2014

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Dallas Branch Jr.

Jason Falls

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Monetizing Social Media in the Sport Industry--Or Not?

Dallas Branch, Jr., Ph.D.
West Virginia University

Jason Falls
CafePress, Inc.

ABSTRACT

One of the vexing issues for sport marketers is how one can develop marketing strategies and programs to utilize social media in order to "monetize" this effort. No one can argue the other 5 of 6 business drivers of social media marketing" (Falls, personal communications, 2013). These 5 include the following:

Enhance Branding and Awareness
Protect Brand Reputation
Facilitate Customer Service
Build Community
Facilitate Research and Development

However, when it comes to the sixth driver--"Drive Sales/Leads", sport organizations have found it difficult to affect their ability to "monetize" social media marketing efforts in this regard. It is this inability or unwillingness to stimulate action to buy, purchase, or attend on the part of the sport consumer that is examined in this presentation.

Specifically, this paper will examine some initial attempts made in the sport industry to monetize and impact sales, sponsorships, and marketing, as well as to impact the brand adoption process (Mullin, Hardy & Sutton, 2007).

ABOUT THE AUTHORS

Dallas Branch received his Ph.D. in Higher Education Administration from Ohio University. He is currently an Associate Professor and Graduate Coordinator of the Sport Management Program at West Virginia University. He was the Founder and original Editor of the Sport Marketing Quarterly, the adopted journal of the Sport Marketing Association.

Jason Falls received his Master’s Degree in Sport Management from West Virginia University. He is the Digital Strategy Coordinator for CafePress, a publicly-traded internet retailer consistently ranked as one of the top online shopping destinations. He is co-author of two books including NoBullshit Social Marketing: The All-Business, No-Hype guide to Social Media Marketing (2011) and The Rebel’s Guide to Email Marketing (2012).