

The Role of Digital Marketing in Promoting Sports Marketing: Taking the Changes in NBA Marketing Methods as An Example

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Abstract. The 21st century is an era of high-speed wireless information dissemination, and new media dominated by network media and mobile phone media have shown a spurt in development. Social media is creating new ways of communication between fans, athletes, teams, and sponsors. Mobile technology is also changing the way fans consume sports content and live events. In this context, digital marketing has gradually become one of the most important marketing models in the sports business. Therefore, this article collects the NBA's digital marketing profit data, compares it with the NBA's traditional marketing, and explores the role of digital marketing in promoting sports marketing. The study found that the NBA uses digital marketing to improve the interactivity of its products and strengthen its connection with its fan base, although it is still controversial in some areas due to user privacy issues. However, the digital marketing has brought major changes and benefits to sports marketing.

Keywords: Sports marketing; Digital marketing; Strategic marketing; NBA.

1. Introduction

Since the 1990s, the sports industry has shown tremendous development and changes around the world. The sports industry is a passionate and dynamic field in today's international market. Whether at sports events or through television, the Internet, and other media, audiences are always paying attention to their favorite athletes and teams. This enthusiasm is not only reflected in the game, but also extends to business activities. According to the 2023 Global Sporting Goods Market Report, the global sporting goods market will reach US\$505.28 billion in 2023 and is expected to grow to US\$540.79 billion in 2024, with a compound growth rate of 7.0%. The myriad revenue streams within the sports industry contribute to its complexity; these include ticket sales, sports video games, licensed products and copyrights, sporting goods, sports-related advertising, sports media, stadium naming fees, and facility revenue [1]. At the same time, with the rapid development and popularization of digital technology, the role of digital marketing in all walks of life has become increasingly prominent, especially in the sports market, a highly competitive and rapidly changing field. In the context of the rapid development and popularization of digital technology, the role of digital marketing in all walks of life has become increasingly prominent, especially in the sports market, a highly competitive and rapidly changing field [2]. Traditional sports marketing methods are limited by factors such as time, space, and audience groups, and it is difficult to achieve personalized and precise marketing and cannot meet the needs of today's market [3]. Under such circumstances, the sports industry has turned to digital marketing to gain competitive advantages. By using digital marketing's big data analysis, social media interaction, personalized recommendations, and other means, it can better understand and meet the needs of fans and increase brand exposure and influence, resulting in more effective marketing.

This paper will take the NBA's marketing methods as an example, and use case analysis, comparative analysis, and review research to explore the promotion effect of digital marketing on sports marketing. First, the concept of digital marketing will be defined and explained, and then by comparing digital marketing with traditional marketing, the similarities and differences between the two and the changes in the sports marketing model brought about will be discussed. Secondly, the NBA's traditional offline marketing model and the current digital marketing model will be analyzed to explore the changes that digital marketing has brought to the NBA's overall marketing model.

Finally, this paper will summarize the role of digital marketing in promoting NBA marketing and look forward to its future development trends and corresponding disadvantages, to provide reference and inspiration for the marketing practice of the sports industry.

2. Application of Digital Marketing in Sports Industry

The application of digital marketing in the sports industry is mainly reflected in sports clubs, event management and fan experience.

Digital marketing plays a vital role in sports clubs. It is the most important bridge between clubs and fans today. Improving brand value and commercial benefits through digital marketing is the biggest role of digital marketing in clubs. Sports clubs mainly manage through social media platforms, using a variety of social media platforms (such as Facebook, Instagram, Twitter, etc.) to interact with fans, share the latest club news, game schedules, player training status, and other content to increase fan loyalty and Team identity [2]. Secondly, the club provides a variety of content through its official website, mobile applications, and other digital platforms, including live events, behind-the-scenes footage, player interviews, and other activities to increase the brand's exposure and awareness [2]. Sports clubs will also use their official websites or e-commerce platforms to sell jerseys, peripheral products, tickets, and other products. According to the above, the personalized characteristics of digital marketing are very significant. Sports clubs also use this to conduct data analysis and personalized marketing to improve marketing effects and profit conversion rates. In addition, sports clubs will also use information technology combined with events for digital marketing, such as virtual reality and augmented reality technology, event live broadcasts and video content, search engine optimization search engine marketing, etc. [4].

