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MARKETING OF THE FOOTBALL CLUB: STRATEGY OF PROMOTION ON THE MARKET

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This article is devoted to the marketing of a professional football club. In article we consider the main questions about specificity of sport marketing strategies and the principles of conduct of the leading football clubs in social media. Also we consider use of marketing principles on the example of football club "Barcelona".

Just a short time the sport was plain spherewhere people tried to find out who is "faster, higher or stronger". Gradually it became an instrument of public and international policy and therefore fans and part of businessmen, public figures, cultural workers started interesting in sport.

In the last century people used sport for political purpose. Now in the XXI century we can make a profit with sport. But it is very difficult process and not all people can do it. That is why we often hear about sport marketing.

"Football is a performance, but performance is show plus victory. The attackers are marketing specialists, which have a task to sell the show. The players in the middle of the field are the managers because exactly they accept the most important decision. And finally defenders are accountants who must ensure that we do not incur losses". Fabio Capello.

Today any kind of sport surrounded by a variety of stakeholders. Sports clubs want to play, win and earn. The visitors want to visit events, sporting goods want to increase sales. Sponsors want to promote their brands, channels want to broadcast rating matches. Successive steps each of this subjects aimed at achieving the set goals and belong to the category of sports marketing.

Football is not only a game in all over the world.

Today, football is the most real business and success in it as in any commercial enterprise depends on the financial situation of the clubs.

The aims of marketing football club is create the favorable conditions and atmosphere for investment, attraction the viewers to the stadium, sponsors and media outlets for cooperation.

Football club should choose the main directions of marketing activity or marketing strategies to achieve this aim. Now we consider some of them:

- the transformation the name of team in a full-fledged brand which can be connected with values and associations team, the history of the club, playing style, outstanding players and coaches, name and logo of the club;
- the transformation simple players of the team in the professionals who will be the important components of the image of the modern football brand;
- the development of systems work with fans, in which the club makes commercially passive viewers into active consumers of their primary (football) and related (attributes, souvenirs etc.) products;
- the involve the sponsor, the creation of associative links between the sponsor's brand and brand of the football club;
- the creation of news events, informing and involving the media group in the life of the club [2].

The main task of marketing specialists is attraction sponsors. But their relationships have to wear a mutually beneficial character. Large companies often invest in sport, because this is very popular today.

Money from sponsors can used to payment of taxes, the modernization of the stadium, the training of youth and the player salary – it all depends on the generosity and budget of the sponsor.

The sponsor requires improving all the results. There are not only sports results but those that are directly connected with his activity. If his business is developing at a desirable pace the sponsor does not refuse from such cooperation, moreover wants to prolong the contract on more attractive for the club conditions.

Football club creates a number of sports products, the main of which is a sporting event and expressed in a particular game or tournament in General. But as the sport event is not a commodity in its material form, we can say that as a staple of the football club are the ways of realization of the sports event.

Pricing policy is a set of activities that football club uses for setting price for sport event.

Ticket price policy football club should be:

- stable (don't reduce and increase the prices for tickets of football matches: if the fan is not interesting he spend money on another things);
- meet the opportunities of the selected target audience (price should be on the full range of ticket products, each of which focuses on a specific target group of fans);
- correct each year. Price can be based on the results of the past season and forecasts for the future of the game club.

Communication policy provides the transfer of information to existing and potential fans, sponsors and the media to promote sporting event, or create a positive image of the football club [2].

Football club is not only 11 players on the field, but also quite independent brand and his popularity depend not only on the quality of the game, but on successful marketing management. European marketing use those weapons for many years and in recent years they start actively connected with Internet resources.

The study of Football-marketing.com contains a lot of interesting information about strategies and principles on the conduct of the leading European clubs in social media.

The Football-marketing.com published datas about activity football clubs in the social network Facebook. Marketers investigated the activities of 52 teams in the English Premier League, Bundesliga, Serie A, Primera for 25 weeks, observing 27 485 posts.

Social media has changed the look of a modern communication system, has made the Internet an indispensable part of it. The football take place this evolution. The social networks are one of the main elements of marketingcommunications in sport. Facebook is just one way to involve more fans in the life of the club. It is one of the most effective way. [3].

