

# **The Influence of Online Marketing Communication on Image of Showjumping Events**

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 **Tomas Bata University in Zlín**  
Faculty of Multimedia Communications

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Fakulta multimediálních komunikací  
Ústav marketingových komunikací  
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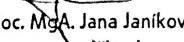
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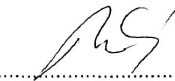
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## **ABSTRAKT**

V České republice se jezdeckví stává stále oblíbenějším sportem. Vznikají nové, často velmi kvalitní areály, kterým však chybí dobrá marketingová komunikace, která by přilákala nové investory a pomohla zvětšit fanouškovskou základnu. Vzhledem k obrovskému rozvoji online médií a jejich globální využitelnosti se jejich aplikace v rámci marketingových aktivit parkurových závodů přímo nabízí.

Tato práce se zaměřuje právě na využití online marketingových nástrojů ke zlepšení image jezdeckých areálů a popularizaci jezdeckého sportu. Jejím hlavním cílem je zjistit, zda má dobře provedená online marketingová komunikace vliv na image parkurových závodů. Pomocí analýzy vlivu online komunikace prestižního areálu v Aachen (Německo) na jeho image se snaží získané poznatky aplikovat na český trh a vytvořit tak univerzální model pro využití online marketingových nástrojů ke zvýšení image středně velkých jezdeckých areálů v České republice.

**Klíčová slova:** online marketingová komunikace, image, parkurové skákání, jezdecký průmysl, sociální média, webové stránky, public relations, jezdeckví, sportovní marketing

## **ABSTRACT**

In the Czech Republic equestrian is becoming more and more popular. New, very often high-quality showgrounds are built across the country. However, they lack good marketing communication to attract new investors and help to increase the fan base. Due to the enormous development of online media and its global applicability is their use in marketing activities of showjumping events highly practical.

The thesis is focused on the usage of online marketing tools for improving the showjumping events` image and popularization of the equestrian sport. The main aim is to explore and evaluate the influence of online marketing communication on image of showjumping events by the analysis of online marketing communication and its impact on the image of the world famous horse riding facility in Germany in comparison with Czech environment and create universal online marketing communication platform applicable for the midsized showjumping facilities in the Czech Republic.

**Keywords:** online marketing communication, image, showjumping, sport horse industry, social media, websites, public relations, equestrianism, sports marketing

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***“Do what you love and do it with enthusiasm, determination and smile.”***

*(Zuzana Brátová)*

I hereby declare that the print version of my Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

Zlín; April 21, 2015

Zuzana Brátová

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## INTRODUCTION

Equestrian is a very special sport based on the mutual understanding between horse and rider. It is sport full of emotions, adrenalin and grace. Equestrian is one of the most popular sports in countries such as England, Germany, France, Belgium or Canada. The whole horse industry is a growing sector with enormous potential.

Also in the Czech Republic equestrian is becoming more and more popular. New, very often high-quality showgrounds are built across the country. However, they lack good marketing communication to attract new investors and help to increase the fan base. Development of the equestrian sport needlessly stagnates. Even though the Czech Republic is located next to Germany that has a long and very successful history within the Equestrian industry and is reputed to be a desired destination for all people affiliated with horses. Germany hosts the most prestigious world shows with the high-level marketing communication so there is a great space to gain inspiration and adapt the activities to our market.

For the sport itself, the good image is very important. The way the events are communicated creates general picture of the whole industry. There are many possibilities to show to the general public the uniqueness of the equestrian sport and make it more popular.

Due to the enormous development of online media and its global applicability is their use in marketing activities of showjumping events highly practical. Additionally, these tools are applicable not only to the Czech market, but also (with small changes) to all midsize showjumping facilities across the Europe. The thesis is focused on the usage of online marketing tools for improving the showjumping events' image and popularization of the equestrian sport.

## **I. THEORY**

## 1 SPORT HORSE INDUSTRY

Horse industry is a growing sector with enormous potential. It belongs among few promising industries in rural areas. Equine industry had been changed dramatically over the past centuries. Nowadays, horses are not just agricultural machines or means of transportation but also an important part of the current modern lifestyle. With approximately 58.5 million horses all around the world equine sector is highly diverse with huge scale of sub-industries such as sport, breeding, recreation, trade or slaughtering. (Critz, 2013; Häggblom, 2004, s. 2-3)

Sport Horse industry is nowadays a vital part of the Equine Industry. The contribution of the Sport part on the whole Equine business is almost 60% in the USA (that means about 60 billion USD per annum) and for example in China is this sector called “Sunrise Industry” because of its huge economic growth in the latest years. (FEI, ©2011-2016; The Equestrian Channel, 2013)

