



A Work Project, presented as part of the requirements for the Award of a Master's Degree in Management from the Nova School of Business and Economics

Designing a sports platform for RTP, to increase sports' content offer
Development of a successful promotion strategy

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RTP should develop the platform’s promotion strategy and express its value proposition, not only to its current public, but also to the platform’s potential consumers



Recommendation 4: Develop a successful promotion strategy for RTP Desporto

R1
R2
R3
R4
R5



Recommendation

Gap Assessment

- The platform aims to reach a **less frequent audience of RTP**, which generally perceives the channel as more traditional and less innovative.
- RTP's digital platforms **have not yet reached the potential audience**, as the public is still not familiar with these platforms.

Recommended Solution

Develop an RTP Desporto promotion strategy, based on:

- **Online Marketing:** SEO and Social Network;
- **Influencers and Ambassadors;**
- Promotion in **RTP channels**.



People

Partners

- It is necessary to establish partnerships with **athletes, ambassadors, and influencers**.
- Partnerships with **suppliers for merchandising** production and stamping.

Consumers

- In order to reach a younger audience and the targeted segments, RTP must **invest in digital promotion**.
- Nonetheless, attract its current audience, RTP should use its **own channels**.



Value Proposition

Consumers

- This promotion model allows consumers to **identify themselves with the brand** and feel closer to it.
- Consumers recognize that the content and the features included in the service **meet their needs**.

RTP

- The recommended promotion strategy allows RTP to reach **a younger audience**.
- It also allows bringing **familiar faces** from the **sports universe**, thus increasing the credibility of the platform.

The digital marketing techniques enhance the brand to reach segments in a more personalized way and can obtain a higher return on investment



Analysis: Digital Marketing

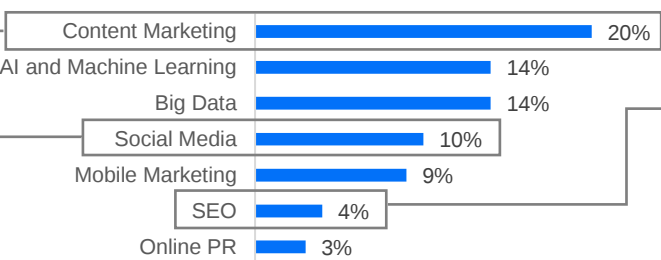
External Analysis



Content Marketing reaches **three times more leads** than paid advertising and it **costs 62% less** than traditional marketing.



Graphic 13: More efficient digital marketing techniques



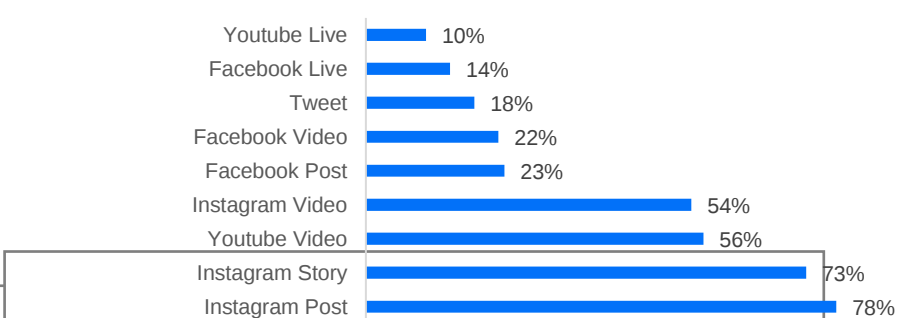
SEO is responsible for **67%** of mobile phone **search traffic** and **94%** of **organic search** by 2020.

64% of digital consumers recognize that a **video** or a **social media post** **increases the chance of buying**.

90,4% of millennials, **77,5%** of generation X e **48,2%** of baby boomers are active users of social media.

73% of the brands interviewed stated that the experiences they had with **social media marketing** were **"positive"** or **"very positive"**.

