

## [Neo Sports bullish on digital marketing](#)

### **Exchange4media**

Neo Sports, a premium all sports channel from Nimbus Communications, is going digital in a big way to market the channel. In addition, Neo Sports has recently launched a new corporate website, which has schedules and will soon launch a Neo fan engagement section on the website.

Neo Sports plans to use the Google network and Facebook applications in a big way to promote sports on the channel. It has recently launched a microsite, 'Weekend kick off', which is aimed at football fans in India. 'Weekend kick off' is said to be a contest driven site, wherein winners will get a chance to see their favourite teams play 'live' in the country where the match is being played. The campaign is already running on various sites like Bigadda.com, Facebook.com, Orkut.com, Hi5.com, Youtube.com, Santabanta.com and Bharatstudent.com, among the social networking sites. Some of the game sites would include Onlinegames.com and Zapak.com, while the football sites include Bigsoccer.com, Goal.com, Indianfantasyleague.com and e-soccer.com, to name a few.

In conversation with exchange4media.com, Abhishek Verma, Head of Marketing and Communications, Neo Sports, explained, "Neo Sports is a niche brand that focuses on sports like golf, tennis, football and motor sports. The audiences for these sporting events are usually urban, well-travelled and usually have a high degree of time spent on the Internet. We felt that the digital medium is the best medium to reach these audience groups as well as run various contests online."

Verma declined to comment on the budget earmarked for the initiative, however, for Neo Cricket digital marketing will be used to build fan engagement before the launch of the season. The marketing drive is said to be a continuous activity based on its event schedule, for instance, a tennis events on Neo Sports will see focus on that sport and so on.

Elaborating on the web initiatives undertaken, Verma said, "We do contextual as well as search based targeting on Google. We have used Google ad words quite successfully in the past. We create fan clubs and interact with fan clubs on Facebook. For football, we have recently launched an initiative called 'Weekend kickoff', where there is a contest for football fans to win free tickets to Germany to watch the German football league, the Bundesliga, as well as exclusive Bayern Munich merchandise."

So, what advantages does digital media offer vis-à-vis traditional media? "The digital medium is highly targeted and more cost effective as compared to other mediums," replied Verma.