

OUR GUIDE TO PLAYING IN *SPORTQUAKE* OFFENSE

A focus on ROI



Measuring the effectiveness of marketing involves assessing various key performance indicators (KPIs) to determine the impact on brand visibility, engagement, and business outcomes.

It's important to view sports sponsorship as part of your brand marketing strategy, assessing the media ROI against other activity. To truly understand the value of your sports sponsorship, we've broken down 9 steps to help you play in offense.

OUR GUIDE TO PLAYING IN OFFENSE

Define Clear Objectives



Clearly articulate the goals and objectives of your sports sponsorship initiatives. These could include brand awareness, customer acquisition, or enhancing brand image.

Brand Exposure Metrics



Measure the reach and frequency of brand exposure, including logo visibility, mentions, and advertisements during sports events.

Utilise tools for media monitoring and analytics to quantify the extent of brand visibility such as measuring your share of voice, search ranking, or website visitors.

Social Analytics



Monitor social metrics to assess the impact of sports marketing campaigns. Track likes, shares, comments, and follower growth.

Analyse sentiment analysis to gauge audience perceptions and engagement.

Fan Engagement



Evaluate attendance at sponsored events and engagement with branded activities.

Track participation in promotions, contests, or interactive experiences initiated through sports marketing efforts.

Analyse television ratings, online streaming metrics, and other broadcast-related data to understand audience demographic.

Market Research & Surveys



Conduct market research and surveys to measure changes in brand awareness, perception, and recall among the target audience.

Assess the effectiveness of other sponsorship activations in influencing consumer behaviour to benchmark.

Lead Generation & Conversion Rates



Track leads generated through sponsorship activations.

Analyse conversion rates to understand how effectively the marketing efforts translate into tangible business outcomes.

Use financial metrics like cost per acquisition and customer lifetime value.

Brand Image & Alignment



Assess the alignment of the sports sponsorship with brand's values and identity.

Measure whether the association with sports properties positively influences brand perception.

Partnership Impact



Evaluate the impact of partnerships formed through sports sponsorship.

Assess collaborative efforts that contribute to mutual goals and objectives.

Long-Term Relationship Building



Evaluate the potential for long-term relationships with sports organisations, athletes, or fans.

Consider the sustainability and growth of brand affinity beyond the immediate sponsorship period.

READY TO ACHIEVE

YOUR BRAND GOALS?

SPEAK TO THE TEAM:

At **SportQuake**, we connect brands with the global sports phenomenon, helping to navigate the complex sport ecosystem to build better partnerships.

Get in touch: hello@sportquake.com