

SportMatters Marketing Top 6 Commercial Benefits

“The Games of the Olympiad in 2012 will provide not only a mass participation legacy but many outstanding commercial opportunities for all involved in the business of sport.”

1. DIRECT CONTACT WITH UP TO 70% OF THE U.K.’S GRASS ROOT SPORTS CLUBS.

With over 14 million people playing sport in a club environment in the U.K. you can access grass roots sport directly.

2. TARGETED CAMPAIGNS.

Focus on chosen sports and contact key club officers and officials.

3. QUALITY OF CONTACTS GUARANTEED.

Our extensive sports database is continually validated, providing the opportunity for contacts to update their details ensuring accuracy and relevance.

4. BESPOKE PACKAGES

‘Pick and mix’ marketing options: web based, advertorials, e-zines etc... you choose!

5. NUMBER 1 GOOGLE AND BING RANKINGS

Benefit from Britishsports.com and SportsPage.co.uk top rankings especially in the lead up to 2012.

6. CAMPAIGN STATISTICS

We provide you with vital campaign statistics: who’s opened your email, did they click on your link etc., allowing clients to build on ‘warm’ contacts with their next campaign.

“Sport is a unique industry with passion and emotion at the core.”

