

Module 4. Sponsorship monitoring.

Deliver insights and reports to external partners

4.1. Optimization strategies

New benchmarks in terms of reach and fan loyalty should make it easier to understand the effects of social media marketing using parameters that can be used for cross-channel purposes. Awareness that social media marketing and inbound marketing are broad terms that encompass a variety of marketing channels and tactics should be created.

With other types of social media, the goal is to build a community around your brand. The purpose is to bring as many people as possible into the sphere of influence of the brand or the club and to retain them in the long term.

No matter how important all these parameters are: in the end, it is about the result of a cross-channel action and the conversion, in which networks, contacts, subscribers or relationships in the broadest sense are to become fans. Ideally, it is possible to focus on the fan with the help of CRM (customer relationship management) and integrated marketing strategies.

Cross-channel marketing or cross-media marketing has become an absolute must in recent years. There are more and more social networks –if a customer-oriented approach is followed, the channels should not be viewed in isolation, but rather the combined power and strengths of the respective network should be used.

If the different phases of the “trip of the fan or interested party” (i.e., the different phases of his shopping, his information search, etc.) are combined and integrated, all channels support each other. Smart and coordinated, cross-channel campaigns not only improve the reach of the brand or the club, but are also essential in an age in which people want to choose their preferred communication channels themselves.

This is one of the reasons why it is time to integrate social, mobile, and other media into a cross-channel marketing approach that uses a solid, data-driven marketing and CRM strategy that puts the fan at the centre –without everyone else online and offline– to forget moments of interaction. What applies to all networks is that they are primarily communities. This means that not all planned marketing messages should be scattered in all directions in an uncoordinated manner. This harms yourself, because the other

members of the networks and platforms will disapprove of such behaviour as spamming. The same procedure basically applies to all communities:

- Listening
- Understanding
- Testing
- Interacting

Listening means that a “trust base” has to be created with the respective channel in terms of user structure, reach, and a wide variety of topics. An important factor is not only to take but also to give. The community principle is based on real contact with real people who don't like to be bored. Basically, it can be assumed that fans will particularly appreciate two types of content:

- Entertainment
- Information

Both areas have their place and, like everywhere else in life, whatever the target group likes is allowed.

4.2. Facebook optimization

Facebook still has a large but, above all, important place in the digital construct, for two reasons: on the one hand, Facebook already reached an unbelievable media presence and market position in such a short time; on the other hand, the visions and innovations emanating from Facebook still suggest a lot (for example, in the field of virtual reality, with the Facebook app Spaces, users with VR glasses can meet, exchange ideas, and play games in virtual worlds). Right now, virtual reality, augmented reality and, above all, 360° technology are really taking off. According to the market research company trendforce.com (YEAR), the market for virtual reality will be around 70 billion US dollars in 2021. Facebook is not resting on its laurels and is developing beyond the status of a social network into a cross-device communication, information, and consumer service provider. For this reason, at least in the next few years, companies will play an important role in the considerations of where and how they want to be active in social media.

One of the main tasks is to monitor the key performance indicators in the long term and continuously at regular intervals. This data should always be meticulously analysed, evaluated and ultimately interpreted. In the best-case scenario, positive and negative developments can be identified early on.

Furthermore, it is important to keep an eye on the KPIs and goals when monitoring. But you shouldn't close yourself off from regularly optimizing your presence and being open to further developments. Only those who work meticulously, diligently observe and have the courage to turn the screws will stay on the successful path in the long term. With the help of the evaluated measurement data, these can also be adjusted during the campaign in order to counteract negative developments.

4.2.1 The Facebook newsfeed algorithm

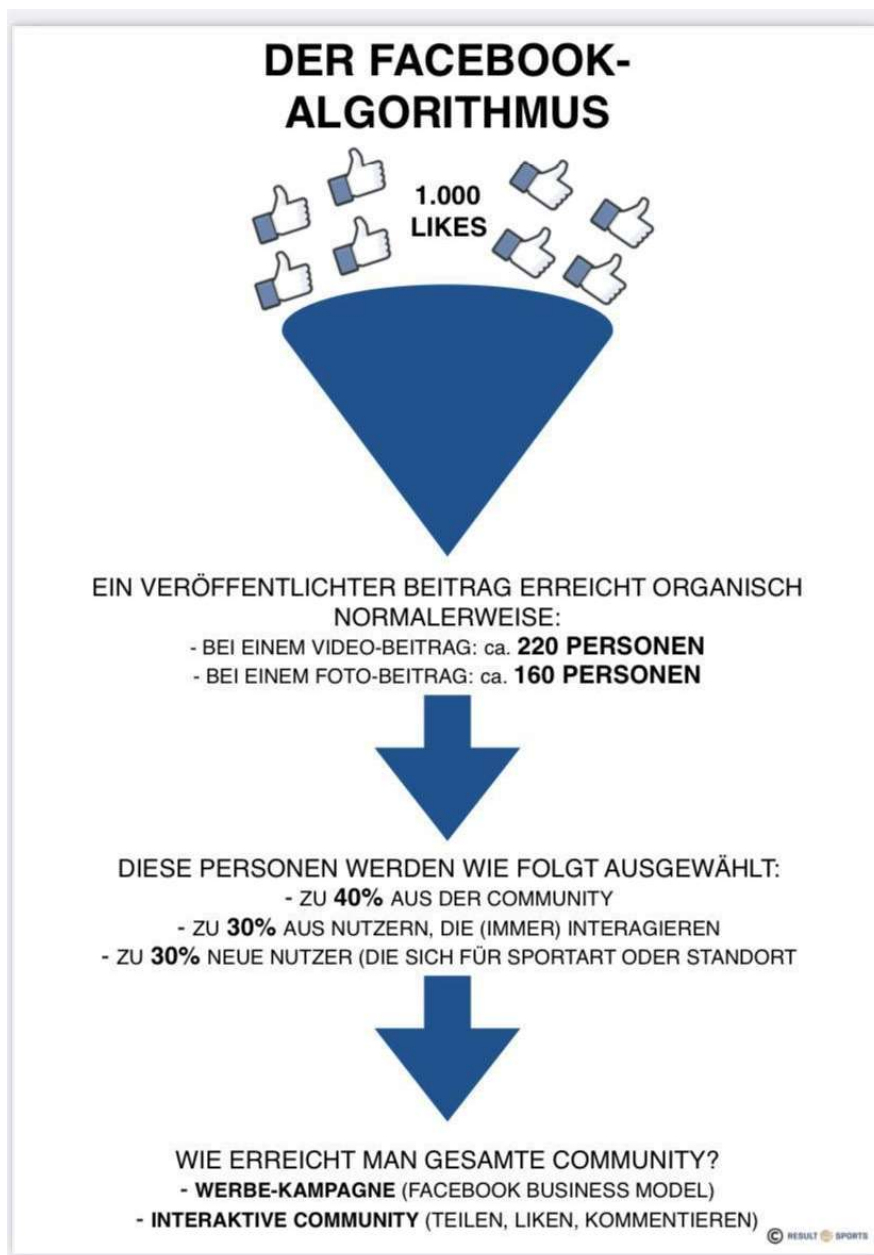
What was not such a big problem in the early days of Facebook would now overwhelm many Facebook users: in the sum of the contributions from friends, groups, and pages that rattle on Facebook users every minute, the individual information would be lost and the user would be left completely overwhelmed.

That is why Facebook introduced a kind of filter. This algorithm now decides which content is actually delivered to the individual Facebook user, i.e., which is displayed to him. So, in a sense, Facebook decides what is interesting for us. This filter comes into effect when there is a lot going on Facebook. According to the latest news feed update, the situation for publishers and companies with Facebook pages is particularly aggravated. It can be observed that only the content that makes it into the users' newsfeed organically is the one that generates enormous interaction rates within a few minutes and hours.

The following illustration is intended to explain the Facebook algorithm in an understandable way and to illustrate it graphically. In order to be able to reach as many people as possible with your own messages, a selective advertising campaign is often necessary or you depend on the help of your community (share, like, and comment).



Figure 1: Explanation Facebook-Algorithm



From: Result Sports.

Der Facebook-algorithmus	The Facebook algorithm
Ein Veröffentlichter beitrag erreicht organisch normalerweise	A published contribution organically usually reaches
Bei einem video-beitrag: ca. 220 personen	For a video contribution: approx. 220 people

Bei einem foto-beitrag; ca. 160 personen	For a photo contribution: approx. 160 people
Deise personen werden wie folgt ausgewählth:	These people will be selected as follows:
Zu 40% aus der community	40% from the community
Zu 30% aus nutzern, die (immer) interagieren	30% from users who (always) interact
Zu 30% neue nutzer (die sich für sportart oder standort)	30% new users (who are interested in the sport or location)
Wie erreicht man gesamte community?	How to reach the whole community?
Werbe-kampagne (Facebook, Business model)	Advertising campaign (Facebook, Business model)
Interactive community (Teilen, liken, Kommentieren)	Interactive community (share, like, comment)

It is important to regularly scan the success of your own activity and compare it with the measurable goals from the concept that you have set yourself. Even relatively vague targets such as "We want to post fewer links to the website and more independent Facebook content" can be checked, made countable and measurable. The occasional changes to the algorithm in social networks, which are usually not made known, can also be felt immediately. Accordingly, one can react quickly to changed framework conditions. Other important indicators can be i) at what times my fans are on my platforms; or ii) how they interact with my content.

But this organic reach happiness is only reserved for a few hundred Facebook pages, such as Made My Day (<http://www.facebook.com/MadeMyDay>) or Visual Statements (<http://www.facebook.com/VISUALSTATEMENTS>), which reflect the current zeitgeist of Generation Y with quotes and sayings and thus reach 50 percent of millennials in Germany. So far, Visual Statements has not paid Facebook a cent to push content. It is true that in the future the organic coverage will be lower due to the newsfeed changes, but the purely organic coverage will be maintained for a long time to the outside world. But Visual Statements cannot do without a media push. Since June 2018, it has been possible to see the adverts placed on Facebook for all site operators; and a look at the tab reveals that Visual Statements are also investing heavily in adverts (Grabs, Bannour & Vogl, 2018).



4.2.2 Generate traffic for the website

As already mentioned, Facebook is the most important source of traffic for many companies. What is the best way to get Facebook users to the website, blog or magazine? Many rely on so-called clickbaits, i.e., headlines or even fake news, which arouse the interest of the user so much that they click on them. The satire magazine *Der Postillon* relies on exactly this tactic and often goes a step too far. But this variant is also being used more and more often in sports journalism on many online portals, because the pressure after clicks is increasing. However, this does not go down well with users in the long run and many distance themselves from it over time, because the user is often promised much more through the headline than is then offered in terms of content.

Rather, users should be enticed with a study or insights that is worth reading and a rousing title, as well as exciting content.

4.2.3 Social media management software

From a certain size of a Facebook page, a certain number of Facebook pages or a correspondingly high volume of inquiries on the part of Facebook users. There are a large number of software and tool providers on the market that you have to look at individually and make a selection based on your personal needs.

4.2.4 Generate leads

It takes a long time to convince customers to buy. This is due to the great distraction potential in social media. When users want to buy something or get advice, they first do their research, then compare, chat around and, at some point, end up with a cat video on Facebook. But there is a way you can prevent a potential buyer from becoming a “cat video viewer”.

Leads need to be generated and converted into buyers. A lead is a traceable contact and the most important preliminary stage to the purchase. A lead magnet is needed so that the casual Facebook user becomes a traceable contact. A lead magnet is a free “freebie” or “goodie” that is only given to the user in exchange for their contact details (email address). A lead magnet could, for example, be an e-book / white paper, a webinar, a song to download, a free initial consultation, a free ticket for the next home game, which the customer “pays” with their contact details. This is the only way to contact him/her directly after the download. By the way, if a “fresh” lead is followed up within an hour, the probability of completing a purchase is seven times higher than if a follow-up is only made after 2 hours.

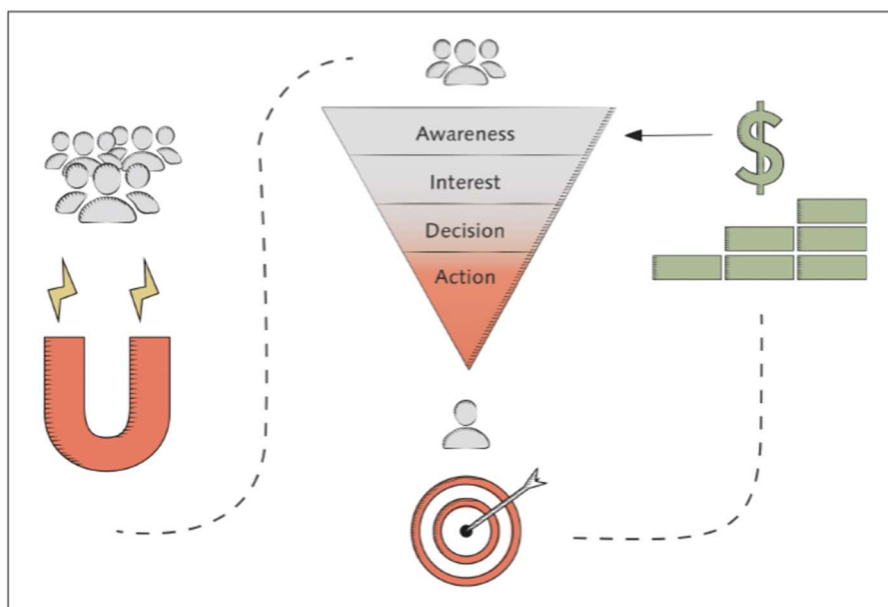
The lead magnet comes first in the sales funnel. It needs to be easy to understand and solve a specific problem, such as “How to cut the cost of your Facebook traffic ads”. The



motto is to help the user with an e-book, a webinar and very specific customer cases. The content doesn't just have to come from your own club / company; exciting content from the industry, from partners, from the region, related topics and much more also play an essential role.

First of all, the lead magnet must generate as much reach and attention as possible and display it to as many users as possible. In addition, there are costs for media, because course Facebook ads should be placed to make the lead magnet known. Facebook traffic ads are suitable for this. But the one-time effort is worth it. At the next level of the funnel, the people who have used the "goodie" are sent an e-mail with further information; for example, they receive information with new updates via traffic displays, and online training or advice is also offered there (Grabs, Bannour & Vogl, 2018).

Figure 2



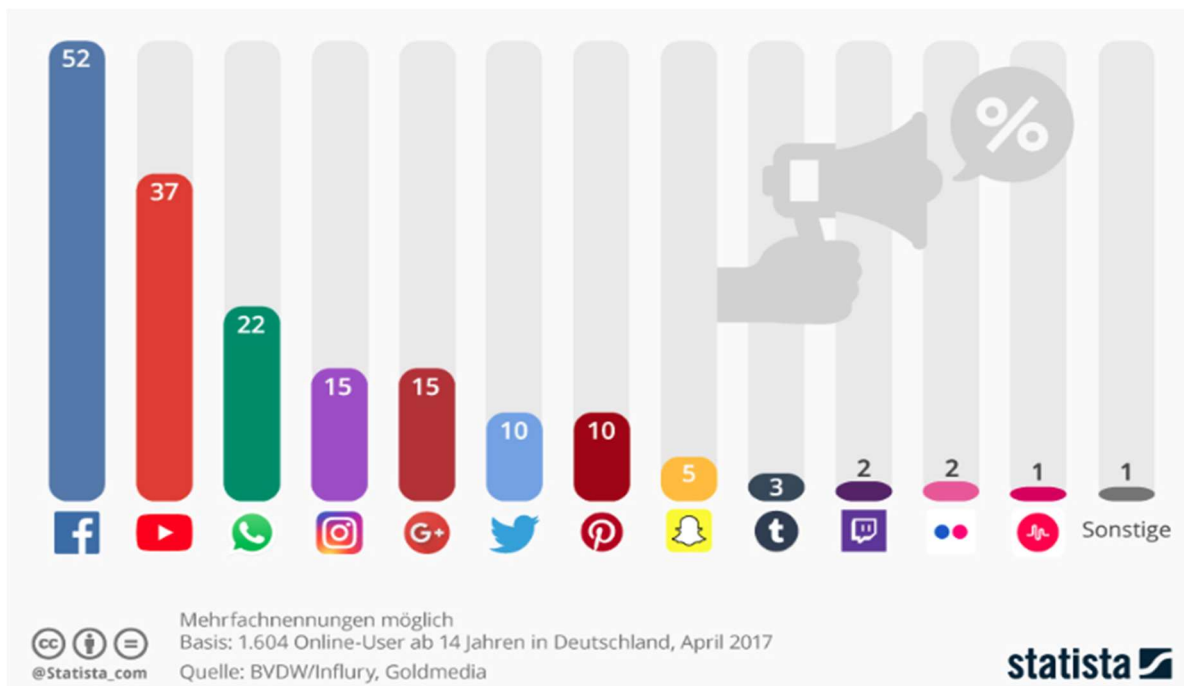
From EUNIS 2019 Congress, by Grabs, Bannour & Vogl, 2018. https://www.eunis.org/download/2019/EUNIS_proceedings_2019.pdf

4.2.5 Facebook Ads

There is no getting around paid media on Facebook. Ads on Facebook are an integral part of every social media marketing strategy. Facebook is the network in which users see advertising most frequently. The social network continuously creates better framework conditions for companies that want to advertise commercially on Facebook.

