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Esports event marketing

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Abstract		
<p>The objective of the thesis was to develop event marketing in esports events. There were three research questions in this thesis. Two research methods were used in this thesis. Survey was the quantitative research method used in this thesis. Benchmarking was the qualitative research method used in this thesis.</p> <p>The study showed that event organizing needs few improvements to it. These improvements in event organizing are easy to execute. The study also showed that social media marketing of the event needs to be improved. Social media communication must be clear and precise for the viewers of the event. New social media platforms should be used in marketing of the event. Social media posts need to have unique style that the potential viewers may get interested from the event. Right platforms and right persons need to be found for the social media marketing of the event.</p> <p>This thesis succeeded to find objects that can be improved in event marketing and in social media marketing. These objects answered to the research questions set on this thesis.</p>		
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1 INTRODUCTION

Esport is a fast-growing gaming area. Esports is a gaming activity, where the players play computer games against each other competitively. People commonly watch esports through online streams or at on-site locations, where esports events are organized physically. Esports events reward the best players, usually with monetary rewards or sponsored goods. In the past years, esports has become more known because people are playing more computer games, and they want to see and experience other people competing against each other.

The topic of this thesis was esports event marketing. The commissioning party for the thesis is Xamk's Digital economy research, development, and innovation (RDI) unit. Digital economy research is one of Xamk's four research, development, and innovation units. The digital economy RDI unit managed a project called ESGE, and in that project, an esports event called Kinocup was organized. The first Kinocup event was organized a rather modest scale, so the need to improve event marketing arose. For the success possibilities of future esports events, it was acknowledged that event marketing should be researched further, and the need for this thesis and research was born.

The objective of the thesis is to create development proposals on how the Kinocup esports event marketing could be improved to attract more audience to the actual event. This objective is important for many reasons. It is important for esports events to have viewers because if companies are sponsoring the event, they want people to see their advertising and branding during the event. Viewers can join the event on-site and online, so both target audiences must be considered. Another important thing also is to find the things from event marketing that could be developed to make event marketing better for future events.

To achieve the objective, three research questions are defined. Research questions are an important part of the thesis, and research questions provide guidance to achieve the research objective. For this thesis, there are three research questions, which are how the Kinocup esports event marketing can be

improved to attract more audience on-site, how can social media be utilized in the Kinocup esports event marketing, and how Kinocup esports event marketing can be improved to attract more viewers online?

The first theory part of this thesis is related to event marketing. There will be four subchapters in the first theory part. The first subchapter is from event marketing in esports. The second subchapter will investigate digital marketing communications, and the third subchapter will discuss influencer marketing. Finally, the fourth subchapter focuses on event sponsoring.

The second theory chapter in this thesis is social media marketing. There will also be four subchapters in this theory chapter. The first subchapter in the second theory part is social media marketing in esports, followed by the second subchapter, which will focus on the target audience of the event. The third subchapter discusses branding and social media, and finally, the fourth and last subchapter is focused on social media channels.

There are two research methods that will be used in this thesis. The first research method is a survey. The second research method that will be used in this thesis is benchmarking. A survey was chosen as the first research method because other people's opinions can help develop event marketing. The survey was conducted during the event, so even though the event was not a large-scale event, the survey provided an excellent opportunity to collect viewers' and players' opinions. Material for the survey is gathered from the Kinocup feedback survey. People from the stream and from the venue can answer the feedback survey. Benchmarking was chosen as the second data collection method because it gives the sight from the other esports events how they have done their event marketing and what can be developed. Material for benchmarking is gathered from marketing reports of other esports events and from the organizers of other esports events. The thesis writer firmly believes that there is a great opportunity to learn from the best, and therefore benchmarking provides an opportunity to do that.

This thesis will also have limitations in focusing the research on correct items. There are limitations in social media channels that will be included in this thesis. Social media channels that are included in this thesis are Facebook, Instagram, and Discord. These channels are defined by the commissioning party. The second limitation is that the research includes only viewers on-site and viewers on stream. No players are included in the research.

2 EVENT MARKETING

The first theoretical framework chapter focuses on event marketing. Event marketing, specifically in esports is the first sub-chapter. Event marketing in esports is still a relatively new area in marketing, and event marketing in esports needs to be developed to a state that it is more effective and noticeable. Digital marketing communications will be discussed next as digital marketing communications form a significant part of event marketing. Digital marketing communications need to be covered in the thesis because it consists of the usage of digital platforms and what kind of marketing communication is done through digital platforms. Influencer marketing is the third topic that is being discussed in this theory chapter, as influencer marketing is a hugely growing part of event marketing. Finally, sponsoring is covered as the last topic since it is used in esports event marketing just like it is also used in typical sports sponsoring.

2.1 Event marketing in esports

According to the Cambridge dictionary event marketing means advertising different events so people will visit them (Cambridge university press, n.d). Therefore, event marketing can be seen as one part of marketing. It is often asked what can be included in event marketing. Event marketing can be marketing different kinds of events, such as sports events, concerts, and esports tournaments. The event marketing expert Florian Neus (2020, 3) defines event marketing as “event marketing offers the chance to create a guide experience for potential customers”. The definition that Neus provide shows that with event marketing, the organizer informs potential customers about the event. In addition to informing the potential customers about the event, it is also the role of event

marketing to guide potential customers where the event is being held. According to Leroux-Parra (2020) “esports are video games that are played in a highly organized competitive environment”. Leroux-Parra also says that these games can range from popular team-oriented multiplayer online battle arenas to single-player first shooters, to survival battle royales, and virtual reconstructions of physical sports.

Event marketing in esports doesn't differentiate remarkably from normal event marketing. Seo (2013, 1549) claims that in esports event marketing, the actual event is considered an experience for the customers. Event marketing in esports can be considered as selling the experience of esports event. The esports industry is growing industry in terms of both viewers and in revenue (Hamari & Sjöblom 2019, 1). Event marketing in esports is evolving all the time, and it is important for companies to understand that the event marketing they are involved with might need updating.

esports event marketing can be done in many ways. One ample opportunity for event marketing is social media marketing. Furthermore, event marketing in esports can also be implemented in more traditional ways. Using posters is one effective way of doing event marketing on-site. Making the poster interesting and easy to understand is a thing that could be considered. Sponsorships provide great opportunities for event marketing. Through sponsorships, event organizers can have different kinds of prizes for the players who are competing in the event. According to Wohlfel et al. (2005, 187-189) there have been many changes in the marketing environment in the past decades, which have also affected the way marketing is done nowadays. There are lots of competition between social and printed media, and it can be difficult for event organizers to choose what kind of media they should be utilizing.

According to the thesis writer, when comparing esports event marketing to traditional sports event marketing, there are lots of similarities between both. However, there are also differences between these two marketing areas. Both in esports event marketing and in sports marketing, social media has a big impact

on how successful the event marketing is. Sponsorships are big part of both esports and sports event marketing.

There are different marketing tools and models that event organizers can utilize. One and perhaps the most traditional one is the AIDA marketing model, illustrated in Figure 1. The AIDA model has four steps within it. The AIDA model is a psychological roadmap for the customer of the event.



Figure 1. AIDA marketing model (Shone & Parry 2013, 204)

As Figure 1 shows, the event organizer needs to create attention among the potential customers about the event. After that raises the interest towards the actual event, one cannot be interested in the event unless the person is informed about the event. When a customer has an interest towards the event customer gets the desire to go to the event. Finally, when the potential customer has a desire big enough, the person decides to act, which in this case would mean attending the event (Shone and Parry 2013, 204-205.)

An event marketing plan needs to be created to achieve an event marketing success. When designing the event marketing plan there are many detailed things to remember, and a plan provides a systematic way to focus on all the

needed aspects. According to Shone and Parry (2013, 207). creating a marketing plan always requires to cover six main elements, which are illustrated in Figure 2. According to Fetchko et al. (2013, 230) good event plan also ensures that budget and costs are followed in a systematic manner and implementation and outcome are compared the objectives which were set in the beginning.



Figure 2. Six elements of marketing plan (Shone & Parry 2013, 207).

As illustrated in Figure 2, first comes the objectives that are needed for the marketing plan. After that comes stage where one need to do systematic detailed planning for the event. Sections of a marketing plan are the next step in creating an event marketing plan. The first step there is a need for statement of purpose and objectives, including expected results. After that comes analysis of the environment, competitors, and similar events. In the third step of the marketing plan, it is important to summarize the event main products and services. The fourth step is to see an overview of the target markets. In the fifth step determining the marketing budget for the event is needed. Lastly comes the marketing schedule for promotions and advertising. When those steps on the marketing plan have been done comes the organizing and preparing of the event. In that section, there are ticketing, preparation, and deadlines. Implementing the event is the next step. That includes organizing the activities and the main ceremonies. When the main event is done, there is the legacy of the event left. In that step, there is post-event marketing and taking the feedback from the event. (Shone et Parry. 2013. 207)

How does event marketing differentiate from other forms of marketing? According to the thesis writer, it differentiates in the way that it helps the company to interact with its customers, and it also helps to express itself in real time. Event marketing gives the opportunity to get instant feedback from the customers on how they do the work. It also shares the experience and feelings of the customers of the event.

2.2 Digital marketing communications

Integrated marketing communications continues to change all the time trying to adapt to the new technologies and media consumption patterns and communication interfaces between marketers and their target markets (Lynne et al. 2021). According to Fetchko et al. (2013, 208) digital marketing communications increases its popularity, however traditional media continues to complement the digital marketing communications. Traditional media contains television, radio, newspapers, and magazines. In fact, television is nowadays the most used source of traditional media (Lynne et al. 2021. Contents IX.)

Electronic and social media are second big part in digital marketing communications. It contains all the advertising and marketing communications in social medias. Most used in this part is social media. It contains all the social medias that there are and for digital marketing communications social media is one of the biggest platforms in it. One small part of the digital marketing communications is emerging, hybrid media and experimental marketing which offer subjects as product placement in online and mobile media but also in video games. (Lynne et al. 2021, Contents IX)

Electronic and social media are often used in event marketing. Potential customers are reached with electronic sources and social media is better nowadays that it would be with traditional media like television. One of the most effective marketing communication tools is online advertising. Online advertising can also be annoying to some customers, and it can also harm company's brand image. Pop-up ads, superstitials ads and interstitials ads are seen often as most

annoying type of online advertising. That is why those types of online advertising are rarely used. Important part of the online advertising is online behavioural advertising. In online behavioural advertising the web site tracks its users, and it shows advertisements from the items and services that site user would like. Good example for this kind of advertising is that if customer is searching plane flights to another country, those kinds of advertisements start to come to websites that the user is visiting. Social media sites use lots of online behavioural advertising. When social media users have interest to certain product the advertisements from that product may come to user's social media feed and that can boost the user's decision-making process (Lynne et al. 2021, 184-185.) Product placement in online and mobile media is important part of the Hybrid media and experimental marketing. According to Lynne et al. (2021, 207-208) online and mobile media are one of the fastest growing channels for the product placement. Different brands try to find ambassadors for their products. Good example for this this kind of ambassador program is Louis Vuitton. Louis Vuitton made an ambassador reveal with famous K-pop band called BTS. When BTS singers are ambassadors of luxury brand Luis Vuitton they can get their newest products for free, and they can wear their clothes in everyday life. When people see the singers wearing the Louis Vuitton clothes, they get the feeling that it is cool to wear those clothes and the numbers of products sold may get higher. That is why product placement in online and mobile media is effective.

