

National College of Ireland
Project Submission Sheet – 2021/2022

Student Name: Ciarán Fitzgerald
Student ID: X19493114
Programme: BAHBMD **Year:** 3
Module: Capstone Project
Lecturer: Robert MacDonald
Submission Due Date: 04/07/2022
Project Title: 'Marketing within the English Premier League: Has social media impacted the way EPL clubs' market to consumers?'

Word Count:

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Marketing within the English Premier League: Has social media impacted the way EPL clubs' market to consumers?

Submission of Thesis and Dissertation

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Acknowledgements.

First and foremost, I would like to say a huge thank you to my lecturer and supervisor, Robert MacDonald. Robert has been nothing but kind and extremely helpful to me since our first meeting in September 2021 and has really pushed me on throughout the writing of my thesis.

I would like to say thank you to all those involved with the National College of Ireland, whether it be staff or students, everybody has been supportive of each other through what has been a tough few years. Thank you to my classmates within the Capstone Project module, who were always there to answer questions and fill out surveys whenever it was needed from their peers.

I would love to thank everybody who took part in my survey and who gave me a foundation on which to build upon my research question, I believe it helped take my research project to the next level.

As well as those who helped, I would like to say a huge thank you to Miguel Delaney, a highly respected football journalist who was kind enough to take time out of his busy work schedule to answer some questions for this project!

Last but not least, I would like to give one last thank you to my family. They have been ever supportive of my college endeavours and have shown me nothing but patience through the ups and downs of this project. Neither of my parents are particularly football mad so I am sure talking to the laptop instead of them about my footballing statistics has been great relief for them these past few months!

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Abstract.

Many would argue that both social media and the sport of football are two of the most popular past times worldwide. For those at the tip of these two icebergs, they are extremely lucrative too. The objective of this research project is to investigate if football clubs within the EPL are progressing their marketing strategies to keep up with the huge surge of social media worldwide.

As well as this, the research project was conducted in order to see how the two can work in conjunction. Football clubs around the world are steadily using their social media accounts (Twitter, Facebook, Instagram etc.) for a host of reasons; fan engagement, club announcements and marketing, which will be focused on throughout this project.

This project will look at players and club's social medias presences to see what they are able to achieve with the following they have, and if this can have any negative effects too.

Ultimately, the goal of this investigation is to gather public and expert opinions on the relationship of the English Premier League and the seemingly never-ending selection of social media available to the population today. To be able to examine how social media influences peoples buying habits in relation to club merchandise and sponsored goods being advertised across their platforms. Also, to explore the positive and negative impacts of social media regarding football clubs and their players, how they can ensure for their players welfare when putting them into the firing line of social media trolls. The argument that will be put forward is that social media has had a colossal impact on the way the clubs within the EPL are marketing themselves.

Introduction

Background of marketing within football & social media.

As mentioned above, many would argue that both football and social media are two of the biggest past times worldwide, yet when conducting research into the effects of social media on marketing within football, there were very few scholarly articles. The subjects that are being investigated within this project is social media, digital marketing, and the usage of these within the English Premier League. On their own, these subjects have been researched thoroughly throughout the years, but have never been researched in conjunction with one another, this research project aims to explore this gap which currently exists within scholarly literature

One article that was eventually found was from 2014, which was found very insightful. It was entitled 'A Study of the Use of Social Media Marketing in the Football Industry' (Kumza et al). This study also highlighted the same observation, so not much has changed in the 8 years since the research project was put forward.

Although a literature review search found a plethora of studies reviewing social media in various industries, the studies of social media usage in the football industry is scant. Thus, this study is one of the first to give an insight to what football teams are doing to adjust to this new era and the advent of social media. (Kumza et al, 2014)

Another research project which provided detail into social media strategies in clubs in England was also very insightful. This project was called ‘Managing brand presence through social media: the case of UK football clubs’ (McCarthy et al).

The purpose of this paper is to contribute knowledge on the issues and benefits associated with managing brand presence and relationships through social media. UK football clubs are big businesses, with committed communities of fans, so are an ideal context from which to develop an understanding of the issues and challenges facing organisations as they seek to protect and promote their brand online. (McCarthy et al, 2014).

There has been very little written on this subject, although the effects of social media on marketing in the digital age on various streams of business has been well documented on. This gives the opportunity to take information from various sources (business and sports) and be able to combine the two.

Background.

As stated within the abstract passage above, there is currently very little written on these two subjects combined. This presented a chance to explore in great depth two interests of mine that intertwine and that have done so for many years.

Football is undoubtedly the biggest sport in the world and will almost certainly remain so for the future, according to *Worldpopulationreview.com*, football boasts a support base of around 3.5 billion people as of 2022. Which is an estimated billion more than the next popular sport, cricket.

The English Premier League as of late has put forward a case for being footballs most formidable league, according to the *Premier League* website, games from the league were watched in 188 out of the 193 nations recognised by the United Nations. As well as this, the league has seen major success across continental tournaments the past few years. Away from the on-pitch success, some of their clubs are also hugely successful off the pitch too, boasting incredible numbers of support across all platforms of social media.

Social media has over 4.4 billion users across different platforms, which in today’s world has a huge grip on a lot of its users and has become a big part of many of their lives. Clubs within the English Premier League have utilised this global surge in users to their advantage throughout the last decade, growing their following base.

Research Question and Hypotheses.

The research question I have posed is ‘Marketing within the English Premier League: Has social media impacted the way EPL clubs’ market to consumers.’ This question aims to uncover the connection between one of the world’s biggest sports and how it has evolved under our digital era.

The hope for this question is that it will highlight the importance of social media to football clubs in the premier league and how social media has affected supporters relationships with their clubs, and how clubs use it to market to their supporter base.

The introduction of the social media aspect to marketing within the sport, has made it increasingly easier for football clubs and players to engage with supporters off the field

2. Literature Review.

An introduction to the literature review.

This literature will provide an insight into the English Premier League and the origin of the league, sponsorship within the game of football and furthermore will look at marketing in football, precisely within the English Premier League and look to compare brand value etc with each club's social media presence to try and find correlation between the two.

Finally, the review will look at two of footballs global superstars, Ronaldo and Neymar Junior, who are perhaps the most marketable footballers within the game. Ronaldo currently plays with Manchester United in the English Premier League. Neymar plays with Paris Saint Germain (PSG), in the French top tier, Ligue 1. He has been rumoured with a move to the English Premier League, to Chelsea F.C, recently too.

A brief history of sponsorship in football.

Although commonplace in football now, sponsorship has not always been around in football. In Europe, the first team to play with a sponsor on their shirt was a West-German team in the Bundesliga, Eintracht Braunschweig, (pictured below in their sponsored jersey).



According to Marca.com, Eintracht Braunschweig were the first team in Europe to be sponsored. As you might be able to tell by the photo, they were sponsored by the world-renowned drink – Jägermeister.

Shortly after this, in 1976, English side, Kettering Town became the first English team to be sponsored, by local company – Kettering Tyres.

Having become Kettering Town's chief executive, manager and centre forward in late 1975, "The Doog" introduced shirt sponsorship. On January 24 1976, in a Southern League Premier Division match against Bath City, Kettering Town became the first senior football club in the UK to feature the logo of their sponsor, Kettering Tyres. (Ferguson, 2010).

Although, the FA were unhappy with the sponsorship and Kettering were forced to abandon it after four days. In 1977 along with Bolton Wanderers and Derby County, a motion was passed for clubs to be allowed have shirt sponsors.

The first big English club to receive a sponsorship was Liverpool F.C in 1979. They were sponsored by Japanese company Hitachi. *"In 1979, the Reds agreed to a deal with Japanese electronic giants Hitachi and a famous Liverpool kit was born and history made."* (Khokar, 2011). Since then, Sponsorship in the English game has grown steadily and now, there are sponsorships on clubs' jersey sleeves, for their training kits and for their actual jerseys

The English Premier League.

The English Premier league (or EPL for short) is one of the most well-known sports leagues in the world. It runs each year from August until May and plays host to the top twenty teams of English football.

As per *premierleague.com*, the first season of the English First Division was played in 1888/89 until 1992. The establishment of the Premier League occurred mid-1992. Twenty-two of England's top clubs decided it was for the best to leave the current first division, which was overseen by the English Football Association (FA) and so, resigned from the league on the 20th of February 1992. In May 1992 the Premier League was set up as a limited company and then, on the 15th of August 1992, the Premier League began.

The 22 inaugural members of the new Premier League were Arsenal, Aston Villa, Blackburn Rovers, Chelsea, Coventry City, Crystal Palace, Everton, Ipswich Town, Leeds United, Liverpool, Manchester City, Manchester United, Middlesbrough, Norwich City, Nottingham Forest, Oldham Athletic, Queens Park Rangers, Sheffield United, Sheffield Wednesday, Southampton, Tottenham Hotspur, and Wimbledon. (premierleague.com)

Twelve of the original twenty-two teams still play in the Premier League, whilst the other ten have seen themselves relegated to the lower leagues. Oldham Athletic currently play in the Vanarama National League and are the team that have fallen lowest out of the twelve.

Each year three of these teams will be relegated to the Championship and the top two teams of the championship and the Play-off winners will take their place. The three unfortunate teams of this season just gone were Norwich City F.C, Watford F.C and lastly, Burnley F.C. They will be replaced by Fulham F.C, A.F.C Bournemouth and Play-Off winners, Nottingham Forest F.C.

The current twenty teams that will be playing in the Premier League for the 2022/23 season are as follows; Arsenal, Aston Villa, Bournemouth, Brentford, [Brighton and Hove Albion](#), [Chelsea](#), [Crystal Palace](#), Everton, Fulham, Leeds United, Leicester City, Liverpool, Manchester City, Manchester United F.C, Newcastle United, Nottingham Forest F.C, Southampton, Tottenham Hotspur, West Ham United and Wolverhampton Wanderers.