The study highlighted 11 reasons why clubs should pay particular attention to social networks:

- fans want to get the maximum amount of information about the life of the team. They are interested in everything things which connected with the club, players, and stadium. Fans – more than just consumers. And social media allow to establish contact with a global audience;
- fans are constantly discussing about clubs events. It is part of their communication with the team. And a social network is a platform for communication;
- players and coaches, veterans of the club is an icon of communications. That's why it is very pleasure to get in the social network congratulation from your favorite player or ask an important question commercial Director – possibility to increase the loyalty of the fans;
- fans increase the audience clubs. Then more they say and write about your favorite team, then more attracted the attention of their friends and acquaintances;
- fans become more affordable. If earlier the main tool of online marketing has been the official website of the club, Facebook, Twitter and other social media help reach the maximum number of fans, including potential;
- geographical boundaries are blurred and the clubs receive the opportunity to address the audience of the different countries. For example, the London "Arsenal" has created some special applications for their American fans.
- 90% of the fans of football choose your favorite team to the age of 10 years and true to her during the life. Therefore, communication influence has long-term effect;
- the use of social media allows clubs to receive additional income through the expansion of a common base of fans, and through the creation of additional paid services;
- social media is such as mobile like a football. Fans want to receive more information about the games, news, interviews as often as possible and as quickly. Some clubs, such as real Madrid, has already developed a mobile services, which are available for visitors of stadiums;
- clubs – small organizations, but the big brands.
- sponsors, and fans are now waiting to see from clubs media activity [3].

Any content that club create in Facebook can be conventionally divided into two parts – that is connected with events on the field (video, tickets, travel), and secondary information about the players, sponsors of the team. Representatives of different leaguespublish the same informations. The clubs does nothave problems with

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messages in the hottest time of matches. But they now show some information about different cognitive information and facts from the history of entertainment content.

One of the most important aspects of the study was to evaluate the frequency of posting to Facebook. It turned out that the clubs with the largest number of fans in the average placed on the pages of two posts a day. Interesting data: real Madrid in social networks about two times more active "Barcelona", but by the number of fans difference between them is small. The Catalans in the average post two messages a day. For comparison, the "Manchester city", which is considered the most active part of Internet marketing – six.

Clubs still perceive Facebook and other social media in the first place as a platform for the dissemination of information. There are not many attempts to attract supporters to commercial shares. So from the point of view of sponsors of communication clubs in social networks are still far from optimal from the point of view of marketing.

Despite the similarity in many ways, there are also differences in the social policies of different clubs. For example, Arsenal and Manchester United has maximum attention to their players and coaches, publishing of their interviews, and information about them. "Manchester city" often refers to the fan issues – for example, can make a contest Pets fans. Another approach "Chelsea" – here the maximum emphasis on everything that is connected directly with the matches of the preview, online, reviews, photos, comments.

Now we consider the use of marketing on the example of football club "Barcelona".

Football club Barcelona and the Catalan football club from the same city is one of the best in Spain and in the world. It was founded in 1899 by a group of Swiss, British, Spanish and Catalan players led by Joan Gamper. The club became one of the symbols of Catalonia, them motto is "More than a club" [1].

12 December 1899 Gamper partners identified the emblem of the club. The emblem was adopted in the form of coat of arms of Barcelona to show the contribution of the sports life of the city. Later, in 1910, the Board decided that glorious club ought to have your own logo. With this purpose they held a competition that won the loader from the port Columbus, Jordi Lhasa Garcia, who later became an artist-surrealist. He gave nobleman world football current logo which contains the color of Catalonia (red and yellow), club (blue and red) and a red cross on a white background (the flag of England).

About where did the blue-pomegranate club colors, there are quite a lot of versions, one more interesting another. The most realistic is the following: the founder of «Barcelona» Hans Gamper wanted to see players of his club dressed in the colors of the Canton (administrative unit in Switzerland), where he lived all his life. It is also possible that he might just copied the colors of his first club, for which he spoke – «Excelsior». Finally, the latest version: meetings of the club management one of the founders was a pencil, half blue, half red, that was very typical for those times in Europe.

Barcelona has a lot of victories. The team became the champion of Spain 22 times, winner of the Cup of Spain 26 times, which is a record, the owner of the Supercup – 11 times, 4 times won the UEFA Champions League etc. Barcelona is much more than just a football club. About 200 thousand members own Barcelona. Every six years holds elections for the leadership of the club.[1].

Now football club "Barcelona" is the most famous international brand. The keys to success were the following aspects.