Figure 3: Social Media-User Product Awareness Overview





From “Anzahl der Alleinerziehenden in Deutschland nach Geschlecht von 2000 bis 2020”.
 2020. Statista.

<https://de.statista.com/statistik/daten/studie/318160/umfrage/alleinerziehende-in-deutschland-nach-geschlecht/>

Wo social media- nutzer produkte wahrnehmen	Where social media users perceive products
Befragte, die über folgende Social-Media-Kanäle auf ein Produkt aufmerksam wurden (in %)	Respondents who became aware of a product via the following social media channels (in %)
Sonstige	Other

Facebook advertisements are not only withheld from big brands and agencies with high budgets, but also from associations / companies and service providers with smaller budgets. Already €150 per month is enough to advertise an ad on Facebook for one month (a 5€-minimum budget per day). This increases the reach and conversions in the online shop. However, this only works if the rules of Facebook are observed and good content is delivered.

Each advertisement is integrated “native” into the newsfeed. Therefore, you need appealing and target group-specific ads (hence also called “creatives”) that are not perceived as annoying in the Facebook news feed. No online banners should be copied,

but rather the mechanics and formats that users love. Creatives don't have to be complicated and expensive; they have to fit into the news feed in a meaningful way.

The big advantage of Facebook is the following: Facebook sits on a treasure trove of information that can be used. No other social network offers more demographic and processed data from users than Facebook in its ad manager. In this way, target groups can be addressed skilfully and wastage can be minimized. Via its ad manager, Facebook offers an easy entry into an advertising ecosystem that is immense and offers enormous advantages:

- Enormous potential: Of 80 million companies on Facebook, only 6 million companies worldwide advertise on Facebook, 70 percent of them outside of the US.
- In Germany, Facebook reaches around 50 percent of the people who are active on the Internet. Target groups outside of Facebook can also be addressed via the Facebook Audience Network; for example, via an external app such as Spotify.
- Compared to other media and push channels, the click prices for Facebook ads are (still) cheap: according to a study by AdEspresso, for the 2nd quarter of 2016, the average cost per click (CPO) for ads with the goal of website- International traffic or conversion at \$0.39.
- Video ads are booming: Video ads are the fastest growing advertising format on Facebook. They work through the successful interplay of video, technology, and targeting. Right now, paid video ads are viewed for 5.7 seconds versus organic (unpaid) videos at 16.7 seconds.
- "Older people click more often" confirms the Elbdudler study: the average click rate (click-through rate) for people over 65 is 1.5 percent.
- Teens, on the other hand, are cheaper to reach: The cost per mille (CPM) for 13 to 17-year-olds was €2.5, and the cost per view (CPV) is also much cheaper than for the older target groups.
- The measurement of the results is precise and works across devices (Grabs, Bannour & Vogl, 2018).

4.2.6 Conclusion

Facebook is and will remain being one of the most important global players in the digital industry and beyond. Through skilful acquisition (WhatsApp, Instagram) and innovation-friendly corporate management, people will continue, and probably even more intensively, dealing with Facebook in the next few years. The success story of the



Facebook Messenger has only just begun, as has the era of chat bots. New apps or functions such as Marketplace (for offering and inquiring about real estate, flea market items, etc.) and other field tests such as Messenger Day show that Facebook does not want to stand still.

Despite the data protection scandal, Facebook will continue to occupy us in the coming months and years, precisely because Facebook is incredibly powerful in the market and its use is increasingly shifting to smartphones. Do you know of any other eco-system with which users can be addressed better mobile than with Facebook? And the ad prices are still a bargain compared to the prices on Google. Here, too, Facebook is well on its way, not to mention its ambitions towards the search engine market. It is not the tool or the technology that decides, but the question of which social networks on the web the target groups are at home in. Even if a lot is happening on Facebook in the B2B area, it is not Facebook, but LinkedIn that is the platform for business-to-business marketing.

The most important decision-making basis for involvement in social networks is the social media strategy, which guarantees optimal digital cross-media coverage.

4.3 Instagram optimization

Instagram, the third largest social network in Germany after Facebook and YouTube, is a free photo and video sharing app for Android, iOS and Windows phone mobile devices with which the user can create photos and videos and manipulate them with filters in order to then make them accessible via the Instagram network, similar to Twitter. Based on the Kodak Instamatic and Polaroid cameras, photos and videos made with Instagram have long had a square shape; now it is also possible to post in landscape or portrait format. Instagram is a mixture of microblog and audiovisual platform and makes it possible to distribute photos in other social networks.

In December 2010, Instagram had one million registered users; in June 2011, they were five million; in July 2011, 10 million; and in April 2012, over 30 million. The growth continued strongly, and, on September 2012, Mark Zuckerberg announced that Instagram now has over 100 million registered users. According to its own statements, Instagram reached 100 million monthly active users in February 2013. By September 2013, this number rose to 150 million. By April 2015, the number of members had grown to over 300 million. In June 2018, the number of monthly active users worldwide was one billion.

The rapid growth of the platform also resulted from numerous well-known brands having started early to maintain their own profiles on Instagram. The importance of the service is also enhanced by the fact that users are particularly likely to take pictures of commercial facilities. The predominantly appreciative interaction among the community members also extends to the brands. Instagram thus creates an extremely positive

environment for brand communication, which, in turn, has a positive effect on the purchasing affinity of the users.

Strategy mix for your Instagram success

The most promising strategy for successful Instagram marketing is to strive for a communication mix of visual contributions and high-quality content. It is important to consider the marketing goals of the organization, but also to provide users with interesting content, because the success and reach of an Instagram campaign ultimately depends on its popularity with users.

Increase the reach of Instagram campaigns through hashtags

In order to gain a lot of followers at the beginning, companies should draw attention to their Instagram profile on the website and other (social media) channels. This can be done through press releases, postings on Facebook, Twitter and Co., or competitions. Give your target group an incentive to follow the club profile. Trendy hashtags are one of the reasons to follow a profile; users specifically search for them and use them consciously. Topic-relevant hashtags encourage interaction and let the reach of your campaigns skyrocket.

Professional Instagram marketing is the cornerstone of success

However, posting the wrong pictures and videos or having an unfortunate hashtag selection can quickly turn a sports organization into a laughing stock. The desired improvement in the image would therefore be a thing of the past. To prevent this from happening, it can only be recommended to plan the Instagram strategy in a targeted manner. Think through the campaigns carefully –and also consider the impact a posting could have if it backfires.

4.3.1 Increase organic reach despite the Instagram algorithm

Despite the introduction of the algorithm on Instagram, an average of 25 percent of followers can still be reached organically, while on Facebook it is only 5 to 10 percent. After the takeover of Instagram by Facebook in 2012, the parent company had repeatedly announced that it wanted to roll out its newsfeed algorithm bit by bit for Instagram. In 2017, the time came with the reason that 70 percent of users missed the content in the Instagram feed. Now, the posts in the feed are no longer displayed chronologically, but “pre-filtered”, with one difference to Facebook: if you scroll down the feed, all the posts of the followers will appear at the end. The Instagram algorithm sorts by:

- the likelihood that they will be interested in the content;
- the connection to the person; and



- the topicality of the post.

What can you do to achieve a high organic reach? The most important thing (and many clubs / companies have forgotten this in the course of the professionalisation of social media) is to ask questions. Of course, it is essential to publish high-quality posts that are interesting for the target group, but with all the staging and stylisation of the posts, you should always contact the followers in the posting text to get an overview of the current mood of the community.

Marketing take-away: The Instagram algorithm learns too

The Instagram algorithm learns in real time and constantly rebalances the content. It plays an important role with whom the Instagram user was in contact, which posts she/he likes, with whom he exchanges direct messages, what he is looking for and which brands, places, products he has tagged in her/his posts. It is also interesting that there is currently a backward movement towards chronological sorting. After the introduction of the Instagram algorithm, users were exasperated, and Instagram announced a reorganisation of the posts in March 2018. Snapchat followed suit immediately and is now showing posts chronologically again (Grabs, Bannour & Vogl, 2018).

4.3.2 Increase your reach with hashtags

Hashtags play a very important role on Instagram, as they are used to communicate, and the hashtags make it possible to search for images. For example, if a user enters the hashtag #welltravelled in the search, a photo and video stream appear in their Explore view in an endless loop, which shows all photos and videos that were marked and published with this hashtag at that precise moment. The latest photo or video with this hashtag is always displayed in first place in this view.

Popular hashtags are widely used and high in volume (5.3 million posts for #welltravelled). Even if the posts are only seen in first position for a few seconds and are quickly displaced by new posts, hashtags are still a good opportunity for Instagram starters to generate reach for the posts and gain new followers.

The number of hashtags that can be assigned per post on Instagram is limited to 30. It is best to use five to ten really appropriate niche hashtags instead of 30 popular hashtags. By the way, most of the hashtags on Instagram are in English, which is why Instagram is so important for brands that are internationally active. If an association / company in Germany has a target group, it is best to write in German and add the English niche hashtags or create your own (Grabs, Bannour & Vogl, 2018, p. 294)



4.3.3 Increase the range through geotagging

With Instagram stories, large and small clubs / associations can generate attention and reach for their profile. By marking the location (geotagging), the range of the story can sometimes be increased fivefold and in a purely organic manner. The location can be easily added with the location sticker. By default, the location then appears in bright purple-pink tones. With a double click on the location, it turns grey. You should definitely make sure to mark hashtags and locations in the story. Several hashtags can be hidden in a story behind a GIF or sticker or drawn very small. (Grabs, Bannour & Vogl, 2018, p. 301)

4.3.4 Instagram ads

Instagram has been fully open to the advertising market since mid-2015. You can now book ads directly via the ad manager on Facebook or via the Instagram app, although the Facebook variant has proven itself more effectively in practice.

Table 1. Objectives of Instagram-Ads, KPI and Optimizations-potential

Objective	KPI	Optimize ad on...
Increase awareness of products, brands and companies	Reach, impressions, CPM (costs per 1k impressions)	Impressions
Generate more engagement for posts (more interactions with page posts)	CPE (cost per interaction)	Interactions
Increase traffic to the website	CPC (cost per click)	Clicks on links, CTR (click-through rate)
Sell products from the online shop	CPL (costs per lead / conversion), ROAS (return on ad spend)	Conversion if target group is greater than 300k; impressions and clicks; if target group is smaller than 300k



Generate downloads for the app	Cost per app install	CTR (click-through rate)
Generate video views	CPV (cost per video view)	Video views, 10 second video views

From Erfolgreiches Social Media Marketing mit Facebook, Instagram, Pinterest und Co., Grabs, Bannour & Vogl, 2018. https://books.google.com.ar/books/about/Follow_me.html?id=TmAuvwEACAAJ&redir_e_sc=y

Instagram video ads are more complex to create, but they achieve better conversions and are comparatively less expensive than Facebook. Instagram has published a case study of the kids fashion label “Sparkle in Pink”, which advertised with video ads on Instagram (www.instagram.com/sparkleinpink). Video ads boost online sales by 9 percent a month and pay an average of \$ 1 to \$ 3 for a new customer. The cost per newly acquired customer was six times cheaper than other social media ads.

For many brands, associations and entrepreneurs, Instagram ads still rank second or third in their “paid media” budget and therefore offer the enormous advantage of getting reach and conversions (still) at low prices. In addition, there is not as much advertising pressure in certain areas as there is on Facebook, for example. At the moment, it is mainly online retailers who are using Instagram ads specifically for conversions. Above all, they rely on dynamic ads and retargeting ads that are directly linked to the online shop (Link Ad, Carousel Ad) and achieve the highest ROAS (Return on Ad Spend). All Instagram advertisements are provided with a “sponsored symbol” at the top right and a button with the respective call to action. The ad caption appears below the image, video, or carousel format. You can also advertise on Instagram without an Instagram account. The disadvantage: the ads can then not be commented on. The prerequisite for this, however, is a Facebook account. The name and picture of a Facebook page are used for Instagram advertisements.

4.3.5 Conclusion

Instagram will continue to grow vigorously in terms of both user numbers and advertising customers in the coming months. More and more users are migrating from Facebook to Instagram. And it is only a matter of time before the Instagram feed will be replaced by the Instagram stories. More than a third of the clubs / companies already generate their impressions with Instagram stories, as SocialBakers determined in July 2018.



For start-ups, small and large online shops, app providers as well as independent designers, artists, service providers, Instagram offers a perfect environment to win users and customers with stories and at lower prices with better conversions. This is shown by examples like that of the ADEN Business School, which was able to generate a seven-fold ROAS (Return on Ad Spend) with its Instagram ads (Carousel Ads):

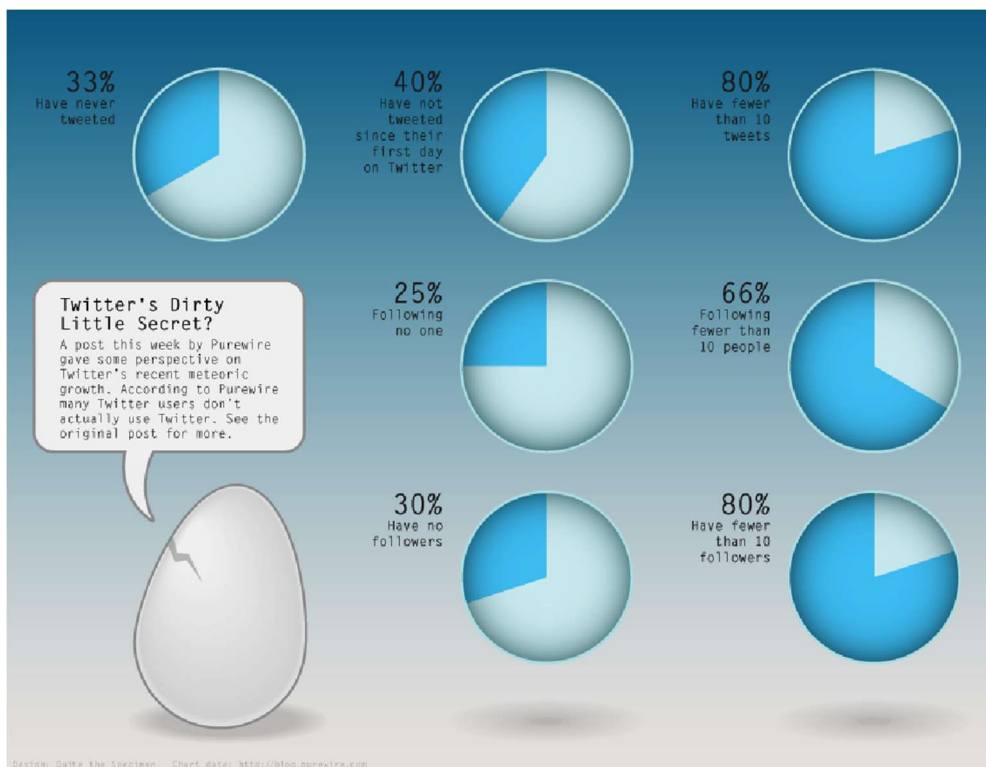
Instagram currently offers the cheapest costs per lead (CPL) in a media comparison, the second shortest conversion cycle and is fourth in terms of SQL extraction compared to other media. It also enables faster progress in obtaining IQLs (Information-Qualified Leads) than with other media.