Despite all the facts mentioned above the European Union plays the leading role in all sectors of the Sport Horse Industry. In the FEI International disciplines – showjumping, dressage, paradressage, eventing, driving, endurance, vaulting and reining and also in the international racing industry, 93% of the world’s jump races in 2013 were hosted by the EU member states. (World Horse Welfare, ©2016)

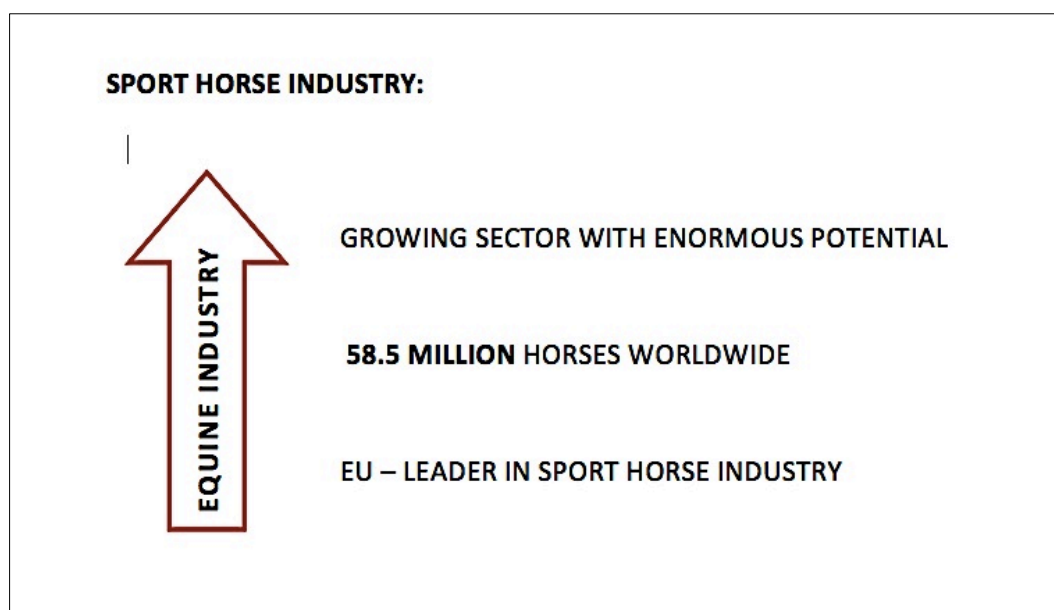


Figure 1: Chapter summary 1, (source: author)

## 1.1 Sport Horse Industry in Germany

Germany has a long and very successful history within the Equestrian Industry and is reputed to be a desired destination for all people affiliated with horses. It is world-renowned not only for the sport but also for breeding, trade and training. Germany, with approximately 1,200,000 horses and ponies, shares with the United Kingdom the first position in the horse population in the European Union. Equestrianism is one of the most popular sports in Germany. Almost 13,000,000 Germans claim a keen interest in horses – that means 16% of the whole population. Equestrian sport is mostly popular with the female population – 75% of the German Equestrian Federation members are women and among the female group aged 15 to 26 is Equestrian the third most popular sport. (Deutsche Reiterliche Vereinigung, 2014, p.3-7)

Horse Industry is also an important economic contributor. The Horse Industry turnover in Germany is approximately estimated to 6 billion Euros per annum, however there is also an indirect impact that includes for example books, magazines or television industry. According to different studies there is about 300,000 workplaces connected with equestrianism. From this it follows that every three to four horses form one working opportunity. (Deutsche Reiterliche Vereinigung, 2014, p.9)

### 1.1.1 Breeding

*“For riding you need horses. For good riding you need good horses. If you have a lot of good horses, you have the opportunity for a lot of good riding. These three simple sentences describe the breeding situation in Germany in a nutshell.”* (Deutsche Reiterliche Vereinigung, 2014, p.29)

Horse breeding in Germany has a very long tradition and it is a great part of German success in the Horse industry. Germany is country where you can find excellent horses for each discipline. Currently there are about 39,000 newborn foals (for riding purposes) in the Germany each year. As an example of the outstanding quality of the German Sport horse breeding is the number of German bred horses taking part in the 2012 Olympic Games in London which is 30% (65 out of 219). The biggest percentage was in dressage competitions – 41%, following by showjumpers – 29%. German horses won 12 out of 45 medals including five gold. (DRV, 2014, s.29)

