

Chapter 8

Basic Marketing Strategies and Marketing Mix in Small- Scale Sports Events

Pinar Yuruk-Kayapinar

 <https://orcid.org/0000-0002-7460-6465>

Trakya University, Turkey

ABSTRACT

The main purpose of this chapter is to explore how small-scale sports events are marketed and what issues are important when marketing them. For this purpose, literature review was made by considering the issues related to event marketing. The success of events depends largely on their marketing. Especially considering the important effects of these events on the location, it is important that the marketing plan process of small-scale sports events, who the event consumers are, why they want to participate in the event, and how they follow the process participate in the event. In addition, it is an important issue why the 5W's of marketing are important for small-scale sports events. The marketing mix of small-scale sports events, which is created to address these questions, and IMC, which is developed specifically for events, are two of the most important tools in event marketing.

DOI: 10.4018/978-1-7998-4757-1.ch008

OBJECTIVES

The main objective of this chapter is to consider all the steps and activities in the process of marketing a small-scale sports event in detail. For this main objective, the sub-objectives of this chapter are as follows:

- To examine the marketing process of small-scale sports events in detail and to discuss the differences between other marketing processes.
- To examine the individuals, who are expressed as consumers in marketing, within the marketing of events:
 - To mention their basic features in small-scale sports events.
 - To emphasize how they are expressed in event marketing especially in small-scale sports events.
 - To investigate how the market is segmented for them.
- To examine the process and motivation factors of an event consumer to make a decision to participate in the event.
- To investigate the marketing mix, which is created for events, different from traditional marketing.
- To examine the Integrated Marketing Communication (IMC) which is required to create, plan and announce the event to target consumers.

INTRODUCTION

Nowadays, the intensity of people's daily activities emphasizes the importance of the concept of leisure time and increases its value. Therefore, people make more efforts to take time for themselves, to engage in activities that may be beneficial for them, to create leisure time for them, and also to have fun. With this special effort, they want to spend their leisure time actively, gain experience and have fun by gaining experience. For this reason, the first choice of individuals is to participate in small-scale sports events that are more easily accessible than other events. By participating in these events, reaching people, enabling them to experience the event, happily rejoining the event and creating loyalty, is the point where events meet marketing, providing the concept of event marketing and emphasizing the importance of marketing for events. The marketing of small-scale sports events tries to reach participants and / or viewers by entertaining and experiencing them, instead of bombarding messages with traditional communication methods. While the main purpose in traditional marketing is to convince consumers to consume, the main purpose in event marketing is not to convince people to buy, but to participate in the event (Tinnish & Mangal, 2012).

25 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/basic-marketing-strategies-and-marketing-mix-in-small-scale-sports-events/256824

Related Content

Socio-Organizational Structure and Institutional Logics

José G. Vargas-Hernandez and Omar C. Vargas-González (2024). *Trends, Challenges, and Practices in Contemporary Strategic Management* (pp. 70-89). www.irma-international.org/chapter/socio-organizational-structure-and-institutional-logics/336790

Collaborative Management of Conflict Resolution in Urban Residents Fights: Palmeriam and Berland

Soni Akhmad Nulhaqim (2021). *International Journal of Applied Management Theory and Research* (pp. 14-31). www.irma-international.org/article/collaborative-management-of-conflict-resolution-in-urban-residents-fights/268897

Excellence in IT Project Management: Firing Agile Silver Bullets

Michael Elliott and Ray Dawson (2016). *Project Management: Concepts, Methodologies, Tools, and Applications* (pp. 2258-2272). www.irma-international.org/chapter/excellence-in-it-project-management/155389

Blockchain in Food and Agriculture Supply Chain: Use-Case of Blockchain in Indonesia

Aidah Maghfirah (2019). *International Journal of Food and Beverage Manufacturing and Business Models* (pp. 53-66). www.irma-international.org/article/blockchain-in-food-and-agriculture-supply-chain/234725

The Project Knowledge Management Success over the Project's Lifecycle

Shazia Nauman and M. Abid Ullah (2016). *Project Management: Concepts, Methodologies, Tools, and Applications* (pp. 1775-1785). www.irma-international.org/chapter/the-project-knowledge-management-success-over-the-projects-lifecycle/155363