Graphic 14: Impact of social networks on brand recognition



Sources: eMarketer, Omnicore

R1
R2
R3
R4
R5

Currently, RTP is present on social media networks and carries out promotional campaigns related to its content through its pages

Analysis: Digital Marketing

Internal Analysis

			
RTP	150,000 followers	570,000 followers	517,000 followers
RTP PLAY	10,000 followers	12,000 followers	3,000 followers
5 Para a Meia Noite	295,000 followers	1 million followers	100,000 followers
The Voice Portugal	145,000 followers	690,000 followers	24,000 followers
Casa do cais	12,000 followers	2,700 followers	4,100 followers

Table 23: RTP's programs comparison on social media



- On Instagram and Facebook, RTP's most successful TV shows' profiles have as **many or more followers than RTP's own profile**.
- RTP Play's digital promotion campaigns have had an **Ad server impressions/Ad server clicks rate of around 0.2%, over the past two years:**

	Ad Server Impressions	Ad Server Clicks	Ad Server Clicks/Ad Server Impressions
2019	3 686 052	8 284	0,225%
2020	33 136 524	71 227	0,215%

Table 24: RTP's impressions and clicks on 2019 and 2020

Promotion strategies focused on ambassadors and influencers guarantee a higher return on investment, than the traditional methods

Analysis: Ambassadors and Influencers

External Analysis

Resorting to **ambassadors** as a method of promoting the service is a strategy with **high return**, and with **fast, effective, and lasting results**.



On average, a return **of \$6.5 is expected for every \$1** that is invested in promotion campaigns led by ambassadors or influencers.



49% consumers covered by the Survey developed by the Tomoson marketplace consider the **recommendations given by influencers or brand ambassadors on social networks**, to join a service or purchase a product.

Internal Analysis

- **RTP Palco** already partner with **few ambassadors** - important personalities which are relevant in the various areas of operation of the platform.
- At the moment, RTP’s promotion strategy does **not consider digital influencers**.

Since the RTP’s audience belongs mostly to the age group of over 64 years, television advertising spots continue to have significant relevance, expanding the platform's reach and visibility.

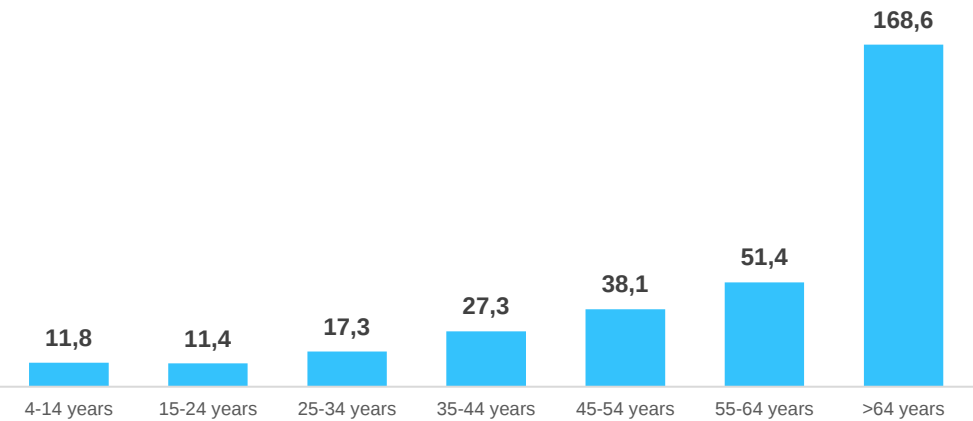
Analysis: Advertising Spots

Internal Analysis

Using **advertising spots** as a method of promoting the service **increases visibility**, since the average daily audience of RTP is about **325 800 people**. Television is still very relevant when it comes to reaching mass audiences.

RTP uses its various TV channels to advertise its programs. These **advertising spots are not paid** or accounted for the advertising share of any RTP channel.

Graphic 16: Average Daily Audience (in thousands), by age group



RTP’ audience belongs essentially to a more advanced age group (>64 years).