One thing is for sure: the advertising budgets for Instagram will rise in the next few months, and clubs / companies should rather get in too early than too late in order to still benefit from low advertising prices and high reach.

4.4 Twitter-Optimization

The core of Twitter is how its members communicate about the content they create. Messages (so-called "tweets") consisting of texts with up to 280 characters, photos or videos can be published via Twitter free of charge, and these can then be discussed and disseminated by the Twitter community. An individual link is assigned to each tweet by the platform, via which past tweets can also be accessed.

Figure 4: Infographs on the social media



Focus employ, (s. f.), <https://bit.ly/3Jjev9F>

The diagram above shows an example of very different types of Twitter users. For example, while athletes, clubs or leagues use the platform to distribute information and facilitate discussions (see hashtags), sports journalists or bloggers, for example, use it to research current information and opinions.

The most important aspects of Twitter

It's a relationship, not a microphone

The biggest mistake athletes, clubs, and organisations make is using Twitter like any other marketing channel. It is not about firing more information out to fans; it is about building an active relationship with them.

Here are some simple principles that can help you get more out of your Twitter activity:

The ratio between followers and following users is one-to-one or one-to-two. Interesting information tweeted by your contacts should also be shared, or, of course, relevant messages should also be communicated yourself. It's about quality and engagement, not thousands of followers. For example, there is no point in having thousands of followers and constantly tweeting if you are not following anyone yourself. This is a typical case of one-way information distribution.



Design and branding

Just like with Facebook, your Twitter channel should be presented in an appealing and CI-compliant manner. However, it is sufficient here to select an appropriate background image and the appropriate text colours.

Content is king

While the design of the Twitter page is the regular gasoline, the content that gets published is the Formula 1 fuel. With content you can get in contact with fans and give them the feeling of being “more than just a fan”. The good thing about social media is that the fans don't expect any finely honed text, but rather attach great importance to the information content.

Every little piece of news or information from inside the team / league is worth an update. Especially in an emotionally charged sports environment, fans appreciate every glimpse behind the curtain.

In the meantime, clubs even have different Twitter accounts that are operated in different languages. The aim is not only to serve the national, but also the international following with content.

4.4.1 Newsfeed algorithm

All tweets are collected in an individual timeline for each user. But through networking, users have subscribed to a (more or less large) number of others –and receive their tweets accordingly. Depending on the size of your own network, this can result in an enormous amount of messages. At the same time, important information and topics can get lost in the mass of the unimportant. Therefore, Twitter implemented a serious innovation in February 2016: a timeline algorithm. This is a kind of filter that decides which tweet is displayed to which user, how prominently, and whether at all. To do this, the algorithm assigns a value to each tweet based on various parameters, individually for each user.

Twitter has taken two approaches and implemented them into the platform, labelled “While you were away” and “Show me the best tweets first”.

The “While you were away” function was added to the platform back in 2015. It is intended to prevent important tweets from being missed due to the strict chronological order if a user does not log in for a longer period of time. For this purpose, tweets are displayed at the beginning of the timeline that have been classified as particularly important since the last login. These are labelled “While you were gone”. The number of tweets displayed diverges according to the login frequency (whereby not being logged in in a prolonged way increases the probability). The tweets are classified on the basis of user engagement.

The “Show me the best tweets first” function was introduced in February 2016 and is more similar to Facebook's newsfeed algorithm in that this function actually intervenes in the sequence of tweets. Relevant tweets are accordingly displayed at the beginning of the timeline. After this, the usual chronological sequence begins without selection. How many tweets are classified as relevant and accordingly placed at the top depends, among other things, on the number of accounts followed, whereby the quantity increases with more accounts followed. As a rule, there is no limit. However, this should not be more than a dozen. According to Twitter, the basis for assigning relevance is a “multitude of criteria”. However, these are not explained in detail. It is only known that analyses of tweets and accounts are included and that frequent interactions with accounts and their tweets lead to a higher relevance rating.

Twitterers reacted very critically to the changeover and feared an excessive interference with the Twitter experience. In the meantime, however, the function can be regarded as established, the negative “forecasts” have not come true. Nevertheless, the Californian company offers two options for bypassing the “Show me the best tweets first” function: on the one hand, the Twitter timeline can be reloaded after the first call, all tweets then appear again in strict chronological order; on the other hand, the microblog offers an option to switch off the function permanently. (Kautz, 2018, p. 62).

4.4.2 Tools and timing

There are many different ways to tweet. By default, the official Twitter website is actually tweeted. Unfortunately, there can be the disadvantage that the sending of messages can be very slow if the server is busy. But there are also many other options. With a specialised program, you don't have to go to the official site to tweet. I best known here are TweetDeck and Hootsuite:

TweetDeck

TweetDeck is popular with the Twitter community. The tool has now been bought by Twitter. The Twitter stream can be called up at <http://tweetdeck.twitter.com> and you get an overview with up to five columns. Various streams can be loaded into the columns, for example notifications, mentions, messages, and searches. In addition, there is also a version for iPhones and Android smartphones. TweetDeck is available for both Windows and Mac computers. It also offers filter functions and the option of dividing Twitter into groups.

Hootsuite



Hootsuite is a web-based application (<http://www.hootsuite.com>) that can be used from any computer. A big advantage of Hootsuite is that it can be used to manage not only the Twitter account, but also the Facebook profile, the Facebook page, the LinkedIn account, the WordPress blog, and a few more profiles. Hootsuite is the message centre from which you can distribute information on social networks. You can also manage multiple Twitter and social media accounts at the same time with Hootsuite. In the free version, the number of managed accounts is limited to five.

Follow topics

With Hootsuite, you can put together individual Twitter timelines using filters. To do this, the user simply uses the ADD STREAM / SEARCH function. Ten streams can be created per "social media account. It is advisable to keep a close eye on the direct competitors in Twitter communication and to always have them on the radar with a targeted selection of keywords. A good way to do this is to thank twitterers who have praised the club, or to react quickly to open questions or to help.

Post Twitter posts at different times

There is one Hootsuite feature that is particularly popular with many customers: posts can be postponed or saved as a draft. In a quiet minute, planned contributions can be written in advance and the respective publication date can be defined in the future; only at this point in time will the contribution be published by Hootsuite. Nonetheless, after posting, you should check the posts for feedback, questions, and comments.

All in all, it's an absolutely practical tool that is chargeable in the team version. There is also a version for iPhone and Android smartphones, which is also free in the basic version and contains additional features for an additional charge. In addition, Hootsuite is suitable as a monitoring and controlling tool.

Hootsuite provides simple monitoring that lists the number of clicks by region as well as the top pages and top links. However, this report can only be viewed for the last 14 days. Data beyond this period as well as detailed profile data (mentions by influencers, follower growth, Twitter sentiment, etc.) are only available with the paid version Hootsuite Pro.

Timing

Even with the day-to-day use of Twitter, there are certain empirical values on how to act more successfully:

- Time of day: Messages are most effective in the afternoon, when most of the retweets are reached (this depends on the usage habits of twitterers).



- Frequency: Most successful users are those who send a tweet one to four times an hour; all messages beyond that are more likely to be perceived as spam.
- Weekdays: Tweets are most effective in the middle of the week or on the weekend (before and immediately after the games).

4.4.3 Success measurement

Every social media platform has its own special features, and engagement is measured differently on Twitter than, for instance, on Flickr. For example, the value is higher if 10 out of 50 followers on Twitter click on a link than if only 4 out of 500 visitors click on a web banner.

With Twitter itself, there are also different levels of relevance. An active twitterer with 1,000 followers is not necessarily worth more than one with less, since there are many twitterers with tens of thousands of followers who are still not multipliers because the majority of the followers are spammers or unauthorised persons.

It is fundamentally important to make a quantitative and qualitative analysis of the Twitter results. Important indicators are:

Quantitative = the engagement of the user

The frequency of user-generated content of any kind on a product, brand, association or company.

Qualitative = the quality of the comments

- Evidence of mood
- Can the dialogues show a positive or negative trend?
- Are there users who mainly produce negative or positive content?
- What is your network like? Are these influencers, i.e., opinion multipliers?

A very good tool for this is the website klout.com, on which you can have your Twitter profile automatically analysed with the help of various factors.

A distinction is made there in terms of range, influence, and network. The reach measures how many people actually react to a user's content. The influence describes the behaviour of a single message: how often is it answered or forwarded? The network describes the influence of users within the reach of a certain Twitter account.

4.4.4 Conclusion



In the entire social media marketing mix, Twitter has lost some of its importance in recent years, but some users still use it, and the openness of the network creates exciting opportunities for dialogue. Even if Twitter takes some time to get used to it, it is a great tool to react quickly to trends and topics in real time and to practise real agenda setting. In addition, Twitter can be used to find fan requests, gain valuable feedback on products, monitor the competition and implement service in real time. Twitter is a mouthpiece for the outside world. Alternatively, it has become possible to use Twitter only to monitor fans and competition. In this case, we can react immediately if positive or negative news is spread about the association. In conclusion, it can be stated that Twitter is a great addition to the other digital channels, especially for sports clubs, and is therefore rarely not used by a club. The fact is, however, that Twitter is more relevant in English-speaking countries than in German-speaking countries.

4.5 YouTube optimization made easy

In order to get a top position on www.youtube.de, the uploaded video does not have to be particularly good. Many examples prove the opposite. No, it must have the following three success factors:

1. Most viewed (number of views and integrations)
2. Most rated (number of votes counted)
3. Most discussed (number of comments)

Anyone who believes that it all happens naturally is wrong. There are other ways, too, one helps the whole thing a little; for example, with the Tube Automator, a very unusual friend adder software that, according to its own statements, guarantees that the spot will be distributed successfully. And that's because you simply give a little help with the above-mentioned success factors.

The concept is very simple: post a spot, activate YouTube software, and create hundreds of accounts, which, in turn, generate hundreds of views, votes and comments on the desired video. You already have a considerable lead over the rest of the uploaders. Once you are among the top placements, you will often be seen, rated, and commented on by other YouTube users.

Which factors are important to position a video as far up as possible in the YouTube search? Nevertheless, search engine optimization is, of course, in the foreground.

What factors does the YouTube algorithm take into account when creating the ranking? Portland SEO professional Rand Fishkin scrutinized over 100,000 videos and 70,000

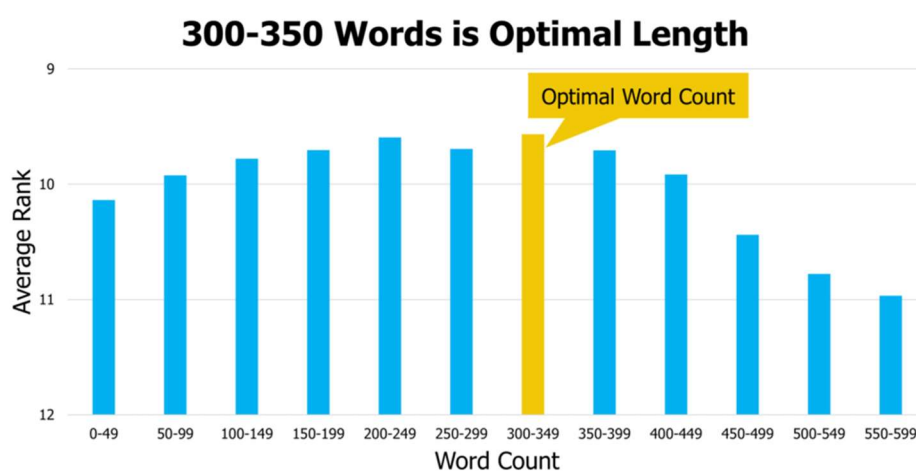


channels in 2018 to uncover correlations and determine the platform's ranking factors. Justin Briggs subsequently interpreted the results in detail at <https://www.briggsby.com>.

The following are six factors that significantly determine the ranking:

- Views and watch time: A high number of clicks and especially the time spent by viewers on the clip –the length of stay gives you an advantage over others who are competing with someone for certain keywords. Every effort should be made to ensure that as many people as possible see the video. This also includes strategies away from YouTube, such as PR”social media or e-mail marketing, which generate traffic for them. Of course, a high ranking requires more clicks, but the trick is to get to the top first.
- Keywords in the title: A weighty factor is the match of the search query with your video title. The exact keywords (i.e., search query = title) play a role here, but are not mandatory. Nevertheless, at least some of the keywords in the search should appear in the title in order to rank well.
- Title length: Briggs’ analysis has shown that a conspicuously large number of video titles with fewer than 50 characters are represented in the top positions. A few signs more or less are not dramatic, but the trend should be kept.
- Keywords in the description: Descriptions between 300 and 350 words perform best. A keyword density of around three to four percent has proven to be best practice. It is not important to flood the description with the same keywords, which can happen especially with longer texts, but to incorporate variations and also to paraphrase semantically.

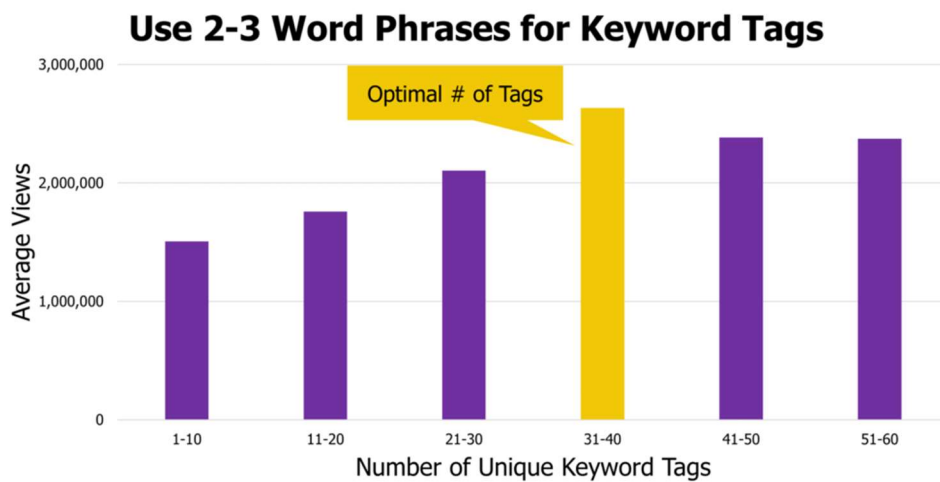
Figure 5: Optimal length of Video-Description



From "YouTube SEO Ranking Factor Study". 2018. *Briggsby*.
<https://www.briggsby.com/reverse-engineering-youtube-search>

- **Tags:** The tags that you can give your video are more relevant for the recommended clips than for the ranking itself. However, since the views are an important ranking factor, it is worth generating more clicks here. Briggs recommends using 31 to 40 tags from your keyword set. The tags should preferably consist of two to three words.

Figure 6: Optimal length of Video-Description

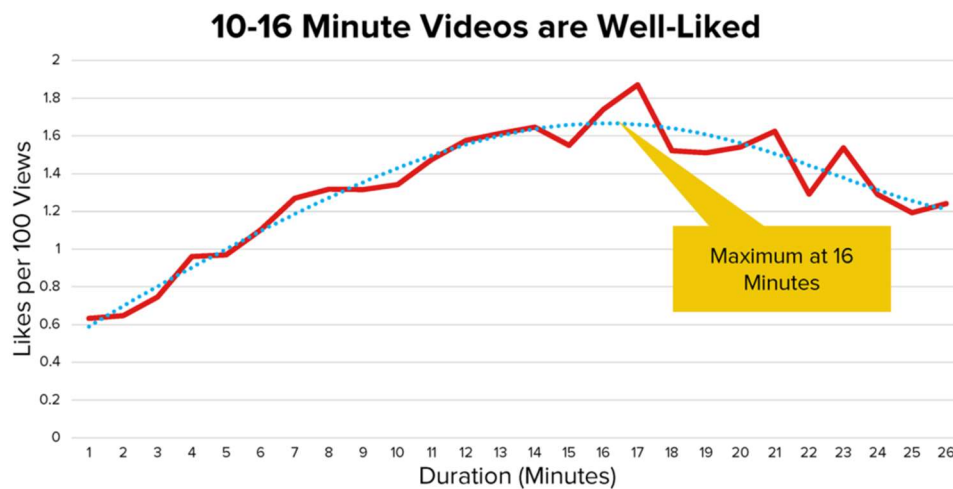


From "YouTube SEO Ranking Factor Study". 2018. *Briggsby*.
<https://www.briggsby.com/reverse-engineering-youtube-search>

- **Length of video:** The YouTube algorithm seems to prefer videos that are between 10 to 16 minutes long. He rates less than two minutes, which again confirms the first point. Still, videos that count four to six minutes tend to get the most views.