In the table below, each of the football clubs listed above will be compared in terms of their social media presence (Facebook, Twitter and Instagram in millions).

Club	Facebook	Twitter	Instagram	Total
Arsenal	37.7	19.4	22.1	79.2
Aston Villa	3.7	2	2	7.7
Bournemouth	.437	.616	.630	1.683
Brentford	.321	.261	.276	.858
Brighton & Hove Albion	.586	.554	.547	1.687
Chelsea	49	21.1	34.7	104.8
Crystal Palace	1.4	1.3	1.4	4.1
Everton	3.7	2.8	2.7	9.2
Fulham	.904	.648	.634	2.186
Leeds United	.929	.919	1	2.848
Leicester	6.8	2.5	6.6	15.9
Liverpool	39	21.2	39.5	99.7
Manchester City	40	12.8	32.9	85.7
Manchester United	75	31.5	58.9	165.4
Newcastle United	2.5	2.2	1.2	5.9
Nottingham Forest	.416	.477	.342	1.235
Southampton	3	1.5	1.1	5.6
Tottenham Hotspur	23	7.5	12.9	43.4
West Ham United	2.8	2.3	2	7.1
Wolverhampton Wanderers	2.4	1	2	5.4

This data was collected on the 4th of July 2022, in order to give the reader an up-to-date table as possible.

The above list may not come as a surprise to those familiar with the English Premier League. Newcomers Nottingham Forest have some of the lowest followings despite their time being a once dominant force in England and in Europe.

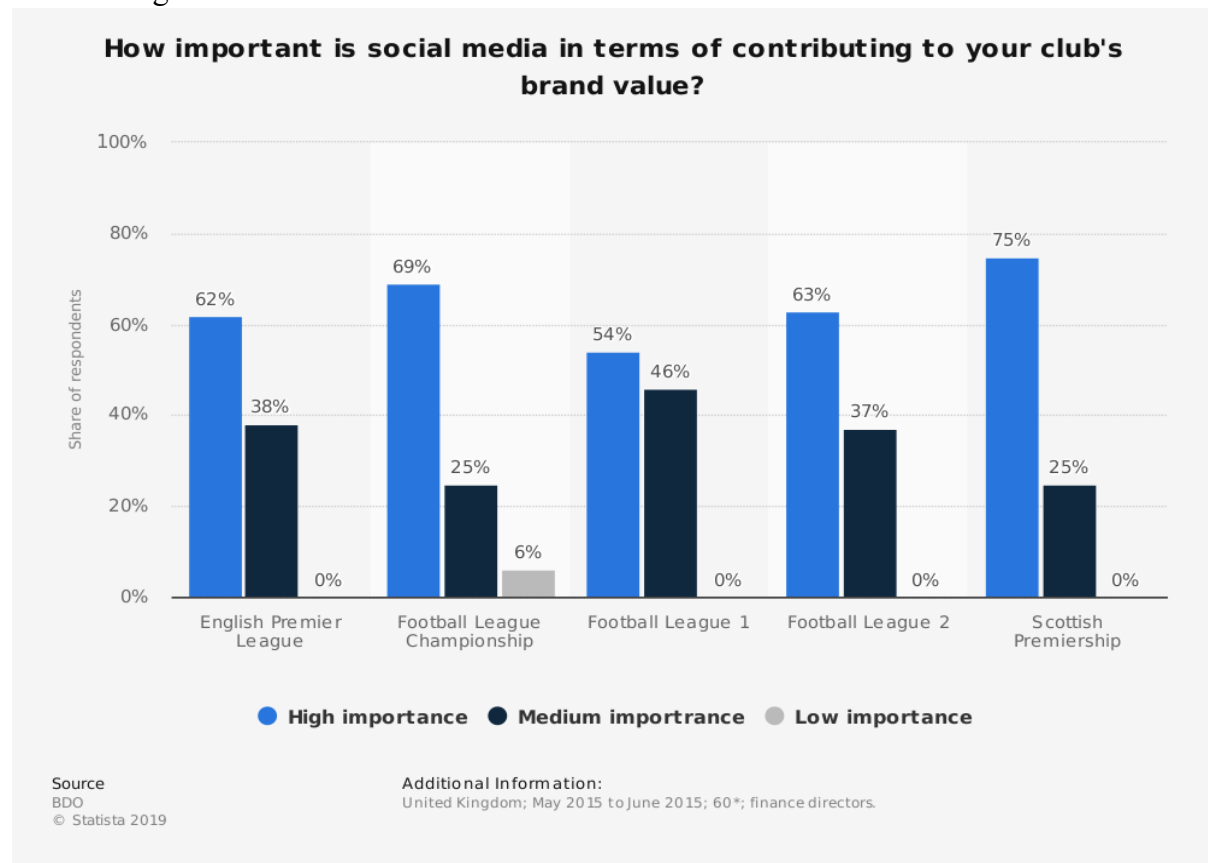
It is not surprising to find Manchester United topping the table with their worldwide fanbase, although they have not enjoyed success off the pitch, they are still very much one of the most popular sports clubs in the world, let alone football clubs.

Brentford pose the lowest tally of followers across the three platforms that this research project has investigated. It is the authors opinion that the reason for this is due to Brentford's geographical location as a football club and due to Brentford being a small location itself. Brentford are one of seven teams based in London and are the smallest of the seven too – as the followers show. London is a very tough place to compete, with four of the seven teams

currently play European football and are among some of the most followed on the list above, hence why Brentford have struggled to build a following within the Premier League.

Importance of Social Media to Various Teams.

The graph below details how important a strong social media brand is to various football clubs within the English Football pyramid. The graph is self-explanatory, as it shows the percentage of respondents who believe social media is of high, medium or low importance to contributing to their football clubs brand value.



Respondents from the Premier League, League One and Two, as well as the Scottish Premier Football League (SPFL) all believed that social media was at least medium importance to contributing to their football club's brand value, with not one of the respondents opting for the 'low importance'.

During the survey period, it was found that 62 percent of responding finance directors from teams in the English Premier League stated that social media was highly important in terms of contributing to their club's brand value. (Statista, 2015).

As stated above, this survey seems to have been carried out amongst financial directors from the various clubs at each level. This, for research purposes, is better than a survey from general football supporters, as each individual offers their unique insight into their club's financial matters and marketing/social media matters which supporters just cannot offer.

This graph is important as it reinforces the research question with a positive answer, that social media has had an impact on both the way football clubs market to people but also how

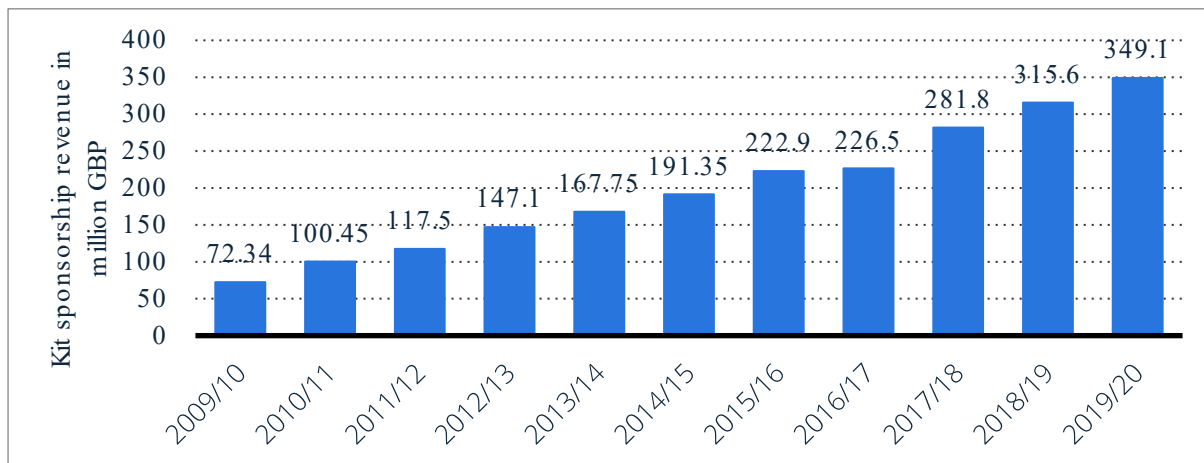
important the shift to social media marketing is to football clubs among England's top leagues and the Scottish Premiership, not only the English Premier League.

Sponsorship Deals.

Statista is the first database used in this project preparation. It is an extremely reliable database. It has an abundance of reliable information on various topics in the world.

On Statista, there is a dossier in relation to all things EPL. Within this dossier, it compares sponsorship deals in the last ten years in the EPL and how they've changed (mostly gotten a lot larger), as well as comparing the overall value of the top clubs in Europe.

Below, is a chart of the total value in kit sponsorships in the EPL, from 2009 to 2020. In the last 11 years, kit sponsorship value has almost quintupled in value, from 72.34 million pound to 349.1 million pound.



Manchester United F.C currently have one of the most lucrative shirt-only sponsorship deals ever in football. The deal is worth in and around £235 million. *“Agreement with Germany-based remote software firm TeamViewer, who will replace Chevrolet, is the biggest shirt-only deal in the Premier League; deal equates to £47m per season; Manchester United also in the process of agreeing a new sponsorship deal for their training kit”* (SkySports, 2021).

To compare this to their older sponsors, that predate the impact social media has on people today, the difference is staggering. AIG sponsored Manchester United from 2006- 2010, in a deal worth £56 million. Taking inflation into account, that deal would've been worth about £76 million today, still substantially less than TeamViewers deal now.

One of football's most prestigious sponsorship deals is up for grabs following a decision by the cash-strapped insurance firm AIG to end its four-year, £56.5m deal with Manchester United. (Clark, 2009).