Thus, it is essential to promote the service considering the relevance of this audience, which chooses television as their favourite mass media.

R1
R2
R3
R4
R5

RTP should consider the decision-making process of consumers, in order to act on key points and be the first choice as a sports broadcasting platform

Analysis: Customer Decision Journey

RTP should take into account the **consumer's decision-making process**, in order to act on **crucial points** of the journey. Through **marketing initiatives**, it is possible to create awareness for the digital platform, making it an option to be considered by consumers. It is essential to develop **appropriate strategies at each stage**, with **different objectives**, namely perception and recognition of the platform, the intention of choice, and loyalty.

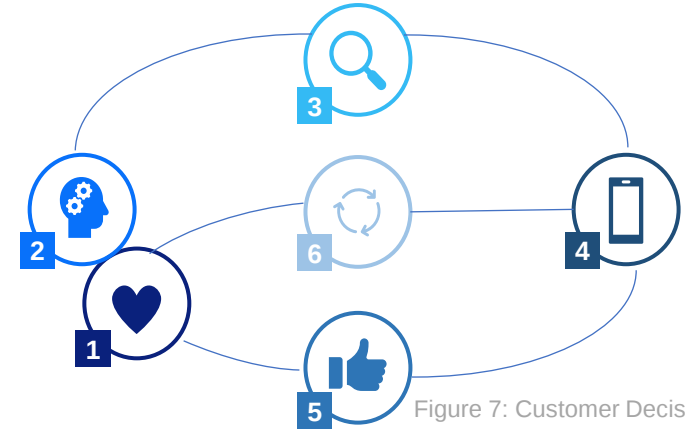


Figure 7: Customer Decision Journey

1. TRIGGER

The consumer has the **desire to watch a particular championship or sport event** of a particular modality.

2. INITIAL CONSIDERATION

As a fan of the specific modality, the consumer starts by zapping on channels that normally broadcast the sport, and/or on specific sports **apps/websites**.

3. ACTIVE EVALUATION

Since the consumer **cannot find** what he/she is looking for in specific channels/websites, he/she starts **searching on other websites/apps**, based on **criteria** such as: the price to watch the event, and the diversity of specific modality events.

4. MOMENT OF ACTION

The consumer decides to **download the RTP Desporto app** to his/her smartphone and creates the username.

5. POST-ACTION EXPERIENCE

After the experience, the consumer **evaluates the app**. If it has matched the expectations, he/she **shares the experience** with potential users.

6. LOYALTY LOOP

If the consumer is satisfied, he/she will most likely **continue to explore** RTP Desporto. Since the personal account has already been created on the platform, the **login process in the future will be simpler**.

For the three critical phases of the Customer Decision Journey, RTP should develop initiatives taking into consideration the time, complexity, and impact of each one



Marketing Initiatives

CDJ	Goals	Initiatives	Rational	Time	Complexity	Impact
Initial Consideration	Perception and awareness of RTP Desporto	1) Ambassadors	By promoting RTP Desporto through ambassadors , consumers, who associate these personalities with high-quality sport, will get to know the platform	  	  	  
		2) Influencer Marketing	Influencers have a major impact on the decision-making process of younger generations , allowing RTP to reach this audience	  	  	  
		3) Google Ads (Display Ads)	The majority of people who is interested in sports, read online sports news . RTP should include display ads on online sports news, in order to increase brand awareness	  	  	  
		4) Advertising Spots	Since RTP is a generalist channel , the promotion of the sports platform on the TV channels reaches a larger audience , creating awareness to the digital platform	  	  	  
Active Evaluation	Perception and awareness of RTP Desporto; Intention of choice	5) Google Ads (Search Ads)	Search ads will allow consumers who are looking for sports broadcasts on Google to find RTP Desporto in the first place	  	  	  
Loyalty Loop	Loyalty to the platform	6) Notifications	Send notifications of new content to remind the platform's existence and utility	  	  	  

Table 25: Marketing initiatives analysis in terms of time, complexity and impact



Low



Medium



High

R1

R2

R3

R4

R5

Instagram profiling and its constant update are essential to create engagement with a younger audience, both in terms of posts and stories. Investing in a paid advertisement on Instagram allows reaching a wider audience

Recommendation 4.1: Investing in Digital Marketing

Each promotional content should always have a **specific target**, namely the **younger generations** on social networks, and the **Sports Addicted** and the **Sports Fans**.