Figure 7: Optimal length of Video-Description



From "YouTube SEO Ranking Factor Study". 2018. *Briggsby*.
<https://www.briggsby.com/reverse-engineering-youtube-search>

Other noteworthy lessons of the investigation

- Older videos rank better on average, but new clips get a boost from the algorithm in the first two weeks. After the first 14 days, things go a little downhill, and only after a year, does age pay back into the ranking.
- The channel's statistics support the published videos. Active subscribers who comment or like and spend a long time with the clips have an impact on the ranking. However, this effect only becomes noticeable from around 1,000 subscribers.
- Embedded or linked videos seem to perform better. Briggs could not fathom whether this is simply due to the fact that well-performing videos are more likely to be embedded. It is clear that video embeddings generate views and are therefore worth striving for.
- Briggs compared YouTube to the early search engines that followed simple signals. But the focus on user behaviour, which can hardly be influenced, makes YouTube SEO much more complex.

In conclusion, it should be emphasized that the statements made are recommendations based on the analysis. This means that a video that does not follow this line can still be found in the first positions. But the individual factors certainly help to better position the content.

4.5.1 YouTube Strategy

YouTube stars communicate differently than traditional media. The videos are much shorter, more interactive, faster. They serve the user's short attention span and let them decide what should be done or shown in the next episode. For them, this means: the better the content entertains and the more opportunities for interaction and coordination are offered in the videos, the more subscribers and customers can be won.

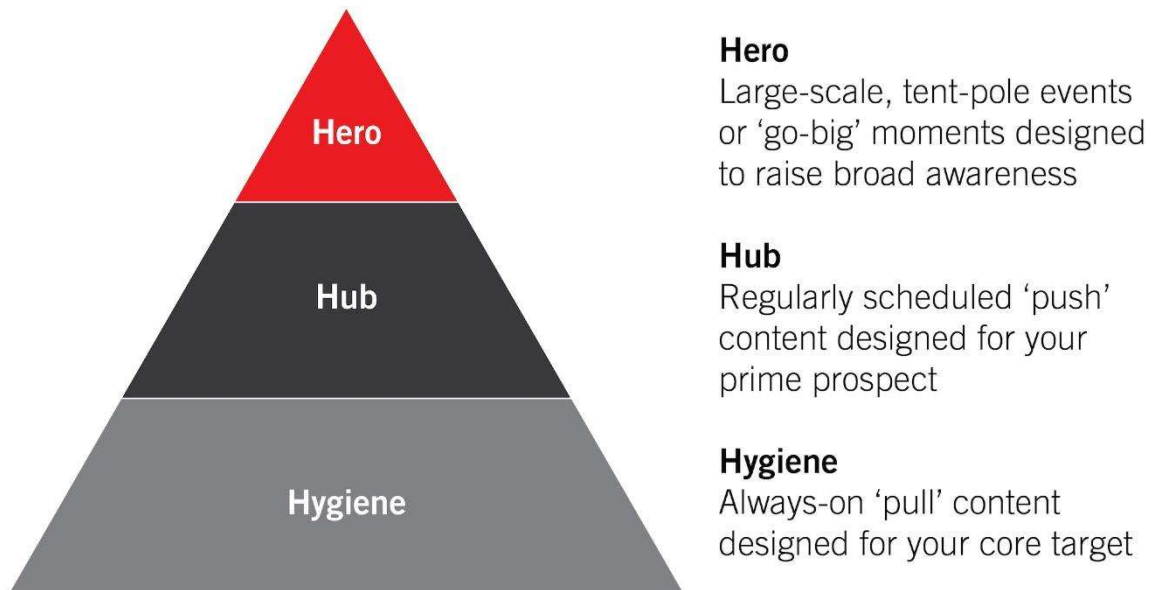
In order to establish the YouTube strategy in the long term, there must be a basic understanding of what content works on YouTube. In general, there are three types of content on YouTube:

- Search content: this content solves problems or answers specific questions from existing or potential customers. With search content, the fan is offered direct added value without disturbing him.
- Info content: product and fan cases or study results that attract potential fans. The effort for this content is higher, but has a longer half-life. Good information content creates trust and arouses interest in the association.
- Highlight content: campaigns that attract attention. If you want meaningful highlight content to be created, you have to deal intensively with your own brand and use storytelling. Campaigns should generate emotions so that people deal with the brand or the club and, in the best case, identify with it.

Hero Hub Help Model

YouTube and Google recommend the so-called Hero Hub Help Model for content creation. It also builds on the assumption that YouTube users use the platform to search and that they want to be entertained.

Figure 8: Hero Hub Help Model



From "Hero, Hub, Hygiene Model- The Definitive YouTube Strategy for Brands". 2020. *Brendan Gahan*. <https://brendangahan.com/wp-content/uploads/2014/06/Screen-Shot-2014-06-15-at-12.52.58-AM-1.jpg>

- Help content: YouTube users often do not even know the club or the company, but rather find the result randomly through a specific search query (keyword), a suggested video or a category. So, there are many ways that lead to the videos and also to the respective club / company. Help content can be useful how-to videos, instructions, product demos, or videos about your company's services. Help content is for searches, i.e., those YouTube users who are looking for something on the video platform. Help content is particularly worthwhile when it comes to a product that requires explanation and about which users ask a lot of questions. The use of video SEO is important for the findability of the help content.
- Hub content: This content is very important in order to offer users added value by subscribing to the channel. The user must therefore design serial formats for the subscribers. Ideally, this content should always be published on a specific day of the week and at a specific time. Subscribers love predictable content that always comes on a specific day at a specific time.

Hero content: From time to time, the brand, the club, or the company should be put in the "social media spotlight, so the so-called hero content is necessary. However, since the production costs for hero content are higher than those for hub and help content, the frequency of hero content is lower. The creation of hero content offers the art of storytelling, which is also the greatest strength of video. Stories are easier to understand and reduce complexity. (Grabs, Bannour & Vogl, 2018, p. 231)

4.5.2 Viral YouTube Campaigns

90 percent of the videos on YouTube are spread through mutual recommendation by users. The videos are sent to friends and acquaintances by e-mail or posted in their own social media profile, and the friends in turn share the video with their friends, etcetera. This recommendation effect is called "viral distribution". The video is spread through digital word of mouth and has high shareability. If you want to spread a video virally, there are some important rules to keep in mind, because they differ from classic TV campaigns.

Social videos are short, sometimes just a few seconds. Viral videos also have a lot of comments. The number of comments often shows whether a video has "naturally" spread virally or whether a company has been commissioned to generate views.

In his book *Tipping Point*, Malcolm Gladwell derives the success factors virus, mediator and breeding ground. According to Gladwell, the "tipping point" is the biography of an idea and the idea is very simple: ideas and products and messages and behaviours spread just like a virus (Gladwell, 2018).

The virus

The virus is the video message, a story, an interview, etcetera. The virus must be so interesting that the viewer feels prompted to recommend the video to others. The content of the video can be surprising, humorous, meaningful, meaningful, terrifying, comparative, inspiring. If the video convinces the viewer, it creates the so-called "stickiness factor", which means that the users stay stuck to the video, watch it several times and forward it to friends.

The intermediaries

The intermediaries act as amplifiers and ensure that the video spreads. The mediators are very well networked in a wide variety of social groups. Thanks to their interest and excellent communication skills, they manage to communicate information to the right



people in the shortest possible time.

The breeding ground

The users form the breeding ground. Ultimately, you determine whether the video goes viral or not. Any story, no matter how good, can miss its target audience, despite recommendations and video sourcing, if they reject the content of the video. If a video is going to go viral, these three factors should be considered: content, target audience, and recommendation. That means there should be enough opportunities for participation. (Gladwell, 2005 p. 261)

4.5.3 YouTube advertising

With 1 billion users worldwide, YouTube is a medium with high coverage and is now the video portal with the highest advertising sales in the world. YouTube has switched to advertising with video ads directly in the videos, for example, with pre-rolls before the video, and to market its platform as advertising space with advertising formats such as video mastheads. Most videos are preceded by video advertisements that the user can either click away after 5 seconds or watch for 20/30 seconds before they can get to the actual video. However, YouTube advertising offers a decisive advantage over traditional TV advertising: it can be controlled in a much more granular manner, i.e., it can be used with targeting. It even goes so far that the video advertising can appear before a very specific video.

Since users leave behind socio-demographic data such as age, gender and interests, YouTube can then stop advertising. This results in less wastage, which is particularly high in comparison with traditional TV advertising. On television, the content is aimed at an almost indefinable crowd. On YouTube, the target groups can be addressed directly according to their interests and preferences and, thus, targeted video feed can be operated (Grabs, Bannour & Vogl, 2018).

4.5.4 Conclusion

Immerse yourself in the world of social videos and become a storyteller yourself, that is the motto! There is no need to develop a viral campaign of the millennium (even if that would be great, of course) to spread the content accordingly. It is important to have exciting stories that are worth telling. Regardless of whether it is fiction or a real case study, the focus is on finding a good reason to be able to tell a story. When it comes to a professional YouTube video, you shouldn't be afraid to seek help from agencies, filmmakers, and cameramen. You have to make sure that the desired photos, videos and other content can be found by the target groups. The right and relevant keywords must be given to the content. Content is distributed wherever potential customers are on the web. This can significantly increase the range of the content and the message.

4.6 Search engine optimization

Search engines actually represent nothing different from the referring websites just considered, only that they are particularly important and, therefore, require special attention. Studies that inquire about the surfing behaviour of Internet users usually come to the conclusion that around four fifths of all Internet sessions begin with a search engine. Although social networks are on the rise, search engines remain relevant because search engine users are "closer to transactions", that is, they used the search with a specific intention –possibly a purchase intention. With so much traffic generated by search engines, it was worthwhile to take a closer look and analyse it. (Hassler, 2019 p. 123)

Search engine optimization or SEO are measures that serve to ensure that websites appear higher in the search engine ranking. Search engine optimization is a branch of search engine marketing.

In search engine optimization, the techniques of web crawlers and sorting algorithms are examined by search engines. These are usually only partially disclosed by the search engine operators and are often changed in order to make abuse more difficult and to provide the user with relevant results. The unknown and secret techniques are investigated by reverse engineering the search results. It analyses how search engines index websites and their content and the criteria according to which they are evaluated, compiled and sorted by the search engine.



In contrast, searching for and reading in the content of websites follow well-known HTML standards of the web, compliance with which is the first and essential step of optimization when creating websites. According to Google, the validity of an HTML page does not have any influence on its ranking.

Another step is the selection of suitable search terms. For this, one can use freely available databases, such as a keyword database or the MetaGer web associator. Furthermore, the use of the Google Adwords Keyword Tool is recommended, which, in addition to related search terms, also lists the approximate number of monthly search queries per search term. The meta tag keyword, which was actually designed for search engines, is no longer taken into account. The same applies to the meta tag description. However, this may (depending on the search query) be displayed as a text excerpt in the Search Engine Result Pages (SERPs) and should therefore not be ignored.

Search engine ranking

The search engine ranking describes the order in which the results obtained when using the search engine are listed. This ranking is determined by the search engine operator and has the goal of presenting the searcher with pages that are as relevant as possible.

Criteria

An important criterion for the classification is the number and quality of the references. The more links on the Internet refer to the website in question, the better it is classified. The indicator for this is called link popularity. Google measures link popularity using PageRank. A higher match between the search term and the content of the website also has a positive influence on the ranking. How strongly the different criteria are used by the search engines for the ranking is usually a company secret of the operator. Google itself gives a total of more than 200 factors that influence the ranking. However, neither the factors nor their weighting is published by Google.

Influencing

Search engine optimization deals with measures to improve search engine ranking. There are legal, undesirable and simply illegal methods to improve the ranking of a website in a search engine. Details are determined by the respective guidelines of the operator. Due to the constant further development of the operator's algorithms, attempts are made to identify undesirable and illegal measures at an early stage. If unwanted tricks for increasing the ranking are found, the respective homepages are rated negatively and, if necessary, excluded from the search engine's index, so that they can no longer be found by searchers.



Since the ranking can be decisive for the success of a website, it is possible with some search engines to buy yourself a high listing.

What is being measured?

At the top level of considerations, you should first get an overview of which search engines are used to get traffic to your website. Most of the time, this traffic is specifically identified as “organic” –this refers to links from the hit list generated by the search algorithm, and not links to paid hits such as Google Ads (formerly AdWords). Although Google occupies a fairly dominant position in the search engine market, at least in Europe, there are also other search engines that can generate considerable visitor numbers. This includes, for example, Microsoft’s search Bing or Yahoo. Bing is still relevant in particular because the MSN website with the Bing search is often automatically set as the start page in Microsoft Internet Explorer for new notebooks. For some users, the first search on the web therefore begins with Bing. Depending on the regions in which you have your target market, other search engines such as Yandex (Russia) or Baidu (China) also play a decisive role.

Visual

Clear usage views, as shown in the figure above, tell you how many visits have now reached your own website via a specific search engine. In this way, in the first step of the considerations, you can get a feel for the importance of the various search engines for your own website. Some analytics systems also indicate which search engine crawlers visit the website and how often, thereby updating pages in the search engine index. In analytics systems that collect data using client-side page tagging; however, this evaluation is mostly missing, since search engines neither execute the JavaScript of the page tag nor call up its invisible image. However, this crawler evaluation is usually less interesting –unless you are currently concentrating on optimizing the website for search engine findability. Such views then serve as a guarantee that a website is currently being checked for new content by search engines such as Google. It is important, however, not to confuse the two views of the search engines used by visitors and those of visits by search engine crawlers. (Hassler, 2019 p. 123)

How should you use it?

The distribution of referring traffic to the individual search engines may seem interesting at first. However, since there are hardly any decisive changes at this level and the traffic normally comes from the three major search engines Google, Yahoo and Bing anyway, a



constant review of this distribution is rather a waste of time. You should therefore use the listing of referring search engines as follows:

- If you want to invest in search engine optimization measures, the evaluations can be used to decide where the investment is most worthwhile. If referring traffic from Google, Yahoo or Bing is in the minority, then it's a good idea to fine-tune optimization measures accordingly. If you have already carried out optimization activities, you can use these evaluations to see whether the efforts have also paid off in terms of traffic. If the traffic coming from search engines has not increased as desired after optimization, then the measure must be classified as unsuccessful.
- Check that the three major search engines –or any other special search engines that are relevant in the sector– are really represented in the evaluations. If the search engines do not appear in the evaluation, then it is very likely that you have an indexing problem that must be investigated. Indexing problem means that search engines technically cannot visit the website and thus cannot include it in the search engine index. The reasons for this can be varied, including, for example, navigations that are completely mapped in JavaScript, the use of framesets or the deliberate exclusion of search engines via the robots.txt file. In this text file, which is located in the root directory of the website, search engines can be prohibited from indexing certain areas of the page or the entire website. Whether all pages are indexed by the search engine can easily be checked by entering the term `site:www.yourwebsite.de` in the search field on Google, for example. Google then outputs all pages that are contained in the Google index for this domain. This number should roughly correspond to the number of pages including documents of your appearance (Hassler, 2019).

What to watch out for?