Before this, they were sponsored by Vodafone for £9 million a year.

The rises in the amount of money involved sponsorship deals, not only for Manchester United, but for the 20 other EPL clubs indicate that the rise of social media has impacted sponsorships and advertising within football. The constant posting on the various social

media platforms with the club's sponsor means it's always at the forefront, which makes it a very attractive proposition for most companies.

Social Media & Supporter Interaction.

The aspect of social media that makes it so appealing is the ability to interact with your favourite footballers in the world. While this sounds good on paper, it is not always the case, in recent times social media has been used as a tool to attack and abuse players. Due to this, many players have removed themselves from social media as a precaution, and earlier this year in 2021, there was a social media boycott in the EPL and across other leagues too.

The Premier League and our clubs stand alongside football in staging this boycott to highlight the urgent need for social media companies to do more in eliminating racial hatred.

We will not stop challenging social media companies and want to see significant improvements in their policies and processes to tackle online discriminatory abuse on their platforms. (Reuters, 2021).

There have been numerous cases of online harassment against players in the EPL and across various other leagues of different stature. In the last few years, it has become rife in the game and has had a huge negative perception of football and on footballers, especially in England. Players like Chelsea's Reece James have in the past had to make the decision to delete their social medias. *"It has been suggested that James, an international for England, may have deleted the account as a result of racial abuse, this has not been confirmed, but the ace shared an incident of this recently."* (Randhawa, 2021). This was three months before he decided to suspend his Instagram account.

The England international later tweeted "no room for racism" and the following day, posted on Twitter: "We all have a part to play in making this world a better and more equal place.

"Racism is completely unacceptable. Human is our only race. Instagram, Twitter and Facebook you must do more. (Sky Sports, 2021).

There had been a huge reaction from the various football associations in England, such as the FA, the EPL and the Women's Super League who all decided to boycott social media in solidarity with the footballers who had been subjected to racial abuse and abusive messages on social media platforms.

Kick It Out, The FA, Premier League, EFL, FA Women's Super League, FA Women's Championship, PFA, LMA, PGMOL and the FSA will unite for a social media boycott from 15.00 on Friday 30 April to 23.59 on Monday 3 May, in response to the ongoing and sustained discriminatory abuse received online by players and many others connected to football. (Kick It Out, 2021).

Individual Players and Their Branding.

Players have started to use their personal pages as a means of marketing, with individuals securing big brand deals for themselves by wearing certain clothes or using certain products.

The average 20-man first team squad of a premier league side has more followers than their clubs.

We have analysed the top 400, 20 first-team players from each club, Premier League player's social media as well as each of the 20 official club accounts. Our insight has outlined that players have replaced clubs as the powerful brands within football. In fact Premier League playing squads have an average of 2.38 times more followers than their clubs. They are building vast audiences through their personal content creation and driving valuable conversation with fans. (Wilderness Agency, 2018).

In the following section, there will be a focus on two of the biggest footballing players/brands in the world– Cristiano Ronaldo and Neymar Junior. Cristiano Ronaldo currently plays for Manchester United, in the English Premier League, whilst Neymar has been told by his respective club, PSG that he is free to leave with Chelsea FC highly interested in a deal.

Cristiano Ronaldo.

This is an article focusing on Cristiano Ronaldo, by Kurt Badenhausen for Forbes. At the time of writing this article, Ronaldo was not playing in the EPL, but nevertheless I think that this is an important piece of information on one of the most marketable people in the world, not only for sports.

In this article, Badenhausen discusses Cristiano's deal with Nike, a lifetime deal worth €1 billion! He boasts over 340 million followers on Instagram, 96 million on Twitter and another 150 million on Facebook!

"Nike got off cheap based on a new report from Hookit, which measures the social and digital media value for brands. Hookit found that Ronaldo's massive social media presence generated a staggering \$474 million in value for Nike this year via 329 posts across Facebook, Instagram and Twitter." (Badenhausen, 2016).

As well as making this amount of money for his brands, he also has an immense effect on the clubs he plays for. On his return to EPL club, Manchester United, who are arguably the biggest club in the world, he gained them over 1 million followers on Instagram, within the first 2 hours of their announcement.

As per Social Blade, Manchester United had 42.7 million followers on August 26th, the day before the signing was made. Now, on Saturday morning (August 28th), over 12 hours after the signing, they are on 45.2 million. This is a total increase of 2.5 million followers thanks to Ronaldo's return. However, over a million of them were in the first two hours after the announcement. (Bain, 2021).

From above, we can see that Ronaldo, himself is a brand. Manchester United and Cristiano Ronaldo are two gargantuan brands who have created a mutually beneficial relationship between themselves. Ronaldo is able to draw in fans who mightn't have watched Man United before his tenure, and Manchester United may be able to bring him some of their supporters from country's who aren't necessarily football mad – but who know the name Manchester United.

Neymar Junior.

Neymar Da Silva Santos, better known as Neymar Jr., is a footballing superstar, he is known worldwide and although he never truly lived up to the hype surrounding his footballing ability, he did create a legendary celebrity status for himself as well as a huge brand.

As of 2021, Neymar was ranked as the sixth highest paid athlete in the World, despite ranking sixteenth in the Ballon D'or rankings. Although not the be all and end all, it does show that there is already a stark difference between the Neymar inside and outside of the footballing world, he isn't regarded as one of the top footballers anymore but is still incredibly marketable. This can be attributed to the large following Neymar has on his various social media pages. He has 56.3 million Twitter followers, 171 million Instagram followers and 89 million followers on Facebook. With a total following of over 315 million followers, it is no wonder brands from around the globe are lining up for collaborations with the Brazilian. According to Forbes, Neymar took home \$95 million in 2021. He has amassed many sponsorships with world renowned brands – in 2021 he left Nike to become a puma athlete for a reported £23 million a year.

In 2022, Netflix released an exclusive documentary on Neymar Jr. entitled "Neymar: The Perfect Chaos". This documentary perfectly summed up the direction in which football's superstars are heading. Many things, such as the running of his brand, agent dealings and brand deals are focused on in the documentary as well as his footballing story.

During the first episode of *Neymar: The Perfect Chaos* (2022) we see a young Neymar, currently playing at Santos. He is known all over Brazil as 'The Next Pele', which is a lot of expectation to put on a young man, but this also shows his reputation and from this reputation, Neymar has brand deals being thrown at him from every direction. His father, Neymar Sr., claims in the documentary that his son made \$11,500,000 last year. \$500,000 from football and \$11,000,000 from brand deals. This perfectly encapsulates the power of social media influencing and why it has impacted the players and clubs at the highest level, football is seen as one of the most lucrative professions in the world, but when you are at the top of the podium other opportunities also present themselves.

Conclusion of Literature Review.

The aim of the literature review was firstly, to give the reader a brief history of the English Premier League and sponsorship within football. After these first two passages, the review then looked at the importance of social media to the brand value of professional clubs in England's top three tiers of football, as well as the importance of it to the top tier of Scottish football too. This survey was taken with financial directors of respective clubs within each league, 63% of the directors believed that social media was of very high importance to the brand value of a football club, and so can be agreed from this survey that social media has positively impacted the way clubs' market and are now leaning quite heavily on this form of marketing to add value to their club.

The study then focuses on sponsorship deals and how they are becoming more and more lucrative as the years progress. A chart which follows the sponsorship revenue from shirt deals from 2009-2020 shows the steady increase over the decade. This era coincides with the surge of social media platforms, such as Facebook, Instagram, and Twitter, which provided more marketing avenues for football clubs. This can raise a discussion that perhaps this constant exposure on various forms of social media makes them more appealing to sponsor,

as normally sponsors would only be seen on matchdays on the team's jersey and sideboards etc.

Before turning the focus on to two individual case studies, it was thought that it would be best for the project to focus on some of the uglier parts of social media usage in the world of football. This has mainly centred around abuse of players, whether it be for the colour of their skin, political stance or purely because they had a bad game. It is widely agreed that it is unacceptable, but unfortunately it is a very hard issue to tackle and put an end to. There have been many suggestions in relation to putting an end to this, such as ID verification with every online account, but for obvious reasons this has been met with objections.

Finally, two individual cases were looked at like case studies. Cristiano Ronaldo and Neymar Jr. These two footballers encapsulate how social media and football have started to intertwine and now almost work alongside each other. They share a huge amount of followers with both of them amassing more followers than their current football clubs.

3. Methodology.

Introduction.

The objective of this research paper is to understand the effect social media platforms have had on the way football clubs in the English Premier League market to their supporters and further afield.

The main goal is to see how much of an effect social media has on supporters of these clubs and if social media has impacted the way football clubs market to people now.

To conduct research for this research project, a survey was carried out amongst football and non-football supporters, with an age range of 18-24. This survey will provide information which will be analysed further, in hope of a clearer understanding and perhaps provide an answer to the research question.

Philosophical Assumptions.

As previously discussed, this research question has been thought of and explored with an aim of discovering more about marketing practices within one of the most lucrative sports leagues in the world. It is important, for both consumers of this league and the marketers within it, to find how central social media has become to the twenty clubs within this league.

Due to social media platforms offering alternative views on most subjects, this research project can be perceived through an ontological paradigm. The ontological positioning of this research project stems from the fact that social media has the ability to offer different people their own individual perception of reality, this type of reality is known as 'abstract' ontology, wherein the reality is not material but is conceptual. Social media allows people to connect and interact through various platforms, such as Snapchat and Twitter, for example. This interaction and connection are different than normal reality, hence the study's ontological position.

As well as the project's ontological positioning, it can also be viewed as interpretive. Both paradigms complement each other in their positions on how the world can be viewed. Thomas (2009) describes it as not straightforwardly perceived because it is constructed by everyone. Interpretivism allows this research project to take views from different sources and people on how they view certain areas covered, giving the project individualism and a chance to compare different opinions on some of the same topics. Both philosophical assumptions

Research Method.

