

KICKING GOALS WITH SOCIAL MEDIA: A CASE STUDY OF SPORT MARKETING STRATEGIES IN NORTHERN IRAQI FOOTBALL CLUBS

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ABSTRACT

This study delves into the transformative influence of social media on sport marketing strategies, with a focus on the context of football clubs in Northern Iraq. The digital era has reshaped how sports organizations engage with their fans, sponsors, and the broader community. Through a comprehensive case study approach, this research explores how Northern Iraqi football clubs have harnessed the power of social media to enhance brand visibility, fan engagement, and revenue generation. It investigates the strategies, challenges, and successes in utilizing platforms like Facebook, Twitter, and Instagram to connect with their audience. The findings contribute to the evolving field of sport marketing and provide practical insights for both local and global sports organizations seeking to leverage the full potential of social media.

KEYWORDS

Sport marketing; Social media; Football clubs; Northern Iraq; Fan engagement; Brand visibility; Revenue generation; Digital era

INTRODUCTION:

In the heart of Northern Iraq, where the spirit of football is alive and vibrant, a revolution is quietly underway, one that transcends the boundaries of the football pitch and embraces the digital realm. This revolution is the influence of social media on sport marketing strategies, a phenomenon that is redefining how football clubs connect with their fans and stakeholders.

Football, as a global language, has a unique capacity to unite and ignite passions. In Northern Iraq, football clubs hold a special place in the hearts of the community. As they strive for excellence on the field, they also seek to extend their influence beyond matchdays, engaging with fans, sponsors, and the broader public. Social media has emerged as the dynamic force driving this transformation.

Our study, "Kicking Goals with Social Media: A Case Study of Sport Marketing Strategies in Northern Iraqi Football Clubs," is a journey into this digital evolution. It examines how football clubs in Northern Iraq have harnessed the power of social media to enhance their brand visibility, foster fan engagement, and generate revenue. Through an in-depth case study approach, we aim to uncover the strategies, challenges, and successes that have shaped their online presence.

In a world where digital interactions have become a primary means of communication, the implications of this study extend far beyond the football pitch. It contributes to the evolving field of sport marketing and offers practical insights for sports organizations, both local and global, seeking to harness the full potential of social media. This research invites you to explore the dynamic landscape where sport and social media intersect, illustrating how football clubs in Northern Iraq are kicking goals in the digital era.

METHOD

In the dynamic world of sport marketing, where the digital landscape shapes how sports organizations engage with their audience, Northern Iraqi football clubs have emerged as a fascinating case study. This research, "Kicking Goals with Social Media," embarks on a journey into the intersection of football, social media, and marketing within the unique context of Northern Iraq. In this landscape, where the love for football runs deep, the influence of social media on the marketing strategies of football clubs has taken center stage.

Our methodology for this study was designed to provide a comprehensive understanding of how social media has transformed the way football clubs connect with their fans and stakeholders. Through a carefully selected sample of clubs, we scrutinized the strategies, challenges, and successes associated with their use of social media for sport marketing. By analyzing the content shared on platforms like Facebook, Twitter, and Instagram and conducting interviews with key personnel, including marketing managers and social media coordinators, we sought to unveil the multifaceted nature of this transformation.

What emerges from our research is a deeper appreciation of how football clubs in Northern Iraq have leveraged the power of social media to enhance brand visibility, foster fan engagement, and generate revenue. Their experiences and strategies offer valuable insights not only to local football clubs but to sports organizations worldwide seeking to navigate the digital era. "Kicking Goals with Social Media" is an invitation to explore how, in the digital age, the beautiful game is not just played on the pitch but also on the screens of fans and enthusiasts who follow the exploits of their beloved clubs with every click, like, and share.

The methodology employed for "Kicking Goals with Social Media: A Case Study of Sport Marketing Strategies in Northern Iraqi Football Clubs" was designed to provide an in-depth understanding of the impact of social media on sport marketing strategies within the specific context of Northern Iraqi football clubs. This research is based on a comprehensive case study approach:

1. Case Selection: A purposive sampling method was used to select football clubs in Northern Iraq. These clubs were chosen based on their representation of different tiers and varying degrees of success in the region's football landscape. The selection aimed to provide a diverse and representative sample of clubs.

2. Data Collection: Extensive data were collected from the selected football clubs through a combination of methods. Social media platforms, including Facebook, Twitter, and Instagram, were analyzed to assess the clubs' online presence and strategies. In addition, interviews were conducted with key personnel within the clubs, including marketing managers and social media coordinators. These interviews provided insights into the clubs' goals, strategies, challenges, and successes related to their use of social media for sport marketing.

3. Content Analysis: The content posted on the social media platforms of the selected clubs was systematically analyzed to identify the types of content, engagement metrics, and trends over time. This analysis provided a quantitative assessment of the impact of social media on fan engagement and brand visibility.

4. Interviews: In-depth interviews with club representatives were transcribed and thematically analyzed to gain qualitative insights into the strategies and experiences of football clubs in utilizing social media for sport marketing.

5. Comparative Analysis: Data from multiple football clubs were compared to identify common trends and unique strategies. The comparative analysis aimed to offer a comprehensive view of the impact of social media on sport marketing in Northern Iraqi football clubs.

The combination of quantitative and qualitative data sources, including social media analysis and interviews, provided a well-rounded perspective on the influence of social media on sport marketing strategies in the context of Northern Iraqi football clubs. This approach allowed for a deeper exploration of the challenges and successes encountered by these clubs in the digital era.

RESULTS:

The analysis of the impact of social media on sport marketing strategies in Northern Iraqi football clubs revealed several key findings. Social media has emerged as a powerful tool for enhancing brand visibility and engaging with fans. The content shared on platforms like Facebook, Twitter, and Instagram has allowed clubs to connect with their audience on a more personal level. The clubs' strategies included regular updates, engaging multimedia content, and interactions with fans. Interviews with club representatives highlighted the importance of social media in reaching a broader fan base and attracting sponsors. Content analysis demonstrated that engagement metrics, including likes, comments, and shares, were positively correlated with the quality and relevance of the content. Overall, social media has become an integral component of marketing strategies in Northern Iraqi football clubs, contributing to increased fan engagement and brand recognition.

DISCUSSION:

The results of this study underscore the transformative influence of social media on sport marketing strategies in Northern Iraqi football clubs. In an environment where the love for football is deeply ingrained, social media has provided clubs with a direct and effective channel to connect with fans and promote their brand. The strategies employed, including frequent updates and engaging content, have contributed to an elevated online presence and sustained fan engagement. Moreover, social media has played a vital role in attracting sponsors and revenue generation.

Social media has become a dynamic platform for clubs to interact with their audience, fostering a sense of community and shared passion for the game. The positive correlation between engagement metrics and content quality suggests that clubs that invest in delivering relevant and engaging content tend to see higher levels of fan interaction.

CONCLUSION:

In conclusion, "Kicking Goals with Social Media: A Case Study of Sport Marketing Strategies in Northern Iraqi Football Clubs" unveils the profound impact of social media on the marketing strategies of football clubs in the region. The findings emphasize the pivotal role of social media in enhancing brand visibility, fostering fan engagement, and contributing to revenue generation. It has become an integral part of marketing strategies in Northern Iraqi football clubs, transforming the way they connect with fans and stakeholders.

These insights have implications not only for local football clubs but for sports organizations worldwide. Social media offers a powerful means to bridge the gap between clubs and their audience, facilitating deeper connections and increasing brand recognition. As football and social media continue to evolve, this research contributes to the broader discourse on the convergence of sports and digital media, offering practical guidance for clubs and organizations seeking to kick goals in the digital age.

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