

# Research on Specific Methods of Using Sports Marketing Technology to Increase Basketball Viewership in Canada

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## ABSTRACT

Sports marketing communication is a branch of marketing communication, which takes sports as the basic point and core elements, transmit and exchange not only simple Canadian sports basketball information, but more importantly, a potential thinking consciousness and internal spiritual power. The unique emotional effect of sports connects competition products and communication objects in natural and flexible communication, transmit consistent product information and service image, form a strong joint force to create good communication channels between products and audience. This article tries to study the communication of sports marketing, using the starting point, comparative analysis, case analysis, logic analysis and related knowledge, and study the methods of field communication, media application and activity marketing.

**Keywords:** *Sports marketing; Canadian sports; marketing and communication*

## 1. INTRODUCTION

Throughout the world sports various professional events, the national basketball professional league (referred to as Canada sports basketball) can be said to be unique, was born in 1946 to now, after 66 years of development, Canadian sports basketball has become the largest professional basketball game in the United States, is also the global professional league, it symbolizes the highest level of basketball in the world. It is also one of the most famous, reputation and influential professional leagues in the world. The successful operation of Canadian sports basketball has gathered the common role of multiple factors inside and abroad.

Among them, the advanced marketing communication mode is the most important reason, it will Canadian sports basketball from the tender preliminary development period into the mature innovation perfect period, from little known domestic league to the famous events with international reputation, Canadian sports basketball successful marketing communication operation comprehensive integration of a variety of communication means, coordinate the use of different communication channels, constantly improve the quality of the league, enhance the international influence.

National Basketball Association is the most prestigious and charismatic professional basketball league in the world today, High quality, high confrontation intensity, frequent patterns, superstar gathering, wonderful, Make it have tens of thousands of fan audience worldwide; Now with 30 professional teams, many superstars, an internationally famous league integrating sports, sports, entertainment and media, As one of the world's most popular sports basketball Canadian basketball events, It is the focus, hotspot and focus of the world. Canadian sports basketball has formed its unique style of development, it is a perfect combination of Native American culture and the basketball culture unique to Canadian sports basketball, has become the worthy basketball temple in the hearts of countless fans. Canadian Sports Channel is no resistance to such events, Canadian sports basketball has become the key to the Canadian sports channel to attract the audience.[1]

Today, today's increasingly complex media environment, sports, as a sunrise industry, enriches the connotation of marketing and communication, but also reflects and proves its value. Sports, Especially for Canadian sports basketball events, An intangible product, It is much harder to encourage audiences to accept and

consume intangible products than to use tangible products, Therefore, the The traditional sense of taking itself as the starting point and the rigid communication mode has been inappropriate, The marketing and communication mode with the target audience and the focus on two-way interaction should be emphasized, Fully explore your own unique resources, And can use the integration of various media as a means, This makes it possible to gain some amount of survival and development space in the fierce competition for marketing and communication, Combining Canada's specific national conditions and the market environment, Out of a road of sports marketing and communication with Canadian characteristics.

## **2. LITERATURE REVIEW**

Marketing communication is an information communication and communication activity of products (goods, services, or concepts) and images conducted by marketing owners or their agents, organized, comprehensive, communicative activities through various media and means of communication. It can be seen that marketing communication is a kind of communication activity, the purpose is not only to simply inform the audience about the products and image information, but more importantly is to do their best to meet the needs of the audience, gain their goodwill, attract their attention, but also to collect the necessary feedback in time, to achieve two-way communication and communication.

Wang Meng, a Chinese scholar, said in his master's thesis "Research on Sports Marketing Communication Strategy", " Sports marketing communication represents the new market pattern and an initiative communication choice under the background of information society, and has become a brand communication mode jointly favored by consumers and merchants with its unique public welfare and interaction. China's sports marketing communication has been in the introduction stage, so far there has not been any more in-depth and systematic research results. At present, the horizontal perspective of sports marketing communication research is urgently needed to be launched, and the vertical depth is urgently excavated. It is necessary to combine with the practical activities of "sports" and "marketing communication" to carry out diversified research work.