### 1.1.2 Sport

Germany is not only well-known for its excellence in horse breeding but also for the competitions they held and for competitors who represent their country all around the world in all the Olympic disciplines such as showjumping, dressage and eventing. It was about 69,000 official competitions in 2012 that were held across the Germany. The German National Equestrian Federation registers 81,351 riding licences, 137,000 horse licences and 2,400 FEI horse passports (A/N: FEI horse passports are necessary for official international competitions). Not only the horses but also riders representing Germany are among the best in the world – 85 medals (including 39 gold) from Olympic Games within the years 1912-2012 or 955 medals (403 gold) from European Championships can be considered as an good example. (Deutsche Reiterliche Vereinigung, 2014, p.7)

Among the most important sport equestrian events in Germany belongs The Federal Championship of Young Horses and Ponies (DKB-Bundeschampionate) – competition for the best young horses from the age of 3 to 6 which is held annually at the headquarters of the German Equestrian Federation in Warendorf. CHIO Aachen – one of the most significant horse event in the world which is attended by more than 300,000 spectators every year. The other important competitions in Germany are for example German Championships or some of the five-star showjumping events at Hamburg, Leipzig or Stuttgart. (DRV, 2014, p.48)

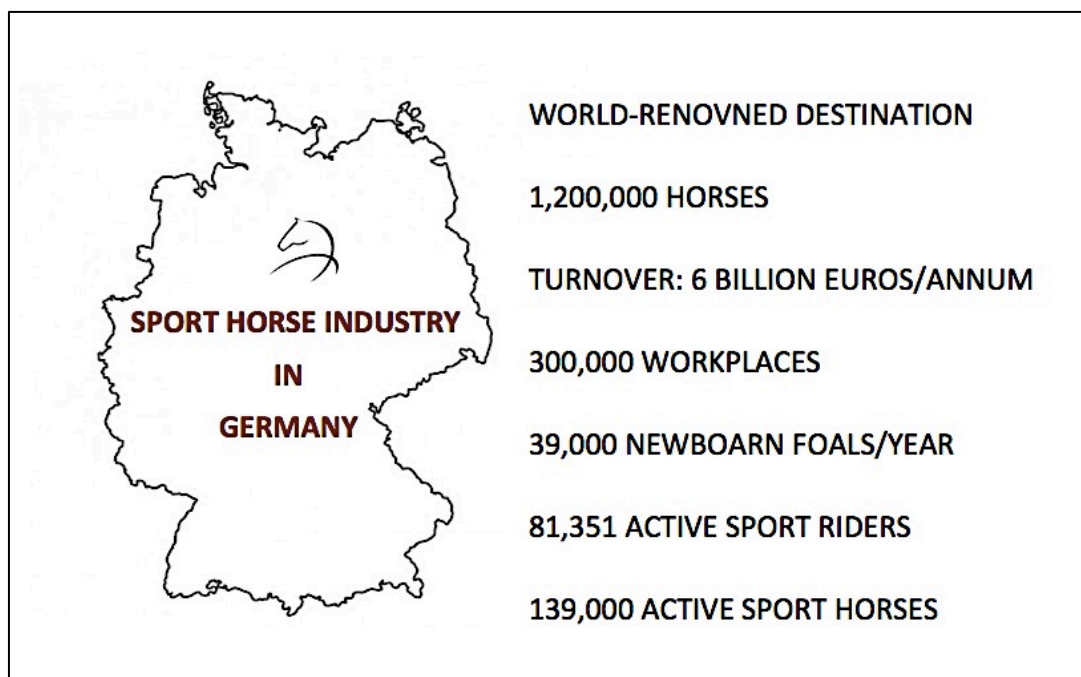


Figure 2: Chapter summary 2, (source: author)

## 1.2 Sport Horse Industry in the Czech Republic

Even though horse riding in the Czech Republic is not as popular as in other European countries such as Great Britain, France or Germany, it has a quite long tradition. In the times of the Habsburg Monarchy the city Pardubice was the seat of the Habsburg Cavalry regiment, in 1919 the first riding school was founded and in 1928 František Ventura and his horse Eliot won the gold Olympic medal in showjumping. (Burdová, 2012; Štěrba, 2014)

There are about 71,000 horses in the Czech republic and the trend is remarkably ascending – the total number of horses has doubled in the past ten years. Czech Equestrian Federation registers 8,300 sport horses and 17,500 members. (Česká jezdecká federace, ©2016; Dražan, 2014 p.5)

