

AN ANALYSIS OF THE EFFECTIVENESS OF SWANSEA CITY FOOTBALL CLUB'S DIGITAL MARKETING STRATEGY

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1. Introduction

This project analysed Swansea City Football Club's (SCFC) current digital marketing strategy. The use of digital media within the field of sport has grown rapidly in recent years. Opportunities to engage fans and potential customers through the use of digital/social media enables a club to examine the preferences of their fans. Swansea City have employed a digital agency (Rippleffect) to completely overhaul their digital strategy for the 2017/18 season so this topic was very relevant.[1]

2. Aim + Objectives

The aim of this project was to gather data from Swansea City fans regarding their digital media preferences.

Objectives

- Create a questionnaire to distribute to the fans.
- Compare Swansea City's digital media use with Manchester United's.
- Amalgamate this data with industry advice to provide recommendations on what Swansea City could do to improve their digital media use

3. Research Methods

Critical Weighted Ranking Framework

- Ranking Swansea City's and Manchester United's websites based on certain features
- Ranking based on the accessibility and quality of each feature
- 10 Participants

Survey

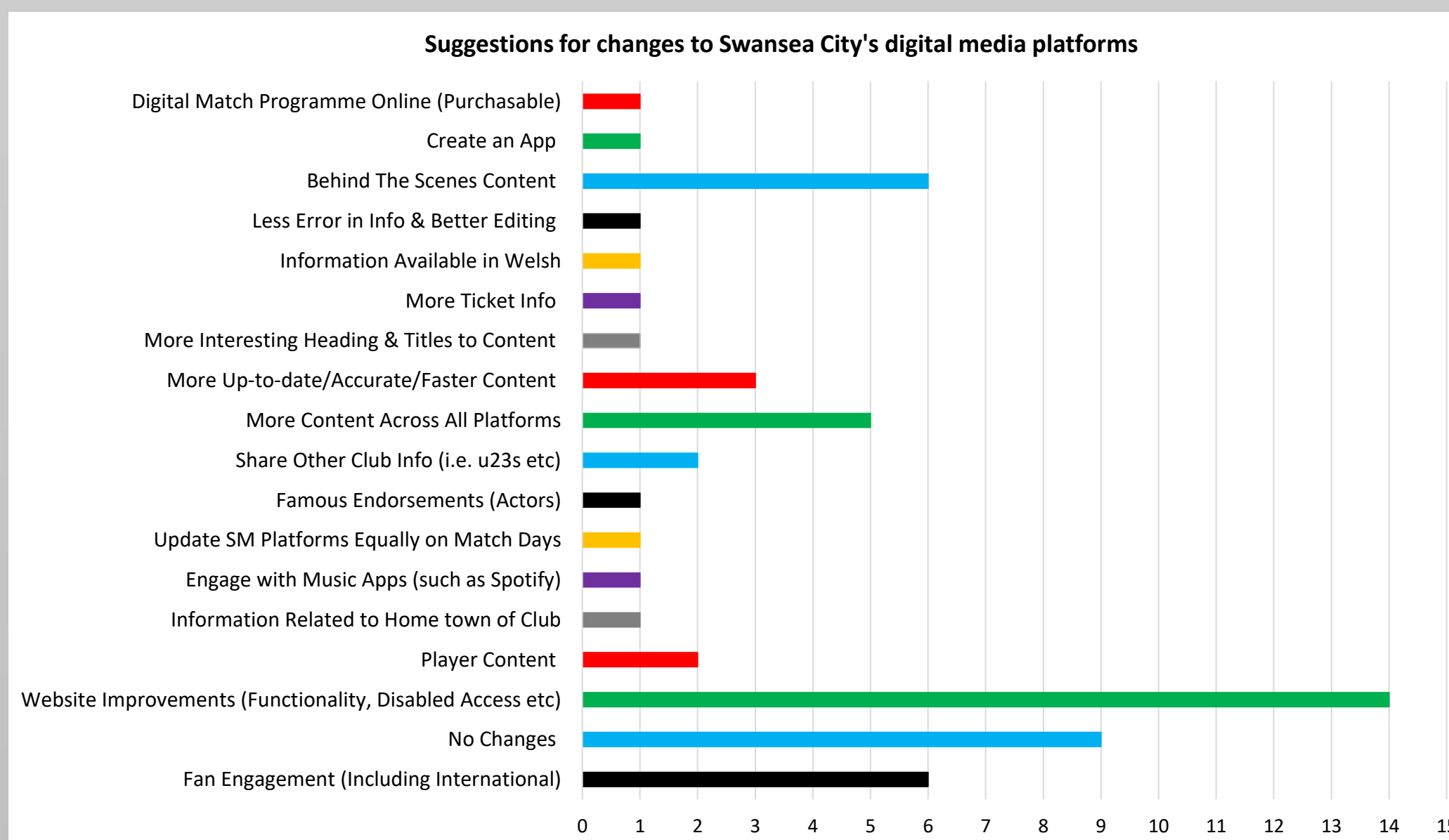
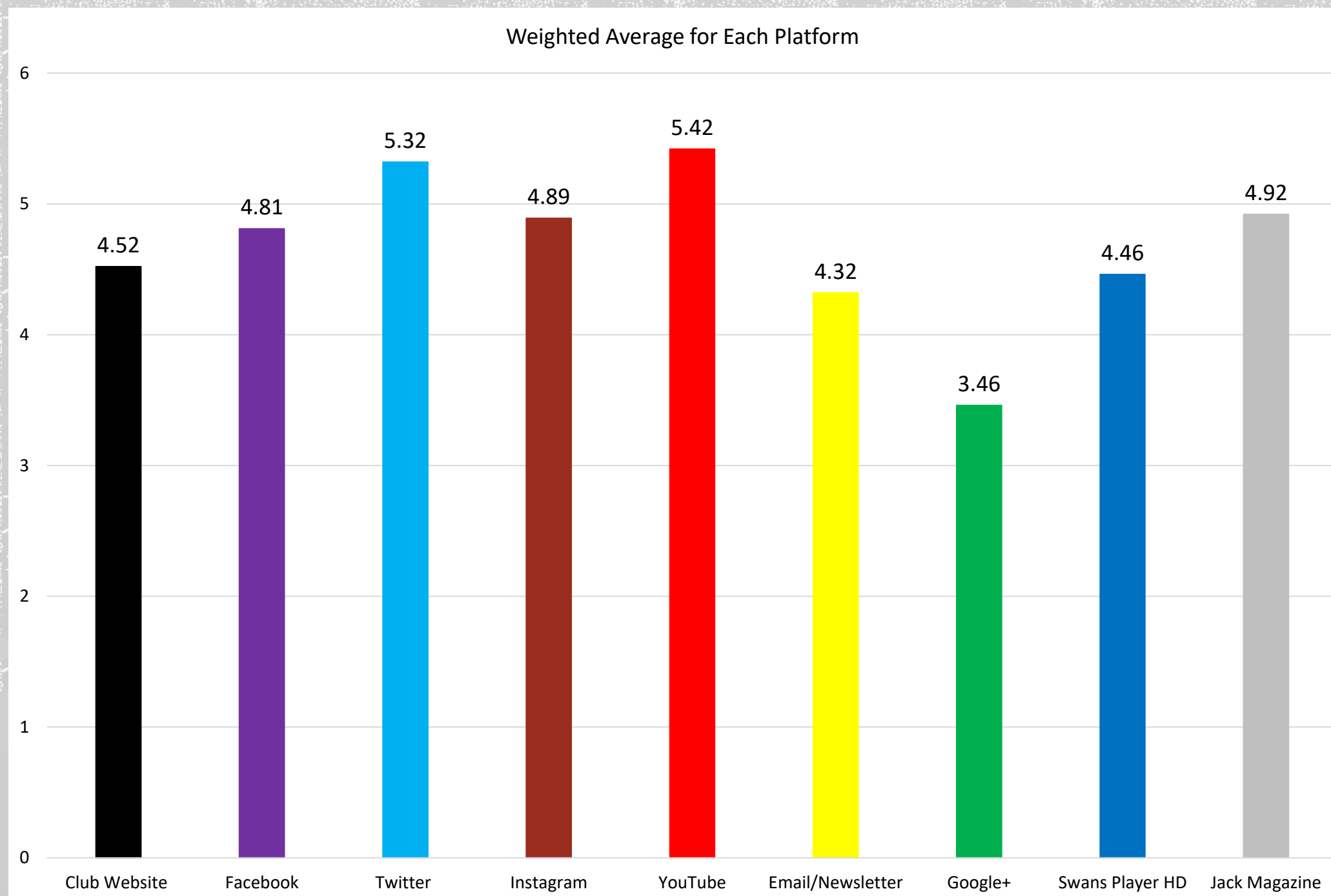
- Investigate fan's digital media preferences
- Multi-method data
- 10 questions asked
- 194 Respondents



4. Key Findings

Key findings include:

- Many overseas fans, particularly in USA
- YouTube is the fans' favourite of the club's digital media platforms
- The vast amount of changes the fans themselves have suggested could be made to the club's digital media use
- Swansea City's website rated higher than Manchester United's by the 10 participants



5. Recommendations

Further Research

- Reasons for fans following the club
- Investigate whether fans use various devices to follow different aspects of football
- Gather more survey responses for each age category to gather more reliable data
- Interview employees from the marketing/IT teams at SCFC to gain more insight into the club's digital strategy

Recommendations to SCFC

- Website Improvements
- Utilise YouTube
- Engage With Fans
- Involve All Fans
- View Fan Suggestions

6. Conclusion

- The use of digital media platforms for the purpose of football marketing is on the increase
- Realisation by the club that in order to have an effective digital marketing strategy, they need to invest in this area
- Digital media is how to improve and expand their club, either for marketing purposes or communicating with fans
- Measure campaigns via metrics such as conversion rate, impressions and video analytics

6. References

[1] R. Stewart, "Swansea City FC appoints Rippleffect to improve its digital platforms," The Drum, 13-Apr-2016.