Digital marketing is a MARATHON not a sprint

Grzegorz Lagowski
Digital marketing is a **MARATHON** not a sprint

Grzegorz Lagowski

- currently working on media and marketing rights sales in sport at global sports marketing agency **Lagardere Sports**;
- previously a member of the organising committee for **Warsaw Marathon** and **Warsaw Half Marathon** in 2015-2017;
- presented his ideas on sport management and marketing as a speaker during such conferences like European Running Business Conference by IAAF (Frankfurt, 2017), 2nd World Association for Sport Management conference (Kaunas, 2017), XIV Sports Marketing Days (Warsaw, 2016), 9th Play the Game conference (Aarhus, 2015).
We are living currently in a truly digital age
Digital technology is reshaping media consumption

“All of our engagement with the consumer is through digital media. Digital engagement is key for us – you don’t see any TV advertising anymore.”

Kacper Rorsted, CEO at adidas
Target customers:
three different generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation X</td>
<td>1966-1976</td>
</tr>
<tr>
<td>Generation Y</td>
<td>1977-1994</td>
</tr>
<tr>
<td>Generation Z</td>
<td>1995-2012</td>
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</tbody>
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Short-term Revenue

Long-term Revenue
Trends in digital marketing

- Influencer marketing
- Content marketing
- Native advertising
- Social media marketing
- Social brand marketing
- Video marketing
- Esports marketing
Searching for identity and authenticity

Just having Facebook profile is not enough!

„Half of the money I spend on advertising is wasted; The trouble is, I don’t know which half.”

John Wanamaker
Targeting communication

Publish Facebook news dedicated for foreign fans in English by switching the region, instead of mixing languages on your fan page.
Developing a multi-channel social media strategy

Case study:
On the game 17 media project

- Using digital formats: videos and graphics
- Developing official hashtags of the event and keeping to them
- Not talking „to”, but talking „with” your followers
The importance of the effective content distribution strategy and making projects that are meaningful.

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Speaking the same language
Make your fans become your promotional force

WOM is the most effective way of advertising
Reasons to make your sports product more TV-friendly product

- Creating new revenues stream through broadcasting rights & advertising
- Increasing brand and sports discipline awareness
- Additional way of promoting your race
- Engaging fans by sharing their stories
- Earning new followers, fans and media coverage

*It is not a matter of a question „whether”, but „how”*
Not only about formula and digital solutions

Let yours fans tell their stories

It is not only about digital solutions, but also about the content sharing and creating emotional connection
Doing research and data analysis

Case study: Research done after 11th Warsaw Half Marathon

Are you conducting research on a regular basis regarding race day and non race day experiences with your fans?
Summary

1. Remember: marketing is not a cost, but **investment**
2. You will not see results in a short term, but in a **long term**
3. **Constantly study** – there is nothing worse than falling behind new trends and necessities in the digital space
4. **Relentless test** - you can always improve, even if you are already having great results
5. Be patient, because

**DIGITAL MARKETING IS A MARATHON, NOT A SPRINT**
The world is constantly changing.

If you don’t change with it, you’ll be left behind.

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