Competitions are the focus of sports. Sports event companies need to manage multiple games. How to provide fans and audience groups with a good event experience through events and convert them into profits is what every sports event company thinks about. For sports event companies, digital marketing is now the way to maximize profits, and personalized customization of content and services is an excellent opportunity [2]. As a result, sports consumer products are no longer limited to match-day events. Digitalization allows sports companies to connect with fans around the world every day with the help of different online channels (social media) and to share all organizational processes such as training, new signings, etc.

One of the most important groups in the professional sports world is its consumers. Whether it is a sports club, a sports operation company, or a sports event company, the groups it serves are all sports consumers. Therefore, it is the purpose of all sports companies to bring unparalleled consumption experience to sports consumers through digital marketing. Over the past few decades, digital technologies have dramatically changed the concept of fan experience [5]. The traditional meaning of "fan experience" is that people enjoy watching games in the stadium or at least on TV, organizing gatherings with friends during games. Today, clubs and stadiums need to develop innovative business models and marketing strategies to remain competitive on and off the pitch. With the ubiquity of digital media providing easy access to live performance data, there is a great opportunity for sports organizations to leverage this availability for both fan engagement (enhancing the match day experience) and commercial purposes [4]. At the same time, more and more fans like to keep up with daily news, keep in touch with their favorite teams at any time, listen to impressions and interviews of athletes and coaches, and learn about player performance. In 2010, approximately 18% of searches for major sporting events came from smartphones. In 2016, it was 83%, and it continues to rise. For example, the NBA has adopted mobile digital technologies in recent years to provide fans with a personalized mobile experience. Fans can quickly enter the venue by providing convenient real-time information about parking spaces through the app. With the help of this app, fans are increasingly using virtual tickets and can make ticket reservations and other activities remotely. Secondly, to provide better security for the arena and provide fans with more convenient transfer or resale options, these apps also allow basketball fans to purchase food, drinks, merchandise,

etc. integrated services after entering the stadium. Some apps even provide real-time information about bathroom and food service lines, making it easier for sports consumers to enjoy the experience without any inconvenience.

3. Digital Marketing's Transformation of NBA Sports Operations

3.1. NBA Traditional Business Model

As the most representative professional sports event today, the American professional basketball game is not the league with the largest audience in North America, but it is the most global and influential professional sports organization in the world. Since the end of the last century, more than 160 countries and regions have broadcast NBA games to the world in 41 languages [6]. Its business operation model, especially television broadcast rights and commercial advertising, has enabled it to obtain huge economic benefits. According to 2022 statistics, the league's revenue and operating profit in the 2021-2022 season will be US\$10 billion and US\$2.7 billion respectively, all hit record highs. Its global promotion strategy and brand strategy centered on NBA culture have made the NBA the largest professional basketball event in the world. Its successful business operation system has a strong reference for other leagues and activities around the world.

3.1.1 Player promotion

Generations of NBA managers are well aware of the important value of stars to the market. From the representative "Magic" Johnson and "Big Bird" Bird in the 1980s, they led the yellow-green hegemony of that era. From Michael Jordan, the "God of Basketball" in the 1990s, to Kobe Bryant in the 2000s and LeBron James and Stephen Curry in the current era, these are NBA superstars with the nature of the times [7]. NBA operators use these legendary superstars to promote the league's image to the world, and countless fans like the NBA because they like the stars.

The superstar effect has brought huge benefits to the league and each team. Since LeBron James entered the league, the value of the Cavaliers has increased from US\$258 million to US\$356 million in 2003. Although the "Big Shark" O'Neal in his last years no longer had the court dominance of his youth, his superstar effect still caused the Heat's value to rise from US\$236 million to US 362 million [6].

At the same time, the effects brought by superstars are not limited to the United States but also make the NBA's attention in the world skyrocket. For example, when Yao Ming entered the NBA in the 2003 season, according to statistics from China Central Television, approximately 200 million viewers were watching Rockets games on TV or online, accounting for one-third of China's population. Yao Ming's joining also increased the Rockets' commercial value from US\$85 million in 1993 to US\$439 million, with its overseas marketing effect accounting for more than half of the Rockets' overall annual revenue at the time [6].