Sports marketing communication refers to the enterprise, Gong Yu or individual identified under the framework of the sports marketing strategy, including advertising, promotion, event marketing, packaging, in the form of brand, etc., to each information should be integrated and echoed to each other, to support other information or impression about the brand, if this process is successful, it will establish brand assets by conveying the same brand information to consumers.[2-3]

Information delivery in sports marketing communication should not be regarded as simple and unified directional information delivery, or the collection of personal information of customers and potential customers through information feedback for further information transmission. It should be a process of learning from customers, and the starting point is to seek help from customers, to achieve self-satisfaction by satisfying the audience, rather than unilaterally promoting themselves. On the basis of a comprehensive understanding of "sports marketing communication", the most important thing to be emphasized is the long-term persistence, because sports marketing communication is never achieved overnight.

Sports marketing communication is a branch of marketing communication and an important part. It has the unique emotional internal quality of sports, and also has a large space for rise and a wide range of development. Sports marketing communication conveys the information of related competition products centered on Canadian sports basketball events. It enriches the connotation of marketing and communication, changed the situation of tangible products unifying the world, and laid a good and solid theoretical foundation for the development, utilization, dissemination and promotion of sports, the intangible resources and products.

With the help of sports basketball in Canada, the marketing communication activities not only provide a stage for enterprises to show their high-end technology and advanced products, but also the concept of justice, fairness, cooperation and friendship advocated by sports will greatly enhance the brand awareness and the public affinity; Secondly, the popular characteristics of sports make sports marketing more natural and acceptable. Sports marketing is also a kind of marketing communication, there is no traditional marketing to force the audience, avoid the public boredom of traditional marketing; again, sports marketing creates a great opportunity to experience the products, because consumers not only want the product to provide due function, but also from the popular characteristics of sports communication facilitate good communication with the audience, can quickly convert sports fans love sports into the purchase power of enterprise products.

In recent years, there are a lot of literature and materials studying marketing communication. As a sunrise industry, sports has attracted more and more attention, so sports marketing communication has also become a topic of wide attention. China's sports marketing communication is still in the preliminary introduction and understanding stage, and has not formed a complete operation system. Through literature collection, sorting and careful analysis, the author found that many scholars are committed to marketing communication and sports marketing research, but mostly limited to the concept introduction and theory

discussion, in the practical level is often from the perspective of enterprises how to use events marketing communication, a lot of ink on the Canadian marketing strategy and brand communication mode, for Canada sports basketball itself marketing communication research involves very little. Therefore, this article tries to fill this gap, from the perspective of sports marketing communication, with the event marketing communication as the entry point, to analyze the perspective of the Canadian sports channel attracting customers.

### 3. RELATED NOTION

In order to define the meaning of sports marketing communication, we will first clarify the definition of the two constituent factors of marketing and communication. Marketing, English for marketing, it is a business operating sales knowledge. Professor —— Philip Kotler, father of modern marketing, defines marketing as "a social process and management process for an individual or collective by creating and exchanging products or value with others." Professor Yu Jianyuan, of Southwest University of Finance and Economics in China, also regards it as "a ' kind of social and management process for individuals and collectives to sell through creation and exchange products and values with others to get what they want." Although the two have subtle differences in the definition of marketing, the basic views of Chinese and foreign experts are the same, and they have a common core concept.

Professor Guoan, an economist Zeng, once studied Philip Kotler's definition, arguing that "the core concept of marketing is exchange." From the works of Professor Yu Jianyuan, we also believe that "exchange is the core concept of marketing." Therefore, to grasp the essence of marketing, the key lies in the understanding of the exchange. Exchange is the act of trading with others in exchange for their own products or services by providing something in return. It is a reciprocal act, the exchange of things that happens between the subject and the object. As the core concept of marketing, it is the substantive embodiment of marketing. The essence of marketing is in fact the behavior of mutual learning between the marketing subject and the object to exchange things as the intermediary.

