

# **SPONSORSHIP**

- 1. Definition of Sponsorship**
- 2. Types of Sponsorship**
- 3. Ambush Sponsorship**



# 1. SPONSORSHIP

- The goal-directed financing of other subjects in order to create and sustain goodwill (company image).
- „Service for service.“



# SPONSORSHIP

- Sponsorship  $\Rightarrow$  an individual part of MCM  $\Rightarrow$  to be seen, commercial intention.

X

- Sponsorship  $\Rightarrow$  part of P.R.  $\Rightarrow$  to finance beneficial activities for society.



## 2. SPONSORSHIP ALTERNATIVES

- Sports sponsorship
  - Cultural sponsorship
  - Sponsorship of broadcasting
  - Ambush sponsorship!
- 
- Sponsorship fit!



# 3. AMBUSH SPONSORSHIP

- Company tries to use marketing activities of its competitors for its own advertising purposes without paying for it.
- It is not legal (unfair competition).
- WOG, Lillehammer, Norway, 1992. The advertising of MasterCard in USA during WOG, when the only one official sponsor in the sphere of credit cards was Visa. The advertising slogan of MasterCard was: „*If you go to Norway, you don't need a visa!*“
- European football championship in 2008, Swiss company organized *lottery for tickets, without being the official sponsor of this championship.*





The ~~Un~~ Official  
Sponsor of the  
2014 World Cup



# ONLINE MARKETING COMMUNICATION

1. SEM (Search Engine Marketing)
2. SEO (Search Engine optimization)
3. PPC ads ( Pay per Click)
4. Affiliate Marketing
5. Microsite Marketing
6. Advergaming
7. In-game advertising
8. Remarketing
9. Social media marketing



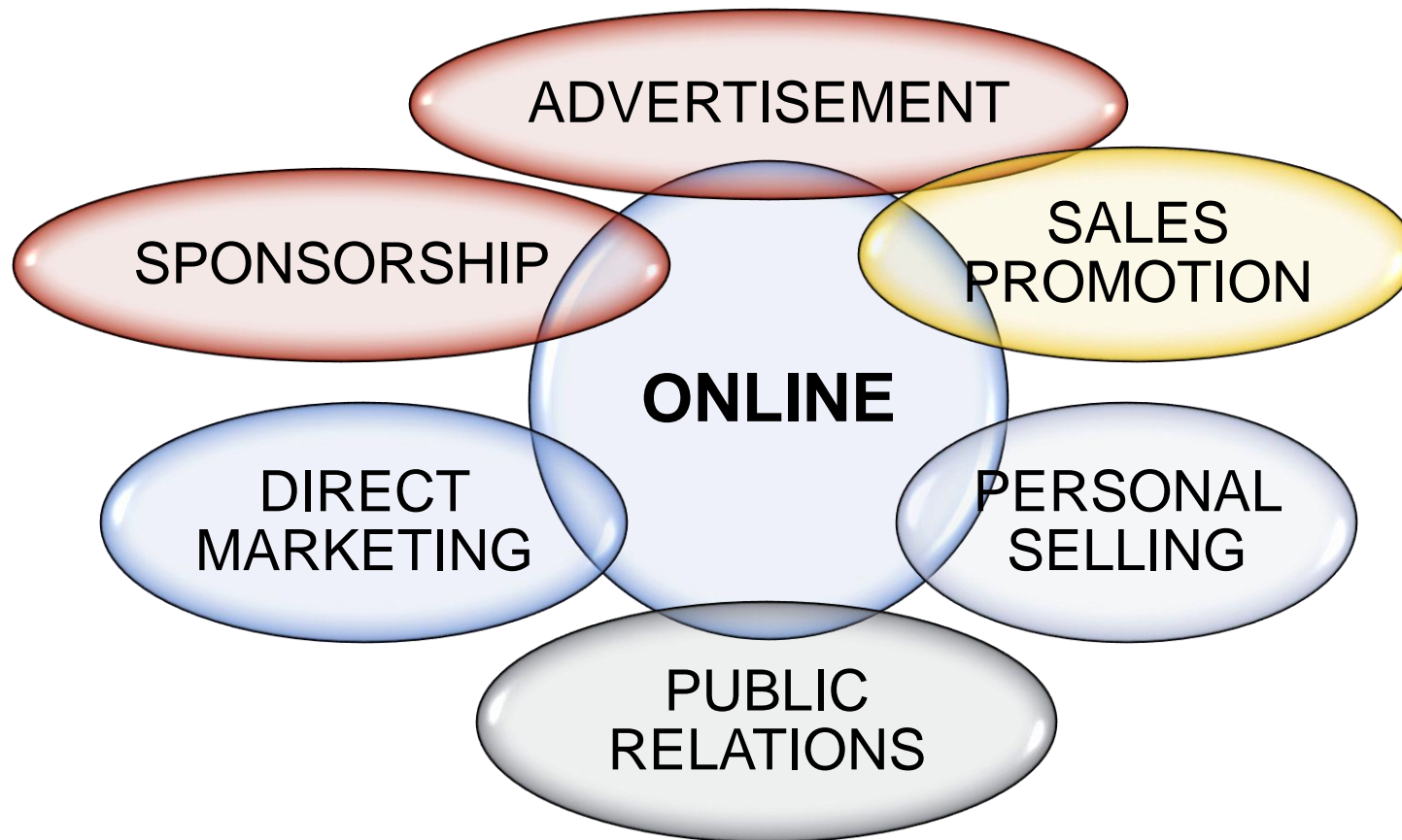
# ONLINE MC

- Digital dementia. (Manfred Spitzer )
- Digital living room ( digital living room ).