3.1.2 Telecast

Since the NBA first received US\$39,000 in broadcast fees for 13 games in the 1953-54 season, after 60 years of development, its television broadcasts have evolved into a very mature worldwide television broadcast system. Today, more than 160 countries and regions broadcast NBA games around the world in 41 languages. From the six-year TV broadcast contract signed by the NBA with TNT, ABC, and ESPN in the early 2000s, with a total price of US\$4.6 billion, it has now reached a nine-year contract with ESPN and TNT in 2014 with a total price of US\$24 billion. The benefits brought by its television broadcasts are the most important part of the NBA's revenue [6].

Secondly, NBA copyright also includes wireless TV broadcast rights, satellite TV broadcast rights, cable TV broadcast rights, etc. The authorization of TV copyright is divided into regional copyright, national copyright, intercontinental copyright, and global copyright. The professional division of labor and the level of television broadcast operations ensure the high quality of the broadcast and also enable high-level competitions to be watched by any country in the world [8].

3.1.3 Advertising and sponsorship

The NBA has many strong marketing partners. Due to the NBA's huge brand influence and worldwide visibility and exposure, these sponsorship partners can display their brands around the world through advertising and sponsorship. NBA's partners are not limited to the United States but also have international partners and overseas partners [8]. According to statistics, in 2005 alone, the NBA had six partners in the Chinese market, which shows that the NBA is a good promotional venue [6]. The wide audience has made the NBA the darling of advertising. NBA's partners are not limited to sports shoes and sportswear business partners, including Adidas, Reebok, and Nike. It also has beverage business partners and food business partners [6]. In the 2005-06 season, the NBA already has 17 business partners around the world. The NBA has obtained huge economic benefits through advertising sponsorship and intangible publicity, and this effect is still increasing. According to Sportico, the sponsorship revenue of the 30 NBA teams as of June 2022 reached US\$1.64 billion, setting a historical record. An increase of 12.5% from last season and a 90% increase from 5 years ago.

3.1.4 Product extension sales

Under the leadership of its previous president, David Stern, the NBA not only revised its rules and regulations, marketing management methods, and operating concepts but also subverted the concept of sports products. Previous sports products more reflected the competitive nature of the game, but under the leadership of David Stern, he added a variety of entertainment activities without losing the original characteristics of sports competitions. The NBA holds close to 1,300 regular season games and dozens of playoff games every year, but the marketing of these more than 1,300 games alone is not enough for the NBA to achieve its exaggerated turnover today, including the All-Star Game, NBA Draft, overseas competitions, and Basketball carnivals, Basketball Without Borders, NBA training camps, basketball caravans, etc. are all direct extension products of the NBA [6]. In addition, the NBA also invites basketball stars to shoot film and television products, including game tapes, videos, music, and other multimedia products [7]. Through these entertainment extension projects; the NBA can not only conduct marketing on game days but also use its brand effect to conduct marketing activities outside the game.

NBA's international licensees provide NBA-authorized products around the world, including sportswear, sporting goods, player cards, stationery, publications, videotapes, souvenirs, electronic games, etc., and its industry covers most industries [6]. 25% of the total global sales of its authorized products come from the United States, and all other sales come from overseas marketing. Due to commercial confidentiality, it is impossible to search for the exact date of the NBA's authorized product sales in recent years, but according to the data released in the 2003-04 season, its authorized product sales have reached between 5 billion and 6 billion US dollars.

3.2. NBA's Current Main Marketing Strategies

3.2.1 Geographical strategy

The NBA has a strong global influence, with fans in more than 215 countries and regions. The NBA has offices in cities around the world, including Beijing, Hong Kong, London and Mumbai. The NBA has also signed cooperation agreements with many international brands such as Tencent, Rakuten, and Adidas. The NBA leverages its global reach to create a unique fan experience. For example, the league held preseason games in London, Mexico City, and Tokyo [6].

Not only that, BUT the NBA has ALSO promoted each continent in the United States to establish its own NBA team, giving each continent in the United States a strong team culture. At the same time, the NBA encourages each team to contact its community to carry out social welfare activities and enhance the regional characteristics of its team [9]. This geographical policy allows the NBA to not only conduct effective marketing activities around the world but also form a strong connection with the community in the United States, improving the social identity and loyalty of fans.