### 1.2.1 Breeding

One of the first important moments in the history of horse breeding in the Czech Republic was the foundation of the National Stud farm Kladruby nad Labem in 1579, which is now the oldest major stud in the world. In addition to Kladruby there are another two National Stud farms. The first is in Písek and second in Tlumačov. The number of newborn foals is currently about 4,000 per annum. Quite interesting is also a growing number in horse export – from 600 horses in 2011 to 1,000 horses in 2013. (Dražan, 2014, p.1-8)

### 1.2.2 Sport

The most popular of all the Olympic Equestrian disciplines in the Czech Republic is definitely showjumping. The biggest success was the individual Gold medal in the 1928 Summer Olympics in Amsterdam gained by František Ventura and his horse Eliot. His victory was wrote down in the Guinness Book of World Records as Showjumping Olympic score with the lowest number of penalty points which was zero from all rounds. (Burdová, 2012)

Currently, Showjumping is experiencing very successful period. The Czech national team is attending important international events such as World Equestrian Games, European Championships or Global Champions Tours. They won 2 Nations Cup in the last two years and for the first time the Czech National Team is a part of the European Division I.

(A/N: Division I is formed by the best 10 European countries. The comprising for the 2016 season is following: Belgium, Czech Republic, France, Great Britain, Germany, Ireland, Italy, The Netherlands, Switzerland and Sweden). (FEI, ©2011-2016)

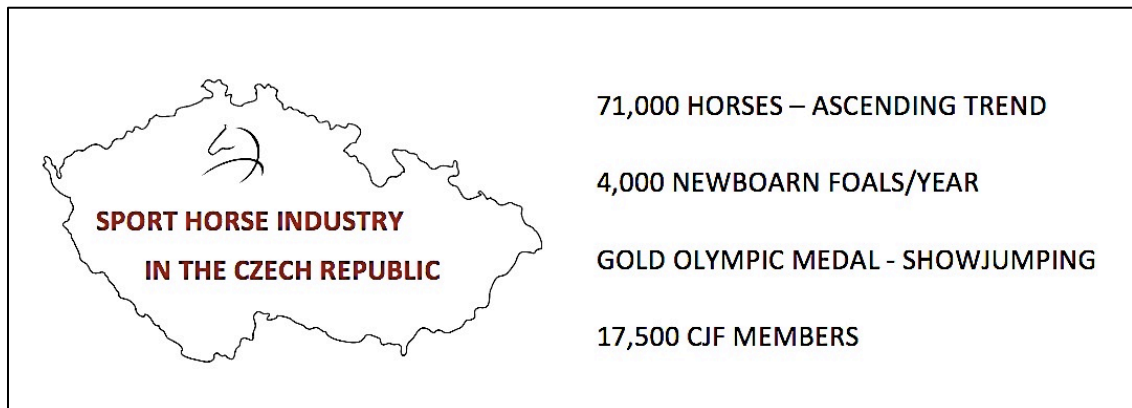


Figure 3: Chapter summary 3, (source: author)

## 2 ONLINE MARKETING COMMUNICATION OF SHOWJUMPING EVENTS

*“The Internet and online search are undoubtedly one of the best and most important ways to reach consumers and build a business, no matter the size, reach, or focus of your horse business.” (EquestrianProfessional.com, 2012, p.3)*

Nowadays world is experiencing the second communication revolution. The first came with the Gutenberg’s invention of printing press and the current one that came about 556 years later is called the Internet. Internet is an amazing tool that totally changed the face of marketing communication from one-way to two-way communication, from static subject to constantly moving, dynamic and real-time environment where speed and agility are keys to success. People want to participate and good content delivered in a good time drives the action, generates income and reduces costs. (Clow, 2016; *EquestrianProfessional.com, 2012, p.17*; Scott, 2013)

Internet provides a wide range of opportunities for marketing communication. The aim of this chapter is to choose and present Internet tools that are commonly used and to indicate their marketing potential in organizing showjumping events.

