

*Digital marketing*

is a

**MARATHON**

*not a sprint*

**Grzegorz Lagowski**



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## Grzegorz Lagowski

- currently working on media and marketing rights sales in sport at global sports marketing agency **Lagardere Sports**;
- previously a member of the organising committee for **Warsaw Marathon** and **Warsaw Half Marathon** in 2015-2017;
- presented his ideas on sport management and marketing as a speaker during such conferences like European Running Business Conference by IAAF (Frankfurt, 2017), 2nd World Association for Sport Management conference (Kaunas, 2017), XIV Sports Marketing Days (Warsaw, 2016), 9th Play the Game conference (Aarhus, 2015).



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AUG  
2017

## GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL  
POPULATION



**7.524**  
BILLION

URBANISATION:  
**54%**

INTERNET  
USERS



**3.819**  
BILLION

PENETRATION:  
**51%**

ACTIVE SOCIAL  
MEDIA USERS



**3.028**  
BILLION

PENETRATION:  
**40%**

UNIQUE  
MOBILE USERS



**5.052**  
BILLION

PENETRATION:  
**67%**


ACTIVE MOBILE  
SOCIAL USERS



**2.780**  
BILLION

PENETRATION:  
**37%**

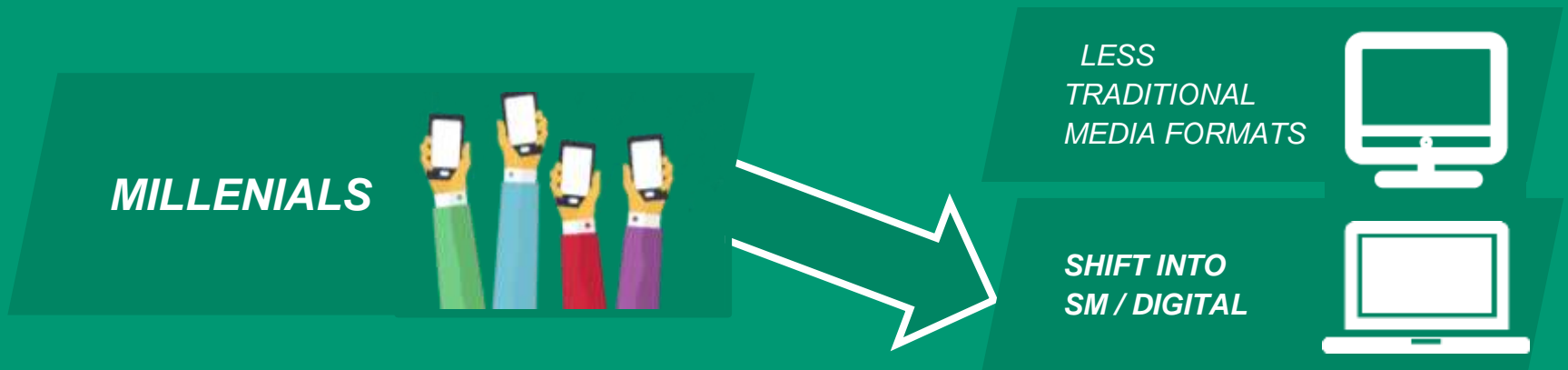
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI; AGHAEL; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

 Hootsuite™  we are social



We are living currently in a truly **digital** age

# Digital technology is reshaping media consumption



**„All of our engagement with the consumer is through digital media.  
Digital engagement is key for us - you don't see any TV advertising anymore.”**

Kacper Rorsted, CEO at adidas

# Target customers: three different generations

Generation X

1966-1976

Generation Y

1977-1994

Generation Z

1995-2012



Short-term Revenue

Long-term Revenue

# Trends in digital marketing

Influencer  
marketing

Content  
marketing

Native  
advertisement

Social  
media  
marketing

Social  
brand  
marketing

Video  
marketing

Esports  
marketing

# Searching for identity and authenticity



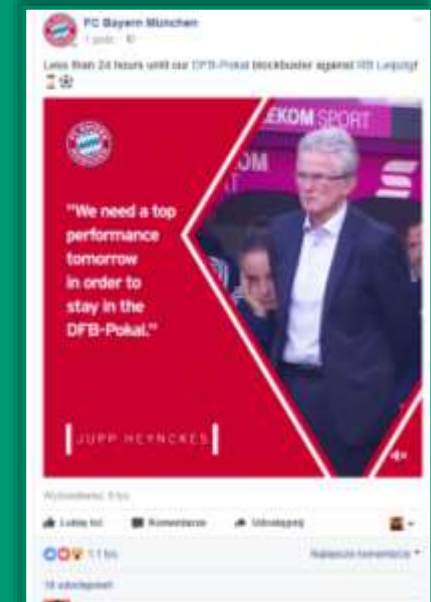
Just having Facebook profile **is not** enough!