3.2.2 Advertising strategy

The NBA's publicity strategy is gradually expanded based on its global layout thinking, but it pays more attention to localized publicity. First, carry out localized publicity in the United States to increase its influence and visibility, and then use its broadcast systems, offices, branches, and huge audience groups around the world to market its global products and expand its international influence [10]. Generally speaking, this paper implements cautious expansion and development in actual marketing promotion, mainly relying on domestic mainstream development in North America, and do not directly and blindly conduct promotion and marketing in other regions. During the implementation of publicity and marketing, this paper not only based us on the domestic market but also developed the international market, achieving gradual and orderly development.

3.2.3 Product strategy

The NBA's product strategy involves many aspects, including direct products (games, jerseys, etc.) and related experiences and services. As a league with competitive sports as its main product, the most important product strategy of the NBA is to optimize the game experience. The NBA improves the game experience of fans and audiences by improving game rules, improving court technical facilities, and adding entertainment elements. Secondly, through digital reform, the NBA uses digital technology to enhance the fans' experience at the game, such as adding VR equipment, tracking player performance in real-time through ultra-high-definition cameras, collecting highlight replays, and collecting real-time statistics on the field. At the same time, the NBA is also actively seeking cooperation with other related brands to launch joint products to expand its global market share. Social media marketing is also an indispensable product strategy for the NBA. It gradually expands its popularity through social media platforms and increases fans' loyalty to the brand by interacting with fans. Finally, the NBA actively responds to the sustainable development strategy, launches environmentally friendly jerseys, reduces carbon emissions, and other measures to link the entire NBA league with modern society and reflect its social value.

3.2.4 Public relations strategy

Modern marketing strategies that improve social effects can increase the stickiness of enterprises and consumers. As the world's largest basketball league, the NBA also attaches great importance to the cultivation of the league's public relations image. For example, the NBA often carries out various public welfare activities: the NBA "Stay in School" campaign specially designed for troubled teenagers in the United States; it carries out activities to resist racial discrimination; it sets up counseling centers and childcare clinics in South Africa; it holds the "Women's Month" event every March [10]. At the same time, the NBA also encourages each team to interact with the community and assume social responsibilities to increase the social value of each team and highlight the image of the league. Improving the public relations image of the league increases the social identity of the fan group and develops potential fan groups to achieve marketing purposes [6].

3.3. NBA's Digital Marketing Transformation Analysis

The digital transformation of the global sports industry has given rise to digital-centric business strategies, innovative business models, highly interactive and targeted social media marketing strategies, new methods of accurate big data push, and the accelerated growth of personalized services. Sports businesses have integrated scalable digital technologies and platforms into their strategies and business models to enhance consumer touchpoints and physical digital communication channels and create new revenue streams. Innovations in the global sports industry, including the integration of mobile technology, Internet of Things (IoT), social networking sites (SNS), cloud computing, artificial intelligence (AI), data analytics and augmented reality (AR), virtual reality (VR) and mixed reality (MR). The NBA, which is at the forefront of world sports, has also made major changes in digital marketing [11].

3.3.1 Combining social media with player promotion

The goal of player promotion in the NBA today is to create digital connections between fans and athletes, especially for NBA star players who use social media to build relationships. Compared with traditional player promotion, it is limited to advertising endorsements, community activities, etc. Player promotion through social media can better communicate directly with fans and build a strong psychological connection with them. The NBA and Twitter have established an organic community of fans and celebrities, which has changed the way fans experience the sport [11]. According to valid statistics, 87% of players use at least one social media, and 70% of them use Twitter, which is most closely associated with the NBA [11]. The diversity and progressive spirit advocated by the NBA league for a long time have allowed NBA players to express their thoughts more outspokenly on social media than players in other leagues. At the same time, players are also keen to show their versatility on social media and show the public and fans that they are not just basketball players, they also have their unique fashion sense, want to share their family life, and express themselves about politics [11].

The NBA has leveraged stars like Michael Jordan, Stephen Curry, and LeBron James to allow them to interact directly with NBA fans on social media. Many NBA athletes have their own companies, such as LeBron James' sports agency Klutch Sports Group, and Kevin Durant's venture capital company Durant Company [11]. Fans are more likely to trust the organization because of the superstar effect of its stars, which also makes these stars very happy to promote their brands through their social media. This not only brings certain economic effects to the players themselves but also helps the NBA improve its brand effect. The NBA's social media strategy today is closely aligned with its player promotion strategy, which contributes significantly to its global expansion. The league benefits from star athletes because they represent differentiation in marketing strategies, and, although players are an extension of their franchises, as individuals on social media they can serve as ambassadors for the league, its brand, and values to connect with fans [11]. This differentiated digital marketing strategy improves fans' adhesion and increases their psychological connection with stars and the league. At the same time, the brand awareness of the NBA league has also been greatly improved.

