

# Sales and promotion in sports



Sporting events rely heavily on promotion activities offered to communicate to the target population. The use of a web site that appears professionally designed educates the prospects of the services offered by the sporting company. Professionally designed web pages depict a capable and credible image of the sporting organization to the clients. The site requires to, provide information concerning the target population and how the sporting event undertakes its operations to ensure customer satisfaction (Kaser & Oelkers, 2008).

Providing members with a free trial membership helps the sporting company attract a significant number of members. The members recruited via the trial membership method receive the same membership benefits enjoyed by full paying members. The benefits include but not limited to tournament invitations, newsletters, and discounts. While implementing the discount-admission promotion, the sporting company requires contacting the successful candidates of the trial membership via phone. Contacting the clients enable the sporting organization to, realize whether the candidates can be converted into members (Irwin et al, 2008).

Trial membership requires the sporting company to have a lead. Leads remain leads till proven otherwise; where the individuals convert into a paying customer. In cases where the clients travel to attend the sporting event; the sporting company should see this opportunity to provide accommodation. The company needs to enhance its promotional strategy by providing clients with a feasible and affordable accommodation. The client can come and benefit the organization in watching sports and still relax. This enables the client to enjoy the organization's value (Kaser & Oelkers, 2008). Return trips organized by the sporting organization enable the customers to

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save a lot from the programs offered by the sporting company. The activity enables the clients to associate the company's products with value.

Gathering information about the client's experience enables the sporting company to improve its products and services. Feedback programs enable the sporting organization to make changes in their program to suit the needs of the potential and full paying clients. The clients that are against membership of the sporting events must also be consulted as; to their reason for non-conversion to, ensure their needs are catered for in the sporting programs (Irwin et al, 2008).

The trial membership campaigners must gather information enough to convince the customer of the need to join and be part of the sporting event. The attendants require having the proper approach towards the clients. Let the client know the value of joining the team as a member. The benefits must be enticing enough to lure the clients into signing up. Converting customers requires confidence and undoubted knowledge and prices of the products on offer. The information helps the analyst discern susceptible customers from the rest (Irwin et al, 2008).

Conversion of customers from the audience reserves the conflicts that bridge data gathering with sales implementation of tickets and other products and services affiliated to sales. A sporting organization with proper information attains more promotional power than the organization with limited information relating to their clients (Kaser & Oelkers, 2008).