It was decided that a mixed methods approach would be the best option to learn as much about this research topic as possible. A mixed methods approach is often seen as the most efficient way to collect data. This method includes gathering both quantitative and qualitative information.

The two types of methods that will be used is a ten-question survey, which will be filled out anonymously by a pool of approximately forty individuals, in order to gain insight on this topic from a sample of the general public.

The other method of research was a survey that was conducted with a reputable football journalist who has extensive knowledge of the EPL as well as a healthy social media following, which makes them an excellent individual to interview, as they can provide us with insight into both worlds.

Sampling.

The interview will take place with an individual within the industry of sports journalism, as already stated above. The individual was decided due to their extensive knowledge of the football world, especially the English football world. As well as this they are very active on social media and so, would be able to provide an insight into this aspect of the research project too.

The survey was completely random but was from a small pool of people (the authors Instagram followers), so while the sample was random, there could have been a way to create a larger age range than the one which occurred.

Research Tools.

To conduct a quantitative method of research, a ten-question survey was created. The site *surveymonkey.com* was used to create this survey, as it has proven to be a reliable site in the past. The survey consists mainly of quantitative data but also little qualitative data too.

The questions that were asked in this survey aimed to discover firstly, the age of the participants, secondly if they did follow or support a team within the English Premier League. Lastly, the survey was used to discover if these football club's social media posts (including posts about club merchandise and also sponsored posts) impact peoples decision making in regard to purchases. This is important as it helps us understand the financial rewards of a well ran social media account for these clubs.

As well as asking the participants about the above, it was decided that it would be beneficial to also touch on possible negatives of social media becoming ever present within the footballing world. Having touched on it previously in the literature, with reference to the problems many footballers face, such as targeted abuse, it felt important to ask the participants for their views on the matter.

The writer decided that a ten-question survey was the ideal length. The survey could provide sufficient information on the chosen research question, *'Marketing within the English Premier League: Has social media impacted the way EPL clubs' market to consumers?'* whilst also keeping participants patient enough to fill out the survey completely, which will provide the best results and help complete this dissertation.

Limitations.

Luckily, as this project contains both qualitative and quantitative pieces of data collection, the project is not limited in that aspect.

Although, the survey was limited to a sample size of 46 people. The analysis of this quantitative data was carried out automatically by Survey Monkey, who were able to compile results of the survey into graphs, but for qualitative answers it was very time consuming to read through and present them within this research project in a neat way.

The project originally aimed to collect information from three or more reputable sources within marketing sectors of football clubs, both in England's topflight, and leagues below. Unfortunately, only one of these possible sources responded and were open to do an interview, despite sending out emails and messages on LinkedIn to individuals employed in marketing roles within some of these clubs.

On top of this, the individual who was available to be interviewed was, at the time, too busy to do a verbal interview and instead could only write out responses to the questions via email. Overall, the interview process did not go to plan but the individual who did participate provided great insight into the world of social media within the English Premier League, which can be used to further explore this area in the future.

Data Analysis.

In this section, all the responses of each question from the survey will be analysed to find whether the results either support the hypothesis and/or research question or if it offered a possible alternative hypothesis which could create a discussion further down the line.

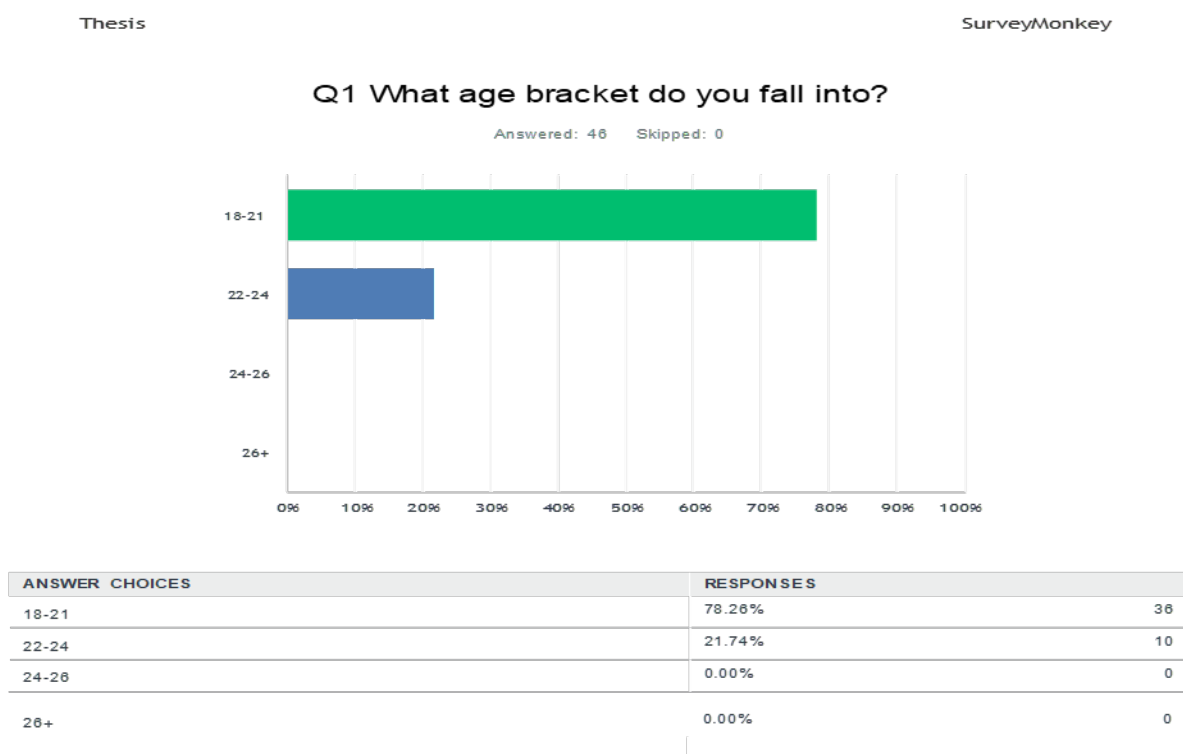
There are ten figures below, each which represent a different question on the survey which was conducted as part of this survey. Figure 10 to 19 represent various answers from question 10 due to the nature of the question.

After each figure, the answers will be analysed and will be done so in accordance to the research project, if it fits into the hypothesis put forward etc.

Survey Findings.

Question 1.

Figure Four.



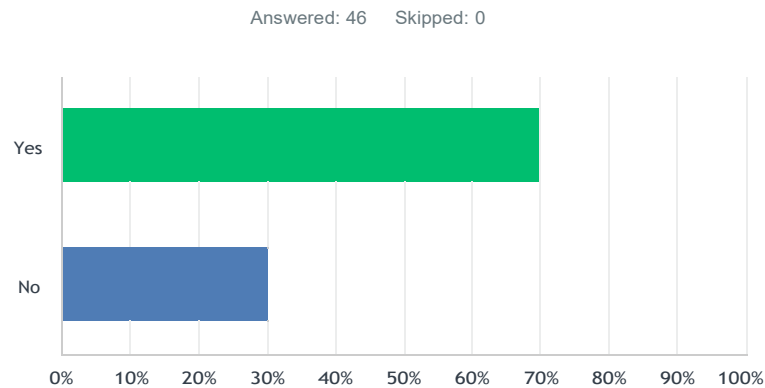
As figure 4. shows, the age range of the participants of the survey. This was decided as the first question to find out a bit of information about the participants. The results were 36 of the 46 were in the age bracket of 18-21 totalling 76.28%. The remaining 10 were found in the 22–24-year-old age bracket. This meant that the survey did not have any participants for those aged 24 and over.

Although these results seem skewed, it is also a very useful age range when discussing social media, as newer social medias have emerged, they have become more appealing to younger generations and less appealing to older ones simultaneously.

Figure Five.

Question 2.

Q2 Do you support a team in the English Premier League?



ANSWER CHOICES	RESPONSES	
Yes	69.57%	32
No	30.43%	14
TOTAL		46

As seen above, question two was a simple yes or no question. This questions aim was to identify how many of the survey participants were familiar with the football clubs that were part of this research.

32 out of the 46 participants did have a preferred club with the English Premier League, which amounted to 69.57% of the survey. This left 30.43% (or 14 out of 46) of the survey who did not have a favourite club in the topflight.

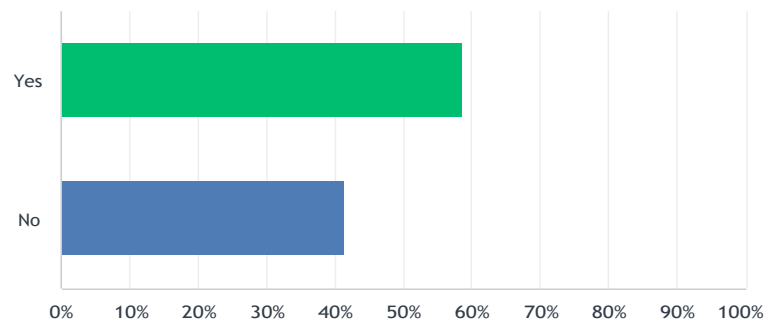
This is a good number of participants for the following questions which relate directly to the English Premier League, their clubs and how they are able to market to these consumers through social media, and to see if these strategies are as effective as once imagined.

Figure Six.

Question 3.

Q3 Do you follow them on any social media platforms?