### 2.1 Websites

*“Website can be anything from a handy place to stash your resume to the hub of an ecommerce warehouse that sells personalized underpants. The point is that creating your own website gives you the power to decide exactly what that site is. Of course, with great power comes great responsibility.” (MacDonald, 2015)*

Websites are very important marketing tools. They are usually cores of the marketing communication. David Scott (2013, p.138) claims that the best sites *“unite many important factors in a way that is difficult to describe. They just feel right.”* He also considers that the most important thing is to understand your customers and build the right web content especially for them. People creating the content must know the buyers and work on real-time basis – “the Time is Now” to publish valuable information. On the example of Starbucks he emphasizes the importance of diversion from the product itself



to the personality of the customers: *The Starbucks Coffee as a product is nothing special. But the company sells a lot more than just coffee, it appeals buyers need. It is a place to hangout, place to meet people, place with wireless Internet connection. It is not as much about the product it is about the customers needs.* (Scott, 2013)

There are also other important factors besides the content in the process of creating great website. For example design, navigation, technology or color. According to Steve Krug (2006) the website has to be clear and understandable so the user is not forced to think. He stresses that people are very lazy in general. They do not read the manuals and use the method of trial and error. So the website must be as intuitive as possible with clear visual hierarchy to avoid these faults.

Nowadays, when commercials are almost everywhere is the Search engine optimization of the website very important. SEO in the very simplified way means: *“how easily do people find your site when they are looking for what you offer.”* (EquestrianProfessional.com, 2012) Search engines order the search results according to page rank and key words. Page rank is basically calculated by how many other site links to the given site (the site which is looked up) and other factors such as relevance, credibility or authority. That means in short that the backlinks are very important to receive a relatively free advertising room. (EquestrianProfessional.com, 2012)

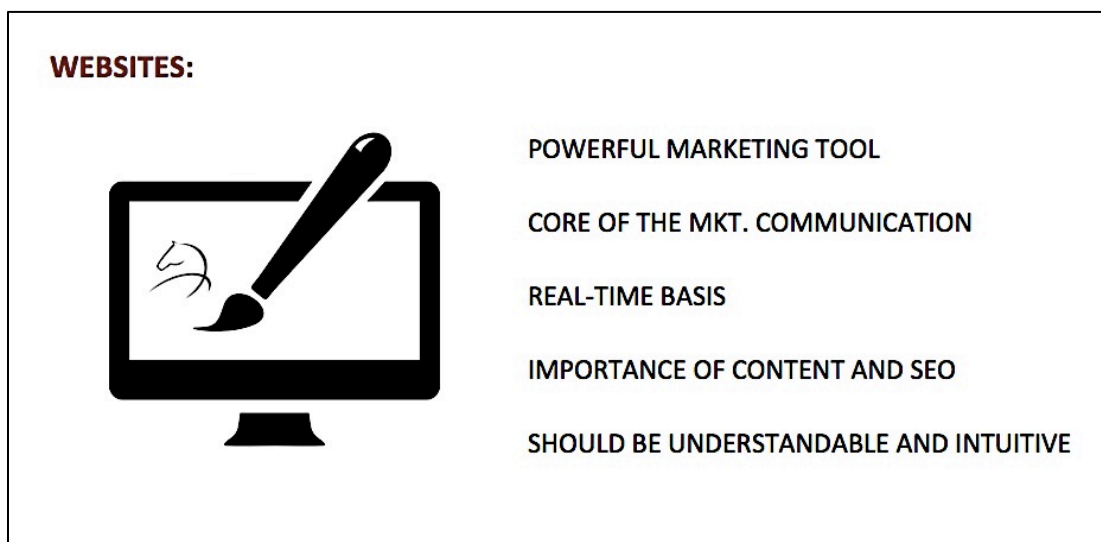


Figure 4: Chapter summary 4, (source: author)

## 2.2 Social media

*“Social media provide the way people share ideas, content, thoughts, and relationship online. Social media can take the form of text, audio, video, images, and communities. If you follow my metaphor of the web as a city, then think of social media as the bars, private clubs and cocktail parties of this city.”* (Scott, 2013, p.54-55)

Social media can be divided into several categories according to the characteristics and typical features: social networks, discussion forums, blogs, multimedia sharing, product and services review (Sterne, 2011, p.41) Nowadays all those social media types are very popular and their reach and marketing power is amazing. There are numbers of social networks but the most popular are: *“Youtube, that makes video sharing easy; Twitter for sharing short messages; Facebook for connecting with friends and Instagram for beautiful photos.”* (Scott, 2013, p.296)

### 2.2.1 Facebook

In 2004 the social network called The Facebook was launched by Mark Zuckerberg at Harvard University, one year later the access was open to all educational institutions all around the world. From 2006 is Facebook accessible for everyone with valid email account. (Phillips, 2007) Nowadays, almost 10 years later, is the popularity of Facebook still exceptional. The figures from 2015 shows that it has more than 1 billion active users and 50% of them log on every day. Facebook has more than 70 language versions. Monthly there are updated 3 billion photos on the Facebook and about 100 million hours of video content is viewed each day. The average Facebook user has 141 friends, writes 25 comments per month and spends on Facebook approximately 23 minutes per day. Facebook site is used by 50 million small businesses and the net profit in 2015 was 3.69 billion USD. (Equestrian Professional, 2016)

Facebook page could be very useful business tool in case it arouses customer interest. According to Andrea Vahl (2012) there are few basic tips for improving the engagement with your customers through the Facebook page. First advice is to be personal – *“Your community wants to get to know you and wants to be able to relate to you and your company.”* Other advices are to use pictures, which are very effective on Facebook. Sometimes combine information with humor and have fun. Last but not least – build

a relationship with the fans and from time to time express that you really appreciate them and you do not take them for granted.