The word communication comes from the English communication, means to establish common views with others and persuasion and assimilation, that is, to establish "common views": at least two people must participate and the fact that an "exchange of consciousness" exists. In his 1972 book, *Human Information and Media*, he said: " Any action in social life, every model in culture, whether its significance is obvious or not, involves communication.

Generally speaking, communication refers to the transmission of social information or the operation of the social information system. The fundamental purpose of communication is to transmit information, which is the general term for information transmission, information acceptance, or information feedback activities between people, people and society, through meaningful symbols. \* Communication in the general sense is the process in which information is communicated from the sender (source) through some way (carrier) to the recipient (host) and shared through the sender by sharing information with the recipient. It is a process of transmission, delivery, acceptance, communication and sharing of information between people, groups or society. The types of propagation can be divided into two types, one ideological and the other material morphological. From the perspective of communication, it specifically refers to the transmission and communication of ideologies such as information and experiences. Material is just a carrier of information transmission

Tang Schultz, an American professor of integrated marketing communication, believes that "marketing is communication, communication is marketing". This belongs to an exchange process, marketing exchanges the ideology of products or services and the final material exchange through communication, i. e., marketing perspective, the focus of the communication, similarly, communication believes that the core of communication is ideological communication, both show information communication, communication, communication and communication. At the same time, the core of modern marketing is to take consumers as a starting point and communication, which coincides with the media. As a result, Don Schultz and others would propose that "in fact, marketing can be said to be communication, and communication is almost marketing." Marketing is fundamentally a communication behavior and process.

In summary, The author thinks that, Marketing Communication means an organization or enterprise transmitting products, services and their relevant information intended to enter or enter the market to the target consumer group through a variety of communication tools, To win the consumer's favor, And then persuade it to choose their own product, Accept supporting services; It is a long-term, two-way information transfer process, Under the action of the market, Organizations or business by constantly communicating with the target audience, Clear the consumer's true points of interest and needs, Consumers also give timely and necessary feedback in many comparisons and choices, Help them improve their products, Optimize the services.

The essence of marketing communication is the communication and communication of sales information.

It aims for marketing, motivated to meet the various needs of the audience, and with a variety of communication methods, to deliver consistent product information. If the products want to get hot sales, it is necessary to promote a set of targeted and flexible publicity solutions on the basis of market research and product positioning, so that consumers can have an accurate, comprehensive and detailed understanding of the upcoming products, and facilitate their choice and purchase in the future. Consumers are not necessarily familiar with the company's existing products, which need to increase their awareness and awareness. According to the product characteristics and scope of application, establish the target consumer group, and use the media to spread the communication of product information.[4-5]

#### **4. CANADA SPORTS BASKETBALL MAIN MARKETING WAY**

It once said in Time: " The rise of basketball is undeniable, especially for young, city-based, middle-class fans. Like football, basketball is a relatively inexpensive and very accessible sport."

Basketball as the domestic and foreign attention, participation, popularity and popularity of higher sports, every season will attract many attention, can be said, every famous league war, the atmosphere will be very warm, the major media to its propaganda year by year, TV, newspapers, the Internet and other strong media will timely compete to report the latest situation and team trends, based on this, for the marketing communication is more active, based on the league, sponsors, news media, in order to name sponsorship and broadcast reports to improve their attention, popularity and reputation.

Canadian sports basketball media environment similar to Canada sports basketball, in the new media popular today, you can find that the dissemination of human information is progressing with the development of media, media every change and innovation, determines the level of information communication level and transmission speed, the media on human communication channels is obvious, therefore, before the exploration of communication mode, it is necessary to grasp the media environment.

Media is also known as media, media environment is a kind of communication environment, is a variety of media social situation, composed of transmission, recipients and information factors, its formation is the result of long-term stable information communication and communication interaction, is the basis and space of communication activities. "Media environment", also known as "quasi environment", "virtual environment", "information environment", is an "intermediary" between human and real environment. It is not a

"mirror" reproduction of real environment, but a symbolic part that "directly or indirectly controls the behavior of social members in a social environment different from the natural environment; and it is mainly the environment through non-interpersonal relationship".