Answered: 46 Skipped: 0



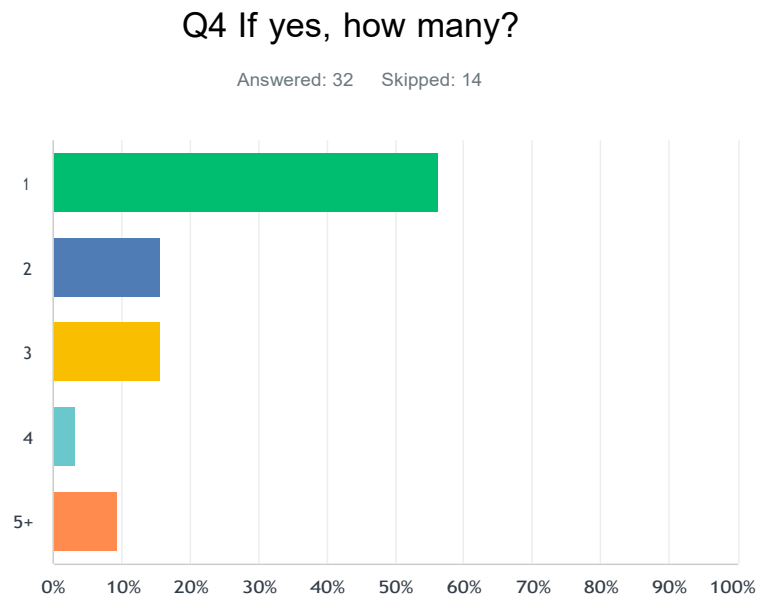
ANSWER CHOICES		RESPONSES	
Yes		58.70%	27
No		41.30%	19
TOTAL			46

Question 3 poses the question ‘Do you follow them on any social media?’ Only 27 out of the 46 (58.7%) claimed to follow their preferred club on social media, which, from the last question implies that 19 of the participants, whilst having a preferred club in the English Premier League, do not follow their club on social media platforms.

The participants are in the age bracket many consider being ‘addicted’ to social media, yet they do not have an affiliation with their chosen club on their social media platforms, which is extremely interesting as it leaves a potential gap in the market for these clubs to fill.

Figure Seven.

Question 4.



ANSWER CHOICES	RESPONSES	
1	56.25%	18
2	15.63%	5
3	15.63%	5
4	3.13%	1
5+	9.38%	3
TOTAL		32

18 of the 32 that responded to this question only follow their club on one platform of social media. This was not expected, and the author assumed the most frequent number would be 3 or 4 social platforms. 5 individuals said they followed their club on two platforms, likewise with 3 platforms. 1 person stated they followed their club on four platforms and three said they followed on five or more platforms.

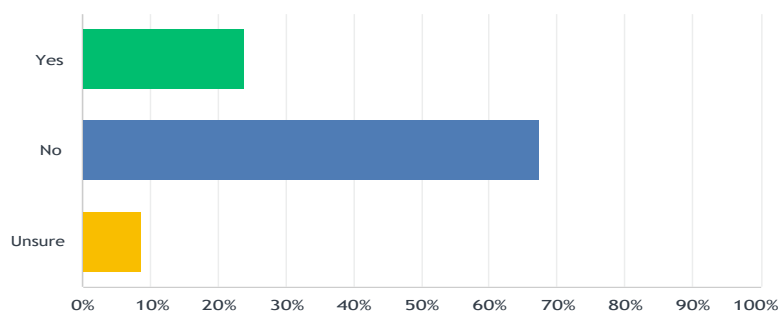
The author follows their club on four different social media platforms, so assumed this would be the norm in most instances.

Figure Eight.

Question 5.

Q5 Do posts from this club influence your purchase decision-making (club jerseys and other merchandise)?

Answered: 46 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	23.91%	11
No	67.39%	31
Unsure	8.70%	4

This question aimed to establish how successful social media marketing from these football clubs was within the survey sample. Out of 46 participants, only 11 felt that posts from these accounts influenced their decision making (23.91%).

On the contrary, 31 people felt that these posts had no influence on their decision making at all when purchasing items from the club. This accounts for 67.39% of the survey, which has led this research to believe that this type of marketing can miss more often than not.

4 people were unsure whether or not these posts had a direct influence on their decision-making regarding club merchandise.

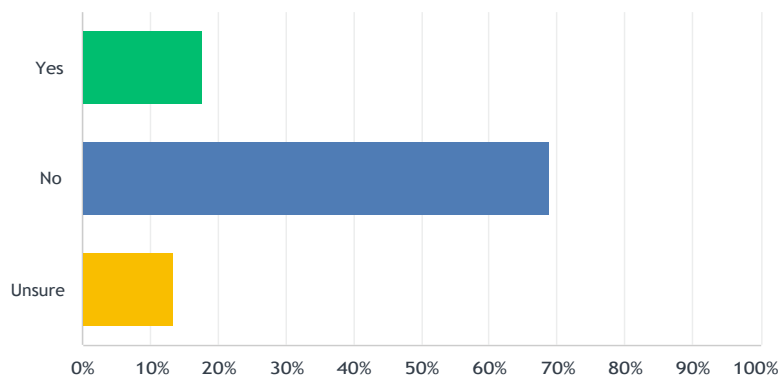
This is the first indication that although clubs heavily promote their brand as well as their sponsors on social media, it only effects decision making of very few of those intended targets.

Figure Nine.

Question 6.

Q6 Do sponsored posts from club and/or players influence decision-making in regard to sponsor's goods/services.

Answered: 45 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	17.78%	8
No	68.89%	31
Unsure	13.33%	6

This question was in relation to a club's sponsor(s) and how social media posts gained traction and purchases for each of these sponsors. From the sample of participants, the survey collected, the answer was a resounding no, with only 8 out of 45 participants feeling that seeing a sponsored post would influence their decision on whether or not to buy this good/service.

31 out of 45 participants felt that these posts would have no effect on their decision making in regard to the sponsors goods, that is 68.89% of the survey. Although this is a small sample, almost 70% of the survey agreeing that sponsored posts are irrelevant to their spending was still surprising – as the sole purpose of these posts is to turn supporters of the club into supporters of yours.

Question 7.

Do you follow other teams and/or players from the EPL on any platform?

- Answered: 40
- Skipped: 6

There was an error with this question, but, if you follow the link attached to the survey in the appendix of this research project, you will find that 21 out of the 40 participants who chose to answer this question, chose some variation of the answer 'no'. This is 52.5% of the survey who don't follow other clubs from the English Premier League.

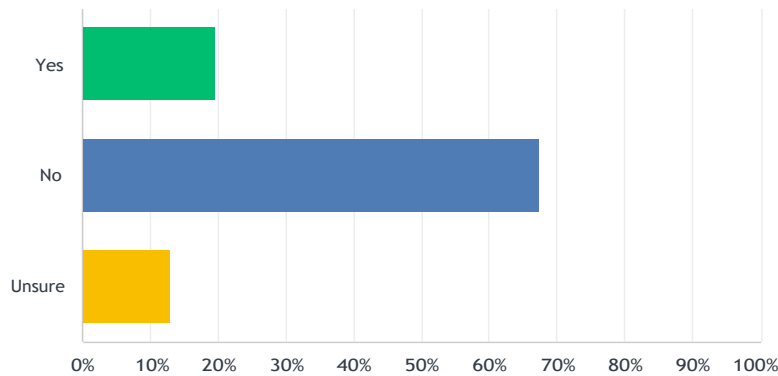
47.5% of the survey do follow other teams and players from the league on platforms, with one stating "they follow most other Premier League teams for announcements". This opens up opportunities for other premier league teams and players of other teams to market themselves and their sponsored goods to people who don't necessarily support their club.

Figure Ten.

Question 8.

Q8 Would posts from these other teams/players influence your purchase decision-making?

Answered: 46 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	19.57%	9
No	67.39%	31
Unsure	13.04%	6

Once more, many of the respondents to this question answered no, 67.39% believed that any form of sponsored post from clubs and players around the premier league didn't actually influence their decision making when it came to purchases.

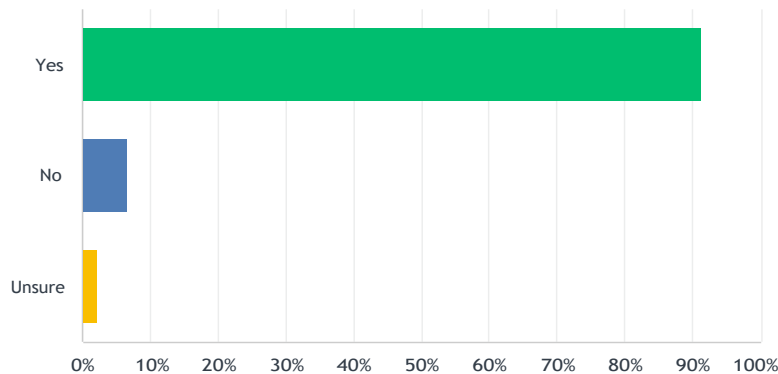
This question, once again, provided largely unexpected answers as before the research project commenced it was assumed that posts from footballers and football clubs regarding different types of products or clothing lines would heavily influence their followers into purchasing the goods, this was not the case and it sets up the argument that social media marketing may not have the impact we think for individuals, but can still be lucrative for those clubs and players using it as a means to earn more money.

Figure Eleven.

Question 9.

Q9 Do you believe a well managed social media is important to a club's marketing success in today's era?

Answered: 46 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.30%	42
No	6.52%	3

Although many of the respondents in the above questions answered themselves, that they were - for the most part – not easily swayed by promotional and sponsored posts on players and clubs Instagram's, the vast majority of them still believe that a well-managed social media is integral to a football clubs marketing success

As shown above, 91.30% of respondents believe that a well-managed social media account is crucial to a football clubs marketing success in today's world. This shows that although many don't believe they are affected by posts from sponsors and such, they still believe that the social media surge of the last decade or so has a huge impact on the way football clubs market to their supports.

Figure Twelve - 19

Question 10

Figure Twelve

What are negative consequences for clubs/players of social media & social media marketing?

