

Marketing Function Report/Tero Kalsta

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Sales Overview

The primary target for sales is to secure material and main sponsors for the next four year period. For marketing the primary targets are to strengthen the brand of floorball in the B2B segment.

Parallel to the planning work I have initiated to build the sales funnel. As my sales management tool I have chosen Pipedrive which is a SaaS based software (to move away from Excel sheets).

The target setting is clear:

- to find a timing sponsor
- find a replacement for Asics
- and one title and 2 main sponsors

Currently sales efforts are based on traditional methods:

- utilizing own network
- partner network
- cold call

Future efforts might include also direct e-mails and even a direct mailing concept. The latter is in planning in order to make it one that stands out and to get a budget evaluation.

Sales Status

The negotiations with the timing sponsor have been initiated with SwissTiming (Lazslo Szakadati / Head of Client Services). With the help of our contact from the IWGA we have together defined the service specifications for the IFF needs. They are now in the process of evaluating the service package and secondly which watch brand might be an appropriate fit for the floorball target group.

On the sports apparel side I have contacted Adidas Nordic (Gustav Fermbo / Head of Sports Marketing), Puma Nordic (Rutger Hagstad / Head of Marketing), Nike Nordic (Jean-Willy Mossé / Sports Marketing Director), Joma (via Finnish rep. Tackla / Petri Nylund), Stanno (Katrin Wessel / Marketing Manager), Craft (via FFF / Kimmo Nurminen) and Errea (via web form) and trying to find Under Armour contact. The biggest interest has been displayed by Puma and we are currently in discussions. Adidas was very sceptic that there would be real interest as their strategy is to invest sponsoring money in the major sports. The others have not moved beyond the initial contact status yet.

On the title and main sponsoring front there are over 20 contacts made and the best leads at the time have been established with Perskindol (Sophie Raehse / Brand Manager), AJ products (Marcus Ragnarsson / Marketing Director) and Subway (with the help of FFF; Elina Jollman / Marketing Manager). The brands contacted vary from fast food, snacks, drinks, travel industry to consumer electronics (phones, headphones, loudspeakers).

Marketing Status

To able to reach the B2B target group (sponsorship decision makers) as primary focus I have started the process to strengthen our presence in the digital space, mainly LinkedIn / Slide Share (and Twitter). Obviously the IFF website will be included in news publications. The target is to produce content which is more focused on figures, cases and possibilities that floorball presents for sponsors. Our online presence is paramount to support our sales efforts. On-going projects include:

- Calendar for LinkedIn posts (articles/figures/cases)
- Case studies from current sponsors (cost structure tbd)
- Mapping of celebrities (which have a touch point to our sport) as reference for floorball
- Consultation on value-based selling in sports sponsorship (Arto Kuuluvainen / Bilendi)
- Value research about international floorball (with the help of national associations / our social media channels)
- Gathering best-case scenarios from national level

- Evaluation of business events where we should participate
- How to leverage our social media platforms for sponsors

As part of strengthening our brand and credibility I have applied for membership in the European Sponsorship Association (ESA). This allows us to use their brand in our communication, get access to their network and research data and participate in events and training. It serves as sign for commitment to professionalism.

A secondary target in branding is to make our social responsibility brand stronger. For many brands this a one major factor in decision-making. For this there are two main topics:

- Identify and contact brands which share our #GoGirls project values
- Research a partner organization which would suit floorball
 - Unesco, Unicef, etc.