RTP Desporto must have its own Instagram profile. This way it can attract sports fans and promote the events to be broadcasted on the app and website. It is important to **post daily content** through highlights in the **feed, stories and lives, creating more engagement** with **polls** and **giveaways**.

RTP Desporto should promote its platform through **paid ads** and thus reach more people. The ads should be designed in **story format and feed posts** on Instagram and Facebook, as well as **through Google Ads** promoting on YouTube and other websites.

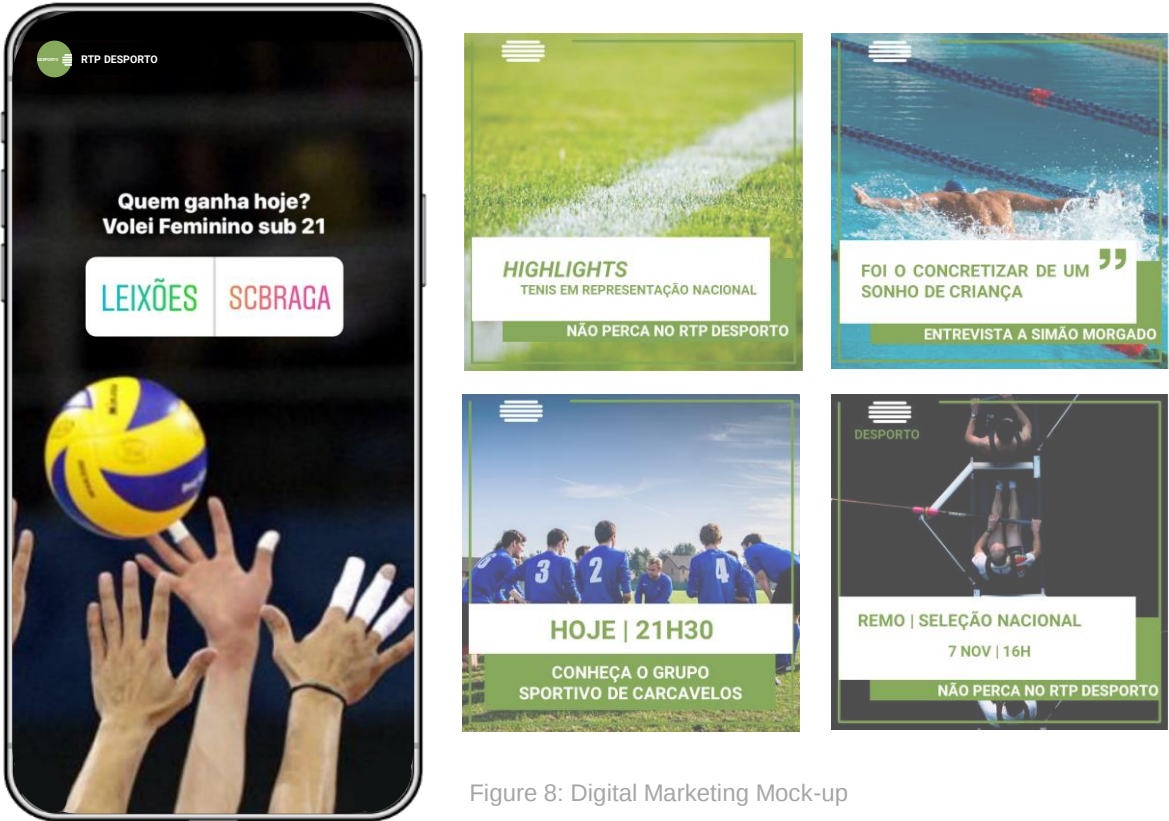


Figure 8: Digital Marketing Mock-up



R1
R2
R3
R4
R5

The use of Google Ads in banner format with different dimensions will allow to create awareness of the new RTP platform, being associated with the values and mission of the brand