# OFF-LINE VERSUS ON-LINE MARKETING COMMUNICATION TOOLS



# INTERNET USE IN MC

- SEM ( Search Engine Marketing)
- SEO ( Search Engine optimization)
- PPC ads ( Pay per Click)
- Affiliate Marketing
- Microsite Marketing
- Advergaming
- Remarketing
- Social media marketing
- **Online communication:** e-mail, direct mailing, newslettering .
- Webrooming = ROPO effect, showrooming



# 1. SEM

- **Search engine marketing (SEM)** is a form of Internet marketing that increases the visibility of sites in search engine results through optimization and marketing support.
- SEM includes Search engine optimization (**SEO**), which sets and adjusts the content of the pages so that they appear higher in the search engine results. Another part of SEM is Pay per click (PPC) advertising.



## 2. SEO

- Search Engine Optimization (SEO) = optimization for search engines, is a method of modifying (optimizing) websites so that they are easier to find in the organic results of search engines such as Google.
- The goal of SEO is to get the website to the first ranks in the organic (non-paid) search result for the selected keywords that will bring the highest conversion.



### 3. PPC ADVERTISING

- PPC stands for Pay Per Click .
- A PPC ad is only paid if someone clicks on it. You don't pay for impressions or ad placement.
- PPC advertising is often used in conjunction with other forms of increasing website visibility, especially search engine optimization, which it complements appropriately.



## 4. AFFILIATE MARKETING

- A marketing tool of Internet companies that works on the interlinking of service or product seller webpages with webpages that recommend the service or product.
- It is a system based on the promotion of the company's product through the sites of affiliate partners, who receive a share (commission) from sales for this - use of influencers, price and product comparators, ...

AFFiLiATE  
MARKETiNG



## 5. MICROSITE MARKETING

- The term microsite is used to **denote a small, narrowly focused website** , which is usually dedicated to only one product (partial marketing campaigns, etc.).
- It has simple navigation and creative graphics.
- A microsite often serves as **a supplement to the main web presentation** .
- The user usually gets to the microsite by clicking on some advertising element, for example **a banner** used in an advertising campaign.





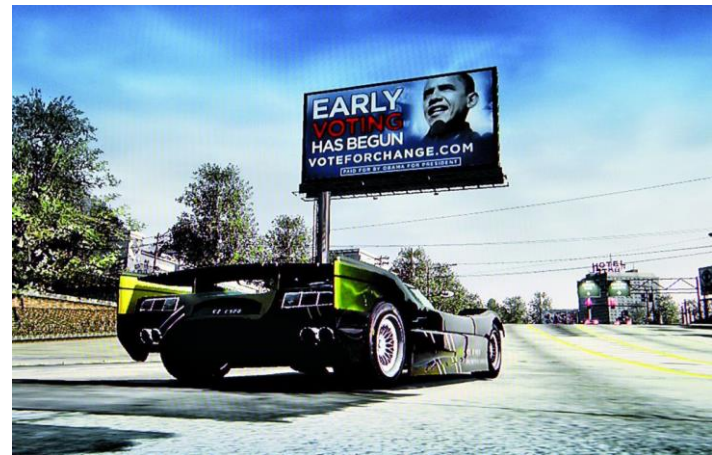
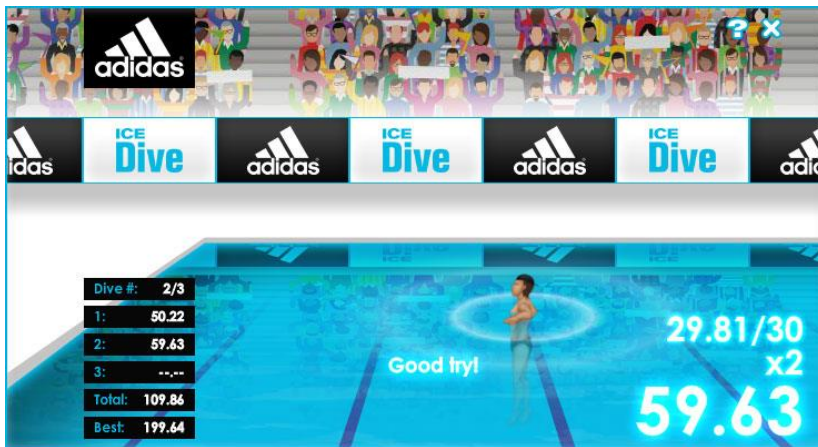
## 6. ADVERGAMING

- **Advertising games (advergaming)** - interactive marketing communication tool in the digital environment. Aspects of advertising games: interactivity, viral nature, constant presence of the brand, repeatability of play, accessibility, emotionalization, fun.



# 7. IN-GAME ADVERTISING

- **In-game advertising** – a brand or product is inserted into games that were not created to promote them.



## 8. REMARKETING

- **Remarketing** is a way of targeting PPC advertising to users who have previously visited the promoted website. The goal is **to remind yourself again**.
- cookies during the visit , and the advertising system will remember it. It then displays the relevant advertisement on other websites involved in the content network.
- In general, remarketing is **several times more effective** than classic PPC advertising.



# REMARKETING

- In the displayed advertisement, **a discount can be provided** and thereby better motivate the purchase - the discount can be gradually increased and thus increase the motivation to purchase.
- People who **have abandoned their shopping cart are also** frequent targets of remarketing . They were probably interested in the product, but then for some reason did not complete the purchase. The discount works great for them too.
- Remarketing as a tool for **cross-selling** – contacting the customer after the purchase.



## 9. SOCIAL MEDIA MARKETING

- **Marketing potential - use of social media:** easy accessibility of a specific target group, diversity , learning and improvement, unlimited time, unlimited space.
- **Types of social media according to marketing activity:**
  - Social networks Blogs, video blogs , microblogs , discussion forums, shared multimedia, virtual worlds.