For measuring the activities and for customization of the page the use of Facebook Insight is almost necessary. It is a powerful tool that is able to show the very important facts and figures about the page and discover when the best time for the Facebook activity is or which type of content is attractive by your audience. (Joss, 2012)

### **2.2.2 Twitter**

Twitter is a social network based on a microblogging platform where users can share and exchange ideas, experiences, news or anything they find interesting in 140 characters or less. Twitter has about 500 million active users, 46% of them use Twitter every day. Each second the users create around 6,000 new tweets, that is 500 million per day (9 years ago it was only 5,000 per day). (Internet Live Stats, 2016; Scott, 2013, p. 258-263; Smith, 2016)

Twitter is more business-oriented than Facebook and it is a very good platform for sharing news, updates or upcoming events. It is great tool for building relationships and raising public awareness. Twitter is popular amongst horse-sport journalist, athletes, bloggers and fans. The use of Twitter search engine to track people`s mentions about your business, products or about your competitors can be very helpful. There are available free applications such as TweetDecker or HootSuite that can be a great support for key word monitoring. (EquestrianProfessional, 2016; Scott, 2013, p.258-263)

### **2.2.3 YouTube**

The video-sharing network YouTube was founded in 2005 (just one year after Facebook) by Chad Hurley, Steve Chen and Jawed Karim. The very first video was published on April 23, 2005. Year later, in November 2006, YouTube was bought by Google for 1.65 billion USD (nowadays the value is estimated on 40 billion USD). (ThinkMarketingMagazine.com, 2015)

YouTube has over 1 billion users and 40% of them are watching YouTube on a daily basis. Every minute 182 hours of video is uploaded and people watch hundreds of millions of hours every day. In a group of 18-49 years-old people YouTube has higher reach than any cable TV in the United States. The close connection of YouTube with social networks such as Facebook or Twitter speeded up the growth of YouTube. As an example of this close connection could be 500 years of YouTube video watched every single day via Facebook

or the fact that Twitter users shares approximately 700 videos per minute. (YouTube.com, 2016; Equestrian Professional, 2016)

Scott (2013, p. 96) claims that: *“Videos use emotion to tell stories in ways that most other forms of marketing cannot.”* But he adds that the video must target buyer, provide reflective information and especially *“address some aspects of their lives or a problem they face.”*

In the Horse industry is the video content very helpful and YouTube is the tool that makes video viewing and sharing easier. *“Videos can help you buy and sell horses, educate your clients, provide customer service, market your business, make your website more interactive, increase profitability and more.”* (Equestrian Professional, 2016) It is necessary to have videos with valuable or funny content that encourages sharing, it is also useful to link the video with the website and keep videos short. For the feedback there is a very useful tool called Insights that is able to track viewer activity. (Equestrian Professional, 2016)

#### **2.2.4 Instagram**

The photo-sharing social network Instagram was originally an iPhone application founded by Kevin Systrom and Mike Krieger in October 2010. In 2012 was Instagram purchased by Facebook for 1 billion USD. Nowadays the application is available not only for iOS but also for Android and Windows Phone. Instagram has more than 300 million users and 90% of them are under 35-years-old. 75 million of users use Instagram every day. On Instagram has been uploaded over 80 billion pictures and the most popular hashtag in 2015 was #Love. (A/N: Hashtag is a keyword, it is clickable link that can be searched with the aim to connect people with similar interests.) (Rakonicz, 2015)

*“In the past several years, images have become increasingly popular marketing and public relations assets. An original photo is great as a way to communicate with your buyers.”* (Scott, 2013,p.294-295) Instagram is a tool that makes the photo sharing very easy. It just takes a few seconds to shoot picture, adjust it – e.g. add filter, crop it, etc. and publish it. There is also great possibility to share the photo on Facebook or Twitter. (Scott, 2013, p.296-299)