Recommendation 4.1: Investing in Digital Marketing

- In order to **implement the promotion strategy**, it is necessary to develop **banners** of different dimensions, considering the **target audience**.
- Unlike Instagram, on **Google Ads** the message should prioritize the **purpose of the platform** and maintain the colors and lines of RTP Desporto. This way, the **audience will be able to identify it easily and memorize the platform**.



Figure 9: Digital Marketing Mock-up

- Develop **Search Ads**, based on **specific keywords** such as “Watch game X”, taking into account negative keywords like “sports bets”.
- Send **notifications** in order to invite the consumer to **revisit** RTP Desporto, based on their frequency of use of the platform.

R1
R2
R3
R4
R5

The relevance attributed to ambassadors is significant, given the credibility and exposure they offer to the platform, although their selection should reflect values such as inclusion and diversity

Recommendation 4.2: Partnerships with Ambassadors and Influencers

- The development of a promotion model with ambassadors allows RTP to **gain even more credibility in the field of sports**.
- The ambassadors have a high number of fans and/or followers on social networks, and this exposure will **contribute to the promotion of RTP Desporto**.
- In order to maintain their **values of inclusion and diversity**, the chosen ambassadors must represent various modalities.

							
Rosa Mota	Telma Monteiro	Fernando Pimenta	Nelson Évora	Pedro Leal	Teresa Bonvalot	Jorge Pina	Jéssica Silva
Former Olympic athlete	Judo	Canoeing	Athletics	Rugby	Surf	Combat	Football
	 70,5 k	 50 k	 91 k	 4 k	 31 k		 256 k

Model 1

In this model, the ambassadors are invited to represent RTP Desporto and there is no implicit remuneration of any kind. The **credibility, strength of the brand, and the exposure that RTP Desporto** can offer both to the athlete and the modality they practice, are factors for ambassadors to accept the invitation.

Model 2

In this model, the ambassadors are invited to represent and promote RTP Desporto, **receiving a remuneration**. In this model, the promotion is planned on social media platforms, by using photographs and videos to promote the platform.

R1
R2
R3
R4
R5

The partnership with influencers is essential to create awareness of the new platform, and personalities and their audience must be aligned with the mission of RTP Desporto

Recommendation 4.2: Partnerships with Ambassadors and Influencers | Example

RTP Personality



Vasco Palmeirim, RTP’s presenter, 384K followers on Instagram

-  **Who?** Personalities who are interested in sports, with active social network
-  **Why?** Audience relates these personalities with RTP, increasing credibility
-  **What?** Shares on social networks (stories) the RTP Desporto’s launch

Paid Video



Bumba na Fofinha, comedian, 406K followers on Instagram

-  **Who?** Influencers and Humorists
-  **Why?** Public is loyal and is attracted by humor, creating awareness for the platform
-  **What?** Creates a funny video, paid, and share it on social networks

Unpaid Post



Maria Pessanha, surfer and blogger, 25.2K followers on Instagram

-  **Who?** Influencers who have a healthy lifestyle
-  **Why?** Public is influenced by her choices and preferences
-  **What?** Shares the Press Kit received on Instagram stories

Paid Post



O Arrumadinho, marathonist and blogger, 74.9K followers on Instagram

-  **Who?** Influencers who are interested in sports
-  **Why?** The public identifies him as a sportsman with an active lifestyle
-  **What?** Shares a paid post on Instagram during the month of the platform’s launch; shares the Press Kit received on Instagram stories

Press Kit



R1
R2
R3
R4
R5

The promotion of RTP Desporto should be carried out through RTP's TV channels in different formats: QR-Code, Footer and in differentiated TV shows in order to reach a wider audience