Answered: 39 Skipped: 7

RESPONSES (39) WORD CLOUD TAGS (0)

☐ ☐ ☐ Filter: by tag

Showing 39 responses

<input type="checkbox"/> Might receive abuse 6/2/2022 4:20 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Online harassment 6/2/2022 3:39 PM	View respondent's answers Add tags▼
<input type="checkbox"/> can cause negative reactions towards players and clubs 6/2/2022 3:28 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Bad character from players 6/2/2022 2:36 PM	View respondent's answers Add tags▼

Figure Thirteen

Showing 39 responses

<input type="checkbox"/> Less sales of merchandise 6/2/2022 2:36 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Price 6/2/2022 2:21 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Unrealistic expectations 6/2/2022 2:16 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Scandal with certain players who promote brands people might not buy the brands then, hate on social media and trolling 6/2/2022 1:43 PM	View respondent's answers Add tags▼

Showing 39 responses		
<input type="checkbox"/> Can affect the players game if they're focused too much on socials. Can take away for the prirpose of the sport and make it more commercial and about money making eg. Jack freakish and Gucci collaboration-nothing to do with football	6/2/2022 1:36 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Bad image	6/2/2022 1:31 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Trolls	6/2/2022 1:25 PM	View respondent's answers Add tags▼
<input type="checkbox"/> There every move is being watched	6/2/2022 1:20 PM	View respondent's answers Add tags▼
<input type="checkbox"/>		

Figure Fourteen.

Figure Fifteen.

Showing 39 responses		
<input type="checkbox"/> Not advertising in traditional media as much	6/2/2022 1:17 PM	View respondent's answers Add tags▼
<input type="checkbox"/> not sure	6/2/2022 1:00 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Cancel culture	6/2/2022 12:55 PM	View respondent's answers Add tags▼
<input type="checkbox"/> N/a	6/2/2022 12:39 PM	View respondent's answers Add tags▼
<input type="checkbox"/> Depends on brand being promoted eg betting companies - bad for image as promotes gambling		

Showing 39 responses		
<input type="checkbox"/>	Anything Tottenham related because they are the worst club in the world 6/2/2022 12:04 PM	View respondent's answers Add tags▼
<input type="checkbox"/>	Pressure to impress 6/2/2022 12:01 PM	View respondent's answers Add tags▼
<input type="checkbox"/>	How they portray themselves to others and in doing so receive negative remarks regarding appearances etc. 6/2/2022 11:59 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	None 6/2/2022 11:58 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Idk	

Figure Sixteen.

Figure Seventeen.

Showing 39 responses		
<input type="checkbox"/>	Lack of connection with fans. Social media companies and mediums running players social medias, not a true reflection of who they are 6/2/2022 11:56 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Backlash from bad posts 6/2/2022 11:56 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	They get too wrapped up in the "success" of sales, social media fame, appearance etc and forget about the reason they're there for. While the great players deserve to be congratulated and honoured for their skill, social media glorifies them to a point where the football isn't even the main priority anymore. 6/2/2022 11:56 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Bad rep 6/2/2022 11:50 AM	View respondent's answers Add tags▼

Showing 39 responses			
<input type="checkbox"/>	Bad publicity if a marketing campaign goes wrong	6/2/2022 11:49 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	.	6/2/2022 11:49 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Low return on investment Must stay engaged and keep up to date May use wrong content and face criticism	6/2/2022 11:48 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Social media side they get death threats when they have bad game	6/2/2022 11:47 AM	View respondent's answers Add tags▼

Figure Eighteen.

Figure Nineteen.

Showing 39 responses			
		6/2/2022 11:47 AM	view respondent's answers Add tags▼
<input type="checkbox"/>	False advertisement and players posting inappropriate content	6/2/2022 11:47 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Too many sponsorships, bias reviews of products which causes disappointment to the consumer after purchasing	6/2/2022 11:34 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	If a player or manager makes a mistake in their private life or professionally it is instantly spread everywhere and can damage the public's view of the clubs and/or players	6/2/2022 11:33 AM	View respondent's answers Add tags▼
<input type="checkbox"/>	Targeted abuse	6/2/2022 11:33 AM	View respondent's answers Add tags▼

Figure 20.

Showing 39 responses		View respondent's answers	Add tags
<input type="checkbox"/>	The court of public opinion... if they mess up everyone will have an opinion	View respondent's answers	Add tags
<input type="checkbox"/>	Abuse	View respondent's answers	Add tags
<input type="checkbox"/>	Idk	View respondent's answers	Add tags
<input type="checkbox"/>	the focus can derail from the purpose (football in this case) and focus more on the money making aspect	View respondent's answers	Add tags

Figures 10 through 19 represent the 39 answers received from the final question of the survey. These answers provide a sampled view of the general perception of marketing through the medium of social media and some of the harmful effects it may possess.

Many of the answers given were related to the abuse footballers face on social media, this research project has already touched on this subject within the literature review, where it has been identified by many in the sport, and within the EPL as a major problem. Many have suggested different strategies, none of yet have proved to be successful and more often than not have proved very difficult to implement.

Another answer that was investigated through the literature review was the fact that although players could, and maybe should, use social media to enhance their relationship with the supporters of their football club, it can often have the opposite effect, players that use PR teams within the EPL can often lead to a severance with their supporters, rather than building up a strong rapport. An example of this, from the latest season of the EPL, was Bruno Fernandes and his PR team, which often caused frustration among the Manchester United FC fanbase.

To add onto the previous answer, there is a feeling that some footballers can get too drawn into their social medias and their own brand. There is a large proportion of supporters who believe that some footballers present themselves as social media stars first, footballer second. This causes a build up of tension between sets of supporters and their players.

In figure 10 there is a remark that catches the eye which is the court of public opinion. The last few years, football twitter, especially around the English Premier League has gotten extremely vicious. It seems like every time you log onto the app that there is already a new rumour spinning in the rumour mill. For example, during the start of July a news story broke out regarding a very serious crime and a footballer being arrested in relation to this crime. An Arsenal footballer was the target of most of these accusations, which can in turn damage the

footballer's reputation and mental health as people constantly jump the gun to accuse these people.

Interview Findings.

As stated above, despite attempts to gain insight into the world of social media and football through various mediums of communication, there was no luck on the behalf of the author. Although, luckily, Miguel Delaney of the Independent was able to answer a few questions regarding social media and football. As he is an extremely reputable football journalist who is often very active on social media, he appeared to be the perfect candidate to give insight into this world.

Miguel Delaney of the Independent.

1. How long have you worked within the football industry?

I have been a working journalist on football for 16 years, since 2006 really. I have worked in England since 2012, and in my current role since 2017.

2. In your opinion, how has the social media revolution of the last decade impacted marketing within the EPL.

What social media really does is completely globalise media. It makes something from a different country immediately accessible, in a way we didn't even really see with the internet in the mid-2000s. So, as an example, a transfer story from Spain can now spread like wildfire within seconds, whereas before it would still have been, say UK media reporting from Spain later on. That is important because, as the wealthiest league, it means the Premier League has the biggest social media following and the widest reach with that almost becoming a virtuous cycle, at the expense of everything else in sport.

3. Does a clubs social media presence (following across platforms), in your opinion, impact their value. Do you believe potential owners research extensively this side of the business before investing?

Yes, I have been told they do. It certainly comes up in meetings. Clubs also do extensive research on social media. It has obviously not decided transfers and appointments or anything like that, but it certainly has informed them. As an example, I was told one Premier League club at least surveyed social media sentiment when it came to their next manager.

4. If anywhere, where can EPL clubs enhance their social media usage in order to increase their fanbase and reputation?

I think it almost happens organically, but I suppose you can nurture or encourage that through proactive campaigns, good "content", accessibility to the players - offering personality.

5. Have you seen the relationship between clubs, their players and the supporters change in any way since the introduction and growth of social media usage?

Yes, certainly between players - and not always for the positive. Put bluntly, critical fans now have immediate access. They can tell players exactly what they feel in the most direct way, that players can see (if they want). This can work the other way, though. There are plenty of

examples of players seeing some campaign or fan suffering in some way and getting in touch with the people involved.

6. Do you believe there is enough protection of footballers within the EPL on social media?

No, but then it's hard to know what can actually be done, beyond filters and bans for people who use any kind of abusive language that targets groups. I don't agree with, say, identification being required for social media, as the allowance of that anonymity is a crucial tool in countries with limited democracy, when criticism of the state is required.

Conclusion and Analysis.

Analysis of Interview & Survey.

The analysis of this research project will begin with a brief analysis of the interview conducted with Miguel Delaney.

Miguel has 16 years of experience as a journalist, and so has witnessed the surge of social media within the world of football first hand, as he states above, news within the English Premier League can now spread like wildfire thanks to social media.

As well as this, Miguel informs us that not only does a large social media presence add to a club's value, but, in fact, it can also influence decisions made at club level. For example, what was mentioned in the above interview in regard to one, or, possibly more clubs at the top tier of English football using social media to gauge what their supporters wanted in terms of a new manager. This illustrates how social media can impact football clubs beyond marketing, which can open up an entirely different discussion for future research projects of this nature.

There is a belief that off the pitch success often accompanies on the pitch success – and that if a football club isn't doing well on the pitch, it is hard to see them progress off the pitch. This makes sense as the traditional 'Big 6' of the English Premier League are also the most followed of the clubs across the three social media platforms covered in the table in the literature review above. However, Miguel does go on to state, that a good social media presence, centred around original content and lots of supporter interaction can bolster a club's image online and increase their following, giving them a larger audience to market to.

Lastly, we talk about the relationships between clubs, players and supporters has been affected during this social media surge. Miguel goes on to speak about how relationships have certainly changed, but with supporters and players it is not always for the best.

This is the sad truth unfortunately, as many people who took participated in our survey also felt that abuse and trolling was a major issue with the exposure footballers have on social media platforms today.