So that analytics systems can distinguish the search engines from normal referring websites and show them in a separate view, you need something like a list of all search engines. Such a long list of search engine providers is usually already stored in the standard configuration of Analytics Tools. With American products in particular, however, locally known search engines such as `web.de` or `suche.t-online.de` are not represented in the list of search engines. Although they often use Google as a search technology, they do not appear in the search engine reports, but in the normal referring websites. It is particularly serious that the search terms



entered by the search engines are not recognized and evaluated in the statistics. To avoid this, you should ask the product manufacturer or consult the help file immediately after installing the analytics system to find out which search engines are recognized as such by the system. This list should then be supplemented by the manufacturer, IT or the web agency in charge of the locally relevant search engines. Since such additions usually no longer have any retroactive effect on data that has already been collected, it is recommended that this adjustment be carried out at an early stage. (Hassler, 2019, p. 127)

Meaning of search engine optimization

It is not absolutely necessary to optimize for first place in the ranking; places two to five are often enough. If a website ranks in the first three positions on page two of the search engine, it may be better to leave it there if there are pages in the places that are difficult to beat. Often, it is only possible with considerable effort to make the position from five to two, for example. It should be considered whether the effort for 10-30 percent more visitors is justified. It often turns out that it is better to consolidate a position.

Ranking criteria of the most important search engines

It is important to know the criteria that search engines use to rank them. However, these are not public, which is why the criteria cannot be precisely determined. Usually, it is only the interaction of all criteria that makes a positive ranking. However, there are a few points to keep in mind.

- **Google:** The search engine primarily relies on high quality backlinks. Links from related pages are considered to be of high quality, ideally also containing the corresponding keyword. The PageRank also plays a certain role. Furthermore, particularly large and extensive pages, i.e., many index pages, are important for Google. The URL, the page title, and the headings are also important. Highlighting and meta information are given less attention.
- **Yahoo:** Yahoo puts more emphasis on internal factors such as titles, headings or meta information. It is also important that the search term occurs in the domain name or the path and is as close to the front as possible. Anyone who is in the Yahoo directory has significantly better chances than a website that is not listed there. If the website is still listed in the category that matches the keyword, this site will usually be on the first hit pages quite quickly.

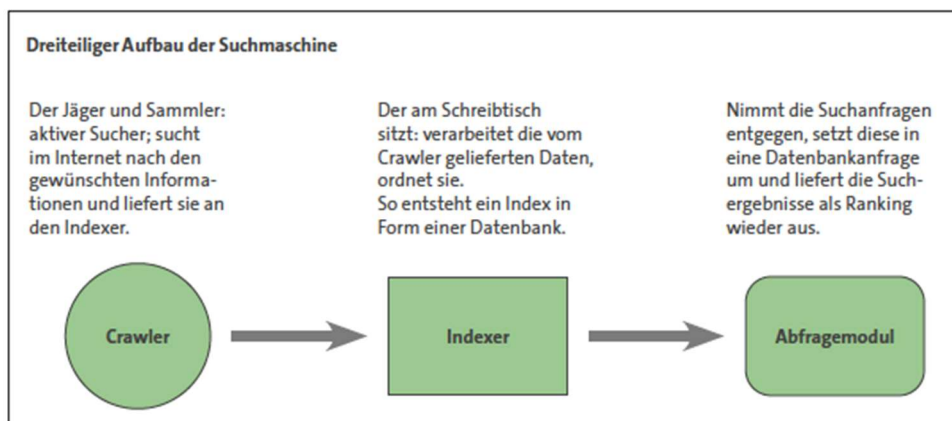
4.6.1 Three-part structure of the search engine



A distinction must be made between crawler-based search engines and directory services. Directory services are editorially created directories for which real people work their way through endless lists of websites, categorizing, and quality manually and visually. Search engine optimization for these pages is only necessary for the website to present itself as a relevant and interesting website. In contrast, active search engine optimization aims on crawler search engines like Google, Yahoo, MSN, and ask.com. Such a search engine consists of three units:

- **Crawler**, spider, robot, bot: It collects information on the web by reading in websites similarly to a normal internet user, following the hyperlinks found there, and trying to capture as many websites as possible.
- **Indexer**: It processes the data recorded by the crawler and uses it to create a searchable index in the form of a database or a high-performance database cluster. For this purpose, highly complex algorithms are used, with which numerous criteria are combined and weighted in order to automatically determine the relevance of an index entry with regard to a keyword.
- **Query module**: It is the part that the search engine user sees. The search engine receives queries from users via the input form, converts them into a database query and delivers the search results with corresponding relevance weighting. This is the so-called "ranking" (Neumeier, 2007).

Figure 9: The structure of the search engine



From: Neumier. 2007.

Dreiteiliger Aufbau der Suchmaschine	Three-part structure of the search engine
Der Jäger und Sammler: aktiver Sucher; sieht im Internet nach den	The hunter-gatherer: active searcher; searches the internet for the desired



gewünschten Informationen und liefert sie an den Indexer	information and delivers it to the indexer
Crawler	Crawler
Der am Schreibtisch sitzt: verarbeitet die vom Crawler gelieferten Daten, ordnet sie, So entsteht ein Index in Form einer Datenbank	Sitting at the desk: processes the data supplied by the crawler, arranges it, and thus creates an index in the form of a database.
Indexer	Indexer
Nimmt die Suchanfragen entgegen, setzt diese in eine Datenbankanfrage um und liefert die Suchergebnisse als Ranking wieder aus	Receives the search queries, converts them into a database query and delivers the search results as a ranking.
Abfragemodul	Query module

The first starting point for search engine optimization is the crawler; it must first find the website and the subpages. The website can either register directly with the search engines or link to the page on other already indexed websites. However, the subpages should also be linked so that the crawler can penetrate deep into your pages.

The crawler provides further information to the indexer. These are so-called “offsite factors” for evaluating a website. Above all, the number of qualitatively and content-related links that refer to the relevant pages from other websites (inbound links) are important for the ranking. Search engines can also recognize images, videos, and other multimedia elements. Nevertheless, the following still applies: only text information is relevant. Text is the only thing that search engines can handle. The Google image search is also not based on the image content, but on the file name of the image and the text information near the image. More and more PDF and Word documents are being recorded as they also contain text.

Deep crawl

Deep crawl describes the ability of a search engine crawler to independently search subpages of a website for content and index it. With some search engines, the indexing of content is limited to a certain directory depth of the website. The



deep crawl ensures that subpages of a website are also rated and indexed as independent pages. A deep crawl can take several hours for large websites.

A deep crawl aims to find deep links, so-called deep links, in order to penetrate deeper and deeper into the website structure. In this way, the crawler succeeds in searching through all subpages of a domain, evaluating them as separate pages and then indexing them. Subpages can rank independently thanks to the indexing and are displayed as independent components of a website when a search query is made.

Basically, the deep crawl ensures that websites are deeply indexed. The crawler searches for deep links on various website levels that it can follow. Deep links refer to references that link deeper subpages with one another and do not refer to the start page of a website.

The indexing of the sub-pages is done in the well-known way. The source code of the website is read out by Google and evaluated on the basis of the ranking factors. This is where the ranking criteria of the respective search engine take effect. The website is rated and ideally rewarded with a good ranking for relevant search queries.

Thanks to the deep crawl, even deeper subpages of complex and extensive websites have the chance to achieve a good placement in the search engine result lists. Whether Google crawls a single subpage at all can depend on several factors. One of them is the crawl budget. This value indicates the maximum number of pages that Google searches on a domain. Websites that have a few thousand URLs usually have no problem with an Insufficient crawl budget.

The situation is different with extensive websites. Usually, Google only crawls a part of the subpages here. The site operator then has to fear that important traffic will be missed by a lack of indexing of the subpages. Targeted measures can be used to counteract the problem and thus prevent Google from overlooking important content during a deep crawl. This includes, for example, the development of a flat page structure or the exclusion of unimportant subpages from crawling. (What is a deep crawl?, 2021, para. 1-7)

When the crawler comes back

It makes sense to pay attention to how often the crawler visits the website. It is good if she/he comes by frequently. Changes can thus be reflected in a timely manner. Frequently updating the content and adding new pages encourages the crawler to come back frequently. The entries of the crawler can be easily recorded via the corresponding entries



in the log files or the open source PHP script Crawltrack (www.crawltrack.info), which registers the crawl visits and provides statistics.

A lack of maintenance is detrimental to your website in the medium term. Search engines diagnose this especially if the pages contain more than one occasional dead link or if no new content has been added for a long time. Therefore, new content should be added at least slightly over and over again.

As already described, a search engine basically works by sending a small program called a robot, crawler or spider. This program first scans all documents relevant to the search query and stores them temporarily. The crawler visits the website like a normal user, reads it in and searches it for links to other documents or websites. The accessed page is saved and the links found are then followed up. Once the robot has saved (indexed) the website, the search engine tries to put the data found in a logical context and to weight the websites for the words and phrases found. How the weighting works differs from search engine to search engine. However, the address and title, for example, are more important.

4.6.2 How search engines work

Analytics is actually not a technical topic, although it is often discussed as such. Nevertheless, a basic technical understanding of how analytics systems work helps to explain certain processes more precisely. If you are in competition with others –which is actually always the case on the Internet– you almost inevitably have to tease the last bit out of a system if you want to gain an advantage for yourself. And last but not least, a web analyst is always somewhere between IT, business, and marketing departments. Understanding the technology is therefore extremely helpful when communicating with IT managers.

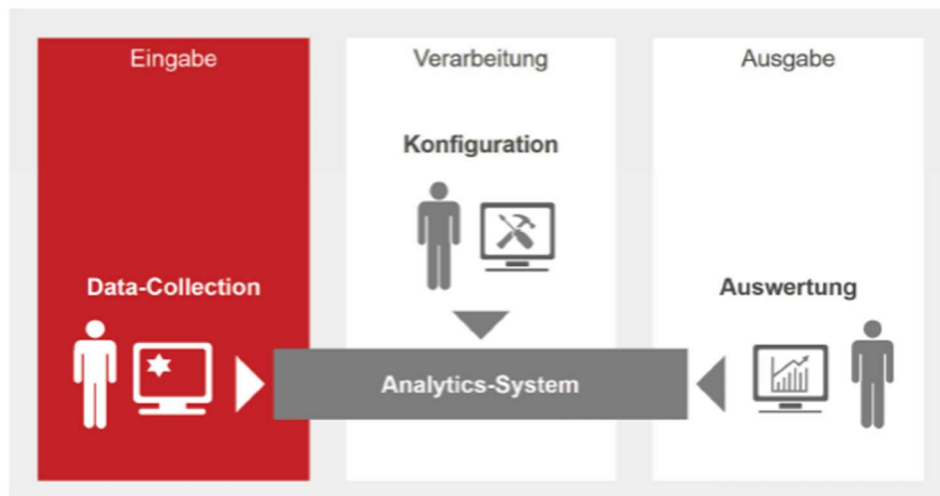
As a thinking model to get a feel for how analytics systems work, they can be divided into three main areas of responsibility:

- The data collection
- The storage and processing of data
- The evaluation of the collected data

When it comes to data collection, it is first and foremost about how a user's website visit is registered in the first place. The storage and processing of data then shed light on what happens to the information collected and how it is summarized. The evaluation, then, only deals with the most visible part, namely the colourful graphics and tables that analytics systems offer for processing the data.



Figure 10: Functional areas of analytics systems



From: Hassler, 2019.

Eingabe	Input
Verarbeitung	Processing
Ausgabe	Output
Data-Collection	Data collection
Konfiguration	Configuration
Auswertung	Evaluation
Analytics-System	Analytics system

Data collection

The collection and registration of website visitors is clearly one of the core tasks of such a system. That this is a major task is relatively obvious: data that is not collected cannot be evaluated later. The same applies to the quality of the collection: if the database is poor or incorrect, even evaluations from it cannot be of better quality. If you only pour rubbish into a system, only rubbish comes out. A solid database is therefore the very central basis for subsequent evaluation results. Of course, this data collection must take place in the background as far as possible so that the user is not disturbed when visiting the website. There are, in turn, different approaches to collecting such visitor data, namely:

- Server-side data collection using a log file

- Client-side data collection using page tagging
- Alternative methods such as packet sniffing

On the one hand, the approaches differ completely in terms of their technical functionality. On the other hand –and this is relevant for later evaluations–, different data points and visitor information are collected depending on the approach. Depending on the selected technical function method, more, less or different data will be available later for evaluation. Therefore, depending on the later evaluation requirements, the choice of the suitable collection method is decisive.

Storage and processing of data

What sounds so mundane, that anyone can save data, is not that simple when you look at it in detail. If you consider that thousands of visitors visit a website every day, each looking at around half a dozen pages and generating dozens of hits with each page, then a considerable amount of data material comes together every day. If you want to have this data available for evaluations for months or years, you can quickly fill up a couple of hard drives. To protect yourself against loss, you have to do a backup for the whole thing, which multiplies the scope again. All in all, with larger websites and depending on the number of visitors, the infrastructure can quickly take on such a size that can no longer be covered by one or two computers. If you don't want to spend hours waiting for evaluations to be generated, then a healthy dimensioning of the infrastructure makes sense.

Now “dimensioning the infrastructure” sounds pretty complicated, technical and time consuming, and is not necessarily what you want to deal with in web analysis. At least once, however, you should deal with it briefly, because there are two fundamentally different approaches to dealing with the data storage problem.

- Build up and operate the necessary infrastructure internally
- Outsource the infrastructure and software to a third-party provider (cloud solution or software as a service)

Both variants naturally have their advantages and disadvantages in terms of time, costs and the sovereignty of the data. Data security is an enormously important parameter nowadays; since the uniform regulation with regard to the General Data Protection Regulation in Europe, the authorities have taken very strict action against misconduct or non-compliance with the regulations. Those scenarios are critical when a European company uses servers in the USA whose specifications are different, and one can, therefore, easily be confronted with problems.

Evaluation of the collected data



While data collection and storage tend to take place in the background and invisibly, the evaluation of the data is the most visible part of an analysis system.

The colourful graphics and evaluations are about the first thing that attracts attention and that one tries to impress with. Due to the beauty of the pie charts, bar and line graphics, one should not be too distracted from the actual range of functions –after all, this is what makes the difference from one system to another with more intensive use.

Every analytics system has a user interface through which practically all evaluation data can be accessed. Normally, such an interface is browser-based today, which means that all evaluations can be used on the evaluation computer without additional software installation. Especially in companies where new software cannot be installed without the consent of the IT department, access via the browser is usually the more convenient solution to enable multiple users to access it quickly and easily.

Some systems also have different evaluation interfaces for access to evaluations (depending on the different needs of the users). A management representative is more likely to have access to clear charts with summarizing results, while a web analyst has access to the fully comprehensive view with all configuration and segmentation options. To get started with a system, such a user-dependent user interface can be a very useful facility.

4.6.3 Implementation of search engine optimization

As with successful PR work, close cooperation between SEO experts and the advertised company is essential for SEO. At the same time, no precise prognoses can be made in advance about the impact of the SEO investment, just as a PR agency can hardly guarantee a placement in a certain article in a national daily newspaper. To make matters worse, search engine optimization measures often only have a positive effect on search engine rankings months later, making a precise cause-and-effect analysis almost impossible. Against this background, it is all the more difficult for SEO experts to obtain financial and human resources from the contracted company.

But even a supposedly sufficient SEO budget and the provision of the necessary resources is not a guarantee for the success of a campaign. In practice, the greatest challenges arise from the fact that the budget responsibility for SEO is mostly in marketing, but the implementation of SEO measures is in IT. In contrast to classic (online) marketing measures, implementation and budget control are not in one department.

An essential factor for successful SEO work is, therefore, to be seen in the planning and implementation of a cross-departmental SEO process. Classic project management factors come into play here:



- Development of an individual SEO roadmap: What builds on each other, where are the greatest weaknesses, but also success levers?
- Definition of an SEO core team (usually consisting of marketing, PR and possibly product managers) and a project manager.
- Regular, cross-team coordination with binding decisions.
- Documentation of all project sub-steps and regular reports on the successes already achieved.
- Willingness to compromise / flexibility: Identification of alternatives if a best-practice solution cannot be implemented.
- Prevent area egoism / wrangling over competence. (Holland 2018)

4.6.4 Search engine keywords

The search engine searches for keywords. It is therefore important to feed your own website with the right and important keywords. In a first step, all of the keywords that are reasonably suitable for the website are selected. At first, it doesn't matter whether these are relevant or not. First of all, it is about collecting. So, you can be reasonably sure that you don't forget important keywords. They are then checked for their importance. All words that do not match the website or that only poorly do it are removed. In this way, only those should remain that, on the one hand, could attract a large number of visitors and, on the other hand, are easy to optimize. Usually, you can find a keyword that fits the website and the topic 100 percent. In addition, there are key words that are related to the topic. One suggestion to systematize the key words is, for example, to come to an order through graphic processing. So, you could draw a circle in which you write the key word that fits. In a second circle, which is drawn around the keyword, write the words that come closest to the central keyword; in a third circle, those that come close to the words in the second circle, and so on; and finally, all the other keywords that have little or no.

