

An Analysis of the Effectiveness of Digital Marketing Activity, Case Study of Swansea City Football Club

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Introduction

This study is about analysing the effectiveness of Swansea City's digital marketing strategy.

A range of digital media methods will be looked at and compared with a large club's successful digital marketing campaign to identify any similarities or differences.

Aim

The aim of this project is to gather data from Swansea City football 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.

Expected Outcomes

It is expected that this study will be able to provide an insight into the fans' opinions as well as identifying a successful digital media campaign. From this, recommendations for changes to Swansea City's digital media use should be able to be made.



DIGITAL MARKETING

Research Strategy

The main strategy for gathering information for this study is a questionnaire that is to be sent out to fans of Swansea City. The use of secondary data will form a basis of what a good digital media campaign it should be used effectively.