When asked if there was any solution that came to mind, Miguel said that after bans and filters there isn't a lot that people can do to stop this, as IDing for a social media account just doesn't sit right with a lot of people, and understandably so.

The survey certainly provided a mixed bag of results. As predicted, based on where the survey was put out, there was nobody over the age of 24 who took part in the survey. This can be viewed as both a negative and positive aspect of the survey. The positive is social

media is generally associated with people from ages 15-30, most of the participants of the survey fall almost in the middle of this age range, meaning they would most likely engage with their clubs a lot of social media. The negative view of having a very skewed age range is that it may offer skewed results. This may be an aspect future research projects look to change.

Question is a straightforward question – ‘do you support a team in the EPL’ it is part of the survey to grasp the type of participants the survey has. Luckily 32 out of the 46 participants said they did support a team within the English Premier League. The following questions provided mixed answers which could certainly pose as a counter argument to the research question.

Question 3 poses the question ‘Do you follow your team on social media’, 27 of the 42 respondents said yes, meaning 5 from the previous 32 do not follow their team on any form of social media. It is known from the literature review, that every team in the English Premier League has at least one account on the top three platforms, Instagram Twitter and Facebook. Although this is odd, 5 out of 32 participants not following their team on any social media equates to just under 16% of participants. As well as this, 18 of those 27 only followed their team on one social media, which is understandable as a lot of the content they post is the same across each account, but the author assumed that would not be the case before publishing the survey.

Question 5 and 6 did not provide the answers that fit the narrative research question, in fact, the answers submitted could provide an alternative hypothesis. These two questions were asked with the intention of showing the reader how much social media posts by clubs and players alike influence consumers on their feed to buy the products in the posts. The answer to both these questions were a majority ‘no’. The answers to these questions showcased that although social media marketing is becoming increasingly leaned on by football clubs in this era, it doesn’t necessarily work for a large amount of those followers/supporters that they are selling to. When asked if posts about club merchandise (jerseys etc) by their preferred football clubs would influence their purchase decision-making the vast majority (67.39%), said no. On top of this, an increase on the question prior, 68.89% said that they would not be influenced to buy a good based on sponsored posts from footballers or from their respective clubs. Considering it is ‘the social media’ era for marketing these numbers could be seen as worrying, even though it is from a small survey pool.

Despite this, 91.30% of the participants surveyed believe that a well-managed social media account is integral to a clubs marketing success. So although many people felt that the marketing strategies didn’t work on themselves they still believed that they were essential practices and were vital to a clubs marketing strategy.

Conclusion

The aim of this research project was to investigate the ever-growing relationship between the football clubs within the English Premier League and the usage of social media. The author set out to find out, in detail, about the relationship between the two. Whether it was a symbiotic relationship, mutually beneficial or at least partly beneficial to both parties. The project was used to explore the impact that social media has had on the clubs and players of

the English Premier League, for good and for bad. After collecting both primary and secondary data regarding the clubs of the English Premier League, from experts, journals, and the general public there is a lot of room for discussion centred around this research question.

Within the literature review, the project touches on first, the history of sponsorships within the beautiful game. Starting with Jägermeister who kicked off sponsorship within the world of football.

Secondly it looks at the English Premier League itself and the social media statistics of each of these teams. After exploring these statistics, each club's value (estimate) was then compared to their online presence. Although a club's value is obviously based on a lot more than its social media presence and the following it possesses online, it can impact it sufficiently. A club who has a bigger following can become more attractive to prospective sponsorships, most of the time these sponsorships will become more lucrative as the number of potential buyers rises with each follower.

After this, the literature review turned to a survey, found on statista.com, about the importance of a well-managed social media to clubs within the English Premier League (and other leagues) to brand value. This survey was conducted with financial directors from clubs within the English Premier League and 62% of those surveyed felt that social media was of high importance while the remaining 38% believed it was of some importance, 0% of those surveyed felt that a well ran social media account was of low importance in terms of contributing to

Fourth, the research project looked at sponsorship deals from 2009-2020, which are believed to be some of the peak years of this social media era. The average shirt sponsorship deal in the English Premier Division since then has almost quintupled in value from £ to £. As well as this, we were able to determine that it wasn't solely because of inflation either, and although other factors come in to play, such as cost of living and more T.V deals with various broadcasters

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Appendix

SurveyMonkey Survey link: <https://www.surveymonkey.com/r/XLMTSRC>

Q1. What age bracket do you fall into?

18-21

22-24

24-26

26+

Q2. Do you support a team in the English Premier League?

Yes

No

Q3. Do you follow them on any social media platforms?

Yes

No

Q4. If yes, how many?

1

2

3

4

5+

Q5. Do posts from this club influence your purchase decision-making (club jerseys and other merchandise)?

Yes

No

Unsure

Q6. Do sponsored posts from club and/or players influence decision-making in regard to sponsor's goods/services.

Yes

No

Unsure

Q7. Do you follow other teams and/or players from the EPL on any platform?

Own answer applicable.

Q8. Would posts from these other teams/players influence your purchase decision-making?

Yes

No

Unsure

Q9. Do you believe a well managed social media is important to a club's marketing success in today's era?

Yes

No

Unsure

Q.10 What are negative consequences for clubs/players of social media & social media marketing?

Own answer applicable

Figures

Figure One.



Figure Two.

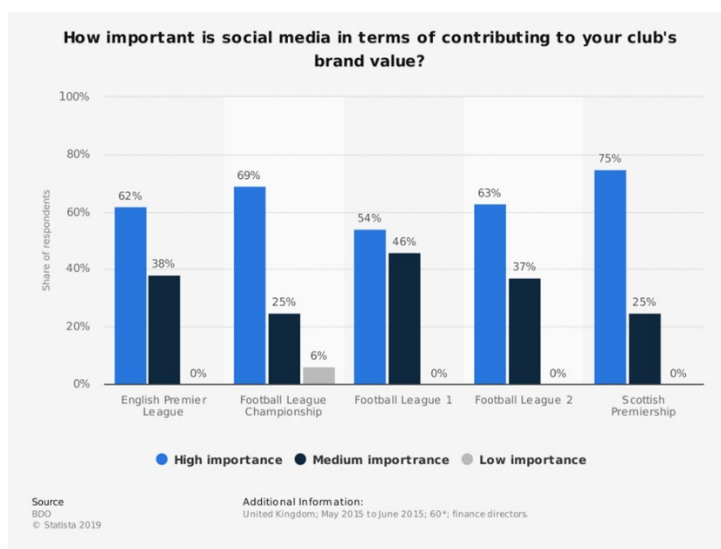


Figure Three.

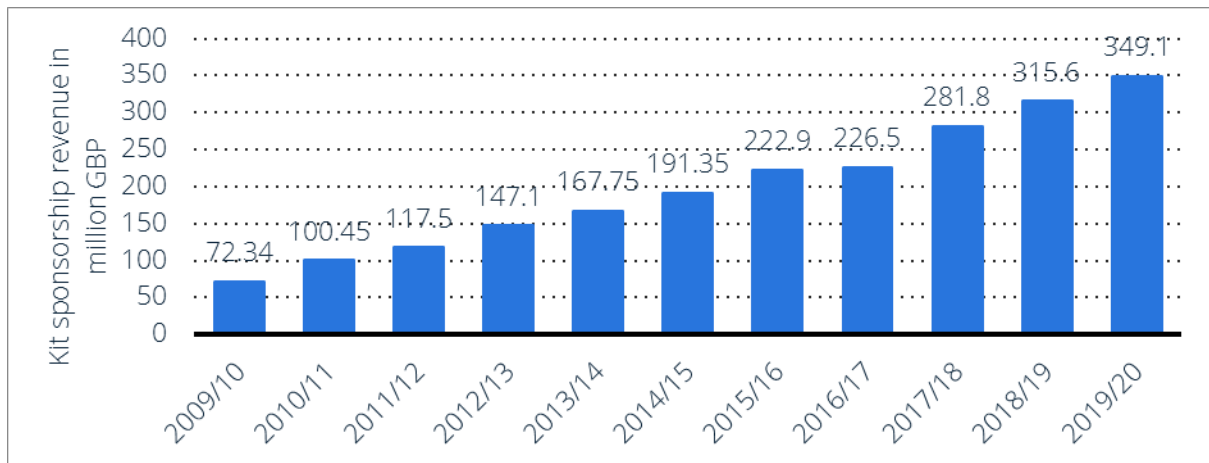


Figure Four.

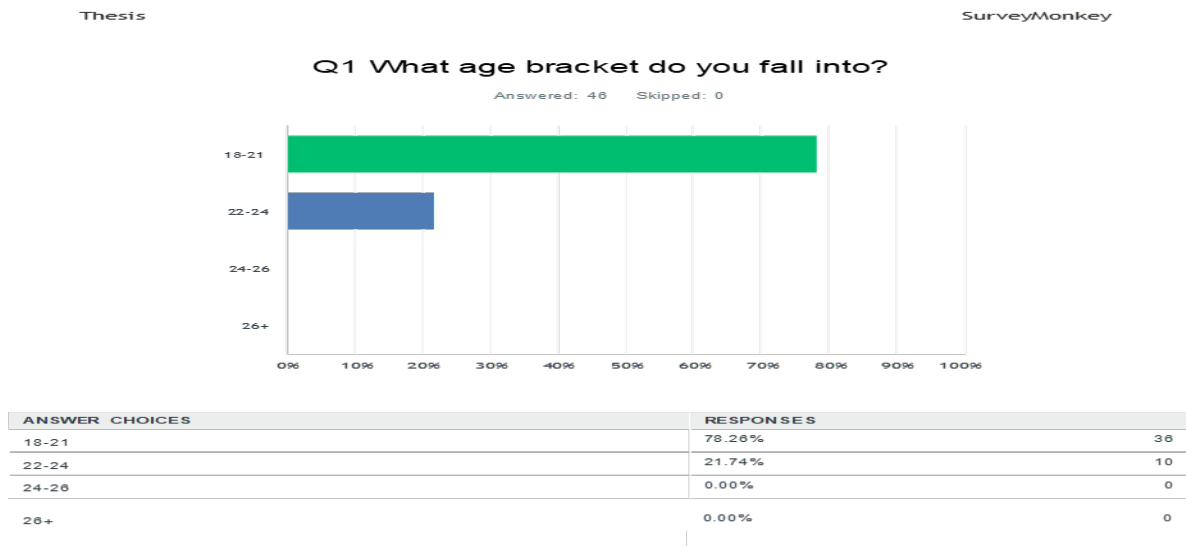


Figure Five.

