

A Proposed Plan for the Viral Marketing of Sporting Products and Services to Social Media Users in the Arab World

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Abstract : Viral marketing has resulted in a lot of excitement recently as a novel technology in the field of marketing. The need of sporting institutions to attract new customers for sporting products and services has increased, especially as many international and Arab clubs rely on them for most of their funding. These organizations, especially clubs, have outlets for selling their products and services; therefore, they are in need for new approaches that are related to modern communication and innovative distribution methods that can depend on the present audience in conveying e-ads to other users in light of the increase in social media users in the Arab world. This study aims at developing a marketing plan for sporting products and services through viral marketing of social media users. The researcher used the descriptive method. The sample consisted of 1991 social media users in 13 Arab countries. The questionnaire consisted of five themes and 42 items. Allan Dib 'one-page marketing plan' was used to develop the sporting products and services marketing plan. The study found that participants reported watching e-ads of sporting products and services that appeared during browsing social media pages; Facebook was the most used means for receiving ads about sporting products and services; sharing the product's ad depends on the availability of incentives; purchasing sporting products and services takes place after a recommendation by a relative or a friend; and their evaluation of sporting products and services depends on the experiences of other people. The study recommends that the proposed plan should be used in marketing sporting products and services.

Keywords : viral marketing, sporting products, social media, Arab world

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