“Have relevance” simply written around the circles, without a circle, or simply left out. The procedure is purely subjective, but at least it is systematic. In addition, a website is already subjective in terms of the choice of the topic it deals with.

Organic and paid keywords

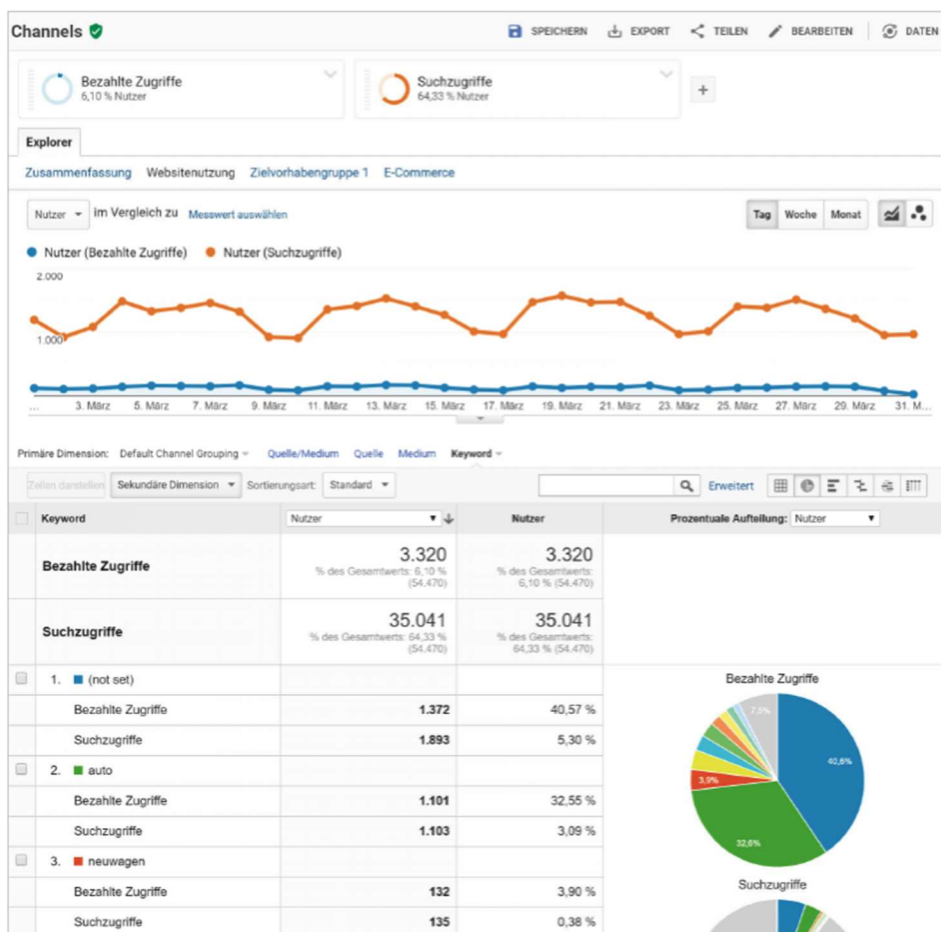
When evaluating keywords, analytics systems should also differentiate whether the referring traffic is organic or paid. Organic traffic is when visitors click on a result in the normal hit list of search engines such as Google. With “paid traffic”, you mean the text ads



displayed above or next to the organic hit list, depending on the search term.

Since a website can both appear as a result in the organic hit list for a specific keyword and advertise it, it is necessary to differentiate between the two cases. For example, if you are doing paid advertisements for the keyword “bicycle shop”, then you want to be able to measure the effective clicks on it separately from those that are already on the website via the normal search.

Figure 11: Comparison of organic and paid keywords



From: Hassler, 2019.

The figure above shows such a breakdown of traffic for a keyword into paid clicks and organic clicks.

In the case of paid keywords, you would, of course, also like to have information about costs per keyword, number of impressions, and click rate (CTR) directly in the considerations. Fortunately, current analytics systems allow such data, for example, from Google Ads or other search engine operators, to be directly integrated. Above all, of



course, Google Analytics offers the simplest integration. Google Ads data can be integrated into a Google Analytics account with just a few clicks.

The discipline Search Engine Optimization (SEO) deals with the optimization of an advertising offer on organic keywords, and this is an area of knowledge in itself. The optimization of paid keywords, the so-called "Search Engine Advertising" (SEA), has become a complex one subject area.

Together with SEO, SEA forms "Search Engine Marketing" (SEM), which is of great importance due to the traffic relevance of search engines. However, both areas of activity have the following two considerations in common:

- As a website operator, you have to know which terms the relevant target group is looking for.
- The target page or landing page that is linked to from the hit list must be tailored to the expectations of the visitors.

It is important to keep this in mind when taking SEM measures.

The keyword "not provided"

If you take a closer look at the most common keywords in organic search, you will inevitably find the term "not provided" at the top. However, this does not represent the keyword that was mainly used to find the website. Instead, this is the designation for the fact that a used search term was not passed on from the search engine to the analytics system. Due to privacy protection, Google.com behaves so restrictively when the visitor is logged into google.com when the search query is made. However, since many users now use the personalised Google search when they are logged in, this has become the norm today. The keyword report is therefore increasingly losing its importance. In order to be able to see the organic search terms used, in the case of Google, you have to consult the Google Search Console, which displays the search terms again. The situation is similar for paid search, if not quite as dramatic. When using Google Analytics, it is not even noticeable that paid search terms are often no longer passed on via the referrer, because Google fully integrates Google Ads here. With other analytics systems, however, the lack is visible. A laborious workaround here is to also track Google Ads as your own campaigns. A simpler variant, which, however, requires technical intervention, is to pass on the search term via the so-called value track parameter in Google Ads (Hassler, 2019).

4.6.5 Future of Search Engine Optimization



In the annual ARD / ZDF-Online study, searching for information has been number 1 or 2 of the most popular online activities for several years, despite all changes in Internet use, such as the growing popularity of social networks. Therefore, it can be assumed that searching the Internet will not lose its relevance for search services.

Table 2. Overview of possible SEO-Key-Performance-Indicator

Key performance indicator (KPI)	Evaluation approach / procedure	Analyse Tool
Business KPIs		
Improvement of the placement under relevant search terms	Regular measurement of the placement development under selected search terms	Google, Ranking-Analyse-Tool (z.B.: Sistrix, Xovi, Seachmetrics, Seolytics)
Improvement of the general visibility (reach) in the organic area of the search services	Regular determination of visibility under all search terms using visibility indices	Ranking-Analyse-Tool (z.B.: Sistrix, Seachmetrics, Xovi, Seolytics)
SEO traffic development and quality	Evaluation and development of hits, sales or other interactions from the organic search results	Webcontrolling-System (z.B. Google Analytics)
Relevance of non-brand traffic	Increase in the proportion of hits via brand-unspecific ("generic") search terms in the total SEO traffic	Webcontrolling-System (z.B. Google Analytics)
SEO technical KPIs		
Click rate optimization (CTR)	Increase in the click-through rate (CTR), d.a. the ratio of clicks on a search result to its displays	Google Webmaster Tools
Optimization of the loading time	Too long a web document loading time worsens the ranking in search services	Google Page Speed Tools



Increase in inbound links	Evidence of the increase in the number of links from different domains (domain popularity) through off-page measures	Google Webmaster Tools and Analyse-Tools (z.B.: Sistrix)
---------------------------	--	--

Note: Overview of possible SEO-Key-Performance-Indicator. Holland, 2018.

The ranking criteria on which the search results are based, on the other hand, are subject to continuous change, which is also shaped by the changed user behaviour of the users. It can be assumed that the growing popularity of social networks means that user signals such as likes and shares will be used more and more as a positive ranking criterion. In addition, search services are already able to use their own browser, for example, Google Chrome, to create files stored on the user's computer (cookie) and to use information from other services, such as Gmail, to create personalised user profiles lead to customized search results.

Search engine optimization must take this changed ranking behaviour of search services into account. On the one hand, the service will increasingly interlock with other online marketing disciplines (content marketing, PR, social media, etc.); on the other hand, personalized search results will lead to a greater lack of transparency when checking SEO success, as both ranking checks and traffic analyses will only provide approximate values based on personalised results.

However, this does not affect the need for search engine optimization for website owners. Regardless of which ranking criteria are used by search services, the placement among the first results for relevant search terms will always have a very positive marketing / sales effect on the website. The product message is placed in a target group-specific manner and at a point in time when the interested party shows a high degree of willingness to include product information by entering their search term (Holland, 2018, p. 604).

Our everyday lives and the changes in the procurement of information and in purchasing processes

Social and mobile are means to an end and elements of digital strategy, but no longer hype topics and no trends that you should blindly chase (if you are still running, you should question yourself anyway).

There is no point in bluntly transferring existing approaches from the past to the mobile. Rather, it should be an addition to the communication mix of a club, a supplement for



consumption and a supplement for the entire customer journey. It is clear that websites, shops, and any kind of content should be optimized and available on the move. Even if it is often not yet the case, everyone knows, or at least most know, that it should be.

Publish press releases and product links on social networks? Simply transferring online content to the mobile app without considering the mobile usage and situation does not work.

Nowadays, sports organizations are not only allowed to think in terms of social and mobile, but beyond. social media and “Mobile First” are facts, but for fans, they are just an everyday means to an end. Of course, new technologies are an important part of the digital strategy, and those who do not understand these technologies quickly enough, deal with them intensively and adapt them for themselves, fall behind and are always one step too late compared to their competitors. But it’s not about being the first. Only those who quickly adapt a trend will not do everything right. For this reason, many clubs, leagues, and associations hesitate and want to benefit from the experience of the innovative first movers. What went wrong and what can we do better? But you shouldn’t go this way for too long. Those who use new technologies early on gain valuable experience, and this experience or the mentality of trying out new trends quickly creates a great advantage over sports organizations that are fearful and first observe everything from a safe distance.

Social networks, social business, big data, mobile first, real time, content marketing and whatever else there is, are closely linked –everything is part of the transformation process and the customer journey.

Another important point is the absolutely necessary cooperation between IT and marketing. A lot can be said about new technologies; without an assessment and analysis by IT, many approaches and concepts are doomed to failure. Marketing doesn’t have to understand every technical detail, but it does need a basic understanding of the technology and the effort involved in implementing it. The same applies, of course, in the opposite direction. Why is a new technology being used? Which marketing goals are being pursued? Which existing technologies should be adapted? In reality, however, this often does not yet work or only works on the surface.

While the past few years have been about social media and “mobile”, in the future, holistic approaches, strategies and implementations will be required that connect individual areas and departments with one another.

The best-known clubs are becoming global brands in the social media area and, with this development, they are likely to grow more and more economically. The market leaders come from Spain and England. FC Barcelona and Real Madrid lead the international digital league by a long way ahead of Manchester United. The growth continues unabated. The



Premier League has the most digital millionaires in the league: all 20 clubs have more than a million digital followers worldwide. As of January 2020, five clubs from the British Premier League (Manchester United, Chelsea FC, Liverpool FC, Manchester City, and Arsenal) are among the 12 clubs with the greatest reach in Europe, followed by two teams from the Spanish LaLiga (FC Barcelona, Real Madrid) and two Italian Serie A teams (Juventus Turin, AC Milan). This is followed by a team from the German Bundesliga (FC Bayern Munich), the French Ligue 1 (Paris Saint-Germain) and the Turkish SüperLig (Galatasaray Istanbul). The distribution of fans is particularly exciting, because with the example of FC Barcelona and Real Madrid you can see very clearly that there are not only fans from Spain, but a global fan community, with a large proportion of fans from the states of North and Middle –and South America, such as Mexico, which have joined. A fact that, however, underlines once again how important international marketing is.

Figure 12: Digital Fan-Base of European Clubs



From "Global Football Digital Benchmark 2022". 2022. Result Sports. RESULT Sports. <https://result-sports.com/blog/gfdb22/>

Every season can be described as a special Bundesliga season without any question. It is usually always very exciting, above and below, very exciting. In addition, there are always trainer dismissals. For the fan and for global football itself, it is usually a great



advertisement. At the end of all 34 game days, the athletic ranking is fixed, promoted; and relegated teams and, above all, the champions are celebrated.

Seasons start immediately or have been running for a little longer.

That is the characteristic of the Internet: there is no closing time, no season end on Facebook and thus representative of the new media as a whole. While a phase of recovery is now beginning for the athletes, this is not the case at all in media departments.

This is linked to questions such as: Is there such a thing as a season break for the clubs in the digital media, will the numbers stagnate or at least develop more slowly? Which topics will play a role during the season break? There will be enough topics or, in PR jargon, "issues".

Transfer topics are available at this time: club politics, training camps, possible new tactical orientations, coaching changes, licensing, and related topics such as financial fair play. Why shouldn't such an important topic be addressed among digital fans? This may also be the time to start talking about more global issues, such as the difficulties of world football.

The challenge is to keep in touch with the fans during this time when there are no games. This phase, which is quieter on the outside, may also offer the chance to intensify the contact, to increase the bond, especially about other topics, because there is more time to discuss a topic deeper, more intensively, apart from the speed of traditional media. Clubs can also set the agenda during this time. Or do the fans have topics that they always wanted to address? So how about asking some questions? From a strategic point of view, there is the opportunity to think more calmly about strategies, to ask what went well in the social networks during the season, what went less well, what we can optimise.

The league with the greatest gap is the Spanish Primera División. Real Madrid and FC Barcelona have by far the largest number of fans, after which the values drop significantly. However, you have to attest a large gap to the Bundesliga, the Premier League or Ligue 1. So, you can say that there are big differences in almost all leagues. It is always interesting to see how the numbers develop. Social networks will actually become a barometer for the fan reach of clubs worldwide, nationally or even regionally; this is how precisely the numbers can be evaluated –and that is also important.

The time could soon be reached when the numbers no longer grow in leaps and bounds; then, the digital potential would probably be exhausted.

For a long time, social media communication was in inexperienced hands. Often, the attribute "young" is enough to be considered a social media expert. That alone is no longer enough. There are now many platforms that have different users and features. At the same time, other networks, such as LinkedIn, are gaining in popularity. Experience and a good



overview are therefore required in order to skilfully skip short-lived hypes, but to use permanent trends early and profitably. Without a sure instinct for the manners and tonality customary in social networks, this is not possible.

Clubs and associations have developed into their own media companies, perhaps even had to develop. The end of this journey has not yet been reached and will still need a lot of creative and innovative input from those responsible in the future in order to continue to meet this development and the demand with the necessary quality.

So, the question that arises are: How clubs, associations, and athletes as media providers deal with it? Why and how do they best integrate entertainment into their online presence? and How does this affect the perception of sport in society?

The structures have also changed fundamentally within the clubs and associations in recent years, or the change process is still ongoing. All departments of an association want to “digitise” themselves. You get away from silo thinking and have to create your own digital matrix that includes all areas (merchandising, ticketing, sponsoring, etc.), and the coordination channels are kept short. A separate “digital department” will receive all relevant information from the different areas (sports communication, sustainability communication, marketing, media, partners, sponsors, ticketing, etc.) and will process this information. Topicality and the creation of added value and the necessary relevance can be superimposed as umbrella terms in the digital construction.

4.7 Case studies

Visuals

4.7.1 National case studies

Visuals

4.7.2 International case studies

Visuals

4.8 Developments in appearances and fan numbers

Especially when it comes to the topic of social media in sports, an enormous development has been driven forward and carried out in recent years. Considering what classic media work used to mean and to what extent –reduced to target group-specific communication is, on the one hand, questionable in a certain way, but opens up many new paths and

possibilities for the sender of the respective message. At that time, only TV, print and radio were served with all relevant information. The spectrum in the modern web and the continuously expanding social media channels has become much faster, more extensive and more complex today.