First of all, this is the way of the game. "Barcelona" is trying to play attacking football in any match during forty years.

Secondly, the leadership honors intrinsic values: respect, teamwork, modesty and ambition. These qualities are brought up in players with small years, and if they don't accept, then they parted.

The third component of success is the "Academy of Barcelona". The desire to raise our players – strategically-economic goal. Therefore invested huge money in the Academy. It is one of the main secrets of success of the team and the players and coaches work equally, both in academia and in the main team. Therefore, when a young player coming into the squad, he already knows what to do, because he played in this style during ten years. That is why Barcelona is experiencing a change of coach.

Income "Barcelona" of football season 2013/14 will make 509 million euros, announced this at a press conference, the journalists said the Secretary of the Board of the club of Tony Freysha. Catalan club can earn 500 million Euro for the first time in its history. Clubs still perceive Facebook and other social media in the

"Barcelona" receives from sponsors most of the revenue. Also club gets money from ticket sales, subscriptions, rights to broadcast the games. Qatar Foundation was one of the title sponsors of the club during the season 2011/12. The airline Qatar Airways became sponsor on the 2012/13 season. Manufacturer of molds for the club is the company Nike that was contracted for the supply of uniforms for the team from 1998 to 2014 [4].

The management of the club "Barcelona" pays huge value marketing team football. Barcelona offers young fans of football program "Grow up with Barca". Perhaps, this is the most detailed and well thought out children's campaign among all the football clubs.

"Barcelona" highlights three age categories among youth: up to 5 years from 6 up to 14 years old 15 to 18 years. On a separate page of the site describes the advantages of membership in the fan club to each age category. If fan joining to fan club, he firstly gets a special "welcome pack".

Children from 1 year to 14 years for joining the fan club receive a membership card, diploma, a book-guide, welcome letter, a badge, a backpack, and a special poster, where every year they can paste their membership cards and pictures. All members of the fan club get exclusive icon. "Welcome pack" young fans of "Barcelona" there is option for babies – there instead of a backpack, a poster and an icon is a basket for baby carriages and t-shirt. But compared with other advantages it is nothing more than pleasant things.

The youngest children (under 7 years) have free access to all football and basketball matches of the club (without a separate seat). Children from 4 to 12 years may, by completing a special application form, to be photographed with a football team before the match. With basketball, hockey, mini-football and handball teams, one can take pictures, even if a young fan for over 15. In addition, children of all ages, who are the members of fan-club "Barcelona", free access to team training.

But also it yet all. There is also the third section of advantages, called "Live the club experience", which loosely translates as "Live together with club". This section of benefits implies a birthday greeting from the club, competitions and festivals held at the stadium "Camp Noy" on the occasion of Christmas and other holidays and the conquest of different titles. Children older than 5 years are also getting into this section the email address on the domain mail.fcbarcelona.com, discounts in sports camps Barcelona, the opportunity to participate in a special football tournament held at the camp Noy, and subscribe to our e-mail newsletter of the club.

Moreover, there is a separate site of "Barcelona", made exactly for young fans of the club, where a special content for children – such as games and cartoons, where the main characters are the star of the football team. Of course, for the pleasure you have to pay, but, in General, it is not very expensive. Joining the fan club "Barcelona" for children under 5 years will cost 18 euros, up 14 years – 36 Euro, and for adult fans – 75 Euro.

The Spanish "Barcelona" is a club of the world's number one by the number of fans. According to a study by the German Agency Euromerica Sports Marketing, the army of fans of "Barcelona" has 340 million people.

In 2010 "Barcelona" has spent 4,5 million euros for the reconstruction of the club Museum, which was established on 24 September 1984. The Museum occupies 3,500 square meters and attracts 1,2 million visitors a year, ranking second after the Picasso Museum, which attracts 1,3 million visitors as the most visited Museum in Barcelona [4].

Thus, in today's competitive environment it is very difficult to sell any product and to sell football product is more difficult. But as soon as football clubs will adopt the modern marketing technologies, will form a team of marketing professionals responsible for determining and meeting the needs of the fans, sale invariably will increase, which will have a direct bearing on the commercial success of each individual club. The experience of the organization of the football business in European football leagues shows that the choice of the Belarusian club just not if they intend to not only survive, but thrive on quite a competitor of the market of the industry of sports and entertainment.

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