

MARKETING COMMUNICATION AS A PROMOTION TOOL IN MODERN BUSINESS SPORT ENVIRONMENT

ALIAKSANDR MATVIENKA
Polotsk State University, Belarus

The article is devoted to the problem of modern marketing tool usage in the professional sport industry. The author sees the rapidly developing markets of international communications products (services) as different implementation segments. Integrated relationship with many sectors of international economy and possibilities of a contemporary sport industry are also closely observed in the article. The author analyses the current trends and characteristics of marketing communications in professional sport. Special attention is paid to the role of modern information technologies in the system of marketing communications, including the industry of professional sport.

The world economic science has long attempted to transform professional sports into one of the most profitable businesses. Thanks to the joint efforts of scientists and researchers from many countries around the world specializing in management, marketing, financial and economic aspects of the theory and practice of professional sports, the whole complex of knowledge was synthesized to form the fundamental foundations of the formation of such a modern and independent science as the Economics of professional sport.

Effective sport industry [2, 3] is intended to solve not only commercial purposes, but also to complete important social tasks: stimulation and formation of a healthy lifestyle, creation of conditions for personal social growth and also development of communications.

Professional sport has a great importance in strengthening international ties and the image formation of the country what makes it one of the most important means of communication [1, p. 134]. Every day Belarusian professional athletes, coaches, judges and main functionaries meet with representatives of other countries, hold international competitions, sign contracts, make contacts with investors, etc.

In the field of professional sport, it is reasonable to distinguish between rapidly developing markets of the international communication goods (products, services) according to their segment attribution:

- engineering sport (manufacturing of sport equipment, clothing, etc.);
- mass-sporting and health improvement services (the services referring to physical improvement and maintenance of national health high level);
- media rights for sport events broadcasting and sport media (the market of commercial rights for purchasing and sale of sporting events broadcasting);
- transfer (buy-sell, rent of professional athletes);
- commercial sport events (Olympic games, club tournaments, various commercial events, memorials, etc.);
- sport marketing and sponsorship (advertising and brand promotion of professional sport organizations and their athletes, search for potential sponsors, consumers using modern information technologies and tools);
- educational and scientific services in the field of professional sport (focused on numerous educational institutions providing services for training, retraining and advanced training in the field of professional sport as well as scientific support of the industry).

Taking into account the above mentioned markets of sporting goods (products, services) according to their segment attribution, it can be noted that the professional sport industry is in close integrated relationships with many sectors of the international economy. The formation of a full-fledged product in the field of professional sport is carried out on the basis of the enterprises (organizations) synthesis of various sectors of the international economy. These interrelationships are aimed at qualitative satisfaction of consumer demand at the national and international level.

The field of communication in professional sport covers such a range of issues as the regulation of relations between professional sport organizations and international structures or potential sponsors, work with the media, analysis of the prospects for the promotion of certain types of professional sport activities, and marketing communications of sporting events and products, etc. The above range of topical issues related to the field of intercultural communications states that for the professional sports industry today this area is of significant importance.

Modern opportunities of communication in the market of professional sport expand their interactive tools of marketing communications in order to attract potential consumers. Using these tools, managers of

professional sport organizations can make qualitative changes in the business processes of relations with consumers (fans) and investors (sponsors).

Nowadays, modern information technologies the scientific research of which is always topical in the promising fields of science such as Internet marketing and resources for its modeling have been globally applied.

The evolution of market relations in the context of internationalization requires the development and use of modern marketing technologies in the service sector, which in its turn will fundamentally expand the ideology of economic structure management. The mechanisms and capabilities of Internet resources apply to many elements of the marketing system, such as product policy, product sales and marketing communications. The specifics of the Internet as a marketing tool opened new prospects for the products promotion in order to increase the potential targeted audience, which allowed to communicate with it directly. Under the promotion we usually understand a full range of mechanisms that firstly aim at potentially contact audience number increase and in the end at increase of end users number.

Reduction of marketing costs is aimed at obtaining an attractive price value of the product for consumers, in this regard, with the increase in the number of potential consumers, profit has a high growth dynamics. This effect can be achieved through Internet marketing aimed at the target supply of a segmented group of consumers. The technology of product promotion in this case is based on the demonstration of information to potential consumers in a convenient form and format. Properly conducted segmentation, the appropriate speed and form of submission of information, as well as the quality of contact with potential consumers will directly contribute to the positive dynamics of investments return.

The most important thing professional sport marketing is the increase in the number of potential consumers (fans) and the expansion of the industry market, in order to preserve the valuable sport subjects in the developing globalization, in this regard, it is necessary to find solutions to expand the consumer audience and the industry market in the course of sport integration. These days for managers to search for effective marketing tool in the professional sport industry a creative approach should be applied. The management of professional sport clubs (PSC) should have certain skills which will help them to constructively produce a fine product from a sporting event, correctly positioning and promoting it on the market for the realization of commercial rights and attracting potential consumers (fans). For managers of different PSC strategic investment with the use of communication technologies is a preferred skill.

A modern concept of marketing in professional sport is aimed at innovation of high-quality and freely integrated technologies in communication processes among the main functionaries of the industry. As you know, professional sport belongs to the socio-economic sphere, where the main task is to reproduce the national human capital.

Today, when all the constituent elements of the professional sport market have a clear formation, the connection between these elements is much less expressed or not evident at all. Modern communication processes serve as the basis for the solution of such commercial and marketing tasks, but if their development is low there are serious problems in the promotion of PSC among the main functionaries of the industry of professional sport.

PSC, including other organizations (enterprises), are involved in communication processes. The attention of sponsors, support from the consumer audience and potential investors can be gained mainly through the promotion of PSC with the help of tools and concepts of Internet marketing.

In order to improve the efficiency of communication technologies application in the market economy conditions, the most relevant development of marketing paradigm of professional sports organizations based on modern Internet technologies, development and definition of scientifically based sports marketing model for optimal functioning and promotion of sports products seems to be better attributed.

REFERENCES

1. Борисевич, А.Н. Спорт как средство межкультурной коммуникации и изучение иностранного языка в спортивном УВО / А.Н. Борисевич // Научное обоснование физического воспитания, спортивной тренировки и подготовки кадров по физической культуре, спорту и туризму : материалы XIV Междунар. науч. сес. по итогам НИР за 2015 год, Минск, 12-14 апр. 2016 : в 3 ч. / редкол.: Т.Д. Полякова (гл. ред.) [и др.]. – Минск, 2016. – Ч. 2. – С. 134–136.
2. Матвиенко, А.И. Профессиональный спорт как отрасль национальной экономики / А.И. Матвиенко // Проблемы управления. – 2016. – № 4 (61). – С. 67–73.
3. Матвиенко, А.И. Эффективность инвестиций в человеческий капитал в индустрии профессионального спорта на современном этапе / А.И. Матвиенко // Теоретико-методологические подходы к формированию системы развития предприятий, комплексов, регионов : моногр. / А.И. Матвиенко [и др.]. – Пенза : РИО ПГСХА, 2015. – С. 56–75.