

## **Research on the Application Value and Strategy of Sports Marketing in Enterprise Brand Strategy**

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**Abstract:** With the development of network information technology, the mode of product marketing in China has undergone great changes. Depending on the support of big data, different marketing strategies are assigned to the product, which is more innovative than the traditional marketing methods. In particular, the marketing of sporting goods, can use different strategic models of sporting goods for unique marketing planning, to highlight the image of sporting goods to do a good job of operation.

### **1. Introduction**

The network operation mode has been deeply rooted in the hearts of the people, from the initial promotion of the production of products to the later purchase of additional value for customers, a link is associated with marketing. The marketing formulation of sports Yongping needs to control the sports products in an all-round way, understand his special attributes, the electricity of consumers, lies in the combination of the marketing scheme of the Internet, and use the thinking of marketing to promote the sports goods, so as to create a better business image for the enterprise and stand out among the many sporting goods.

### **2. An Overview of Sports Marketing**

Marketing is a widely used word in recent years, it is a means in the sale of goods, sports marketing needs to carry on the overall tracking control of the whole sports industry, understand the relevant activities, in order to connect the enterprise brand with the sports content in the process, use the way of sale, sponsorship and so on, implant the related supplies or brand to carry on the propaganda behavior.

### **3. The Link Between Sports Marketing and Corporate Brands**

Marketing is not only a means of selling products, but also a way to help companies highlight brands and shape emotional values, especially sports marketing. Through a series of activity content, the enterprise's product, the enterprise's culture and the activity content are combined, lets the consumer through a series of marketing activities, establishes the trust degree to the brand, produces the certain identity to the product or to the brand behavior, then occurs the purchase behavior.

It can be said that the purpose of marketing is to sell goods, and the rational use of marketing programs, consumers can voluntarily pay for the product, because the whole marketing strategy is based on the consumer's preferences to develop and set up, enterprises through participating in sports activities, naming brands, sponsorship events, brand into the attention of consumers, let consumers in consumer sports activities, imperceptibly understand the information about the brand content, do soft implantation in the best way, so that consumers have a preliminary emotional brand (see figure 1).



Figure 1 Integration of sports and products

The consumer produces the purchase desire behavior has the close relation with the times, only carries on the comprehensive research to the consumer, uses the consumer likes the way, can let the consumer be happy to buy the product, pays for the brand. Only by exploring the unique marketing characteristics of its own brand, can the brand stand out among many competitors.

## 4. Problems in Sports Marketing

### 4.1. Lack of Reasonableness of Industry Results

Sports marketing is based on brand long-term market behavior, marketing means should be a complete planning, so that marketing content and consumer demand to combine, and then achieve the purpose of business, generate purchasing power. However, the current sports marketing content is extremely lack of planning, cannot be an important support to carry out the enterprise brand, resulting in the activities cannot highlight the performance of their own brand, and make the brand in the process of sports marketing cannot make efforts, resulting in a decline in purchase behavior. There are also some enterprises, in the marketing process, because with the activities of publicity cannot produce direct contact, cannot play the basic role of marketing. More by other competitors, the sports market compared with the market of other products, relatively small share, it is difficult to fundamentally carry out the long-term top of the marketing content, resulting in the imbalance of the sports industry structure, resulting in the development of sports brand dilemma.

The market is relatively unsure that the sports market is an upwardly developed industry, so the market competition is more intense, and many corporate brands are more inclined to use the way of sponsorship to infiltrate the brand image in the activities. According to the long-term activity content, the sports marketing content and the event development has certain contradiction. For example, when a sports brand is named as a sporting event, the sports brand needs to invest money to ensure the proper operation of the event, but the consumers concerned come to watch the event, the purpose of which is more purely to see the competition than to understand the sports brand. Therefore, in the process, sports brands spend huge amount of money but have no effect at all, resulting in enterprises in the subsequent marketing efforts, lack of enthusiasm, but in the face of many competitors, should also make corresponding market behavior to highlight their own brand.