Websites are important part in digital marketing communications. Successful websites can keep the website users happy, and they will use your site again and again. There are four factors that keep the website users happy. It is good to have relevant content on the website. Easy-to-use navigation on website is important to website users because it can help them find the thing that they are seeking for faster. Speed of download on website is most important thing to have on successful website. Speed of download should be fast or else the users of the website could change to another web site. Keeping updated content on website is good to have and it is last of four factors having a successful website. (Smith and Zook 2020, 595-596.)

Podcasts and chatbots are also used in event marketing and those two are also part of digital marketing communications. Podcasts are one way to connect with the people who are interested in specific subject. Podcast subjects can be from true crime to esports. Podcasts can be used to promote people, products, and different kind of events. Podcasts are one part of content marketing. Content marketing is a way to get customer interested about the products and events. Chatbots are also one tool in digital marketing communications. Chatbots are automated bots that will answer to the questions or commands that are presented. Chatbots are used in websites but also chatbots can be used in Discord chat app. Chatbots can be used to promote new things automatically so person itself doesn't have to post same post every day because those promotion message can be sent automatically by chatbot. (Brush. 2021. Chatbot).

2.3 Influencer marketing

In the influencer marketing the company selects an online influencer who could promote the product or service to influencer's followers. Influencer marketing communication model is based on three factors. Influencer itself is the one factor in influencer marketing. Influencers followers are the second factor. Third factor in influencer marketing communication model is Influencer's posts. (Leung et al. 2022, 1.) These three factors show the influencer marketing effectiveness.

There are different types of influencers. Influencers could be seen as microcelebrities. Influencers usually have some kind expertise in the area that they are marketing. Good example would be that influencer who likes to go to gym would do Influencer marketing for a sports brand. In another hand esports players could do influencer marketing to game developers. Influencers could be seen as opinion leaders who have developed network of people through the activities that influencers. Influencers are not seen as celebrities because influencers only have power of word in their area of expertise. (Tuten et Solomon. 2018, 84-85). There are two groups of influencers micro influencers and macro influencers. Micro influencers have from 10 000 followers all up to 500 000 followers. Macro influencers have over 500 000 followers (Landsberger et

Martinez. 2020. 24). Even though macro influencers have over 500 000 followers they are not recognized as celebrities.

Influencer marketing has several objectives that it aims to reach. According to (Leung et al. 2022, 1) Influencer marketing aims at promoting their brands and products in social media. Influencer marketing is important to companies because it helps their marketing department on the workload that marketing has. Another reason why influencer marketing is important to companies is that it can boost their sales up if the influencer that company has chosen is doing the marketing well and uses lots of time to it. Influencer marketing grows brand awareness to the followers of the influencer who is posting the marketing posts. When followers of the influencer have brand awareness from certain brand, customers might buy the products from that brand. Influencer marketing strategies are considered to be effective by marketers.

There are several ways to do influencer marketing. Influencer marketing is mostly done in social media, but it can also be done in Events. Influencer marketing can differ between social media platforms. Instagram is one of the most important social media channels for influencer. Instagram influencer marketing usually consist of promotion pictures, description of the product and if there is discount code for the orders. When Influencer marketing is done within Snapchat the process becomes easier. Either influencer must post pictures with the text in it, or the influencer can do video from the product. Usually when snapchat influencer must do influencer marketing it is one post a day or one post in week rather than Instagram influencer can have one post only. Influencer marketing in TikTok is made on videos. TikTok influencer posts videos where influencer shows the product and shares the promotion code on comments, or it can only be that influencer has the link to the site on their profile. Influencers could also have their post on multiple social medias at same time. Influencer could for example post to Instagram and TikTok which would make it wider influencer marketing. In these cases, company who is hiring the influencer should check that if those social medias are relevant to the influencer that the company is hiring. (Tuten and Solomon 2018, 84-85)

Influencer marketing can also be made in YouTube. Influencer marketing in YouTube is made on videos. Company can either have one video from the product or company could also have video series done about their products. According to the thesis writer, a good example from this kind of YouTube influencer marketing is made by Eeddspeaks. Eeddspeaks does have collaboration with Logitech gaming. Eeddspeaks makes couple of videos in a year from Logitech gaming products. That is why they have this active collaboration that Eeddspeaks posts these videos from their new products. Logitech gaming shares these videos in their social media. When both the company and the influencer post these marketing posts both get publicity from the posts.

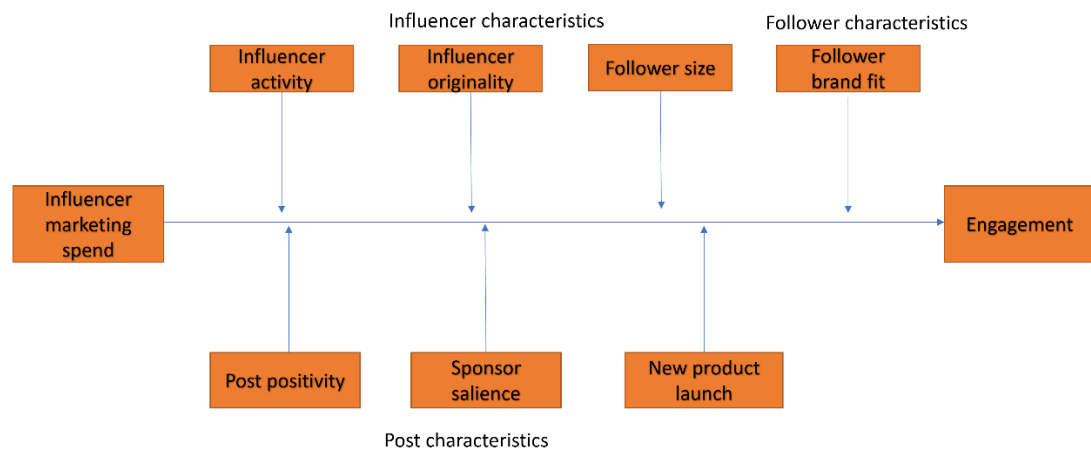


Figure 3. Conceptual framework of influencer marketing effectiveness (Leung et al. 2022, 3.)

Figure 3 shows the conceptual framework for effective influencer marketing. In the figure 3 there are main points listed that should be considered when company wants more effective influencer marketing. Influencer characteristics are important to the company because they want their products to be marketed well. Follower characteristics should be considered when company is thinking the target group for certain product or service. Post characteristics are considered in co-operation with the influencer. When post characteristics are done in co-

operation both sides can be satisfied to the marketing material (Leung et al. 2022, 3.)

2.4 Sponsoring

Sponsorships are one way of funding and promoting the event. Getting sponsorships for events are collaborations between the event organizer and company. Sponsorships promote both event and the sponsor if sponsorships are done correctly. In sponsorships money or products are usually seen as the main outputs. When company sponsors event or team there is fair trade between both sides. Event gets money or products from the company. As company gets the visibility on marketing from the event or from team that is sponsored. Important part for sponsorships is that the sponsoring company is right fit for the event or to the team. For example, esports event could have Gaming accessories company as their main sponsor. When Gaming accessory company would be the sponsor the company would provide the products to the event and money to the prize pot of the event. In this situation the event could market that gaming accessories company as their main sponsor which could bring the visibility for that gaming accessories company (Cornwell 1995, 1-3.)

Sponsorships can bring competitive advantage to the company. There is good example from competitive advantage gained through the sponsorships. Michael Jordan made a sponsorship deal with Nike when Jordan was playing in NBA basketball league. Nike gained competitive advantage through the Nike Jordan shoes that Michael Jordan himself worn through his career (Robinson 2021). Same idea could be used in esports sponsorships. Known players in esports could do sponsorship deals with known gaming accessories company which could lead to rise in sales and rising brand awareness to customers who are watching esports.

According to Fetchko et al. (2013, 232) It is good to have objectives in sponsorships. When having objectives in sponsorships company can track their way in their sponsorship success. When having successful sponsorship, it can boost the sales of the company and it can also rise visitor count in events.

Sponsorship objectives

Corporate objectives	Marketing objectives
Improve corporate image	Generate sales
Boost service image	Generate brand name awareness
Improve company visibility	Preempt competitors
Influence nonconsumer audiences such as stakeholders and investors	Segment markets
Connecting with prospects and customers in a more personal way	Free media exposure
Developing community relations	Collecting attendee data

Figure 4. Sponsorship objectives. (Cornwell 1995, 6.)

There could be sponsorship objectives for corporate and for marketing as illustrated in Figure 4. In the corporate objectives there are listed multiple objectives for corporate. Improving corporate image is important objective in sponsorships. When doing sponsorships one of the main parts in it is to improve the image of the corporate. Boosting service image is also important part of corporate sponsorship objectives. Sponsorships will try to improve company visibility in a way that the company is visible to customers. One of the most important corporate objectives in sponsorships is to influence non consumer audiences such as stakeholders and investors. When corporate does sponsorships it also seeks new investors and stakeholders for the company. Company also attempts to connect with the prospects and customers in more personal way to get the relationship with the company and customer better. Last corporate objective is to Develop the community relations and try to get communities to interact with the company which could help the company to get more visibility. (Cornwell 1995, 6)

There are also marketing objectives in sponsorships. Generating sales is one of the most important marketing objectives in sponsorships. Generating brand name

awareness in sponsorships ensures that customers will know the brand and they are aware that this kind of brand exists. One of the marketing objectives is to preempt the competitors. It is important for companies to go ahead of some other company in market and be the market leader. Segmenting markets is one of the important parts of the marketing objectives in sponsorships. For company it is important to know what kind of customers the company has and when segmenting the markets company gets to know their target markets. One of the marketing objectives in sponsorships is free media exposure. When company sponsors product or service sponsoring company usually gets visually represented in the product or service. For marketing purposes, it is also important marketing objective to collect the attendee data from the users of the product, service, or the event. When collecting the data, the company gets to know that from the marketing side was the sponsorship visible enough. (Cornwell 1995. 6.)

There are many different kind of sponsorship types. There are sports sponsorship types and event sponsorship types. In this thesis event sponsorship types are the aspect that will be covered. Financial sponsors are sponsors that financially support the sponsored product or service in exchange for promotional or other benefits. There are also in-kind sponsors. In-kind sponsors provide goods or services to sponsored company. Good examples from in-kind sponsor would be venue partners, prize sponsors, food sponsors and digital sponsors. There are also media sponsors that provide help in marketing aspect of the events. In another hand there are promotional sponsors who are individual persons. Those persons are social media influencers. Last sponsorship type in event sponsorships is merchandise sponsors. Merchandise sponsors provide merchandise to customers who are visiting the event. It provides visibility to both the event and to the sponsoring company. (5 Types of Event Sponsorships That Add Value to An Event. Floor. n.d)

Fetchko et al. (2013, 291) remind that events provide competitive sponsorship opportunities for sponsors as the brand visibility can be utilized before the event, during the event and after the event in many ways. Especially social media provides good channels and platforms to add the sponsors' brand visibility.

3 SOCIAL MEDIA MARKETING

Second theoretical framework chapter focuses on social media marketing. First social media marketing in esports is introduced. Social media marketing is one of the main marketing methods in esports, and therefore plays a key role in this thesis. In social media marketing knowing the target audience is the starting point for everything. Therefore, target audience is discussed next in this chapter. Branding in social media has become almost mandatory for every company. If company wants to be successful, the company needs to brand their company and use the branding in social media. Finally, social media channels are presented. Social media marketing is done through different social media platforms.