The demands on clubs, associations and athletes have become ever higher in the digital age, expectations have skyrocketed, and it is often no longer enough to “just” provide information. Rather, the content had to be divided up exactly (depending on the channel, you have to present the end consumer with a well-prepared “fillet piece” that, on the one hand, convey a high level of entertainment and, on the other hand, ideally encourages interaction. As a result of the transformation from a sports event to a media event, an important secondary entertainment level is created in addition to information). This mix must be used ideally for the sender in his communication. The time that is available for those responsible for this is becoming less and less in practice, driven by the high speed and the ever-increasing demands.

So, if you make the assertion that professional clubs and associations have developed or have had to develop into their own media companies in recent years, this is certainly not pulled by the hair, but definitely has its justification. The digital following, which has also continued to develop towards an international community, has developed unpredictably and the club communities, especially in football, now include several million users. But even in smaller sports such as ice hockey, handball, basketball, among others, this development could not be overlooked. The end of this journey has not yet been reached and will still need a lot of creative and innovative input from those responsible in the future in order to continue to meet this development and the demand with the necessary quality.

Football / soccer

But before we turn to the steadily growing number of fans of the clubs in the German Bundesliga, let's first take a look at England. In February 2021, RESULT Sports precisely evaluated the current numbers of the Premiere League itself or its clubs. This gives us a visual overview of the entire online community, but also broken down into the respective social network.



Figure 13: Social media platform mix Premiere League

#	Teams	DIGITAL PREMIER LEAGUE - Global Digital Audience - February 1st 2021																
		Digital Community	Facebook	Twitter	YouTube	Instagram	FourSquare	LinkedIn	LINE	Periscope	Pinterest	SnackVideo	SoundCloud	Tencent	TV Newer	TikTok	vkontakte	YouTube
		01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021	01.02.2021
	Premier League	119,620,292	44,291,433	15,077,209	1,522,375	41,500,403	0	62,405	0	0	0	5,051,905	72,502	0	0	0	0	0
1	Manchester United	173,562,872	73,437,354	17,310,077	3,736,374	39,023,667	0	162,560	12,588,604	0	219,950	10,459,888	0	5,114,716	0	1,523,682	0	0
2	Chelsea	112,013,504	48,612,700	19,341,228	2,544,236	25,067,836	46,956	115,157	4,149,185	0	0	8,790,418	22,953	1,542,047	0	1,454,739	126,049	0
3	Liverpool FC	101,958,129	37,203,849	19,764,083	5,527,465	29,766,929	28,698	144,400	0	92,288	1,117,431	3,450,612	0	993,015	52,966	3,754,663	79,103	2,577
4	Manchester City	93,443,020	39,908,942	14,725,389	3,085,478	22,336,504	83,596	78,750	0	92,043	0	5,041,823	0	1,201,094	6,962	2,436,247	414,559	2,214
5	Arsenal	84,945,261	37,802,173	17,279,676	2,215,326	18,951,593	0	107,592	0	113,291	27,203	5,389,954	725,044	1,451,764	0	781,645	0	0
6	Tottenham Hotspur	43,093,773	20,347,847	5,876,126	1,684,725	9,779,520	0	64,044	0	33,254	0	2,873,856	1,207	821,664	73,822	1,343,774	0	1,156
7	Leicester City	15,404,963	6,720,851	1,794,313	305,276	4,831,601	0	33,222	0	3,471	0	563,992	0	0	0	1,158,217	0	0
8	Everton	9,588,221	3,647,048	2,376,971	451,882	2,250,176	2,250	36,107	0	15,921	0	435,673	1,993	0	0	370,200	0	0
9	Aston Villa FC	6,780,521	3,362,363	1,570,252	206,052	1,029,468	0	24,087	0	11,853	0	490,655	0	0	0	85,466	0	345
10	West Ham United	6,418,693	2,443,120	1,847,750	186,350	1,369,625	0	28,758	0	15,960	0	248,578	0	0	0	278,332	0	0
11	Wolves	6,208,759	1,994,435	960,109	469,362	1,442,714	0	17,517	0	1,034	204	513,681	0	0	0	831,663	0	0
12	Southampton FC	5,979,560	3,057,803	1,821,625	139,539	972,579	0	27,713	0	14,184	0	261,482	0	0	0	184,635	0	0
13	Newcastle United	4,924,930	2,275,449	1,650,901	112,647	640,418	0	19,301	0	97,657	0	61,300	0	0	0	69,827	0	0
14	Crystal Palace	3,832,125	1,228,723	1,047,954	116,124	1,158,106	0	17,492	0	23,735	0	64,178	0	0	0	175,793	0	0
15	West Bromwich Albion	2,517,019	833,908	1,073,379	32,647	363,438	0	13,378	0	0	0	200,279	0	0	0	0	0	0
16	Leeds United	2,397,637	776,450	680,301	201,084	626,800	0	26,024	0	4,487	0	0	0	0	0	81,991	0	0
17	Sheffield United	2,166,316	481,730	488,849	124,126	456,328	0	12,719	0	375	0	0	0	0	0	602,189	0	0
18	Fulham FC	2,117,694	881,796	573,418	60,100	557,238	11,597	23,882	0	4,473	0	0	0	0	0	24,274	0	0
19	Burnley FC	1,556,314	447,103	547,300	56,731	360,963	0	9,523	0	3,019	0	131,675	0	0	0	0	0	0
20	Brighton & Hove Albion	1,262,358	447,201	381,728	14,647	403,487	0	12,594	0	2,501	0	0	0	0	0	0	0	0
	Total Number of fans on 15 global social networks	804,417,316	330,296,228	145,489,138	22,851,346	205,091,871	172,097	1,036,224	14,737,789	527,566	1,364,768	47,951,987	823,705	11,154,200	133,750	15,105,447	619,711	7,312
	Growth compared to previous month	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Retrieved 2021. Screenshot by author.

The picture and development in German football was very different. The clubs of the German Bundesliga were on their own for many years in this strong and exponentially growing division and could not rely on the support of their own league as in England. Thus, for a long time, it was up to the clubs themselves to present their own club and, with it, the league on the largest social platform Facebook, to broaden content and to steadily increase the fan community. It was only in December 2016 that the German Bundesliga imitated its official Facebook presence.

In particular, FC Bayern Munich and Borussia Dortmund have taken on a pioneering role and positioned their respective clubs in the markets and social platforms relevant to them and ensured widespread awareness. Looking back, the two flagship clubs succeeded with flying colours. With reservations, you can still mention FC Schalke 04, Bayer 04 Leverkusen, VfL Wolfsburg and, for some years now, RB Leipzig, who made the best possible use of the opportunities with their participation in international competitions (UEFA Champions League and UEFA Europa League).

The following figure shows the enormous fan development of the German Bundesliga clubs over the past ten years on the Facebook platform.



Figure 14: Fan development of Facebook fans

RESULT Sports

FUSSBALL BUNDESLIGA												
#	Facebook Profile Launch	Likes 01.01.2011	Likes 01.01.2012	Likes 01.01.2013	Likes 01.01.2014	Likes 01.01.2015	Likes 01.01.2016	Likes 01.01.2017	Likes 01.01.2018	Likes 01.01.2019	Likes 01.01.2020	Likes 01.01.2021
	Bundesliga	-	-	-	-	-	-	189.789	3.228.008	7.238.315	7.372.665	7.663.011
1	Bayern München	437.419	2.609.218	5.726.548	10.576.147	25.840.987	33.877.395	40.375.485	43.704.676	49.459.625	49.724.968	51.395.641
2	Borussia Dortmund	115.083	726.866	1.862.505	6.223.169	11.794.711	13.689.169	15.059.874	15.382.781	15.197.085	15.142.098	15.143.792
3	FC Schalke 04	97.853	388.118	635.222	1.579.562	2.451.883	2.722.297	2.880.529	2.898.410	2.850.832	2.893.531	2.920.784
4	Bayer 04 Leverkusen	5.870	77.079	131.060	431.073	1.177.348	1.804.760	2.555.731	2.688.503	2.668.666	2.678.074	2.718.450
5	VfL Wolfsburg	6.849	53.504	81.541	163.871	314.581	736.279	1.075.029	1.135.155	1.170.787	1.257.248	1.364.131
6	Borussia M'gladbach	24.460	91.717	204.581	378.375	726.039	857.207	956.601	982.157	978.878	1.089.001	1.158.024
7	SV Werder Bremen	110.245	323.093	437.651	598.488	832.025	890.736	989.990	1.001.131	991.211	1.018.382	1.023.084
8	Eintracht Frankfurt	85.361	160.636	216.340	284.022	400.944	463.894	596.894	619.289	643.072	732.765	819.055
9	1. FC Köln	99.674	260.982	308.983	424.746	649.620	675.534	724.127	755.702	749.712	766.323	765.478
10	RB Leipzig	6.752	10.362	14.876	30.764	107.483	131.104	260.201	349.113	371.882	410.176	560.385
11	VfB Stuttgart	118.714	225.351	285.756	352.034	460.440	494.780	529.996	546.929	546.182	544.612	541.729
12	1. FSV Mainz 05	6.405	43.256	64.042	94.885	146.258	238.236	440.078	441.360	436.401	432.718	425.289
13	Hertha BSC	34.668	105.723	138.581	175.904	256.648	294.131	336.266	361.540	362.983	364.186	382.197
14	TSG 1899 Hoffenheim	6.683	39.034	59.595	102.366	153.201	205.089	243.491	275.115	285.425	301.024	312.085
15	SC Freiburg	12.631	45.614	71.905	116.631	171.163	200.774	229.021	238.848	240.424	245.974	251.700
16	FC Augsburg	12.204	43.698	67.292	104.839	169.364	215.378	241.690	247.655	246.098	250.281	250.837
17	1. FC Union Berlin	6.380	17.323	26.290	49.174	77.513	86.564	103.087	117.341	119.276	148.665	159.273
18	Arminia Bielefeld	3.816	8.621	16.674	36.581	63.097	85.275	92.011	96.838	96.692	98.003	104.506
Total Number of Facebook Fans:		1.190.567	5.230.195	10.349.442	21.722.631	45.743.325	57.722.092	67.689.591	71.842.563	77.416.234	78.098.029	80.296.410
Absolute Annual Evolution:		369.239	4.091.628	5.139.247	11.373.189	24.000.884	11.976.767	9.967.699	4.152.972	5.579.671	681.795	2.198.361
Evolution in Percentage:		40,90%	339,30%	97,88%	109,89%	110,98%	26,19%	17,17%	6,14%	7,76%	0,88%	2,81%

Retrieved 2021. Screenshot by author.

The following figure shows the enormous fan development of the German Bundesliga clubs since 2014 on the Instagram platform.

Figure 15: Fan development of Instagram fans

RESULT Sports

INSTAGRAM FUSSBALL BUNDESLIGA									
#		Follower 01.01.2014	Follower 01.01.2015	Follower 01.01.2016	Follower 01.01.2017	Follower 01.01.2018	Follower 01.01.2019	Follower 01.01.2020	Follower 01.01.2021
	Bundesliga	-	-	-	530.044	1.309.417	2.708.662	4.631.922	6.737.857
1	Bayern München	231.490	1.535.144	4.854.462	8.702.412	11.520.343	14.867.915	19.564.178	24.803.809
2	Borussia Dortmund	203	355.153	1.622.827	3.357.793	4.814.881	6.550.430	8.980.177	12.120.283
3	Bayer 04 Leverkusen	5	21.858	158.533	286.778	316.017	461.191	706.014	1.169.561
4	FC Schalke 04	19.428	121.078	242.272	338.408	427.262	582.008	788.613	958.598
5	RB Leipzig	0	683	12.454	56.692	121.200	188.787	352.050	905.012
6	Borussia M'gladbach	0	22.420	98.273	180.602	220.711	279.150	447.764	615.208
7	Eintracht Frankfurt	5.338	23.350	58.540	88.133	126.970	230.961	445.325	517.199
8	VfL Wolfsburg	0	14.572	149.560	239.350	250.970	291.120	384.832	478.671
9	SV Werder Bremen	4.336	29.362	70.284	111.275	147.628	213.404	302.383	361.792
10	1. FC Köln	2.735	22.752	64.070	107.866	158.673	222.211	295.578	360.361
11	TSG 1899 Hoffenheim	130	13.362	27.456	42.481	71.540	125.742	224.292	326.695
12	VfB Stuttgart	4.716	20.237	58.569	95.846	132.270	193.954	237.387	287.902
13	Hertha BSC	1.981	10.112	32.189	62.190	94.609	122.325	147.587	193.566
14	FC Augsburg	0	5.538	30.457	49.200	61.796	79.842	112.759	159.775
15	1. FSV Mainz 05	1.055	5.446	17.334	36.127	46.043	62.406	106.334	150.670
16	SC Freiburg	0	2.138	9.857	13.751	35.395	62.930	105.741	146.443
17	1. FC Union Berlin	0	0	3.767	10.090	21.384	44.112	86.240	120.209
18	Arminia Bielefeld	5.748	10.230	17.384	23.777	29.828	41.332	57.752	92.445
Gesamtzahlen:		277.165	2.213.435	7.528.288	13.802.771	18.597.520	24.619.820	33.345.006	43.768.199
Steigerung in absoluten Zahlen:			1.936.270	5.314.853	6.274.483	4.794.749	6.022.300	8.725.186	10.423.193
Steigerung in Prozent:			698,60%	240,12%	83,35%	34,74%	32,38%	35,44%	31,26%

Retrieved 2021. Screenshot by author.

Gesamtzahlen	Total figures
--------------	---------------



Steigerung in absoluten Zahlen	Increase in absolute numbers
Steigerung in Prozent	Increase in percent

The following figure shows the enormous fan development of the German Bundesliga clubs since 2012 on the Twitter platform.

Figure 16: Fan development of Twitter fans

RESULT Sports

TWITTER FUSSBALL BUNDESLIGA - HAUPTKANÄLE												
#	Twitter-Profil Leads	Follower 01.01.2012	Follower 01.01.2013	Follower 01.01.2014	Follower 01.01.2015	Follower 01.01.2016	Follower 01.01.2017	Follower 01.01.2018	Follower 01.01.2019	Follower 01.01.2020	Follower 01.01.2021	
1	Bayern München	0	95.772	826.538	1.760.457	2.515.848	3.216.195	4.244.448	4.513.773	4.776.603	5.223.916	
2	Borussia Dortmund	26.121	133.246	714.122	1.414.001	1.902.992	2.461.959	3.111.689	3.243.420	3.441.798	3.694.377	
3	FC Schalke 04	6.117	64.536	145.734	250.674	348.555	479.828	686.232	716.197	737.949	745.905	
4	1. FC Köln	12.370	35.599	65.722	123.292	217.505	372.775	616.412	643.929	645.117	643.121	
5	VfB Stuttgart	2.352	25.654	55.395	108.938	210.532	343.704	500.134	519.291	524.609	524.549	
6	SV Werder Bremen	25.568	59.998	92.091	145.891	226.158	317.524	472.631	491.852	505.695	514.167	
7	Borussia M'gladbach	6.683	31.030	62.458	116.331	197.613	298.958	469.845	482.164	497.777	509.678	
8	Eintracht Frankfurt	955	13.275	37.225	86.761	147.075	266.288	427.396	454.932	489.699	499.755	
9	Bayer 04 Leverkusen	4.710	23.298	57.230	105.427	219.939	335.695	404.000	410.484	416.833	424.478	
10	Hertha BSC	4.996	18.529	38.394	74.427	11.464	218.573	326.423	339.678	346.912	354.515	
11	VfL Wolfsburg	7.245	23.356	44.266	83.264	141.254	202.991	271.923	279.436	283.739	285.576	
12	SC Freiburg	3.403	10.783	31.540	63.491	90.202	149.195	249.380	266.503	272.817	277.054	
13	RB Leipzig	237	2.156	5.683	15.512	34.967	76.719	146.518	161.769	161.769	210.467	
14	TSG 1899 Hoffenheim	1.288	9.858	27.014	56.531	86.461	127.469	181.566	195.838	202.954	208.537	
15	FC Augsburg	0	6.952	21.651	56.739	91.384	155.348	188.389	193.485	197.940	200.910	
16	1. FSV Mainz 05	1.766	12.964	283.411	59.267	96.899	144.099	174.710	183.292	187.926	191.430	
17	1. FC Union Berlin	1.083	4.754	19.485	29.066	40.373	84.782	116.425	133.119	144.715	152.814	
18	Arminia Bielefeld	2.994	9.748	16.843	24.532	36.247	52.820	75.593	78.130	80.630	86.387	
Gesamtzahlen:		107.888	581.517	2.544.802	4.574.601	6.610.468	9.304.922	12.663.714	13.307.292	13.915.482	14.747.636	
Steigerung in absoluten Zahlen:		473.629	1.963.285	2.029.799	2.035.867	2.694.454	3.358.792	643.578	608.190	832.154		
Steigerung in Prozent:		439,00%	337,61%	79,76%	44,50%	40,76%	36,10%	5,08%	4,57%	5,98%		

Retrieved 2021. Screenshot by author.