The lack of innovation in sports marketing is directly related to excessive government intervention. Especially the sports brand is affected by the planned economy for a long time, so it is difficult to co-ordinate the appropriate market resources in the marketing strategy formulation, so it cannot meet the development of its own marketing activities. Especially in the stage of the government's bigger and stronger sports brands, the intensity of the government's intervention will increase, so that the sports marketing activities cannot be carried out according to the planned content in the process, and the consumers feel boring based on the excessively affected activities, lose the attention to the brand, and become the obstacle for the brand to compete for the market.[1]

## 5. The Effective Way of Sport Influence in Brand Strategy

### 5.1. Use of the Media for Marketing

Sports brand competition for the market should be in line with the new era of marketing. use media behavior for brand implantation. The first is in the process of sports activities, using different media parties to carry out brand or product implantation. Through the media publicity and broadcast events all related materials should be brand soft implantation. The second is to use the media broadcast content, in the name of the way, brand content into the entire sports activities. Through the first two behaviors, their own brand imperceptibly into the eyes of consumers. Finally, through the form of buyout, the product penetration in the advertising broadcast time, through the above three forms, so that the product in the sports activities for a complete display, get a good exposure, and then bring consumers to the attention of the product (see figure 2).



Figure 2 Soft implant products

### 5.2. Marketing of Event Events

Sports events are a focus of attention by consumers, through the marketing of events, can break through the regional and national restrictions, the enterprise brand in a more tension form, and then attract the world's wide attention. Based on the competition, the enterprise brand can be named, brand sponsorship and other ways of marketing. The way of naming can be the name of the event, or the name of the venue[2]. The brand sponsorship marketing can be based on the overall sponsorship of the event, or can be based on their own products such as sporting goods, sportswear, sports peripherals and other content sponsorship. In this process, you can also do some of the event badges, mascots and other products, using exclusive sales to buy out the ownership of the product, and through the event to build their own brand and consumer relationship, forming purchasing power (see figure 3).



Figure 3 Fun marketing campaign

### 5.3. Enhance Brand Awareness

It highlighting that a good marketing approach to market position can sustain consumer loyalty

to the brand. Especially the sports brand, can use the sports entertainment, the technical effective fusion, enriches the consumer to the sports article cognition, may use the sports activity, enhances the consumer to own article experience way, relies on the marketing way, increases the consumer and the brand contact degree, enhances the two closeness. Therefore, we should be good at the use of marketing, in different sports activities, continuous brand penetration, such as naming, sponsorship, sports star endorsement and so on, are to highlight the brand awareness of the effective program, in the form of media broadcast through the above-mentioned brand to get unprecedented exposure, become a household name brand, highlight the market position.

With the progress of the times, the way of sports marketing is constantly innovating. Although sports activities are limited, enterprises can start from their own brand interests, seek the key points of their own integration with sports, and according to their own target customer group set up, for their own brand to create a good marketing means, especially the contemporary young people like to challenge, pursue personality, the relevant marketing programs can be combined with sports activities and brand complex, set up to maximize the effectiveness of marketing results[3].

#### **5.4. Strengthen the Brand Culture Through Sports Activities**

Enhance the brand comprehensive strength brand in the growth process, through the marketing mechanism, establish the intimate relationship with the consumer. Therefore, to enhance their brand comprehensive strength, will be more profound content to consumers. Based on the above problems, we can use sports activities to permeate brand culture, such as sports activities give people a feeling of passion, struggle, positive, and enterprises can also use this characteristic to find the similarity between enterprises and sports activities, infiltrate it into the activities, invisibly infiltrate brand culture, brand concept, let consumers establish a deeper understanding of the product, strengthen the resonance of consumers to the product, so as to enhance the comprehensive strength of the brand.

### **6. Conclusion**

Sports Marketing is an effective way for products to grow rapidly and enter the public view successfully. It can be said that sports marketing is consistent with the normal marketing content, it is based on the understanding of products, consumers, to find common points, through sports activities, different strategic planning activities. Although the ways of marketing are diverse, it is necessary to fully consider the characteristics of enterprise products and combine it with interactive farming to maximize commercial benefits. However, doing marketing is not the beginning of a product that can be sold, it is not an act that can be delivered to achieve results, but during the growth of the brand, in the form of icing on the cake for more consumer awareness, through different marketing methods, to create more soul for the brand, to provide the basis for the sale of subsequent products.

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