3.1 Social media marketing in esports

Social media marketing is one of the main marketing ways in the esports. Social media platforms like Facebook, TikTok, Instagram and Twitch are important social media platforms in social media marketing. Social media marketing is increasing its position in marketing. In social media marketing, the two-way interaction with customers is key. Organizations can communicate directly with the customers. To ensure systematic marketing activities and campaigns, companies or organizations should set objectives for their social media marketing campaigns. Commonly the objectives in social media marketing are likes on the posts or a goal to increase website visitor traffic. When the company or organization has set objectives in social media marketing, it can boost the sales of company (Turban et al. 2016. 79-80). In esports area, it is important for the companies to get visitors to their social media platforms to increase awareness. When the company or organization holds an event in esports, getting potential customers aware of the event and getting them interested in it is important. Through the social media marketing, esports event organizers can get the viewers around the world to experience their streams. Streaming services offer

the event organizer bigger target audience than the people in esports event venue.

The social media content attracts customers to the organization's social media site. In attracting target audience to the organization's social media platform, content is in important role (Turban et al. 2016, 83-85). In esports events, content marketing is the most important tool for attracting the customers as it is the trigger to raise the interest of target audience and getting them engaged with the event. In the esports event advertising, different video clips of the competitive games that has been played in the specific game are often used. Those video clips aim at attracting spectators to watch the event in on-site venue or at livestreams.

The search engine optimization, which is also known as SEO, is an important tool that is used in social media marketing. When the company implements SEO as part of their social media marketing, the company wants to have more traffic in their website. Companies wants visibility to their websites and when utilizing SEO activities, they can have more visibility to their websites and social media platforms (Smith & Zook 2020, 609). SEO is used in every type of online searches. These searches can be normal website search, social network search, video search and web image search. In esports social media marketing, it is crucial to use the SEO. When organizing a tournament in esports, the SEO can be used as tool to attract more people visiting the organization's social media platforms. In SEO, essential is to use key phrases that could bring the traffic to the website. When thinking about esports key phrases specifically, these key phrases could be the name of the game, esports and category of the game. Key is to identify the actual words and phrases that the potential visitors would use when searching esports events. Writing answers to certain questions that people could ask is useful way to use SEO. In SEO it is important to have optimized websites and social media sites, so the customers have the content fast in front of their eyes (Smith & Zook 2020, 610.)

In social media marketing, there are different ways that marketing can be done. Company needs to promote their brand to reach their target audience. The promotion steps that can give boost for the company's social media sites are presented in Figure 5 below.



Figure 5. Social media promotion steps. (Turban et al. 2016, 78.)

Firstly, selecting the target market is important for the company. Also understanding how the social media and its users behave is important. Good example of this in esports specifically could be, that the company would like to target the people who play games and are interested in competitive esports. After these steps, measurable communication goals need to be set. Good example from this would be that the company would be more visible in social media and that the gamers could find the company better. After setting the communication goals the company needs to select the social media platforms and tools. Good example in esports would be that company would select Discord as the social media platform where the company would do their social media promotion and marketing. When the social media platforms and tools are chosen it is time for company to execute and monitor their social media promotion in the chosen social media. In esports the company could do their marketing content and start sharing the content in discord and in other social medias. When executing and monitoring has been done comes the defining and reviewing the performance metrics. Performance metrics can be either the followers that the company has gotten in social media, or it can be that how many unique visitors company has had in their website. Last step is to refine the steps to make social media promotion much more effective (Turban et al. 2016, 78.)

3.2 Target audience

According to De Pelsmacker et al. (2013, 121) reaching target audience through social media can be challenging for the companies. There are couple of ways that help reaching the right target audience, and these would be segmentation and targeting. Segmentation requires the company to split the overall market into the customer segments according to certain criteria the company has set. In targeting, the company identifies the relevant customer segments of their interest.

In social media marketing there are different kind of strategies and techniques. One strategy in social media marketing is market segmentation. In market segmentation marketer separates customers in certain segments that customers belong to (De Pelsmacker et al. 2013, 121). Segmenting attempts to segment and identify the target audiences. Targeting is a strategy within a strategy. In targeting one of the segments is picked and concentration is only in one particular market of customers. Targeting is done after the segmentation of the customer groups is done. (Tuten & Solomon 2018, 38).

There are five different kinds of methods of segmentation. First method in segmentation is geographical segmentation. In Geographical segmentation markets are segmented by market size, market density, region, country, or climate. There is a good example from geographic segmentation. If esports event is hold in Finland the region of the geographic segmentation should be the Nordic countries. If organizer of the esports event wants only to have Finnish teams in the esport event, then the geographical segmentation could be narrowed only to countries and to Finland. There are three Geolocation techniques in social media marketing. Geofencing is a geographical space where virtual line defines the location of geofencing. Snapchat for example uses geofencing for locations and filters. Geotargeting is wider technique and geotargeting can be used to target people within 80 kilometers from the point of interest. Beacons is smallest geographical segmentation technique. It can be used to target locations within the store. (Tuten & Solomon. 2018. 38-39).

Demographic segmentation is the second segmentation method. In demographic segmentation such characteristics are used as segmentation filters (De Pelsmacker et al. 2013, 122). Ethnic background, education status, income, age, and gender are the demographic segmentation characteristics. In esports this could be used to market to certain groups that are within different ages or educational status. (Tuten & Solomon. 2018, 40.)

Psychographic segmentation is based on personality, motives, opinions, lifestyle, and attitudes. Psychographic segmentation gives company a good description from the customer that what is customers lifestyle or personality (De Pelsmacker et al. 2013, 122.) Getting a psychographic description from customer can be very important for marketing sector of the company. In esports events this could be used to segment people who are fanatic fans of the esports and people who are not that fanatic fans of esports. (Tuten & Solomon 2018, 41).

Benefit segmentation segments people that seek different kind of benefits from the products or services. Good example from benefit segmentation would when customer is buying car, they seek different kind of benefits with the car. In a way benefit segmentation is that customers are seeking for products or service which could be better than another product or service. (Tuten & Solomon 2018, 42).

Behavioral segmentation divides the customers to different kind of groups based on their actions (De Pelsmacker et al. 2013, 123). Behavioral segmentation segments customers according to how loyal they are to brand, how often they use the product or service, also how often they purchase the product or service, and in what distribution channel they used to get the product or service. (Tuten & Solomon 2018, 43).

Buyer persona is a description of the perfect customer that fits to your target audience. Buyer persona is created from the segmentation results that company has received (De Pelsmacker et al. 2013, 124.) Buyer persona helps to target the customers that have high chance to buy company's product or service. When creating buyer persona the company uses demographic, geographic,

psychographic, benefit, and behavior segmentation to get the right buyer persona for the company. (Tuten & Solomon 2018, 43).

3.3 Branding and social media

According to marketing experts Smith and Zook “a brand is intangible, legally protectable, valuable asset”. Brand is the image how the company or product is seen by the customers. Brands are seen as experience for the customers that they feel they are having a quality product or service. The company, which brands a product, or a service wants that customer is having better experience from the specific product than from the other products that are not branded as good as the company’s product. Branding is more than a logo or name of the product or the service. Brand is a full experience of something special that differentiates from the other products and services. (Smith & Zook 2020, 32).

Almost all brands want to be transparent to their customers. Transparency is big part of the image that customer creates from the brand. It is important for the branded product or service that the company who is in charge is transparent to their customers that how their products are made and that how well their workers feel when working to that company. Social media is used to share this information about their working conditions and wellbeing of their employees. Companies can have their workers writing their personal experience from the company and in that way the company makes their brand more transparent. For company and brand transparency it is important to share real picture of their employees, working places. (Mahoney & Tang 2017, 35-36). Green transparency is also big part of the brand transparency. Brands should make their green actions more visible to the customers that customers know that the products are made in a greener way. In social media brands and companies could post pictures of their “green” actions like that the product is made from recycled materials. (Lin et al. 2016, 1-2).

Brand identity is not same as brand image. According to Eagle et al “brand image is passive and looks to the past as brand image is active and looks to the future”. Brand identity cannot be changed fast, as customers need to adapt to the new brand identity. (Eagle et al. 2021, 155). Brand identity includes all aspects that

make the brand special and important for the customers of the brand. Brand identity is the company's model that how they want to be seen as brand image is how the customers of the company see the brand of the company.

In Figure 6, Aaker and Joachimsthaler's model of brand identity is presented. On top of figure there is brand core, which is surrounded by brand essence and extended brand. These are components of the brand which create the brand itself. There are four boxes that all lead to the brand core. These four boxes are brand as product, brand as organization, brand as person, brand as symbol. Under those four boxes there is description of that what is within that category. Good example is brand as product and under it is product scope, product attributes which describe the brand as product well. Two boxes where are descriptions of brands as organization and brand as person lead to three new boxes. Description of brand as person leads to box where is creditability and support other brands. Description of brand as organization leads to value proposition. Value proposition, creditability, description of brand as organization and description brand as person all lead to the relationship. These four things lead relationship between the brand and customer.

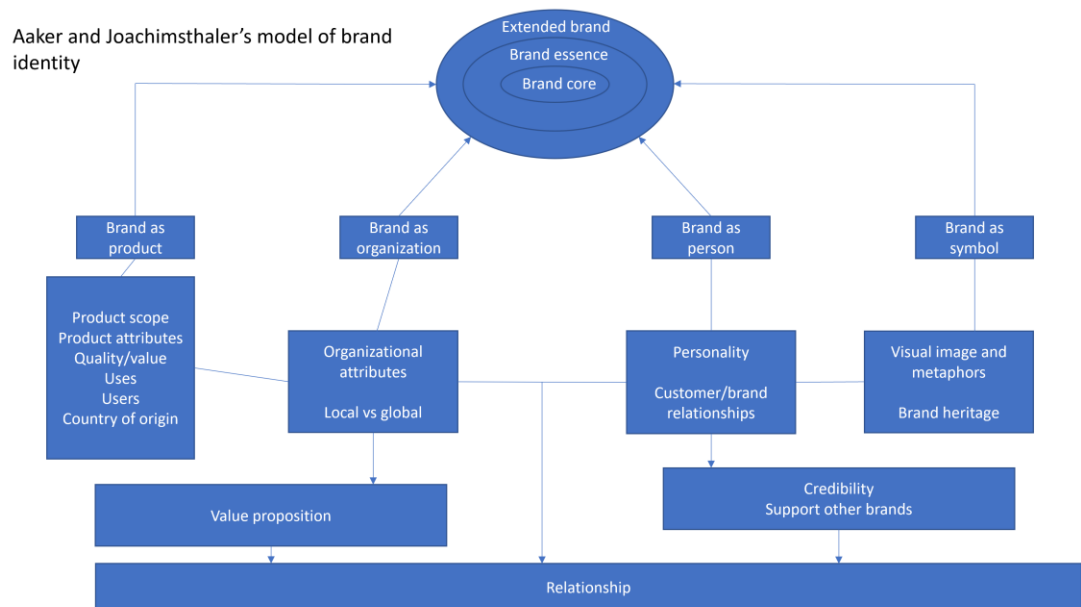


Figure 6. Aaker and Joachimsthaler's model of brand identity (Eagle et Al. 2021. 156.)