Gesamtzahlen	Total figures
Steigerung in absoluten Zahlen	Increase in absolute numbers
Steigerung in Prozent	Increase in percent

The following figure shows the enormous fan development of the German Bundesliga clubs since 2014 on the YouTube platform.

Figure 17: Fan development of the German Bundesliga since 2014



FUSSBALL BUNDESLIGA										
#	YouTube-Profile Launch	Abonnenten 01.01.2014	Abonnenten 01.01.2015	Abonnenten 01.01.2016	Abonnenten 01.01.2017	Abonnenten 01.01.2018	Abonnenten 01.01.2019	Abonnenten 01.01.2020	Abonnenten 01.01.2021	
	Bundesliga	02.04.06	598.590	675.497	798.599	940.656	1.083.733	1.369.486	1.722.651	2.395.680
1	Bayern München	29.03.06	118.518	268.408	431.080	607.732	802.678	1.018.634	1.332.048	1.924.368
2	Borussia Dortmund	23.01.06	62.092	91.009	133.536	187.236	261.707	389.104	534.707	706.717
3	FC Schalke 04	16.12.05	37.119	46.687	56.765	67.272	78.287	99.781	131.290	155.172
4	SV Werder Bremen	17.03.06	13.468	20.854	33.516	42.351	55.184	76.396	97.520	113.433
5	Eintracht Frankfurt	01.03.12	5.444	7.593	9.356	13.229	20.023	36.466	57.326	68.058
6	Borussia M'gladbach	09.07.10	8.985	11.502	17.963	24.397	30.682	38.373	51.297	67.736
7	1. FC Köln	22.08.06	10.556	14.066	18.405	25.527	35.311	44.116	54.399	61.922
8	Hertha BSC	20.07.07	10.743	12.985	17.583	22.585	28.203	33.762	41.525	56.750
9	VfB Stuttgart	27.09.07	8.490	11.116	14.866	17.861	23.347	31.469	37.499	42.203
10	VfL Wolfsburg	26.02.10	958	1.276	4.061	5.679	9.151	14.408	33.625	39.756
11	RB Leipzig	05.03.18	-	-	-	-	-	4.017	21.431	36.086
12	Bayer 04 Leverkusen	29.01.18	-	-	-	-	-	2.931	15.509	31.485
13	1. FC Union Berlin	28.09.10	2.471	2.958	3.809	4.941	6.550	7.710	13.615	19.328
14	TSG 1899 Hoffenheim	26.04.08	2.287	3.125	5.011	6.819	9.962	13.787	17.417	20.661
15	FC Augsburg	24.12.06	2.204	2.914	5.247	6.692	8.601	10.983	15.924	17.104
16	Arminia Bielefeld	05.11.12	3.180	3.675	4.183	5.403	6.746	8.180	9.975	14.946
17	SC Freiburg	06.06.06	5.345	6.226	8.751	10.373	11.379	12.354	13.318	13.835
18	1. FSV Mainz 05	08.05.13	979	1.288	1.549	2.834	5.326	7.543	10.098	12.163
Total Number of Facebook-Fans			891.429	1.181.179	1.564.280	1.991.587	2.476.870	3.219.500	4.211.174	5.797.403
Absolute Annual Evolution:			226.387	289.750	383.101	427.307	485.283	742.630	991.674	1.586.229
Evolution in Percentage:			34,38%	32,50%	32,43%	27,32%	24,37%	29,98%	30,80%	37,67%

Retrieved 2021 from. Screenshot by author.

Ice Hockey

Visuals

Handball

Visuals

Basketball

Visuals

4.9 Always new applications and platforms or focus?

The clubs are asking themselves this question more and more often –new technologies, new platforms and solutions are preparing their market entry or expanding their solutions. It will certainly not be made easy for the clubs here.

Because one thing is clear: the social networks are not a short-term hype, but a long-term development with great substance. Perhaps the names of the platforms will change, some will disappear from the market, and new ones will be added. But the underlying developments are simply unstoppable and have cast a spell over millions of people around the world –social networks accompany the majority of the world's population every day. If you think you will have reached the digital peak in 2020, you are mistaken.

In the future there will be a few new platforms or innovations that we currently have no idea about and whose effects we cannot in any way estimate.

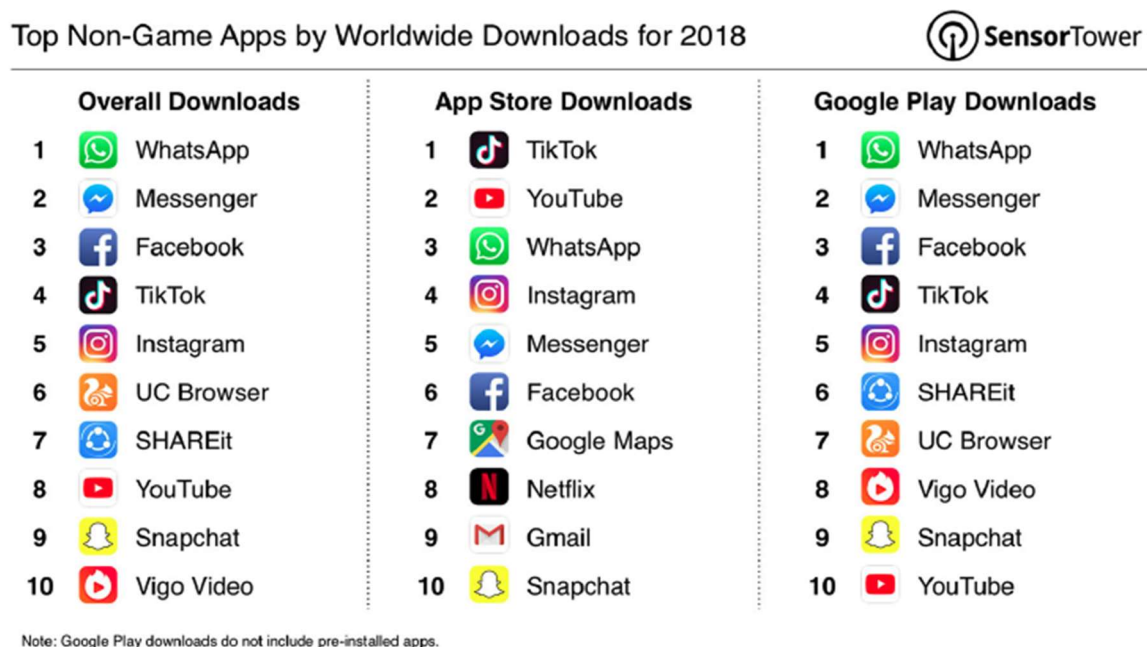
There are now many platforms that have different users, address different target groups, offer special content and regularly feature new features. At the same time, other networks, such as LinkedIn, are gaining in popularity. Experience and a good overview are therefore required in order to skilfully skip short-lived hypes, but to use permanent trends early and profitably –that is the great art. Without a sure instinct for the manners and tonality customary in social networks, this is not possible.

The key factor, however, is developing a strategy for a world where everything around us is becoming more and more digital and nothing is impossible. This route must be given by the decision-makers, i.e., from the very top.

Social media platforms are subject to a rapid pace in terms of their importance and, above all, their development.

The following figure shows the worldwide download ranking of social media apps in 2018. It is hardly surprising that the TikTok platform, which is one of the strongest growing platforms, occupies a significant place in the list.

Figure 18: Download-Ranking Social Media-Apps 2018



From: SensorTower, (s. f.), <https://bit.ly/3JveEtv>

AR and VR in more and more devices

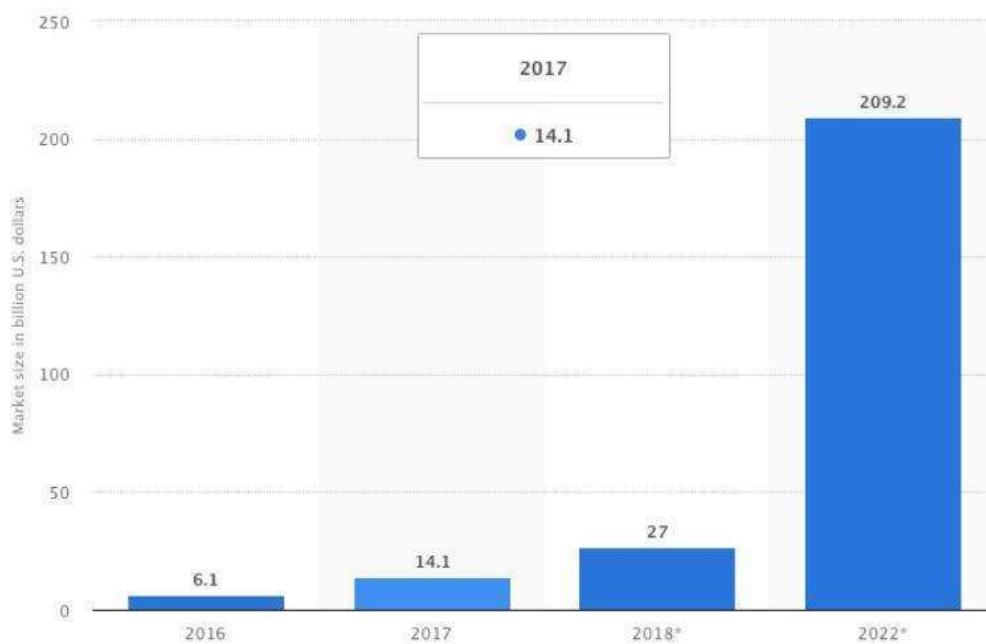


In recent years, Augmented Reality (AR) and Virtual Reality (VR) have revolutionised the industry for mobile application development and will continue to do so: by 2023, more than 2.5 million people should use products with these technologies!

This technology has fully established itself in the mobile world. By 2018, more than 380 million Apple devices were ready for AR and VR. What will the mobile app trends look like in the future? It is used in retail, for example, to virtually change the colour of clothing and the testers. It's also used to improve navigation systems like Google Maps and many more examples!

According to Statista, the world market for AR and VR will increase from 23.4 billion euros in 2018 to 181 billion euros in 2022.

Figure 19: Forecast global revenue of AR & VR from 2016 to 2022



From "Tendencias en el Desarrollo de Apps Móviles para 2019". Yeeply. <https://www.yeeply.com/blog/tendencias-desarrollo-apps-moviles-2019/>

5G Expansion

5G will become more and more part of our everyday lives in the future. The increase in speed will have an impact on mobile usage and app development. For example, greater use of 3D games or augmented reality applications is made possible.

(Even) more on-demand applications

The era of on-demand apps has only just begun: by the end of 2025, this industry is expected to generate profits of 335 billion dollars (24 times more than in 2014). In today's marketplace, there are tons of ideas for on-demand applications that can help you introduce a new product or service easily, inexpensively, and efficiently.

The question is: do we want to be cared for faster than ever in our daily lives? This could lead to possible Uber-style app services, such as cleaning, shopping, paying parking fees, ordering a taxi, and so on. In 2021, the on-demand business model will reach new industries and deepen where it already exists.

Breakthrough in voice user interfaces (VUI)

According to a study on mobile app design, 50% of search queries on mobile devices in 2020 will be carried out by voice. Applications such as Google Home, Alexa, Siri are increasingly making it possible to use speech to text recognition on smartphones.

These functionalities are increasingly being included in the applications so that the user experience can be sustainably improved.

4.10 Direct or indirect sources of income

Facebook, Instagram, Twitter, and YouTube are now part of the standard offering in every professional sports club and serve interested parties and fans worldwide with current and sometimes exclusive messages. From the original dissemination of information and news, marketing formats evolved to generate new sources of income. When developing new fan and target groups in near and far abroad, the social platforms always form the central basis in order to first gain awareness, then to generate interest and sympathy, and in the following step to attract "new" fans for the club in the target group win. In other words: a social media strategy includes the consideration of all platforms in the digital communication mix on which the association is active, regional, national and even global, including all goals of the organization, including brand, marketing, sales, merchandising and according to the marketing.

A few years ago, all that counted for many clubs and companies was the classic advertisement, the classic TV or radio commercial, and various "out-of-home" campaigns –advertising in social networks and their viral possibilities were not tangible for many. In this area, however, there was a clear rethinking: awareness of target group-specific advertising has grown dramatically not only among companies, but also among clubs and athletes. Of course, clubs accepted this development with gratitude and were not only

able to expand their marketing portfolio, but also generate new sources of income; an extensive online marketing catalogue was the result, which often also contained many creative possibilities, and so you can look for existing as well as new partners.

To this end, separate formats with various content modules were developed, which are evaluated in monetary terms using their own calculation methods, thus creating new sources of income. The advantage is that everyone involved can clearly see how many people have been reached and how many interactions have been generated. Thus, the price can also be well argued.

But also with individual athletes, as well as with the players of a club, the marketing in the social media takes an increasingly bigger place. For advertising companies, the players are particularly interesting as testimonials and influencers if they have the necessary public awareness and popularity in the target group to be advertised. Companies use the credible presence of the players on the field and increasingly their reach through the various media and integrate them into their communicative marketing process.

The Brayce company, for example, brought the “jersey on the wrist” onto the market. This means a high-quality bracelet –different materials are available to choose from– from your favourite team, on which you can give yourself the number of your favourite player with the stainless-steel buckle. A cool merchandising idea that should be promoted. For example, the company cooperated with the Austrian soccer club FC Red Bull Salzburg as part of the international games in order to do justice to the international community and to reach new target groups in soccer. In addition to the pure logo placement, the company's metal numbers were used in the display graphics that were used in the social networks, an important measure in terms of recognition with regard to the sale of the “jerseys on the wrist”.

Figure 20: Digital Asset Marketing with the example of Brayce





From "SEN-SA-TIO-NELL". 2022. Red Bull Salzburg.
<https://www.yeeply.com/blog/tendencias-desarrollo-apps-moviles-2019/>

There are no limits to the above-mentioned content modules in the online area, and it is always surprising which creative but also simple formats are designed and newly created by the clubs. Often, after a company's first expressions of interest (this is where the company slogan often comes into play), formats are first individually "tailor-made" –after all, it should be 100 percent consistent for both parties and the greatest possible output generated for the financial resources used.

The key is to develop a strategy for a world where everything around us is becoming more and more digital. This route must be given by the decision-makers, i.e., from the very top. In the long term, retail, for example, must also become more digital. All sports clubs were largely in a similar situation due to the corona pandemic and the resulting lack of spectators in the stadiums.

The overall situation offers a great opportunity and has opened the eyes of many people, regardless of whether they are private individuals or associations and clubs. Digitisation gives clubs more opportunities than before to meet their high level of social responsibility through professional external presentation and internal processes. In addition, the digital world offers a good opportunity to develop new sources of income. That doesn't happen overnight, it is a long-term process that you have to follow consistently. In conclusion, it can be stated that such sources of income have already manifested themselves in a fixed budget item in many clubs.

References

What is a deep crawl? (2021). *College Top Picks*. <https://www.collegetoppicks.com/what-is-a-deep-crawl/>

Grabs, A.; Bannour, K. & Vogl, E. (2018). *Follow me!: Erfolgreiches Social Media Marketing mit Facebook, Instagram und Co. Der Bestseller in der neuen 5. Auflage*. Rheinwerk Verlag GmbH.