3.3.2 Multi-channel digital viewing system

The foundation of the NBA's business model is the intense competition itself. Since the digital transformation, the NBA has been committed to improving the audience's viewing experience and striving to allow people around the world to have the opportunity to watch NBA games in real-time. In 2017, the NBA improved its live broadcast product-League Pass, allowing viewers to watch games in all markets of the league. The current League Pass allows NBA consumers around the world to watch the entire NBA season through the NBA Game Time app on their computers' tablets and smartphones. At the same time, NBA League Pass has also strengthened its international publicity and promotion, providing global audiences with the opportunity to watch games online. Compared with the 2019-20 season, the number of NBA League Pass subscribers increased by 18% (domestic increase 14%, international increase 14%), and viewing time increased by 19% (domestic increase 12%, international increase 23%) [11]. By searching Kagan's survey data, 8% of Internet households in the United States have subscribed to NBA League Pass, and 48% of subscribers use this service to watch live games on mobile terminals such as smartphones [11]. At the same time, League Pass cooperates with Tencent in China to expand the Chinese market. The 2017 NBA Finals alone had more than 190 million online views in China. WSC Sports Technologies, a digital workflow automation company, partnered with the NBA to increase the number of shareable highlights from 100 to 10,000 per week and achieve record-breaking online video views. This has promoted the expansion and influence of the NBA [11]. In 2019, the NBA League continued its commitment to the development of multimedia viewing channels. It cooperated with Turner Sports to launch a linear television network including subscription streaming channels-NBA TV. This allows viewers and fan groups around the world to watch live game broadcasts, studio programs, and replays of exciting

events on NBA.com and NBA's applications through various mobile devices [11]. Another media product, NBA TV Center Court, includes new camera angles designed specifically for smartphones, live on-screen group chats between viewers and celebrities, integrated analytics and statistical graphics, and social media integration. Second Spectrum, the league-wide player tracking system used in all NBA arenas since the 2017-18 season, provides a statistical overlay of center-court game information. In addition, the league has installed additional cameras in all NBA arenas and introduced mobile view to provide tighter magnification angles for smaller screens. These additional digital devices have significantly improved the viewing experience of spectators and fans [11].

Taking China as an example, the NBA has cooperated with Tencent to broadcast and distribute more than 400 free games and approximately 1,300 NBA games through the NBA League Pass platform. According to research by Tencent, 370 million Chinese users have connected to online services focusing on basketball-related content [6]. These connections include using live streaming services, watching via Video on Demand (VoD), watching gaming news, or interacting with online communities.

3.2.3 Increase global fan engagement through mobile devices

As active prosumers of the league, NBA fans expect to receive personalized and relevant products from their favorite teams and stars. This is also the goal that NBA digital marketing strives to achieve. Build a direct engagement platform between leagues, teams, and fans through innovative digital marketing centered on mobile devices [11]. On this basis, the NBA creates customized content in detail to satisfy audiences around the world. Microsoft has partnered with the NBA to use artificial intelligence and computer data analytics to create a "direct-to-consumer" platform on Microsoft's Azure cloud service. This allows both local fans and overseas audiences to receive exclusive service experiences customized by the NBA [11]. The NBA has changed its business processes from indirect contact with consumption to a direct-to-consumer and high-involvement business model by leveraging digital processing systems (SAP, Microsoft). At the same time, the NBA league also provides relevant sports content to fan groups through social media. Personalize communications with fans based on their habits and preferences on social media [6]. The NBA focuses on building strong relationships with Twitter fans, including information sharing and promotion. The League Newsletter delivers news, announcements, events, and content related to teams, games, and athletes. According to the MVPindex report, the NBA ranks first among all major sports leagues in social media usage. During the 2017-2018 regular season, league, team, and player social media accounts generated approximately \$808 million in value for their brand partners [11]. In 2018, the NBA was the most followed league on Facebook, Twitter, WeChat, and Instagram, with more than 1.3 billion fans. The NBA also cooperates with Weibo, China's largest online interactive platform [6]. The NBA provides game highlights, player interviews, photos, statistics, and behind-the-scenes activities on the platform to increase the participation of Chinese fans.