Brand equity means the perception and the value of the brand in customers minds. Brand equity includes such parts of branding as brand identity, brand awareness, customer loyalty (De Pelsmacker et al., 2013, 38) In social media it is important for the company to keep their brand equity positive. Negative brand equity can lead to negative brand image. When company has negative brand equity that can lead customers to buy products from another brand. (Smith & Zook 2020, 45.)

According to Smith and Zook (2020, 49) when starting brand development process there are nine steps that need to be gone through as illustrated in Figure 7. First research step is to identify the long-term customers and what are their needs. Also, in the first research step it is important to identify brand identity, values, and promise. It is also important to identify your competitors and new trends. After the first research is done, next step is to brief the research and make it one-page long brief. In the brief there needs to be information about the target markets, brand personality, positioning, and values (Smith & Zook 2020, 49.)

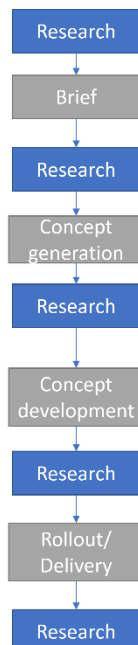


Figure 7. Brand development process (Smith & Zook 2020, 48.)

When briefing is done comes the second research step. In second research step it is important to identify the perfect brand personality, values, and promise. When second research is done there is need for generating creative ideas and concepts. When creative ideas and concepts have been generated there is need for concept research. In concept research it is important to identify the best concepts and identifying issues and questions is also needed. When concept research is done comes the concept development step where the chosen concept is developed to finished concept. After the concept is finished it is mandatory to do some testing with the concept. Testing can be for example a test market where you can see if the product is good, and it is selling. When final testing is done comes the roll out and delivery stage where you start doing the products on high production level and you train the staff and get all the equipment. When the roll out stage is done there is need for measuring and improving things. In this last research step, it is good to measure the staff performance and customer satisfaction. When these steps are done the brand development process is completed. (Smith & Zook 2020, 49.)

3.4 Social media channels

Social media aims at delivering content to the users and provide two-way interaction opportunities for the organizations with their customers and potential customers. The actual created and distributed content can be targeted for marketing, entertainment, or learning purposes. Social media aims users to socialize. In addition to these two aspects, social media is also used to gain user-generated content and share it forward. Social media consists of three major parts. First part that social media consists of is media components and applications such as audio images and video. Second part is social network sites and services. It consists of the social media platforms such as Facebook. Third and last major part is social media activities. It consists of every activity that you do within the social media. (Turban et al. 2016, 27.)

There are lots of different kinds of social media platforms and tools available, and the amount is increasing. Blogs are one good example. Blogs can be used to

write own expression and thoughts about the life and what is happening within it. There is also microblogging platforms. In microblogging forum, the user can send short message to the forum to discuss things with others. Most known microblogging platforms are Twitter, Tumblr and Chinese microblogging service called Weibo. Wikis are also one social media platform in internet. When using wikis, the users can share information about something that inspires them and write it to the wiki page so everyone who reads wikis can learn something new. There are couple honorable mentions for useful tools and apps in social media. Snapchat is used by lots of young people, and it is app where user can send photos to desired people on their list. WhatsApp is also used by lots of people, and it is used usually for everyday talking. Nowadays people use it as using text messages. Social network sites let the user to create their own profile there and start sharing their live. There are couple of famous social network sites. Facebook and LinkedIn are most known social networking sites. Media sharing sites are used by lots of people to share videos and pictures about users' life. Most known media sharing sites are YouTube, Flickr, and Instagram. (Turban et al. 2016, 31-34.)

Facebook is one of the biggest social media platforms now. According to website Datareportal there were 2.934 billion active users in Facebook in July 2022. Datareportal also points out that Facebook advertising reach is 2.17 billion people. (Kemp 2022, Facebook statistics and trends). Facebook advertising can be done from Facebook business site. There are two choices between creating advertisement or creating a new page. Facebook advertising is made easy from the marketer's side. Facebook advertising can be effective if it is done in right way.

Instagram is social media where users can post videos and pictures about their lives and interests. Instagram's advertising reach is 1.44 billion users. (Kemp 2022, Instagram statistics and trends). Instagram has same kind of business page as Facebook. All again it is made easy for marketer to create marketing campaign. Marketing campaigns to Instagram are done through Facebook ads manager.

Discord is a chat application, where the user can have video calls, audio calls and there is a chance to write to different kinds of text channels. Discord is designed to computer game players. Discord is easy to use during gaming. In discord user can either chat with friends in private or join to different kind of servers. (Hornshaw 2022, What is Discord?). Discord can also be used in marketing but marketing in Discord hasn't been researched yet. Marketing in discord is done by using community marketing.

Choosing right social media can be difficult to companies. There are multiple questions to think before choosing right social media. It is good to think what the goals for the social media marketing are. It is important to have a look what resources are available to use in the social media marketing. Deciding which content type the company is focusing is also important part when choosing the right social media. It is good to think where the audience already is, so it is easy to choose the platform where the company does have most followers on. (Chen 2021).

4 COMMISSIONING PARTY

Commissioning party for this thesis is digital economy. XAMK is known from their research & development program. Digital economy is one of four branches of XAMK research & development program. Digital economy has four sub-branches under it. First Sub-branch of digital economy is digital information management and archiving. Second sub-branch of digital economy is user-oriented services and design. Third sub-branch of digital economy is entrepreneurship and business development. Fourth and last sub-branch of digital economy is game technology and cyber security. This thesis also has connections to ESGE project which was held from year 2019 until 2022 but when it ended the project leader went to the digital economy, after that the commissioning party changed to the digital economy. Digital economy has many different branches under their influence. One that supports the thesis is entrepreneurship and business development.

ESGE project is also big part in this thesis. ESGE had this tournament called Kinocup which was held back in November 2021. It was marketed through social media and there were posters at campus in Kouvola. When the tournament was held there were not that many people joining to the venue and there were less people joining the stream that ESGE staff had expected. Kinocup esports event had 15 viewers at the venue and maximum of 50 viewers in the stream. Expectations for Kinocup event were that there would be 50 people watching in the venue and 100 people watching through the stream.

Problem was noticed during the tournament that marketing that ESGE had done was not that good and it didn't bring people to the venue and stream. Idea for this thesis was founded back then. There was a need for development proposals that how could the esports event marketing be improved to attract more people to the venue and streams. When the thesis is done it will be delivered to the Digital economy staff. Digital economy can use this thesis for developing the future esports tournaments. Other tournament organizers could also use this thesis in developing their event marketing and social media marketing.

5 RESEARCH METHODS AND DATA COLLECTION

First in this chapter the research and data collection methods are introduced in theory. Both quantitative and qualitative methods were utilized in the research, so both methods are discussed. Survey was chosen as the quantitative methods and benchmarking as the qualitative method. Next, the data collection in theory and in practice is introduced. Last part of this chapter includes information about the data analysis methods for the survey and benchmarking.

5.1 Research and data collection methods

First, research and data collection methods will be introduced in theory and arguments why these data collection methods were chosen are provided. Quantitative research method together with survey research will be covered, and

then qualitative research method and benchmarking. In this research both quantitative and qualitative research methods were utilized.

Quantitative research method

Quantitative research strategy can be seen as deductive. Quantitative research strategy tests the theory that has been set to the research process. Quantitative research process is collecting analyzing of the numerical data. (Bryman & Bell 2007, 28–29).

In quantitative research the process is simple. First theory and hypothesis are needed. When the research has a hypothesis, it is time to do research design for the actual research. Selecting the research site for the quantitative research is important part of the research process. When the research site has been decided it is time to choose the subjects or respondents for the quantitative research, and after that comes the data collection phase. Data collection part can take time if the respondents are not proactive. When the data is collected with the quantitative method, it is time to focus on the data analysis. Data analysis in quantitative research focuses for example showing if there is a relationship between the hypothesis and the answers. Data analysis leads to the findings from the research and there can be valuable information regarding the research. Finally, conclusions are made from the data analysis. Conclusions show that do the answers from research match with the hypothesis that was made in the second step of the research. When the findings and conclusions have been considered it is time to write those findings and conclusions up. (Bryman & Bell 2007, 155–157).

In quantitative research the goal of the process is to test theory in action by using quantitative research methods such as survey and experimental research. It is used to find patterns and averages. Quantitative research also tries to make predictions and generalize the results for the populations (Bhandari 2020).

Survey research

In survey data collection method, there are questions that are asked in person or through telephone or at the internet. Surveys can be done either to small groups of people or to large groups of people. When there are lots of people answering the survey, the data becomes more reliable. Surveys can be used in marketing research to obtain marketing effectiveness information from the customers. (Adams et al. 2014, 118–119). According to McCombes (2019) the surveys are used to collect information from group of people and analyzing the results to obtain new insights from the research.

Goal of the survey is to get important information from the customers of the company. When surveys are used the information comes from the customers that buy the products of the company and want to give feedback and development proposals to the company. (Ruel et al. 2016, 2–6)

There are four main steps in the survey process. First step is to make decisions regarding the survey that what kind of survey it is going to be and what is the main subject of the survey. Second step is to design the questionnaire of the survey. It is important to choose that is the survey done face-to-face or at internet. When designing the questionnaire, it is important to think the target audience that the survey wants to reach. When everything regarding the design of the questionnaire is ready comes the next step. Third step is to implement the survey. Implementing the survey is the step where the survey itself happens and the survey is sent to the public. When survey has enough answers, it can be closed, and it is time for the last step. Last step on the survey process is to manage the data that has been collected and analyzing the data to get the important information from the participants of the survey. (Ruel et al. 2016, 9–10)

Survey was chosen as the first research method for this thesis as it provides opportunity for event audience to provide different opinions anonymously about the marketing of ESGE project. Survey provides the opportunity for the people attending the Kinocup live event at Kouvola, but also for the people who were watching Twitch stream of Kinocup to provide their views. Survey was also

chosen, because it is providing a tool to ask generic questions that could help in marketing.

Qualitative research method

Qualitative research focuses more on gaining insights and constructing explanations. Qualitative research seeks to understand the phenomenon in more detailed compared to quantitative research method. Qualitative research can be more investigating and unstructured, when the quantitative research method is more about emphasized descriptions (Ghauri & Grønhaug 2010, 196.)

According to Bhandari (2020) "qualitative research is usually used in humanities and social sciences". Qualitative research is used to gather insights from the respondents for solving a problem there may be. Qualitative research can also be used to generate new ideas for the research.

Goal of the qualitative research is to get the information from respondents' behavior and see what their thoughts about different kinds of things are and that how do they feel. When having this information from respondents the people who are doing the research can get the feeling that how do respondents feel and experience the world. (Austin & Sutton, 2014, 436.)

Benchmarking is a search for best practices in certain industry or certain industries. Benchmarking means that the best possible objects are chosen, and the party, who is doing the benchmarking could learn something new from the benchmarking objects. Benchmarking can be used to determine the best way to do different kind of practices. Benchmarking process evolves all the time and there are different kind of benchmarking models that companies have used. (Anand & Kodali, 2008, 258-259.)

Benchmarking is used to compare company's own practices to other company that has same kind of practices. Analyzing own company's and other company's practices there can be found more effective ways of doing these practices.