Recommendation 4.3: Advertising Spots

RTP's Channels



QR-Code

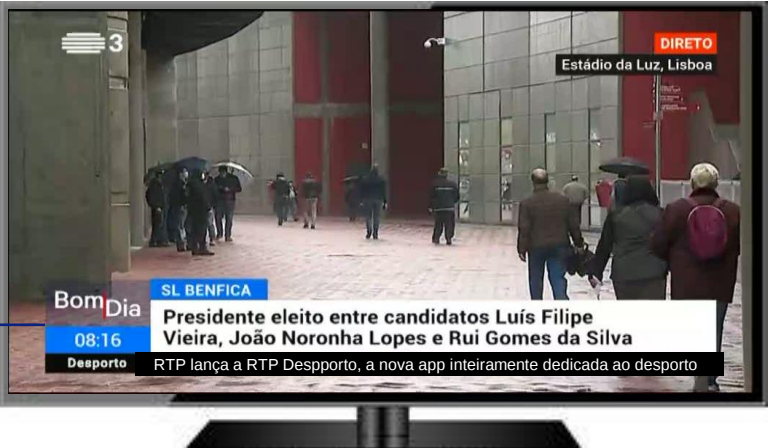
Whenever sports content is being broadcasted. **Why?**

- Fosters interest
- Facilitates access to RTP Desporto

Footer

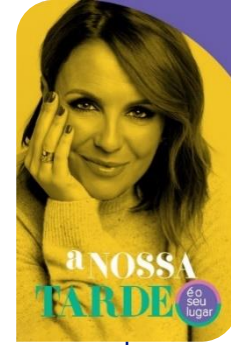
Continuously in the footer of the TV's news. **Why?**

- Create brand awareness and build "top of mind" perception



RTP's TV shows

- By promoting the sports platform in RTP 1 TV shows, RTP will be able to **make it known to different age groups.**
- This type of promotion is **already used by other TV shows**, such as The Voice.
- At a more advanced stage of the project, these TV shows should serve as a place for promoting and briefly present the on-demand content of the platform.



In order to underline the importance of sports, and to assess the gap between television and the digital platform, "A Nossa Tarde" should have a **weekly segment dedicated to an athlete.**

R1
R2
R3
R4
R5

The implementation of RTP Desporto’ promotion strategy implies the involvement of RTP’s different areas in the project. The constant monitoring of the results produced by the campaigns is central to the success of the platform

Implementation Plan

Implementation	
Task	Areas
Create an Instagram account and develop content for the plataform’s launch and its first events	RTP Desporto
Publish advertising on social media and Google Ads	RTP Desporto
Develop the model RTP – Ambassador/Influencer	RTP Desporto and Legal
Establish contact with the chosen ambassadors/influencers	RTP Desporto
Establish the long-term contract	RTP Desporto and Legal
Develop content to publish on television and radio channels	RTP Desporto, Marketing and Self-promotion
Establish the programming of each content to be promoted	RTP Desporto and/or Channel Director
Promote RTP Desporto in existing programmes	Content Director, Marketing, Radio, RTP Desporto
Present documentaries of athletes and clubs, with special participation of them	Content Director and RTP Desporto

Table 26: Recommendation 4 Implementation Roadmap

Monitoring
Key Performance Indicators
Impressions: number of times advertising content appears on a digital page;
Click-through rate: Clicks/Impressions;
Conversion rate: number of views of the content on the RTP Desporto platform / number of clicks of advertising content (history, publication or advertising)
Number of followers of the platform's Instagram Page and its growth rate
Reach of Publications and Stories: number of views, likes, comments, shares
Post reach Rate: Views of the post/number of followers;
Applause rate: likes/followers; Amplification rate: shares/followers.
Engagement: No. of clicks, likes, reactions, shares, comments and mentions
Audience of the channel at the time of the passage of the promotion
Nº visits of the digital platform during the period of television promotion;
Number of QR Code readings and QR Code vs. channel audience scans at the time the QR Code is visible on the screen.

Table 27: Recommendation 4 Monitoring Roadmap