3.2.4 NBA's esports industry extension

After undergoing digital transformation, the NBA has gradually entered the field of e-sports. In 2019, the NBA and the publisher of "NBA 2K" agreed to extend their global cooperation for many years. After the release of the "NBA 2K" basketball series in 1999, the NBA has long-term cooperation with 2K and promoted global publicity and development. As of 2020, the total number of registered users of 2K's games "NBA 2K Online" and "NBA 2K Online 2" has reached 40 million [11]. It is the number one computer online sports game in China. In addition, the NBA is also committed to cooperating with major live broadcast and video websites to significantly increase the exposure of its electronic industry. The NBA 2K League saw significant increases in broadcast circulation and viewership in 2019, including broadcasts on Twitch, ESPN2, ESPN Digital Platforms, Sportsnet in Canada, eGG Network in Southeast Asia, and Loco in India. ESPN2 added 29 nights of coverage throughout the season, with the leagues also broadcasting live in the Caribbean, Latin America, Oceania, and sub-Saharan Africa [11]. By combining Twitch viewers with ESPN2 viewership, NBA 2K League attracts 1 million unique viewers every time it is broadcast on

ESPN2[11]. At the same time, during the NBA regular season and playoffs, major teams will also add game corners at their home stadiums, which on the one hand will increase the entertainment of their home stadiums and on the other hand, promote the NBA's e-sports industry.

4. Disadvantages of Digital Marketing and How to Avoid Them

Digital transformation has brought huge brand effects and market share to the NBA, but there are also potential drawbacks to the excessive use of digital marketing. Excessive use of information push can easily lead to information overload, making consumers overwhelmed. Although the pushed messages are personalized products, a large number of push messages cannot effectively attract the attention of the target audience [12]. In addition, digital marketing involves the collection and use of a large amount of personal data. If this information is not properly obtained from consumers, it can easily cause privacy issues and violate consumers' privacy rights [13]. Digital transformation has been developing in major enterprises around the world for decades, and the most important digital marketing medium is information push through mobile devices. However, consumers are now increasingly immune to advertising and are prone to ignoring advertising content or using ad-blocking software, which may reduce the effectiveness of digital marketing [12]. To avoid these disadvantages of digital marketing, the author believes that the NBA can adopt precise positioning methods to accurately locate the target audience through data analysis and market research, ensuring that digital marketing content can accurately reach interested user groups, thereby avoiding information overload [13]. Regarding privacy issues, the NBA needs to strictly abide by relevant laws and regulations, respect user privacy, clearly inform users of the scope and purpose of data collection before the personalized push, provide users with the right to opt-out, and establish a transparent data processing mechanism [12]. The NBA can also develop creative and attractive advertising content, such as adding special slogans, using interactive advertising, and rendering ads based on holidays to attract users' attention and avoid advertising immunity. Finally, you can also use the multi-channel marketing model to carry out a variety of digital marketing combinations based on traditional marketing to achieve diversified marketing communications, reduce reliance on a single channel, and improve the comprehensiveness and coverage of marketing.

5. Conclusion

This paper delves into the role of digital marketing in promoting sports marketing. First, the application of digital marketing in the market and sports industry was explained, and then the difference between digital marketing and offline marketing was analyzed. Then, by exploring the NBA's traditional marketing model and its marketing strategies and analyzing the changes in digital transformation to NBA marketing through a literature review, this paper finally gets the role of digital marketing in promoting NBA market operations and discuss its drawbacks and ways to avoid them. Through research on NBA digital marketing strategies, this paper found that digital marketing has brought huge changes and development opportunities to the sports industry. However, through strategies such as precise positioning, protecting user privacy, creative innovation, and multi-channel marketing, the NBA can effectively deal with these challenges. In this study, the marketing of other NBA expansion products after digital transformation was not analyzed. In addition, there is no mention of the upgrades brought by digital marketing to offline viewing. In the future, detailed exploration can be continued based on the above. To sum up, the role of digital marketing in promoting NBA sports marketing cannot be ignored, providing the NBA with broader development space and stronger market influence. However, in the future, further research and exploration of the application of digital marketing in the sports industry are still needed to continuously improve marketing effects and user experience and promote the sustainable development of the sports market.

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