Benchmarking can be used to tell if business processes are successful. Benchmarking can also be used to gain competitive advantage over other companies in the same business. (Jurevicius, 2022, Benchmarking.)

Goal of the benchmarking is to see if the company has done their own processes in right way that the company can reach competitive advantages to other companies in the same industry. If the benchmarking process is done in a right way, it can give new points that which processes can be done better to achieve better success in that industry. Benchmarking process also boosts performance in the company if the whole process is done in right way and the development targets are fixed in right way (Jurevicius, 2022, Benchmarking.)

Benchmarking is used in this thesis as a second data collection method as it provides an opportunity to compare different organizations within the same industry. In this thesis benchmarking can be used to compare different esports event organizers. Benchmarking as a data collection method enables to compare how well the companies do their event marketing and social media marketing regarding the event. Benchmarking gives wider and deeper view on how event marketing and social media marketing is done within the chosen esports organizers. Benchmarking shows examples from different event organizers that how the marketing could be done and how to develop the existing Kinocup event marketing.

5.2 Data collection

Next, more detailed theory description of data collection methods are introduced together with the description of empirical data collection in practice. First, survey method will be covered followed by benchmarking research.

Survey research

When survey research is started the first step is to design survey. It is important to decide the required information and target respondents for the survey. This

means thinking about the research questions and the theoretical framework of the research overall and figuring out how to convert those themes into questions that you need to ask in the survey. After the first step in survey design comes the preparing of the draft questionnaire. In this step deciding the questions is important. Deciding which types of questions the survey has, which type of language does the survey have, and what is the purpose for each question. After second step it is time to decide the layout of the survey, and in which order the questions are presented to respondents. After the third step it is time to do pilot testing of the survey with respondents to see if there are errors in the questionnaire. When these steps have been executed the survey design process is over. (Ekinici 2015, 76.)

When design process of survey is done it is time to administer the survey. When survey is administrated on the internet it is important to give respondents clear instructions that how to answer all the questions. Starting question should be always visible so it is easy for respondents to start answering. Make the questionnaire easy to answer that respondents can answer to questions in randomized order, and it is not required to answer every question in right order. After these administration steps have been completed it is time to publish the survey and let respondents answer to the survey. (Adams et al. 2014, 129.)

Survey research process in this thesis started when the ESGE project needed to have a feedback survey for the Kinocup event. First, the draft questions for the survey were created. There was a need for the survey to collect feedback from the participants of the Kinocup event onsite and in stream. Questions were drafted in a way that it was easy to answer. In total of 11 questions were drafted in early stages of process, and the drafted questions were commented by two ESGE project participants. Based on their comments, questions needed some editing, and after the edits were made it was time to select the right platform for the survey. After some consideration, Google Forms was selected as the platform, where the questionnaire was executed. The fixed survey was tested by one ESGE project participant, and the survey was working fine. After the testing it was ready to be released for the upcoming event participants. Survey was open

during the entire Kinocup event. The event lasted from 12 November 2021 to 14 November 2021, and there were a chatbot in Kinocup Twitch stream sending link for the survey. In addition, there were paper flyers that had the QR code of the survey web address. The survey was easy to access from Twitch stream and from the paper flyer for all participants. The survey was closed and locked entirely three days after the event ended. There was no cover letter attached to the survey. Since the survey was up and running for the event time, there was no need to send any reminders out. The survey form is attached to this thesis as Appendix 1.

Benchmarking

Benchmarking process starts with identifying the benchmarking subject. When benchmarking subject has been decided next step from it is identifying the benchmarking partners. Benchmarking partners are other organizations that are compared to the organization that is doing benchmarking. After the benchmarking partners are decided it is time to perform the benchmarking study itself. (Anand & Kodali 2008, 279.)

After the benchmarking study has been completed it is necessary to determine the current competitive gap to other companies in the industry. Sometimes, the benchmarking could be done between organizations, which represent different industries (Moilanen et al. 2022, n.a.) Next in benchmarking process future performance of the company needs to be projected. Company can compare in future that have they reached performance goals. Communicating the findings to upper management is important part of the benchmarking process and gaining the acceptance for the next steps is needed. Establishing functional goals for the upcoming steps is the next part in benchmarking. After the functional goals have been set it is time for developing actions plans for the changes that will be made. After developing the plans, it is time to implement these plans and at the same time monitor the progress that is achieved. If the wanted results are not achieved benchmarking process can be recalibrated. (Anand & Kodali 2008, 270.)

In this research, there were three events that were benchmarked. First event was Counter strike tournament called Blast premier spring finals 2022. Second event that was benchmarked was League of legends tournament called LCK summer 2022. The third event that was benchmarked was Overwatch tournament called Overwatch league 2022- Summer showdown. There were nine different aspects that were compared during the benchmarking process. Social media activity before, during and after tournament were compared. In this benchmarking there was a comparison that what kind of content do the event organizers share on the social media. There was comparison that do the event organizers have competitions in their social media pages. Websites of the events were benchmarked in a way that can you find information regarding the event on their websites. There was comparison between these three events that are their sponsors visible to customers of the event. Influencer marketing of the events was also compared during the benchmarking process. After the influencer marketing was compared it was time to compare that what different kinds of social media channels do the event organizers use. Last benchmarking aspect was that do the event organizers use content marketing in their social media posts.

These three events were chosen because those tournaments were organized well and there were three big games of esports. Events were chosen from year 2022, year was chosen because the information from the tournament is still fresh and usable in the benchmarking process. Benchmarking was done on October 19, 2022. Benchmarking table is attached to this thesis as Appendix 2.

5.3 Data analysis

In survey research univariate data analysis method can be used. When univariate data analysis methods are used the attention is usually pointed towards distribution of the variables. When using univariate method usually describing is done with graphical analysis, central tendency, and measures of statistical dispersion. (Mattila, n.d)

Another analysis method in statistical research is the graphical analysis, which uses different kinds of charts to describe the information from the numerical factors of the survey. There are many graphical analysis methods that can be used to present the data. Histograms are one way to describe the numerical factors of the survey. Bar charts are used to represent the numerical data from the survey. Bar charts are often used to show the numerical information from the survey. Also pie charts are used often. Pie chart is divided to different slices regarding how many different factors there are. When pie chart slices are big it means that people have answered that question the most. Opposite to that when the slice is small there are only few answers to that question. (Cambell & Shantikumar, 2016)

In this thesis univariate research data analysis method was used. Bar charts and pie charts were utilized to describe the survey answers. The Google Forms platform provided the charts automatically. In addition, there were also open questions that were analyzed with content analysis to focus on similar kind of answers that could show patterns.

Content analysis

In analyzing benchmarking data often content analysis is used. Content analysis can be used to analyze such things as written texts, recordings, pictures, and videos. Content analysis uses coding within it to sort out same kind of themes and subject in the process. Coding is only one stage in analyzing the content. (Vuori, n.a.)

According to Moilanen et al. (2022) content analysis aims at describing the document content by words, and the objective is to find and identify meanings out of the text that is analyzed. The first step is to identify the key themes and words in the content that could provide valuable insights into the analysis. This could mean summarizing the content first and then identifying the key themes and words. After this stage, it is possible to group the key themes and words together to find bigger entities for the analysis.

In this thesis the content analysis was used in benchmarking as the analysis method. Content of different social media pages of three esports events were examined, and everything was written down into benchmarking table. The benchmarking table is attached to this thesis as Appendix 2. Social media content of different esports event organizers were used in this thesis and it was analyzed to gain the best output from the benchmarking process. Coding was used during the benchmark process to sort out the benchmark table to different kind of themes.

6 RESULTS

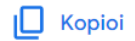
In this chapter, the results are introduced for both data collection methods. First, the results for survey method are introduced followed by the results of benchmarking.

Survey

The survey data collection was conducted during Kinocup, which was esports event organized by ESGE project. The survey consisted in total of eleven questions. Ten respondents answered the survey, which had several themes. One of the themes was marketing, and there were questions such as “How well do you think that our marketing reached you”, “Did you feel that our marketing was good enough”, and “Is ESGE marketing appealing to you”. Event management was another theme with questions such as “Has the tournament form been good”, “How did the scheduling go from your point of view”, and “Did you like the stream, is there something that you would like to add?”. Finally, there were open questions for general feedback and development ideas.

First question of the survey was “How well do you think that our marketing reached you?”. There were ten answers to this question. Scale in this question was from 1 to 10. 1 being poorly, and 10 being very well. Histogram was used in this question to visualize the answers as can be seen in Figure 8 below.

Kuinka hyvin Esgen markkinointi saavutti sinut? / How well do you think that our marketing reached you?



10 vastausta

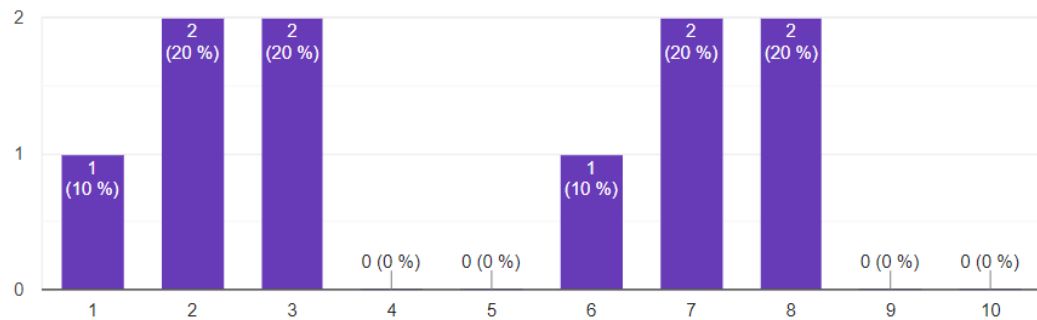
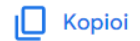


Figure 8. How well do you think that our marketing reached you?

Answers for this question were divided into six separate answers. Only one of the respondents thought ESGE marketing reached the respondent poorly (grade 1). There were two people that thought marketing reached them on at somewhat poorly (grade 2). Also, two people thought that ESGE marketing reached them a little bit better than somewhat poorly (grade 3). After those answers, one respondent thought that the marketing was on level 6, which means that the respondent felt that the event marketing reached them rather well. Two respondents were a bit more satisfied with the event marketing, and they graded the marketing with grade 7. Two last respondents thought that marketing was on level 8, which means that the marketing was good.

Next question on the survey was "From which source, you did hear from ESGE and from the event. There were ten answers to this question. Pie chart was used to visualize the answers as illustrated in Figure 9.

Mistä lähteestä kuult Esgestä sekä tapahtumasta? / From which source, you did hear from ESGE and from the event?



10 vastausta

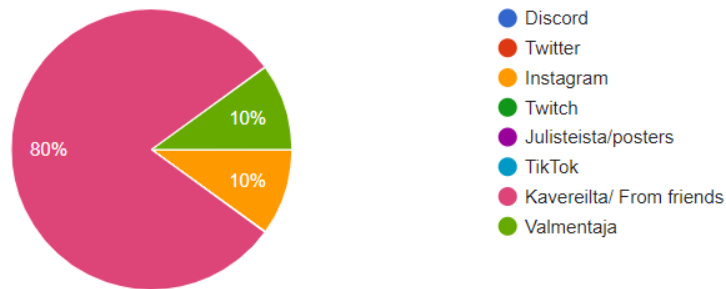


Figure 9. From which source, you did hear from ESGE and from the event?

