

Social Networks as a Tool for Sports Marketing

Authors : Márcia Aparecida Teixeira

Abstract : Sports, in particular football, boosts considerably the financial market of a certain locality, be it city or even a country. The financial transactions involving this medium stand out from other existing businesses, such as small industries. Strategically, social networks are inserted in this sporting environment, in order to promote and attract new fans of this modality. The present study analyzes the use of social networks in Sports Marketing with a focus on football. For the object of this study, it was chosen a specific club, the Club Atlético Mineiro, a Brazilian club of great national notoriety. The social networks on focus will be: Facebook, Twitter, and Instagram. It will be analyzed the content and frequency of the posts, reception of the target public in relation to the content made available and its feedback.

Keywords : social network, sport, strategy, marketing

Conference Title : ICSMM 2017 : International Conference on Sport Management and Marketing

Conference Location : Paris, France

Conference Dates : April 18-19, 2017