For the marketing purposes Instagram is a great tool to show what is your company good at or what it offers to your customers. The very powerful feature is the storytelling through

images, usage of hashtags for raising engagement or pictures of happy customers and their personal experience with the product or service. Getting more interest in the events is crucial for the marketing communication of the equestrian competitions. Instagram photos and their sharing through other social networks can be very effective. It may help to visualize the event and show what is going on. The use of hashtags is very important to make the communication integrated. (Sprung, 2013)

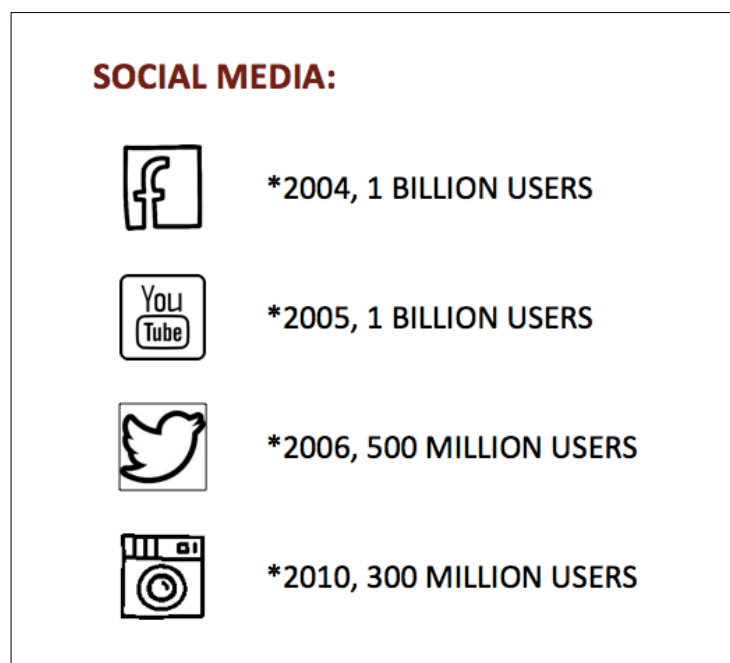


Figure 5: Social media summary, (source: author)

### 2.2.5 Selfies – the social media phenomenon

The Oxford Advanced Learner's Dictionary (2016) defines the word "selfie" as an informal noun for: *"a photo of yourself that you take, typically with a smartphone or a webcam, and usually put on a social networking site."* The word "selfie" was announced as "The Word of the Year 2013" by the Oxford Dictionary with the search frequency increased by 17,000% since 2012. (A/N: The Word of the Year 2015 is "emoji" which is also closely connected with social networks.) (Oxford Dictionaries, 2016)

In 2014 selfies became cultural phenomenon. However, the first form of selfies – the self-portraits are quite old. Among the most popular types of selfies are those taken in the bathroom, in the dressing room or sick selfies, food selfies, no makeup selfies and pregnant selfies. There is about 1 million of selfies published each day by the group of 18-24 year-old. According to research (izzigadgets.com, 2014) people are taking selfies mainly because they want to remember happy moment (35%), capture funny moment (34%) or capture nice outfit (15%). Selfies are shared mostly by Facebook (48%), by Text (14%), by Whatsapp (13%), by Twitter (9%) and by Instagram (9%). (WeRSM.com, 2014)

There is a huge marketing potential of selfies. John Bohan (2015), CEO and founder of Socialtzyze writes: *“I find selfies fascinating. Not so much for myself, although I do take them now and then, but for marketers. The selfie provides a terrific opportunity for marketers to support something people are already doing and integrate themselves into ongoing conversations in authentic ways.”* An excellent example is Oscar 2014 selfie made by Ellen de Generes that become the biggest viral happening of 2014.

### 2.3 Public Relations

Public Relations are planned and sustained effort to create and promote mutual understanding and harmony between the organization and the public. It's a social-communication discipline that is enquiring into public attitudes with the aim to establish and maintain mutual understanding and trust. (Jurášková, Horňák, 2012, p.187)

Nowadays, in the Internet era, the Public Relations are included in all forms of digital marketing and the significance of PR is still on the increase. Gerald Heneghan, head of content at Roland Dransfield PR (2014) claims that: *“PR is in no way a silver bullet for your SEO woes, or your lack of social media profiles. Creating content people want to use and share is a given with PR.”* In his article about the future of PR are mentioned few facts that proves the close link of PR with online marketing. As an example: lot of PR agencies are offering SEO services, the most desired PR services in the United Kingdom are social network strategies, creation of web content and influencers engagement.