Out of ten respondents, eight of them heard from their friends about ESGE and Kinocup. One of the respondents heard from coach of their esports team. Last respondent heard from ESGE and Kinocup through the ESGE Instagram.

Third question was “Did you feel that our marketing for the event was good enough?”. There were ten answers to this question. Histogram visualizes the answers to this question as can be seen in Figure 10.

Tuntuuko sinusta, että markkinointimme tapahtumaa varten oli tarpeeksi riittävää? / Did you feel that our marketing for the event was good enough?



10 vastausta

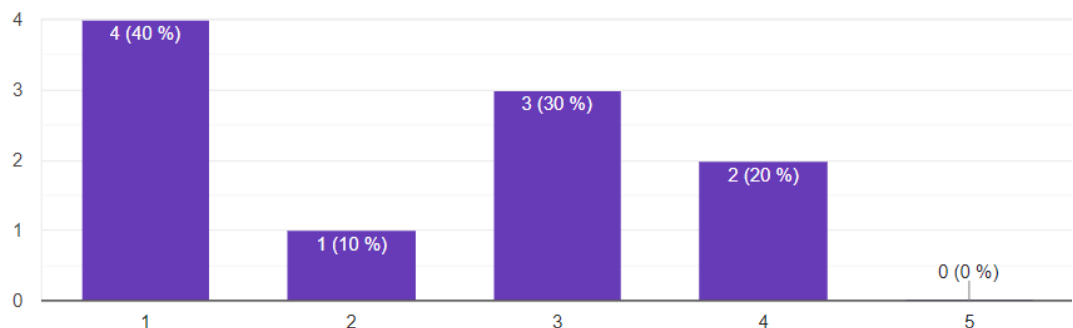


Figure 10. Did you feel that our marketing for the event was good enough?

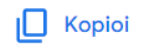
The scale for the question was 1-5, 1 being it wasn't good enough and 5 being it was enough. Four respondents out of ten thought that the marketing was not good at all (grade 1). One of the ten respondents thought that the marketing was good in some level (grade 2). Three respondents thought that the marketing was in mediocre level (grade 3). Two last respondents thought that the marketing was done above mediocre level but not at good enough level (grade 4).

Next question in survey was "Is ESGE marketing appealing to you?". This question was open question. There were in total eight answers provided. Two respondents answered that they didn't notice any ESGE marketing. One of the eight respondents thought that the marketing was not appealing. One respondent thought that the layout of Instagram marketing posts was dismal. Last respondent answered in a way that the marketing of ESGE was not appealing for the respondent, however the respondent had found information from ESGE website, and that was considered as good marketing.

Fifth question in the survey was "How could ESGE improve their marketing on your opinion?". There were eight answers to this open question. Many of the respondents answered that advertising should be done better in both social media and in face-to-face marketing. One respondent suggested that ESGE should find right persons and right channels for the marketing. Last respondent noted that starting times of the games could be added to the ESGE website.

Sixth question asked from the respondents "Did our marketing posters and marketing pictures get your attention?". Scale on this question was from 1 to 5. 1 being "no they didn't get my attention", and 5 "yes, they did get my attention". Nine respondents answered to this question as can be seen in Figure 11 below.

Kiinnittikö markkinointi julisteesemme ja markkinointi kuvamme sinun huomiosi? / Did our marketing posters and marketing pictures get your attention?



9 vastausta

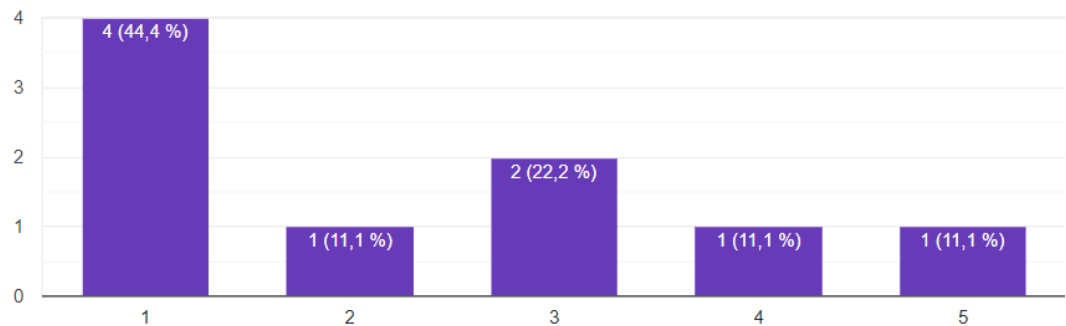


Figure 11. Did our marketing posters and marketing pictures get your attention?

Four of the nine respondents thought that ESGE marketing posters and pictures didn't get their attention (grade 1). One respondent had seen some marketing posters and pictures (grade 2). Two of the nine respondents had seen the marketing posters and pictures and it got some attention from their perspective (grade 3). Last two respondents were separated to level four and five and ESGE marketing posts and pictures got their attention in way that the respondents answered in this way (grades 4 and 5).

Seventh question in survey asked from the respondents "How could ESGE improve their marketing material"? This question was open question, and six respondents answered the question. Two of the six respondents suggested that ESGE could make marketing material more visual and in ESGE's own way. One respondent answered that ESGE could do collaborations with esports social media channels like Esportal. Last respondent wanted to have interesting information from the ESGE and from the event on top of the marketing posts.

Next question was more about organizing the event. Question was "Has the tournament form been good?". Eight respondents answered to this question. Question had two answer choices either yes or no. All eight respondents thought that the tournament form for the event was good.

Ninth question was also about organizing the event. Question asked from respondents that “How did the scheduling go from your point of view”? This question was open question and nine respondents answered to this question. One of the nine respondents thought that the scheduling was unclear and if there was something that took time it was unclear for the viewers on twitch that what was happening. Eight of the nine respondents thought that scheduling was done in good way.

Tenth question for the survey was “Did you like the stream? Is there something that you would like to add?”. This question was open question and it had in total eight respondents, who answered the question. Six of the eight respondents thought that stream was good and couple of these respondents noted that the commentators on stream were good. One respondent noted that there were some technical problems during the first day of the event and those problems were not notified on the stream. One of the respondents didn't watch the stream.

Last question in the survey asked feedback and development proposal from the respondents. This question was open question and six respondents answered to this question. One respondent answered that commentating went well but communication, updating of the sites and social media communication could be done better. Feedback from one of the respondents described that internet connection of the stream was a bit clunky but overall event was good. There was also request that there should be more teams in future tournaments. One of the players of the tournament answered to this feedback question. In the answer it was told that commentating could be heard through the earmuffs, opposing teams' voices could be heard during character drafting, stage of the event was good and seeing the opponents during the game was bit disturbing for the players.

Benchmarking

This benchmarking research compared three different esports events and organizers of the event. The three esports events and organizers were chosen

since they are major esports events and organizers in the field. Blast premier spring final 2022 was the first event that was compared in the benchmarking. LCK summer 2022 was the second event in benchmarking, and Overwatch league 2022 summer showdown was the last event to be observed in benchmarking. There were several themes that were included in benchmarking. Social media marketing was one of the main themes, influencer marketing and sponsoring were also included as themes in this benchmarking research.

Blast premier

Blast premier was active in several social media platforms such as Twitter, Instagram, Facebook, and Discord. Blast premier posted most, out of the three esports events in the benchmarking, posts during the tournament. On Twitter they posted only a couple posts before the event, but during the event there were 10 posts, and after the event again only a couple of posts. The same activity continued in Instagram, in which they posted before the event 2 posts, during the event 5 posts and after the event only one post. On Facebook they only had one post before and after the event, while during the event there were 4 posts published. Blast premier had competitions in their social media channels where participants could win meet and greet with the players at the tournament. Blast premier had a good website, where there was information regarding the tournament and there were links to all social media channels that they were active during the event. They also released an after movie after the event on social media. Blast premier also included their sponsors in almost every post that they posted. Blast premier used influencer marketing in a way that hosts, and analysts posted information from the tournament. Blast premier used Twitter, Instagram, Discord, Twitch, YouTube, Facebook, and HLTV as their social media platforms.

LCK summer 2022

LCK summer 2022 was most active in Twitter and in Facebook. During the event LCK posted 6 posts in Twitter during the event and 5 posts in Facebook. There

were competitions in social media during LCK summer 2022 esports event. One competition was that if the competition participant beats the League of legends streamers in one versus one game they get awarded. LCK didn't have official website, but information about the event was available at Lolesports website. Sponsors of the LCK are visible in their social media posts. LCK does have influencer marketing, however only one influencer was found during the benchmarking research. LCK uses Facebook, Instagram, Twitter, Twitch and YouTube as their social media platforms. LCK also utilized content marketing in their social media marketing with videos, pictures and collection of images, and highlights from previous esports events.

Overwatch League

Overwatch League was the most active in social media before and during the event. Facebook and Twitter were most used social media platforms used in marketing. Overwatch League posted 4 posts per day before the event in Facebook and during the tournament Overwatch League posted 6 posts per day. On Twitter there were 3 posts per day before the tournament and during the tournament the amount was 5 posts per day. Overwatch League had different kind of competition that other events provided. Overwatch League's competition was that if people watch the stream of the Overwatch League, they can get rewards to the game itself. Overwatch League had a good website and there were lots of information about the events that Overwatch League has organized. Overwatch League had general tournament information also on their website. Overwatch league had their sponsors visible in some social media posts, but not in every post. Influencer marketing is widely used in Overwatch League's social media marketing. Content creators that play Overwatch League are being included in the Overwatch League post. When Overwatch League hosts an event, the content creators can watch different games and host "watching parties" with their followers. Overwatch League uses Twitter, Facebook, Instagram, Discord, YouTube, Twitch and Reddit as their social media platforms. They posted lots of content in their social media platforms, such as videos, photos, and clips of the events.

7 CONCLUSIONS AND DEVELOPMENT PROPOSALS

In this chapter two subjects will be discussed. In first subchapter there will be answers to research questions. In the second subchapter there are brief theory parts from reliability and validity of qualitative and quantitative research. Also critique and development proposals are given to the research process of this thesis.

7.1 Answers to research questions

First research question in this thesis was “how the Kinocup esports event marketing can be improved to attract more audience onsite?”. Planning an esports event systematically is essential. In the theoretical framework AIDA model was described and the AIDA model provides a solid foundation for the systematic planning. According to AIDA model, the event organizer needs to create attention among the potential customers about the event. One cannot be interested in the event unless the person is informed about the event. When the potential customer has the interest towards the potential event customer feels desire to go to the event. Finally, when the potential customer has the desire big enough, the person decides to act, which in this case would mean attending the event” (Shone and Parry 2013, 204-205.) In addition, in the survey there were questions about the Kinocup marketing efforts, and results show that improvements need to be made into especially social media marketing, for example on Instagram, but also on esports event website.

Surely with more systematic sports event planning the AIDA model could be used to make ESGE marketing more appealing to the potential and existing customers in order to get them attend the event onsite. Marketing material could be made in a way that it makes potential customer interested from the event. When customer has the attention from the marketing post and gets interested about the event it is going as the AIDA model describes the thinking process.

