

Axel Sierau

Cologne, June, 1st 2017

influencer marketing in handball

some facts





Career For-Profit:

since 04/17	member of EHF Scientific Network Group of Specialists
since 06/16	lecturer at Business and Information Technology School – BiTS, Iserlohn
since 01/15	initiator and co-founder of SportTreff Cooperative, Cologne
since 07/13	Foundation “memory of city”, cause of collapsed archive of Cologne in 2009
since 06/13	lecturer at IST University of Applied Sciences, Düsseldorf
since 11/12	lecturer at Deutsche Sportakademie – German Sport Academy, Cologne
since 10/12	lecturer at IBA-University of Cooperative Education, Germany
since 08/12	founder of “Marketing Minds” agency for marketing support in sports and more industries
since 03/12	lecturer at Macromedia University of Applied Science, Germany
since 05/11	member of ehf organising committee of „EHF Club Manager Seminar“ in Cologne
11/08-12/13	initiator and co-founder of entrepreneurship „Sport Meets Charity“ (CSR in sports)
since 04/98	project manager (events and marketing)
05/95 – 05/08	member of the Institute of Sport Economics and Sport Management of German Sport University Cologne





Career Non-Profit:

- | | |
|-------------|--|
| Since 2016 | member of business development of sportgrenzenlos gGmbH – inclusion table tennis (Holger Nikelis paralympic winner 2008 + 2012) – wheel chair handball |
| Since 2012 | member of advisory board of “SportTreff”-Networking platform and cooperative |
| Since 2012 | member of advisory board of “German Sport-Academy” DSA |
| Since 2008 | member of advisory board of “Cube Sports” exercise and motion offer for kids |
| 10/01-06/15 | founding member and vice-chair (finance) of alumni club of sport economics & sport management of German Sport University Cologne |





Career in Handball:

2017/18	5 th league – TuS Derschlag (Gummersbach)
2016/17	new 4 th league - TV "Jahn" Köln-Wahn
2015/16	4 th league – TV „Jahn“ Köln-Wahn
2014/15	5 th league – same club like in 1993 – TV "Jahn" Köln-Wahn
2010	German Championships in University-Handball, third place (coach)
2010	European Championships of Universities, forth place (coach), Nikosia/Cyprus
2009	German Champion in University-Handball (coach)
2008	European Championships of Universities, third place (player&caoch), Nis/Serbia
2006	German Champion in University-Handball (player&coach)
2002	Coach B-License (incl. 2 nd league)
06/95 – 12/07	Handball chairman of University of Cologne and German Sport University Cologne
1997 – 2007	3 rd league
1993 – 1997	coach Kai Wandschneider (meanwhile he is coach 1 st league Wetzlar)
1990	4 th league (goalkeeper)



Publications:

“Professionalisierung im Sportmanagement“, Aachen, 1999,
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.

“Finanzierung des Sports“, Aachen, 2002,
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.

“Events im Sport. Marketing, Management, Finanzierung“, Köln, 2004,
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.



- 1 Influencer Marketing – what is it?
- 2 Influencer Marketing in generell
- 3 Influencer Marketing with or within sport
- 4 Take Home Messages



- 1 **Influencer Marketing – what is it?**
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1 Influencer Marketing – what is it?

Question: Which problem can be solved?

Do you need more spectators?

Do you need more sponsors?

Do you need more quality players?

1 Influencer Marketing – what is it?

„People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy grail of advertising.”¹

(Mark Zuckerberg 2007)

1 Influencer Marketing – what is it?

<https://www.youtube.com/watch?v=65RzNTwLC6k#t=247.13752>

Influencer Marketing - What you need to know for 2017
4:00 Min

1 Influencer Marketing – what is it?

Hype or Must have tool?

1 Influencer Marketing – what is it?

Influencer Marketing is not Advertising

The Power of People

Moving the Masses

SOCIAL MEDIA EXPLAINED

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOURSQUARE THIS IS WHERE
I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT
- YOU TUBE HERE I AM EATING A DONUT
- LINKED IN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

IN 60 SECONDS...

98,000+
TWEETS



370,000+ MINUTES
VOICE CALLS ON
skype



320+
NEW
twitter
ACCOUNTS



100+
NEW
Linked in
ACCOUNTS



1 associated content

NEW
ARTICLE IS
PUBLISHED

THE
WORLD'S
LARGEST
COMMUNITY
CREATED CONTENT!!

6,600+
NEW
PICTURES ARE
UPLOADED ON
flickr



50+
WORDPRESS
DOWNLOADS



125+
PLUGIN
DOWNLOADS



510,040
COMMENTS



79,364
WALL
POSTS



695,000+
facebook
STATUS
UPDATES

1,700+
Firefox
DOWNLOADS



694,445
SEARCH
QUERIES



168 MILLION
EMAILS
ARE SENT



60+
NEW
BLOGS

1,500+
BLOG
POSTS

70+
DOMAINS
REGISTERED

600+
NEW
VIDEOS



QUESTIONS
ASKED ON THE
INTERNET...