**„Half of the money I spend on advertising is wasted;  
The trouble is, I don't know which half.”**

John Wanamaker

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# Targeting communication

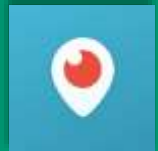


**Publish Facebook news dedicated for foreign fans  
in English by switching the region,  
instead of mixing languages on your fan page**



# Developing a multi-channel social media strategy

Case study:  
On the game 17 media project



- Using digital formats: videos and graphics
- Developing official hashtags of the event and keeping to them
  - Not talking „to”, but talking „with” your followers

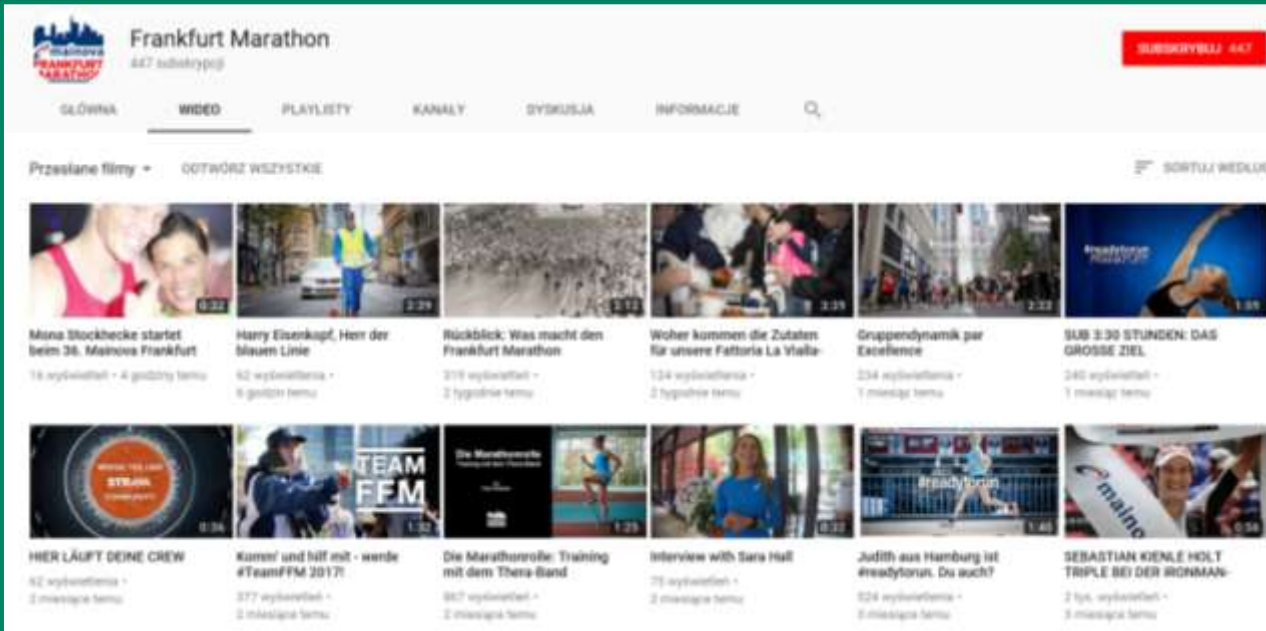
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## Content distribution



The screenshot shows the YouTube channel page for 'Frankfurt Marathon'. The channel has 447 subscribers and a 'SUBSKRYBUJ 447' button. The navigation menu includes 'SŁOWKA', 'WIDEO', 'PLAYLISTY', 'KANALEY', 'DYSKUSJA', and 'INFORMACJE'. The main content area is titled 'Przesłane filmy' and shows a grid of 12 video thumbnails. Each thumbnail includes a title, a duration, and engagement statistics (views and likes).