Sponsorships is another area, where there is room for improvement. "One of the marketing objectives in sponsorships is free media exposure. When company sponsors product or service sponsoring company usually gets visually represented in the product or service. For marketing purposes, it is also important marketing objective to collect the attendee data from the users of the product, service, or the event. When collecting the data, the company gets to know that from the marketing side was the sponsorship visible enough." (Cornwell 1995, 6.) As mentioned in the benchmarking results, the three events benchmarked had their sponsorships visible to the participants of the event. Sponsorship efforts could be unified together with the social media activity prior to the event as well as during the event. This could be done for example by producing interesting marketing material, naturally labeled with sponsorship material, together with the event organizer and the sponsor. As it was described in the benchmarking results, event marketing can be made better in way that the sponsors of the event are visible to the customer in their social media posts. Sponsorships can increase participants of event if the sponsorships are chosen well. Good example from this is that if sponsors of event have competition where participants of competition can win different products of the company.

Branding is another important theme for attracting potential customers to the event. Branding was described as "the company, which brands a product, or a service wants that customer is having better experience from the specific product than from the other products that are not branded as good as the company's product. Branding is more than a logo or name of the product or the service. Brand is a full experience of something special that differentiates from the other products and services." (Smith & Zook 2020, 32). In the survey results, it was proposed that that ESGE could make marketing material more visual and in ESGE's own way. In the future the ESGE could brand their own style of doing marketing material and differentiate from the other event organizers. ESGE could also try to create brand around them. These two things could be done, and it would improve the event marketing in a way that there could be more people onsite of the event.

The starting point for all marketing is that the event organizer knows the target audience inside out, and buyer persona is key as it describes the most typical representative of the target audience. "Buyer persona is a description of the perfect customer that fits to your target audience. Buyer persona is created from the segmentation results that company has received." (De Pelsmacker et al. 2013, 124.) In the survey results, many of the respondents felt that advertising should be done better in both social media and in face-to-face marketing. One respondent suggested that ESGE should find right persons and right channels for the marketing. This requires knowing the target audience and the most typical representative of the target audience. Assessing the buyer personas could improve the event marketing of the event and it could bring more people onsite of the event.

A clear and concrete marketing plan is key to all planning and execution of an event.

As illustrated in Figure 2, first comes the objectives that are needed for the marketing plan. According to Shone and Parry (2013, 207) first step is to a need for statement of purpose and objectives including expected results. After that comes analysis of environment, competitors, and similar events. Third step of marketing plan, it is important to summarize event main products and services. Fourth step is to see overview of the target markets. On fifth step there is need for determining the marketing budget for the event. Lastly comes the marketing schedule for promotions and advertising. When those steps on the marketing plan have been done comes the organizing and preparing of the event. In that section there are ticketing, preparation, and deadlines. Implementing the event is next step. That includes organizing the activities and the main ceremonies. When the main event is done there is legacy of the event left. In that step there is post event marketing and taking the feedback from the event. As stated in the benchmarking results, every event organizer had their own marketing plan that how often do they post on social medias and on which social medias do they post. Event organizers had clear vision in their minds that what they are going to do and how do they do it from the start of the event organizing step to the final

step collecting feedback. Creating a clear marketing plan for the event could improve the event marketing and it could bring more people onsite of the event. ESGE itself had a marketing plan, but it could have been made in better way.

Social media in esports event marketing

Second research question in this thesis was “How can social media be utilized in the Kinocup esports event marketing?”. In social media marketing there are different kind of strategies and techniques. One strategy in social media marketing is market segmentation. In market segmentation marketer separates customers in certain segments that customers belong to (De Pelsmacker et al. 2013, 121.) Results of the benchmarking revealed that market segmentation was efficiently utilized during the marketing activities of these three events. It is essential to use marketing segmentation when doing social media marketing for esports events. Marketing segmentation could have been used in utilizing the social medias for the marketing of the event.

Social media marketing is one of the main marketing ways in the esports. Social media platforms like Facebook, TikTok, Instagram and Twitch are important social media platforms in social media marketing. Social media marketing is increasing its position in marketing. In social media marketing, the two-way interaction with customers is key. Organizations can communicate directly with the customers. To ensure systematic marketing activities and campaigns, companies or organizations should set objectives for their social media marketing campaigns. Commonly the objectives in social media marketing are likes on the posts or a goal to increase website visitor traffic. When the company or organization has set objectives in social media marketing, it can boost the sales of company (Turban et al. 2016. 79-80). In the survey results it was described by many of the respondents that advertising should be done better in both social media and in face-to-face marketing. Respondents of the survey thought that the social media marketing of the event was done in non-effective way and that it could be improved. There should be objectives and goals for the social media

channels so the organizers of event could see the progress in social media marketing.

Social media aims at delivering content to the users and provide two-way interaction opportunities for the organizations with their customers and potential customers. The actual created and distributed content can be targeted for marketing, entertainment, or learning purposes. Social media aims users to socialize. In addition to these two aspects, social media is also used to gain user-generated content and share it forward. Social media consists of three major parts. First part that social media consists of is media components and applications such as audio images and video. Second part is social network sites and services. It consists of the social media platforms such as Facebook. Third and last major part is social media activities. It consists of every activity that you do within the social media (Turban et al. 2016, 27.) According to benchmarking results, it was discovered that three event organizers posted pictures and videos to several different social media channels and that the pictures and videos may change within different social media channels. Social media channels should be utilized in a way that different social media channels should have different kind of content within it. It can help in event marketing if the content differentiates from other social medias and the followers of the social media sites see different kind of content.

There are several ways to do influencer marketing. Influencer marketing is mostly done in social media, but it can also be done in Events. Influencer marketing can differ between social media platforms. Instagram is one of the most important social media channels for influencer. Instagram influencer marketing usually consist of promotion pictures, description of the product and if there is discount code for the orders. When Influencer marketing is done within Snapchat the process becomes easier. Either influencer must post pictures with the text in it, or the influencer can do video from the product. Usually when snapchat influencer must do influencer marketing it is one post a day or one post in week rather than Instagram influencer can have one post only. Influencer marketing in TikTok is made on videos. TikTok influencer posts videos where influencer shows the

product and shares the promotion code on comments, or it can only be that influencer has the link to the site on their profile. Influencers could also have their post on multiple social medias at same time. Influencer could for example post to Instagram and TikTok which would make it wider influencer marketing. In these cases, company who is hiring the influencer should check that if those social medias are relevant to the influencer that the company is hiring (Tuten and Solomon 2018, 84-85.) Many of the survey respondents answered that advertising should be done better in both social media and in face-to-face marketing. One respondent suggested that ESGE should find right persons and right channels for the marketing. Finding a right influencer for the social media marketing is important for the event. ESGE could have used influencer marketing in the social media marketing. Using the influencers in social media marketing can affect in positive way on event marketing.

SEO is used in every type of online searches. These searches can be normal website search, social network search, video search and web image search. In esports social media marketing, it is crucial to use the SEO. When organizing a tournament in esports, the SEO can be used as tool to attract more people visiting the organization's social media platforms. In SEO, essential is to use key phrases that could bring the traffic to the website. When thinking about esports key phrases specifically, these key phrases could be the name of the game, esports and category of the game. Key is to identify the actual words and phrases that the potential visitors would use when searching esports events. Writing answers to certain questions that people could ask is useful way to use SEO. In SEO it is important to have optimized websites and social media sites, so the customers have the content fast in front of their eyes (Smith & Zook 2020, 610.) In the benchmarking research it was noticed that search engine optimization was used in the events, because the event pages and event social media pages popped up first on the search engine. Search engine optimization should be used in event marketing as part of utilizing the social media. Search engine optimization helps the potential customers during the process when the customers are searching for information from the area of the interest.

esports event and online viewers

The third research question in this survey was as following “How Kinocup esports event marketing can be improved to attract more viewers online?”. Influencer marketing has several objectives that it aims to reach. According to (Leung et al. 2022, 1) influencer marketing aims at promoting their brands and products in social media. Influencer marketing is important to companies because it helps their marketing department on the workload that marketing has. Another reason why influencer marketing is important to companies is that it can boost their sales up if the influencer that company has chosen is doing the marketing well and uses lots of time to it. Influencer marketing grows brand awareness to the followers of the influencer who is posting the marketing posts. When followers of the influencer have brand awareness from certain brand, customers might buy the products from that brand. Influencer marketing strategies are considered to be effective by marketers. Influencer marketing was used in all three events that were benchmarked. Following sentences show how influencer marketing was presented in these events “Blast premier used influencer marketing in a way that hosts, and analysts posted information from the tournament.”, “. LCK does have influencer marketing, however only one influencer was found during the benchmarking research.” And “Influencer marketing is widely used in Overwatch League’s social media marketing. Content creators that play Overwatch League are being included in the Overwatch League post. When Overwatch League hosts an event, the content creators can watch different games and host “watching parties” with their followers.” Influencer marketing could be used as part of event marketing to have more viewers online. As in benchmarking part watching parties could be good way to have more viewers online. Influencer marketing could be also used to promote the stream itself.

Choosing right social media can be difficult to companies. There are multiple questions to think before choosing right social media. It is good to think what the goals for the social media marketing are. It is important to have a look what resources are available to use in the social media marketing. Deciding which content type the company is focusing is also important part when choosing the

right social media. It is good to think where the audience already is, so it is easy to choose the platform where the company does have most followers on (Chen 2021.) In the benchmarking results it was noticed that the event organizers use several social media channels. Event organizers update those social media sites almost on daily basis. In benchmarking social media channels were described as following “Blast premier used Twitter, Instagram, Discord, Twitch, YouTube, Facebook, and HLTV as their social media platforms.”, “LCK uses Facebook, Instagram, Twitter, Twitch and YouTube as their social media platforms.” And “Overwatch League uses Twitter, Facebook, Instagram, Discord, YouTube, Twitch and Reddit as their social media platforms”. Event organizers should use many social media channels at the same time. Spread of the post is bigger when there is one post in multiple social medias. When event has multiple active social media channels it can affect online streams in positive way and there could be more viewers online.

Buyer persona helps to target the customers that have high chance to buy company’s product or service. When creating buyer persona the company uses demographic, geographic, psychographic, benefit, and behavior segmentation to get the right buyer persona for the company (Tuten & Solomon 2018, 43.) In benchmarking research, event organizers have created buyer personas for the online viewers as well. Buyer personas on these three events are interested in esports and have interest to that specific game. Event organizers rely on that the right buyer personas will find them through Google. Buyer personas should be used in event marketing in order gain online viewers to the stream. Buyer personas could help on setting the parameters that are set to search engine optimization. These parameters from buyer person could be age, gender, or country.

Targeting is a strategy within a strategy. In targeting one of the segments is picked and concentration is only in one market of customers. Targeting is done after the segmentation of the customer groups is done (Tuten & Solomon 2018, 38.) It was noticed that in benchmarking research event organizers did target exact groups of people. For example, Blast premier did target the Counter strike

Global offensive players. By targeting the players that play the game Blast premier had a chance that one of the players could go watch their stream. Customer targeting should be used in event marketing as it can help people within segment find things that they are interested in. Customer targeting can help event organizer narrowing the target audience that the event organizer is looking for. Customer targeting can bring new people to stream and to venue of event.

