# THE EIGHT ZONES OF SPORTS MARKETING

Your Marketing Starting Point

Supporters come to a club for identity: they need to belong somewhere, and the club gives them a "we". Sports marketing follows a process in eight zones. The first four form a line; three hold the line up; strategy sits on top.

### 1 · Community

The group of people around the club. Fans follow and watch; supporters act. The community gathers in fan clubs, fan groups and fan pages, with rituals, a common language and members who know each other. Marketing starts here: the community was there before any campaign.

### 2 · Brand

The common language the club builds to satisfy the need for identity: name, crest, colours, songs, a way of speaking. The brand is the list of symbols the community reacts to and is ready to buy into, mentally and emotionally.

### 3 · Communication

The symbols have to travel to the community. Five types of media: social media, the press, new media (influencers), community media (fan pages and groups), own media (everything the club owns: app, website, database).

### 4 · Commercial

Where the club turns everything into money: tickets, merchandise, sponsorship, media rights, digital, and the other sources mapped in Section 8.

### 5 · Systems

The way each process runs the same way every time, without depending on one person's memory.

### 6 · Infrastructure

The tools, platforms, equipment and physical spaces each process stands on.

### 7 · People

The team that carries all of it.

### 8 · Strategy

The choice of how the organization wins off the pitch. It comes last: you choose how to be different only with the whole map in front of you.

### Why the order matters

Without a community, nobody buys. Without a brand, there is nothing to buy into. Without communication, nobody hears about it. Clubs that start from the sponsor or the ticket price start from the end.