Thumbnail	Title	Duration	Views	Likes
	Mina Stockhecke startet beim 36. Mainova Frankfurt	0:22	18 wyświetlenia	4 polubień
	Harry Eisenkopf, Herr der blauen Linie	0:29	42 wyświetlenia	6 polubień
	Rückblick: Was macht den Frankfurt Marathon	0:33	219 wyświetlenia	2 polubienia
	Woher kommen die Zutaten für unsere Fattoria La Vialla	0:39	124 wyświetlenia	2 polubienia
	Gruppendynamik per Excellence	2:23	234 wyświetlenia	1 miłośnik
	SUB 3:30 STUNDEN: DAS GROSSE ZIEL	1:55	240 wyświetlenia	1 miłośnik
	HIER LÄUFT DEINE CREW	0:34	42 wyświetlenia	2 miłośnicy
	Kumpel und hilf mit - wende #TeamFFM 2017!	1:32	277 wyświetlenia	2 miłośnicy
	Die Marathoner: Training mit dem Thera-Band	1:29	967 wyświetlenia	2 miłośnicy
	Interview with Sara Hall	0:33	75 wyświetlenia	2 miłośnicy
	Judith aus Hamburg ist #readytorun. Du auch?	1:40	224 wyświetlenia	2 miłośnicy
	SEBASTIAN KENLE HOLT TRIPLE BEI DER RONMAN-	0:54	2 tys. wyświetlenia	2 miłośnicy



The importance of the effective content distribution strategy  
and making projects that are meaningful

# Speaking the same language



# Make your fans become your promotional force



**WOM is the most effective way of advertising**

# Reasons to make your sports product more TV-friendly product

Creating new  
revenues stream  
through  
broadcasting  
rights &  
advertising

Increasing brand  
and sports  
discipline  
awareness

Additional way  
of promoting  
your race

Engaging fans by  
sharing their  
stories

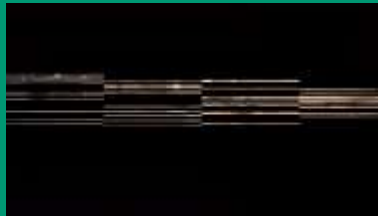
Earning new  
followers, fans  
and media  
coverage



*It is not a matter of a question „whether”, but „how”*

# Not only about formula and digital solutions

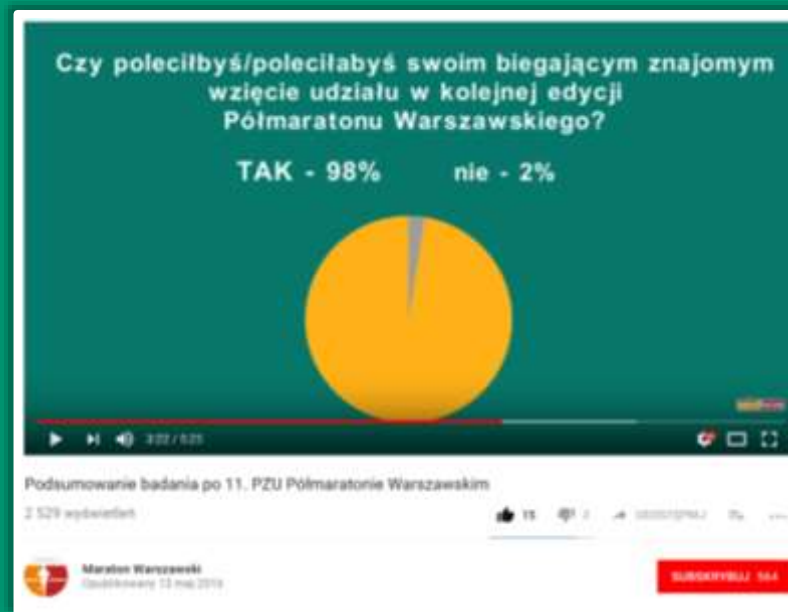
*Let yours fans  
tell their stories*



It is not only about digital solutions, but also about  
the content sharing and creating emotional connection

# Doing research and data analysis

Case study: Research done after 11th Warsaw Half Marathon



Are you conducting research on a regular basis regarding race day and non race day experiences with your fans?

## Summary

1. Remember: marketing is not a cost, but **investment**
2. You will not see results in a short term, but **in a long term**
3. **Constantly study** – there is nothing worse than falling behind new trends and necessities in the digital space
4. **Relentless test** - you can always improve, even if you are already having great results
5. Be patient, because

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***The world is constantly changing.***

***If you don't change with it, you'll be left behind.***



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