Finally, the social media content attracts customers to the organization's social media site. In attracting target audience to the organization's social media platform, content is in important role (Turban et al. 2016, 83-85). In esports events, content marketing is the most important tool for attracting the customers as it is the trigger to raise the interest of target audience and getting them engaged with the event. In the esports event advertising, different video clips of the competitive games that has been played in the specific game are often used. Those video clips aim at attracting spectators to watch the event in onsite venue or at livestreams. In benchmarking content marketing was described as following "LCK also utilized content marketing in their social media marketing with videos, pictures and collection of images, and highlights from previous esports events." And "They posted lots of content in their social media platforms, such as videos, photos, and clips of the events". Content marketing as part of event marketing can bring new viewers to online streams and to the event itself. Content marketing can bring emotions to people that they want to be part of that event when for example highlight moment happens.

7.2 Research trustworthiness

Reliability and validity of research must be looked at during the research process. In quantitative research stability is important thing. Little variables can change the answer of respondent. Reliability is one part of research trustworthiness. Reliability is when the questions of survey are like each other, and the answers lead all to the same conclusion. Validity means that if the indicator or multiple indicators measure the concept that they are supposed to measure (Bryman &

Bell 2002, 162-165) The amount of the respondents can also affect on the reliability of research.

According to Heikkilä (2014, 27-29) validity is one of the items to be looked at when assessing research quality. Validity measures the items what are supposed to be measured. Reliability is the other factor in research trustworthiness. Reliability measures how accurate the results are. Objectivity is the third component in research trustworthiness for quantitative research. This means that the research does not interfere or let own interests, feelings or motivations to affect the research.

Reliability could have been better in the survey. Many marketing questions got the same answers that the social media marketing must be done better in future. Survey did get only little information that what must be done better in the marketing of the event. Validity of the questions in survey are in level that some of the questions have indicators that could have been set to lower scale. Survey did only have 10 respondents and it did effect on the reliability of the research. If there would have been more respondents in the survey, reliability of that research method would have been much higher.

Qualitative research

Measuring reliability is also important part of qualitative research. Both internal- and external reliability are used in qualitative research. Internal reliability in qualitative research means that when the people on the research agree on what they are hearing and seeing. External reliability means that while doing qualitative research the researcher needs to take a social role from the researcher that has made the earlier research. Triangulation is important part of the qualitative research reliability. Triangulation suggests using more than one method or source of data in the research (Bryman & Bell 2007, 410-413.)

In benchmarking research there could have been more of benchmarking objects that were benchmarked. Adding more things to be observed could have made

wider benchmarking research. In addition, using more time to do more in-depth benchmarking would have given more to the complete benchmarking process.

8 FINAL WORDS

This thesis provides useful information for the commissioning party. For the first time we organized the Kinocup event, we did the marketing in practice without researching different options. After this research and thesis information, different options would have most likely considered differently. This is good information for future esports events.

During this thesis process I learned lots of things from research process itself. I learned how to write theoretical text and how to execute two different kinds of research methods. There were some easy steps during the thesis process. For example, making the questionnaire was easy for me, because I had done several questionnaires during the courses that I had. Easy thing for me in thesis process was time management. Even though there were times that writing thesis was hard I managed to create deadlines for the chapters. When I had the deadlines on chapters I got them done in time and thesis process did go forward. It was easy for me to create text for the research parts.

There were lots of challenging things during the thesis process. Challenging for me was to write theoretical text because it took more time and power that I thought. Also, it was challenging to seek the theoretical sources for the thesis, but after all I managed to find good sources for both theoretical frameworks. Challenging for me was to write thesis efficiently every day because sometimes it felt that I couldn't create text at all, but sometimes I created it in fast pace. Overall thesis process was a process that taught me lots of things that I may need in future working places and in future life.

There are couple topics that could be used in future research. First research topic could be "What social media channels should be used in esports event marketing?". Second topic for future research could be "how content marketing can be made better in esports event marketing"

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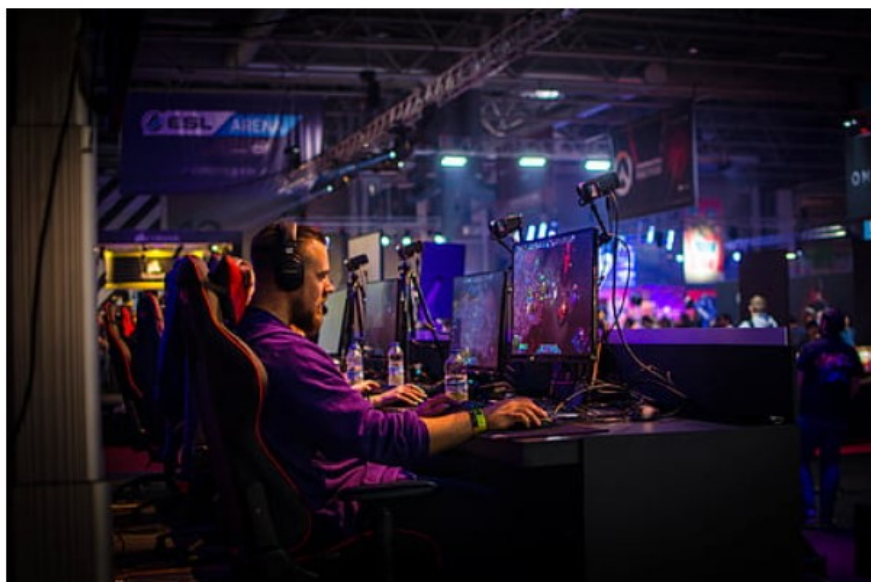
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Kino Cup - palautekysely

Tämä on ensimmäinen ESGE:n kautta järjestetty hybriditapahtuma, joten on erityisen tärkeää kuulla teiltä palautetta. Tämän palautteen tavoitteena on saada oppia, jotta voimme vuonna 2022 järjestää taas parempia tapahtumia ja kehittyä hybriditurnausten järjestäjänä. Tietojasi tullaan käyttämään pelkästään ESGE:n tapahtumatoiminnan kehittämiseen sekä opinnäytetyötutkimuksen tekoon.



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Kuinka hyvin Esgen markkinointi saavutti sinut? /
our marketing reached you?

How well do you think that

1 2 3 4 5 6 7 8 9 10

huonosti/poorly



Todella hyvin/very well

Mistä lähteestä kuult Esgestä sekä tapahtumasta? / From which source, you did hear from ESGE and from the event?

- ☐ Discord
- ☐ Twitter
- ☐ Instagram
- ☐ Twitch
- ☐ Julisteista/posters
- ☐ TikTok
- ☐ Kavereilta/ From friends
- ☐ Muu: _____

Tuntuuko sinusta, että markkinointimme tapahtumaa varten oli tarpeeksi riittävää?
/ Did you feel that our marketing for the event was good enough?

1 2 3 4 5

Ei ollut riittävää/it wasnt good enough ☐ ☐ ☐ ☐ ☐ Oli riittävää / it was enough

Onko ESGEN markkinointi sinuun vetoavaa? / Is ESGE marketing appealing to you?

Oma vastauksesi _____

Miten ESGE voisi parantaa markkinointiaan sinun mielestäsi? / How could ESGE improve their marketing on your opinion?

Oma vastauksesi _____

Kiinnittikö markkinointi julisteenne ja markkinointi kuvamme sinun huomiosi? /
Did our marketing posters and marketing pictures get your attention?

1 2 3 4 5

ei kiinnittänyt/ no they didnt
get my attention

☐ ☐ ☐ ☐ ☐

kiinnitti minun huomioni/ yes
they did get my attention

Miten voisimme parantaa ESGEn markkinointimateriaalia? / How could ESGE
improve their marketing material?

Oma vastauksesi

Onko turnausformaatti ollut hyvä? / Has the tournament form been good?

☐ Yes

☐ No

Miten aikataulutus mielestäsi sujui? / How did the Scheduling go from your point of
view?

Oma vastauksesi

Tykkäsitkö striimistä? Mitä haluaisit lisätä meidän striimiin? / Did you like the
stream? Is there something that you would like to add?

Oma vastauksesi

Onko sinulla muuta palautetta tai kehitysideoitu? / Do you have any other feedback or development ideas?

Oma vastauksesi

Benchmarking table	Blast premier spring final 2022	LCK Summer 2022	Overwatch League 2022- Summer showdown
How active social media was before tournament?	Before tournament Blast premier was active in Twitter, Instagram, Facebook, and Discord	Before tournament LCK was active in twitter, Instagram, and Facebook	Overwatch league was active before the tournament in Twitter, Instagram, Facebook, and Discord
How many posts there were from week before the tournament? (Posts per day)	Twitter: 2 Instagram:2 Facebook: 1	Twitter: 2 Instagram: 1 Facebook: 3	Twitter: 3 Instagram: 2 Facebook: 4
How many posts there were during the tournament? (Posts per day)	Twitter:10 Instagram:5 Facebook:4	Twitter: 6 Instagram: 3 Facebook:5	Twitter: 5 Instagram: 3 Facebook:6
How many posts there were from week after the tournament? (Posts per day)	Twitter: 2 Instagram:1 Facebook:1	Twitter: 1 Instagram: 2 Facebook: 3	Twitter: 1 Instagram: 1 Facebook:1
How active social media was during tournament	Blast premier social media was extremely active on twitter during the tournament and was also active in Instagram, Facebook, and discord	LCK was very active during the tournament in Facebook, twitter and in Instagram	Overwatch league was very active during the tournament in Twitter, Facebook, Instagram, and discord
How active social media was after the tournament	Blast premier was active after the tournament in twitter, Facebook, Instagram, and discord. Blast premier also released after movie of the event.	After the tournament LCK Was active and shared collection of the photos taken during the tournament	After the tournament there were clips posted about play of the weeks and players point of view in final games
What kind of material is shared on their social media pages	There are videos and pictures shared in blast premier Instagram and Twitter	Videos and pictures of the tournament are posted to the Facebook, Instagram, and twitter.	Overwatch league posts videos and photos from the tournaments to their social medias
Are there any competitions in their social medias? Have they asked to join to the competition?	In Instagram there is a competition where the participants of the spring finals can have a chance of winning the meet and greet with the players	There are competitions that the participants can play against streamers and if participants beat the streamer, they get awarded	There are competitions that if you watch the streams of Overwatch league you can get in game rewards from that
Is there web site where is information about the tournament	There was a website of the spring finals. There were schedule of the event and Blast premier own stream channel and blast premier YouTube and twitch links.	There is not official LCK web site, but the information can be gotten from Lolesports websites that shows every league that league of legends has.	Overwatch league has good website, and it has schedules about every tournament that they have organized in 2022 and there is

			general tournament information included
Are the sponsors of the tournament visible?	Sponsors are visible in almost every post that blast premier has.	Tournament sponsors are visible in LCK social media posts	Sponsors are visible in some of the posts but not in every social media post that Overwatch league posts
Have the tournament organizers used Influencer marketing?	The hosts and analysts of the tournament were sharing posts about the tournament in their social medias	There are influencers sharing posts from LCK but there was only one influencer that was easy to find through google search	Content creators have been included in overwatch league posts and several content creators of overwatch game are watching the streams live and hosting watching parties
What different kinds of social media channels has tournament organizers used	Twitter, Instagram, Discord, Twitch, YouTube, Facebook, HLTV	Facebook, Instagram, Twitter, Twitch, YouTube	Twitter, Facebook, Instagram, Discord, YouTube, Twitch, Reddit,
Is content marketing used in their social media posts?	There is lots of content from the tournament itself and from the previous tournaments available	There are lots of content marketing included in LCK social medias highlighted plays from previous tournaments	There is content marketing in overwatch leagues social medias such as clips from the games that have been played