

Social Media Impact on Sports Marketing in Current Scenario

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Abstract

The way players, coaches, clubs, federations, sports, corporations and their industry actors engage has changed as a result of social media. Although there has been a rise in academic interest in the use of social media in the world of sports recently, this research looked at how social media platforms have an impact on sports marketing in India. Sports management should consider the consequences of the bibliometric study, and future research on social media in sports is outlined.

Keywords: Social media, Marketing, Sports, Online, India

1. Introduction

SOCIAL MEDIA

The term "social media" refers to online communities and networks where individuals may produce, share, and/or exchange information and ideas. The primary accounts on Facebook, twitter, Instagram, LinkedIn, and YouTube are managed by the office of communications and marketing. Sports marketing is changing as well thanks to social media. In 2019, more sports fans than ever before watched videos on social media. This surge was seen across all age groups. The consumption of individuals between the ages of 18 and 27 grew by 67% and that of those between the ages of 28 and 35 by 68%.

2. SOCIAL MEDIA'S IMPACT ON SPORTS

The popularity of mobile devices and social media has altered how we see a number of aspects of modern life. Social media platforms like Facebook, twitter, Instagram and YouTube among others come in a wide variety. These social media platforms are very practical for everyday usage by people. The rise of social media has made it possible to rapidly disseminate information, reach a wider audience and enlist more people in the conversation. Numerous facets of sports were impacted by social media, including communication and sports marketing. One of the most important tools for athletes, fans and media professionals is social media.

Advantages

In recent years, the number of individuals actively engaged in social media has grown exponentially. People may engage in sports, keep tabs on their favorite teams and players, and get up-to-the-minute sports news instantaneously. The use of social media may help sports organizations in many ways. These include better public relations, reduced marketing costs,

increased income and more. Social media may help organizations foster two-way communication with the public and create a community centered on their goal. The use of social media as a vital tool for interacting with sports fans has grown in popularity. Social media is a crucial tool for individual sports fans to communicate with one another, exchange information, and have a two-way conversation with sports organizations. Players might benefit from using social media platforms to advertise themselves, connect with fans and build their own brands. At the moment, social media has a larger and more consistent impact than traditional media at a far lower cost. The economic rewards would be proportional, but even a single post per day might establish the athlete as active in the eyes of their fans. Additionally, discussing updates about sports may make the athlete more enjoyable, which will probably likely result in long-term progress.

Disadvantages

Despite all of the advantages, social media in sports still has certain drawbacks. More swiftly than ever before, harmful material may be shared. It's possible that players have no notion how to behave on social media. Fans' critical remarks may have an impact on how well athletes or teams perform, among other things. Numerous examples demonstrate that players should receive training on how to use social media because even one negative post has the potential to have a significant impact not only on the athletes but also on the organizations that support them in their athletic endeavors. One of the most significant challenges that the sports industry is now experiencing is how to deal with the proliferation of social media in the sporting world. The social media landscape is still evolving rapidly and is just in its infancy at this point. The sports industry as a whole, including players, organizations, and fans, is recognizing social media as the most important tool for marketing, communication and connection.

3. SOCIAL MEDIA IMPACT ON SPORTS MARKETING

As a result of brands' global adaptation to changes in advertising, their overall conversion rates and levels of consumer loyalty have increased. There are more connections between individuals. More than three billion individuals are now logged into social networks globally, and 42% of people use Facebook, Instagram, or Twitter as a source of news or entertainment. To increase consumer attraction, businesses use social media methods.

Social media has evolved into the ideal ally for sports marketing. A sports celebrity appears in around 82% of the advertising that viewers find most memorable, according the Euromericans sports marketing survey. An athlete who can build credibility for the company and has millions of followers on social media is being considered as the spokesman by more and more huge corporations. It is undeniably true that working with well-known individuals like Rafael Nadal, Messi, James Rodriguez, LeBron James, and Cristiano Ronaldo leads to higher performance. They demand high fees for serving as global brand ambassadors, and in some situations, it is more lucrative and successful than using other marketing techniques. Sports marketing is always willing to assist and is here to stay. Despite the fact that sportsmen like Roger Federer, LeBron James, and Luis Hamilton advertise things on social media, studies show that 7 out of the 10 athletes that get more money per tweet are football players. One of them is the Portuguese soccer player Cristiano Ronaldo, who represents companies like Nike and Herbalife and has more than 200 million followers on social media.

Sports stadium and team support depend heavily on marketing and advertising. It is a mutually beneficial partnership that helps to maintain equilibrium. The highest money is being offered by some of the most well-known brands for stadium advertising. This has led to the emergence of an entire specialty industry focused only on luring businesses with data and tactics. The effectiveness of an advertising campaign during sporting events depends on its messaging. Marketing experts collaborate with corporate businesses to develop advertising that grabs and holds fans' attention. Advertising used to refer to an advertisement with a name or emblem. Technology of today has created new opportunities and universes. A higher quality visual experience is provided by the high resolution LED and video on today's electronic scoreboard. For the sponsor or advertiser, high-tech audio with the appropriate acoustics and the proper message results in a successful sale. Overheads, marketing initiatives, and banners enhance the aesthetic. The fan now gets a personal experience via their smartphone, live data stream, or tablet when you factor in the internet. Technology is now more affordable, making it seem like a win-win situation for the stadium and the advertiser.

4. CONCLUSION

Without a doubt, and as a summary, we can conclude that since social networks entered the sports scene, companies, sponsors, clubs, institutions, and players have more tools at their disposal to market their products and increase sales. The current challenge is to provide high-quality material that stands out from the competitors and is both engaging and useful. The latest issue in sports social media marketing is this.

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