13,000+
iphone
APPLICATIONS
DOWNLOADED



20,000+
NEW
POSTS ON
tumblr.



THE
LARGEST
SOCIAL READING
PUBLISHING COMPANY



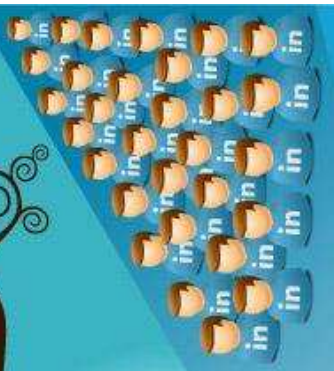
1,600+
READS ON
Scribd.



13,000+ HOURS
MUSIC
STREAMING ON
PANDORA



12,000+
NEW ADS
POSTED ON
craigslist



1
NEW
DEFINITION
IS ADDED ON
URBAN
DICTIONARY



IN
60
SECONDS
v2

710
COMPUTERS
SOLD



232
COMPUTERS
GOT INFECTED
BY **MALWARE**



2,6 MILLION
CD'S
1,820 TB
OF DATA
CREATED



450
Windows 7
CDs SOLD



12
WEBSITES
GOT HACKED
416
ATTEMPTS



redbox
1,400 DISCS
ARE RENTED
ON ONLINE
MOVIE RENTAL
SERVICE



180+
BY MOBILE



950+
PURCHASES ON

PayPal

\$10,000
BY MOBILE



\$219,000
OF TOTAL PAYMENTS



FARMVILLE

1,100
ACRES OF LAND
FARMED IN

103

BlackBerry
SOLD



11 MILLION
CONVERSATIONS
ON INSTANT
MESSENGERS



2 MILLION
INTERNET
USERS WATCHED
PORN ONLINE



\$75,000
ADDED TO
Google
REVENUES

2,100
foursquare
CHECK-INS



2,500
INK
CARTRIDGES
SOLD



4,000
USB
DEVICES
SOLD



38 tons
E-WASTE
GENERATED



18

amazon.com
kindle fire



11
XBOX 360
CONSOLES **SOLD**



925
iPhone 4 S
SOLD



81
iPad
SOLD



555
OF THEM
WITH

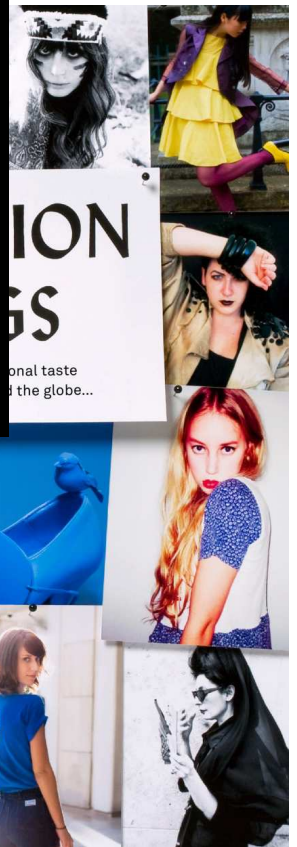




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2 Influencer Mar



2 Influencer Marketing in generell

Unboxing adidas: <https://www.youtube.com/watch?v=DO0oZ7R9Tfk>

<https://www.dasding.de/starnews/Lena-Gercke-Eis-und-Olympia-in-Rio/-/id=420/nid=420/did=1175428/1vfxjfm/>

2 Influencer Marketing in generell

Who is an influencer?

niche, 10k follower, which channel?, what about fake follower/accounts?, important interaction rate + comments, frequenz of posts 3-4 a week, they have to mark sponsored posts, they earn about 600-800€ a month, they keep the products, channels could be facebook, instagram, twitter, snapchat ...;

2 Influencer Marketing in generell

Who is an influencer?

important: trust & authenticity / recommendations



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3 Influencer Marketing with or within sport

Distraction: Coaches want their players to be focused on handball.

When to start with dual career? Olympic center?

What do you need to develop this system / model?

Which channel? How many followers?

Clubs, federations and athletes are media companies, they got the content like special interviews with players, coaches, staff, sponsors or fans, practice units, insights, press conferences, live streaming of games;

3 Influencer Marketing with or within sport

<https://www.facebook.com/handballhaus.de/videos/1175829152428953/>

3 Influencer Marketing with or within sport

https://www.youtube.com/watch?v=8iB_-B3tMeI

Influencer Marketing Case Study: CAXTON

3 Influencer Marketing with or within sport



Hahner Twins – Anna & Lisa



3 Influencer Marketing with or within sport

<https://www.youtube.com/watch?v=PFgF2AR2T-k>

Erima – Rhein-Neckar Löwen

3 Influencer Marketing with or within sport

Case:

Füchse Berlin, Bob Hanning, since 2005 manager in Berlin, he started inviting V.I.P.s from art or famous actors -> media followed -> new fans followed -> sponsors followed.



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4 Take Home Messages

It is no hype

Take the opportunity

Identify your goal

Identify your strategic partner / influencer

Send your products / messages

ROI

Many thanks for your attention!
Any questions?

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