



"Técnicas de marketing de los clubes de fútbol de élite en las redes sociales" [

2017

text (article)

Analítica

Communication has always had an important role managing the clubs, which is influential in sporting institutions and economic events in the society. In the area of communication, social media has advanced during the last years, and became a basic part of professional football clubs leading to a greater support of the fans and generating more confidence and media outreach in society than ever before. In this research, it has been done analysis of the management often official soccer clubs social media accounts, with historic success in international competitions, of the international confederations CONMEBOL, CONCACAF and UEFA. The methodology of the study, has been based in observation and the analysis of content, and the research objective is evaluate the utilization of content categories related with marketing, and considering the communication department of each football club as issuer of content in the official Facebook, Instagram and Twitter accounts. The results show big differences in emission of marketing content. The data obtained are useful for improve the strategic management of digital communication of these entities

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