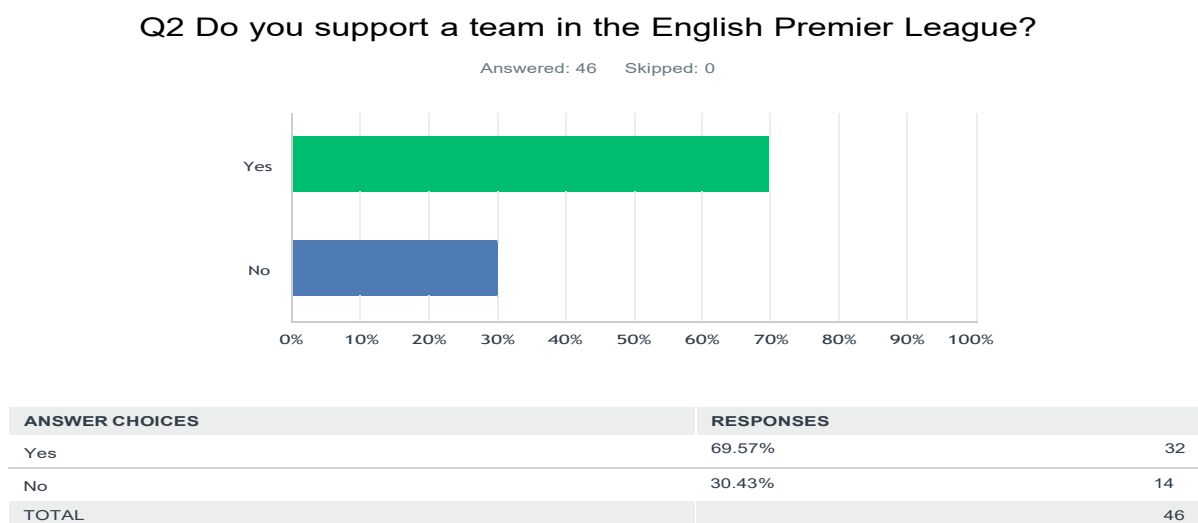
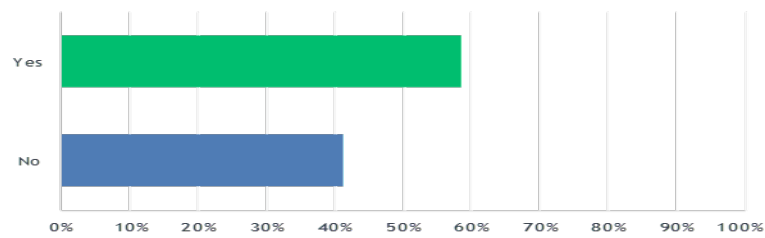


Figure Six.

Q3 Do you follow them on any social media platforms?

Answered: 46 Skipped: 0

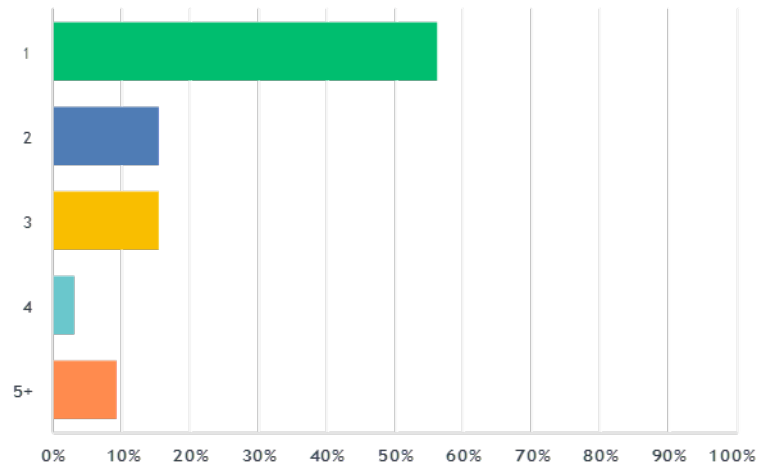


ANSWER CHOICES	RESPONSES	
Yes	58.70%	27
No	41.30%	19
TOTAL		46

Figure Seven.

Q4 If yes, how many?

Answered: 32 Skipped: 14

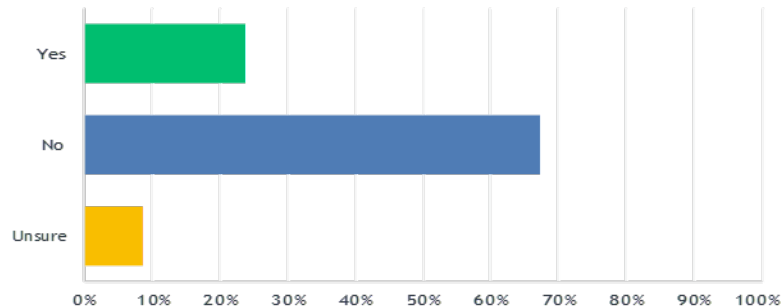


ANSWER CHOICES	RESPONSES	
1	56.25%	18
2	15.63%	5
3	15.63%	5
4	3.13%	1
5+	9.38%	3
TOTAL		32

Figure Eight.

Q5 Do posts from this club influence your purchase decision-making (club jerseys and other merchandise)?

Answered: 46 Skipped: 0

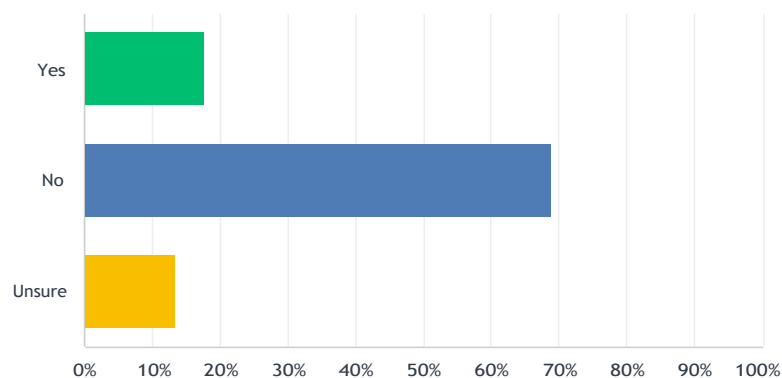


ANSWER CHOICES	RESPONSES	
Yes	23.91%	11
No	67.39%	31
Unsure	8.70%	4

Figure Nine.

Q6 Do sponsored posts from club and/or players influence decision-making in regard to sponsor's goods/services.

Answered: 45 Skipped: 1

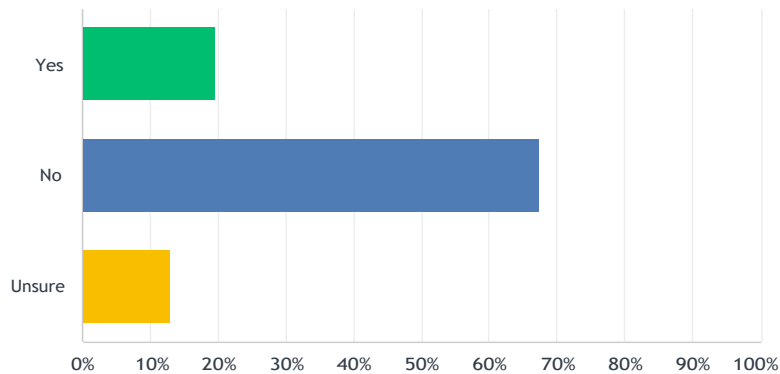


ANSWER CHOICES	RESPONSES	
Yes	17.78%	8
No	68.89%	31
Unsure	13.33%	6

Figure Ten.

Q8 Would posts from these other teams/players influence your purchase decision-making?

Answered: 46 Skipped: 0

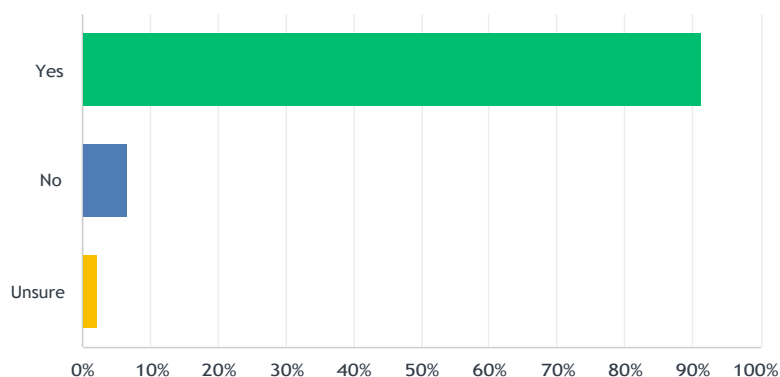


ANSWER CHOICES	RESPONSES	
Yes	19.57%	9
No	67.39%	31
Unsure	13.04%	6

Figure Eleven.

Q9 Do you believe a well managed social media is important to a club's marketing success in today's era?

Answered: 46 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.30%	42
No	6.52%	3