SPORTS MARKETING

Euro World Sports Agency

Social Media Management

Digital Assets Administration

Community Moderation

Online Monetisation

The Concept

Various sports clubs manage to gather around huge number of fans that share the same passion and empathise with each other's emotions.

Due to **digitalisation**, fans are more connected with their idols through online channels like Social Media & Video Platforms.

Many years the digital aspect of the sports business has been ignored, clubs preferring to focus on other conventional revenue streams.

Having a strong community online, based on social media platforms like Facebook or Instagram, offers new opportunities to develop revenue streams for sport clubs by creating a new medium where sponsors can deliver their message to target audience.

Our Services

Social Media Management
Increase followers on Social Platforms by creating content to engage with fans

Content Strategy
Develop engaging content for club audience

Online monetisation
Find new ways to generate revenue using online assets

Digital Assets
Build modern and intuitive websites

Why to have strong presence in online?

Social Media Presence

Social Media is the easiest way to engage with fans since 78% of Romanian adults under 55 y.o. are on Facebook.

Facebook is perfect to effectively spread information about club and gather feedback from supporters.

Monetisation

Including exposure on social media properties for sponsors can increase the club revenue by up to 75%.

On top of that, some platforms offers payouts for content creators that can be an additional source of income.

Community Management

Building a community on social platforms offers a space where fans can interact and engage with the each other and with club representatives.

Having opportunity to express themselves gives fans the feeling that are important and they are part of the team increasing their loyalty.

Communities have to be permanently monitored and moderated to ensure a safe and clean behaviour.
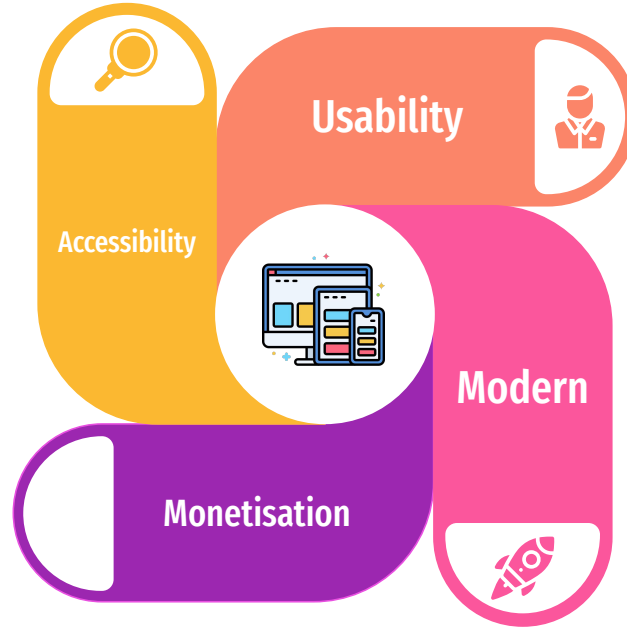
What makes a good website?

Accessibility

A great website should be easy to find and access it.

Strong SEM & SEO strategy ensures that people interested in your brand will easily find you increasing the chance to engage with distributed content
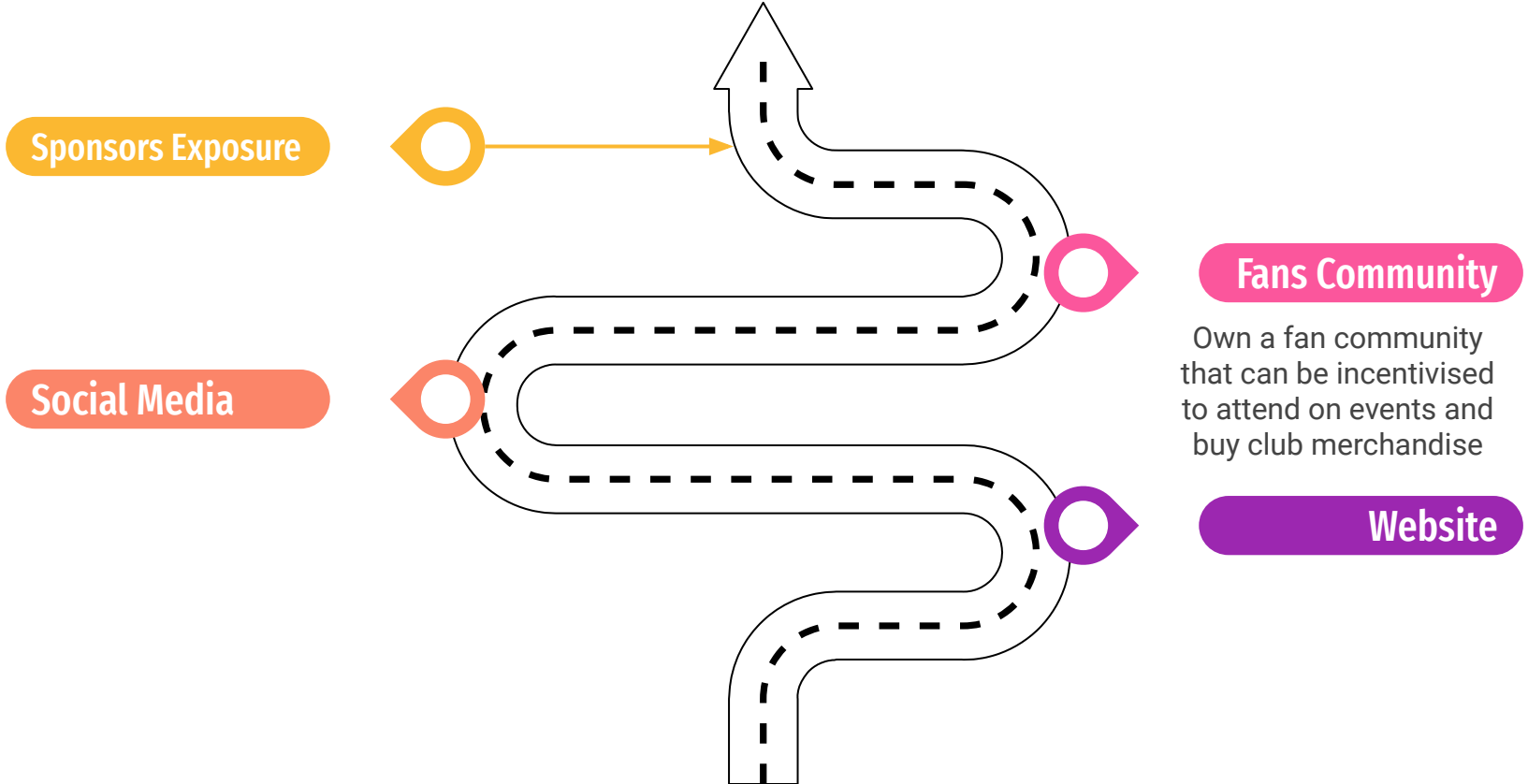
Usability

Websites should be easy to use.

Users should flawlessly navigate through the website content in order to find the information that they need

Monetisation

The website content should be able to add value and should be easy to monetise.

Modern

Websites should use modern technologies in order to be compatible with new web standards.
Loading time should be under 3 seconds because every added second decrease the chance for user to engage by 20%.

Accessibility

Usability

Monetisation

Modern

Added Value

Sponsors Exposure

Fans Community

Own a fan community
that can be incentivised
to attend on events and
buy club merchandise

Social Media

Website

Our Expertise

We have developed marketing strategies for biggest brand from Romanian market

Thank you!

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