Canadian sports basketball to Canadian sports basketball marketing communication of sports basketball is conducted through field communication, media use, and event marketing. Field communication refers to the area where sports marketing communication occurs in a specific field environment, all communication methods and effects are launched, conducted and completed in this fixed space; media application refers to leaving the relatively small and closed competition venues, producing sports marketing communication with the help of external media; activity marketing means using the influence of public welfare activities, while exploring the appeal of stars, the event marketing communication from another perspective.

#### **5. IMPROVING THE MARKETING STRATEGY OF SPORTS BASKETBALL IN CANADA**

##### ***5.1. Network media Communication***

The official website of Canadian Sports Basketball Games in Canada is usually an important platform to promote competitions, convey tournament conditions and collect tournament reviews, where followers can enter the website, browse the event news ', make relevant comments, etc. Content setting is the core support and important part of the official website, fans and other stakeholders log on the event website, always want to get rich comprehensive event information and wonderful highlights, so the diversity of content setting and novelty is the key means to enhance the official website click rate and influence, is also a shortcut to foreign marketing communication.

The official Sports Basketball Canada is not only a window to inform the event, but also a powerful way to enhance the appeal and influence of the league. Through the study of the official website of Canada Sports Basketball, the author found that the content of the competition will not only inform the process and results of the game itself, but also put the important pen and ink into the coverage of the team stars.

In Canada sports basketball teams, some teams are their own characteristics, each style, but, by contrast, or can distinguish strength, often strong against the most attract fans, or two teams have star players, in such a case, Canada sports basketball website will make its rendering and packaging, create a tense atmosphere in advance, aggravating the taste of smoke.

## **5.2. Product Marketing Represented by Fantastic Events and Sports Displays**

The product marketing of the event includes the core value product — wonderful event and form products one by one sports display, both of which are the main contents of the communication of the sports field. Canada sports basketball game itself is sports marketing communication, especially the fundamental elements of event marketing communication and core value products, therefore, in the development of the all-round products, should first improve the core product, in the form of core value products drive the development of products and derivative products, improve the event product chain, competition content to expand the attraction, enhance the reputation.

The Canadian sports basketball game belongs to the largest sports intangible product, but the product value of the competition consists of the tangible material value and the intangible spiritual value. Material value generally refers to the income and profit of the competition. The spiritual value includes the meeting of the needs of the competition on the audience, the social impact of the competition and the long-term establishment of the image. This is the form of value given by communication, because from the moment of the competition, communication has become a powerful means to form and increase its value. Canadian sports basketball game is actually a kind of media product, media products are divided into specific and consumer media products, namely content products, as well as various media forms, that is, the tangible carrier of information, here we focus on the content product of Canadian sports basketball game.

Canadian sports basketball game audience consume the whole process of sports competition, is an emotional and emotional experience of the whole process, the goal of its consumption is also this. As an intangible product, the whole production, display and consumption process are carried out simultaneously, which is the product of the highly integration of the competition producers and consumers. The two participate in the production and consumption process of the core products of the competition, which is closely linked and inseparable. Event system and competitive level are the two support points of the competition product quality, the reasonable and feasible system and innovation provide the basic guarantee for the sustainability of the competition and athletes' skills and tactics. As the consumers accompany the competition, so with the audience needs of the guide to improve the competition system, improve the level of competition, to meet the taste and psychological competition is a necessary way to promote the promotion of the competition product value.

In order to achieve the effect of marketing and communication more effectively, we must first attract

the attention of the audience, obtain the audience's preferences and needs, have the target and do their best. Therefore, efforts should be made on how the audience can better enjoy the event. Event audience, especially the audience can be said to be the main object of competition marketing communication, they spent some money and time to go to the game, in order to get more intuitive audio-visual experience and more comprehensive psychological satisfaction, so, with the design and building of the game site as the core site packaging, will no doubt to create a warm viewing atmosphere and service environment for the audience.

## **5.3. Media Marketing represented by TV Marketing and Internet Marketing**

The so-called media marketing refers to the comprehensive operation and sales activities that media adapt to the dynamic changing media market on the basis of market research, and realize the flow of media products, services and the development of media products, services and information to media buyers through the media market exchange.

