards are an indispensable means of visualising the most important management information.
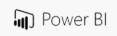
9. Building communities in recreational sports
Tuesday September 28th

- **What is community sport…? And how to build digital communities**
- **A brief comparison of community sport systems in various countries**
- **Covid and the need for new business models in community sport**

A selection of the tools we cover

Google Analytics   Qlik   tableau   Power BI

Building communities has become more important than ever. Not only in elite sports, also in recreational sports. Health is an important driver for sport participation. The traditional club-based systems of Europe and Australia where people have been coming together playing sport are making way for new ways to build communities. In this lecture we will take you through a number of practical cases in which successful communities have been created and share with you the results they have achieved today. They are the perfect examples of how the old can meet the new.

10. Connecting to the power of esports
Thursday September 30th

- **Is Esport real sport…? Some arguments in favour and against**
- **And… does it really matter? Because for sport business to thrive it probably does not**

A selection of the tools we cover

ESL   FIFA   LEAGUE OF LEGENDS   esports

Esports is booming. The Esports market is growing every year and this will only increase in the coming years. It is a type of sport (or is it?) that appeals to the younger generation. We are talking about the GenZ generation. How can sports organisations connect and engage with Esports and how can Esports become another platform of connection with your fan/memberbase? In this lecture we look at the global Esports trend and also take a closer look at a few selected markets.