

SPORTZPLANET



Open up amazing business opportunities thru digital transformation

Technology that bring fans closer to the action
and to draw sponsors closer to fans through
innovative and customised digital experiences.





Digital delivery

Transforming your business from a one-dimensional web based platform to a multi-layered hub that incorporates every level of engagement possible.

Digital technology is unlocking unprecedented opportunities for growth in the sports

- Keep fans and consumers engaged for longer
- See fans and consumers return
- See fans and consumers tell others of their experiences





OPPORTUNITY

ORGANIZATIONS MUST THINK OF WAYS TO LEVERAGE THAT CONNECTIVITY TO DELIVER A SEAMLESS BRAND EXPERIENCE ...

A digital platform enables innovation and collaboration between all stakeholders - the sporting organisation, its sponsors, its fans and its consumers.



MINING

Sports organisations can mine fans' data to better understand their habits, preferences, and demographics



UNLOCK

Ultimately unlock new revenue streams by reaching fans in fun and creative ways



INNOVATION

Deliver new business capabilities in transformative ways that engage rather than just telling, that take people on a journey



ASCENDANCY

Digital platforms (hubs) marketing is gaining ascendancy as the context for all marketing



DIGITAL HUBS

A WHOLE NEW BALL GAME

Digital sports hubs are designed to bring fans closer to the action and to draw sponsors closer to fans through innovative and customised digital experiences.



CONTENT IS KING

Sports fans are no longer interested in the game alone, they crave the kind of exclusive and shareable experiences that amplify the connection. Sporting organisations also increase engagement by leveraging loyalty and customer relationship management data to tailor experiences to individual fan preferences. This can be extended to sponsors who can understand the consumer market far better and to engage interactively in that consumer market.



DIGITAL ENTERPRISE

The customer sits at the center of the digital enterprise. Perhaps nowhere is this more important than in sports, where the customer's desire to own their experience unlocks myriad opportunities for value creation. Using digital technology to hand customers the reins will help drive long-term loyalty and spread awareness through word of mouth. Essential for improved market penetration is that sponsors incorporate this technology.



INFORMATION

On a return basis digital tools implanted within a digital platform can also provide sponsors with more information about those fans and consumers so that they can tailor the timing, content, and delivery of messaging for greater effectiveness.

CONNECT

SO MANY POSSIBILITIES

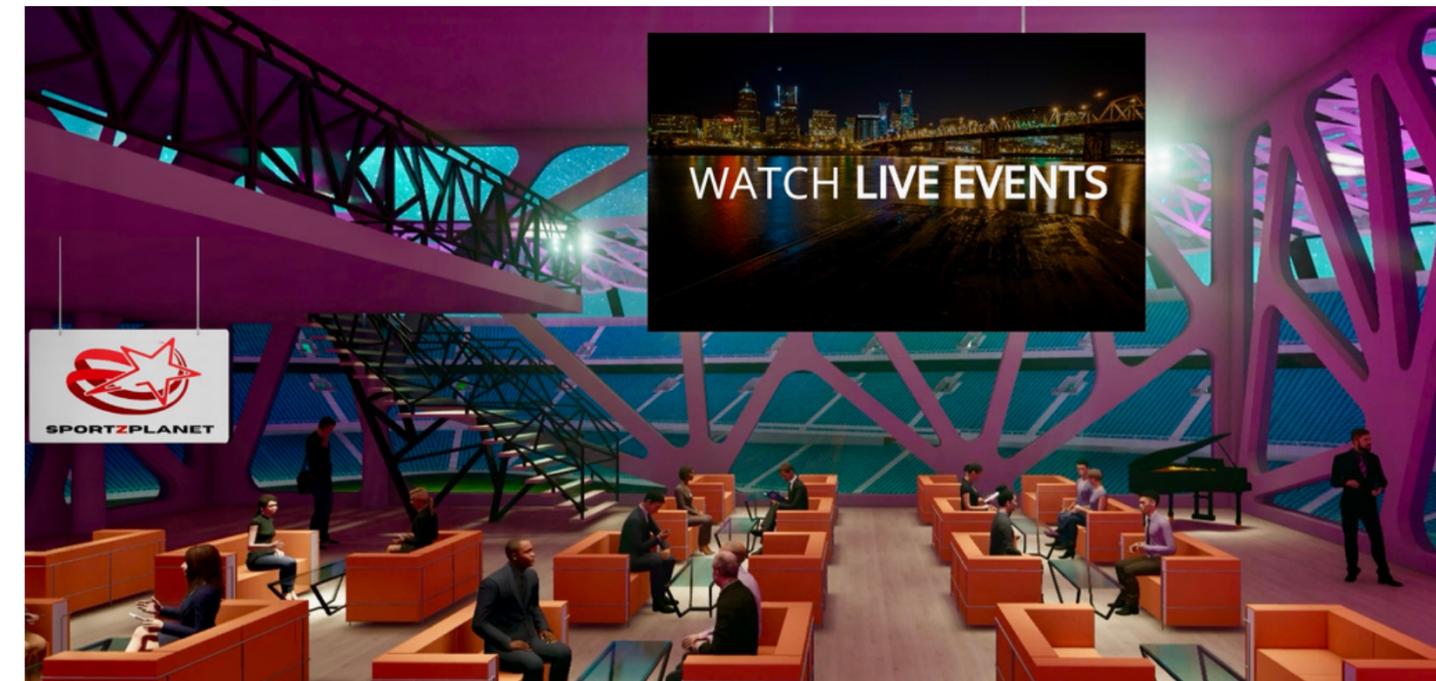
Sports organisations and their sponsors need to strategically leverage digital media to build direct connections with fans



Technology is playing a larger role than ever in the lives of fans



Ultimately, digital optimisation of content across platforms will help broaden content reach for sports organisation





ENGAGING FANS & SPONSORS

Sports fans are increasingly receptive to personalised engagement



ENGAGEMENT -

Sportzplanet is about 'access' and 'opportunity'.

We give your team, your organisation, your athlete the platform that they deserve. Taking advantage of technology to drive innovative and customised digital experiences. We bring fans closer to the action, we turn fans into consumers.

For unparalleled reach together with the latest in sports technology, talk to the Sportzplanet team.

Kent Jenkins - President/ Founder Sportzplanet