TV marketing in the article, refers to the communication channel, using certain technical means, combined with the relevant event rules, the wonderful competition process to the audience outside the field, make the event product information smoothly extended to the broader area, for them to create a realistic first scene feeling, thus effectively enhance the event points and selling points, promote the marketing communication. TV broadcast in line with the principle of the audience, serving the audience, from the number of seats, location, lens switch, wonderful playback, shooting perspective and lens length of a comprehensive interpretation of the event, to show different visual effects. enhance the sense of scene, participation and sense of belonging.

The TV broadcast of sports competitions has developed for more than half a century. In developed countries in Europe and the United States, the combination of TV and sports has produced a huge chemical reaction. China's sports TV broadcast has made remarkable achievements in the recent ten years, but compared with European and American countries, there are still many places worth development and improvement. Sports TV broadcast greatly improves the social attention and influence of sports, while expanding the market demand of sports. The process of sports and television broadcasting is - a process of concentration resources cohesion, the visibility has been rapidly improved, occupies a certain position in the market, and has the initiative. The era was characterized by "fans of transmission". To some extent, TV is the arm of sports, and TV has pushed sports to a golden age. Famous communicologist Marshall McLuhan has long said:

"The medium is an extension of the human senses and feelings."

Understand optimistic about the game, is in the TV broadcast lens switching frequency to moderate, avoid too fast too broken, resulting in the audience dazzling, visual sense reduced. At the same time, we should try to keep the sound and painting as synchronous as possible, and the processing of switching should be timely coordinated to avoid the dislocation of the voice and picture after the switch, leading to the audience to feel in the clouds and fog. Because the audience feels the good visual and auditory effect, the interest of watching the live broadcast and the broadcast will be high, on the contrary, the fatigue of audio and visual will affect the mood of watching the game.

While the sound and painting are consistent at the same time, it is also very necessary to objectively and impartially conduct the camera presentation and switch. Should not be biased side (generally the home team), and the camera size, length of time and shooting Angle of the host and visitors should be almost the same. Because the audience watching the competition comes from different places, they should fully consider their different positions and state of mind and respect their needs to watch.

TV audience because unable to enjoy the game, so they generally more attention to the details of the event, hope the lens to show some difficult to see pictures, therefore, in the lens switch, to pay more attention to and capture the interesting, unique and rare detail scene, according to the rhythm of the scene and the scene, in order to meet the audience's visual needs and psychological experience.

Generally speaking, the ball TV usually at the beginning of the overall scene, and then close-up lens highlight the key characters, in the game injury and the pace of slow lens playback and so on, so that, the audience can from the whole to local, from panorama to close-up to understand the game and players, when necessary to see wonderful and controversial lens playback, more convenient to read the game.

Network marketing refers to the communication mode of relevant information communication and value communication conducted by the communication body based on Internet technology. It is not limited by time and space, and has the characteristics of timeliness and interactivity. Sports event network marketing refers to the official website released team player information, the latest event dynamic, related data statistics, event hot post, game video and atlas, etc., the audience and potential audience landing website can not only understand the most popular event information, and can review and aftertaste the historical classic moment. Event network marketing based on the construction of the official website is a multi-angle, multi-level and

multi-dimensional publicity event communication tool, which plays a pivotal role in the communication of the event marketing.

## 6. CONCLUSION

All in all, there are the main marketing ways for Canadian sports basketball channels to attract audiences. First, based on the format and level, integrate the sports display into the field communication. Secondly, TV media and network media complement each other advantages. Finally, with network communication as the main media, enhance the design of Canadian sports basketball.

In the process of attracting a specific audience, Canada sports basketball channel as the audience, all-round packaging events, powerful event products and service information, the audience is the core of marketing communication design and development, therefore, must be fans viewing needs and entertainment needs, into the multiple elements of sports display, using interactive communication techniques and powerful visual impact to convey the information of the products and services, to create a good environment for smooth marketing communication.

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