### 2.3.1 Press Releases

Essential part of Public Relations, that has not been mentioned in this work yet, is Press Releases. In the online marketing is very common that press releases are not targeted to journalist but directly to customers, e.g. send as a newsletter. That is why the content have to speak directly to them with the use of their language. There are also another important rules for creating press releases for online purposes. The first is to use links. Link to your website can deliver the audience to the right place. Another benefit is that links published on another sites helps to increase search engine ranking of your site. If it is possible the social media tags should be also included. Very useful are links to the related videos, photo galleries or blog posts. (Scott, 2013, p.110-115, 319)

### 3 IMAGE & SHOWJUMPING EVENTS

*“The importance of a positive image extends beyond the athletes and the team. Sport facilities need to maintain a reputation for excellent service, cleanliness, and safety. Fans are more likely to attend a sporting event if they believe they will be safe and comfortable.”* (Kaser, Oelkers, 2008, p.270)

The horse industry business is very competitive market. With the growing number of high-quality showjumping facilities is also increasing the importance of the image and reputation. Campiranon (2005) claims that: *“Event planning businesses depend heavily on their reputations to attract customers.”* Moreover, the positive image arouses media interest, creates better sponsorship opportunities, attracts more participants and the cooperation with suppliers and authorities is far easier. (mmr.cz, ©2016)

#### 3.1 The term Image

The history of the term Image dates back to the year 1955 when it was used for the first time by the American researchers Gardener and Levy to describe the phenomenon of consumer behavior. Today, the image is integral part of marketing communication. (Svoboda, 2009, p.15)

The Oxford Dictionaries (2016) defines the word “image” as *“The general impression that a person, organization, or product presents to the public.”* This is a very simple definition that is applicable to many kinds of images - personal image, product image etc.

The Image of showjumping events is best comparable with the corporate image, because the events are held by equestrian facilities that are run by the specific companies and create their own corporate communication. According to Business Dictionary (2016), the corporate image is: *“Mental picture that springs up at the mention of a firm's name. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Similar to a firm's reputation or goodwill, it is the public perception of the firm rather than a reflection of its actual state or position.”* The very interesting part of this definition is the statement that corporate image is more about public perception than actual state or position. Public opinion on the company is very important. Although the public perception of the firm may vary by individual consumers, the overall image is a combination or summary of these



individual images. The right image sends a clear message about the uniqueness of the company. (Clow, Baack, 2008, p.29-33)

Image consists of objective and subjective, correct and incorrect ideas, attitudes and experience that individuals or groups of people have on a particular object or subject. It has cognitive, affective, behavioral, social and personal components. (Vysekalová, Mikeš, 2009, p.94-95)

### **3.2 Factors affecting Image**

Image is influenced by all elements affecting human perception from factors such as social surrounding, culture and tradition of the society or their educational system up to marketing communications. (Vysekalová, Mikeš, 2009, p.94-104)

In the event planning business the professionalism is very important part of the image building process. Further important factors are credibility, responsibility, good relationships with suppliers and employees and nowadays also social responsibility plays an important role. (Campiranon, 2005)

Image is also very strongly influenced by emotions and word-of-mouth excitement. According to Green (2016) it is almost essential to have ambassadors to represent the company in positive light. Using this approach in managing showjumping events is incredibly useful and easy. The ambassadors should be the personification of the event's brand not only in online but also in offline world. They have to be passionate about the event and share the positive image to all target groups. Those people need to feel special and be involved in preparation of the event. If the organizer finds the people who are seen as opinion leaders in showjumping industry and creates perfect environment for them the effect have to tremendous. (Green, 2016)

### **3.3 How to measure Image**

Image measurement is very difficult process and there is not a single approach how to do it correctly. Usually it is a combination of qualitative and quantitative research methods because it is very important to access buyers subconscious. (Vysekalová, Mikeš, 2009, p.94-104)

Yeshin (2006, p.101) claims that it is essential to take into consideration not only the rational but also the emotional attributes of the brand. He writes “ *It is not sufficient to measure the rational attributes of a brand alone. That gives only a partial picture. The emotional attributes must also be measured to obtain the complete picture.*” And he adds that: “*it is the emotional benefit that usually account for brand choice, to a larger degree than rational ones.*”

There are plenty of methods that can be used such as interviews, focus groups, observations, textual analysis, picture analysis or in-depth interviews. The research is very often focus on brand awareness, competitive differentiation, experiences with the product or services, brand affinity, social responsibility, unique selling proposition, customer satisfaction, corporate communication or customers involvement. (Tomek, 2016)

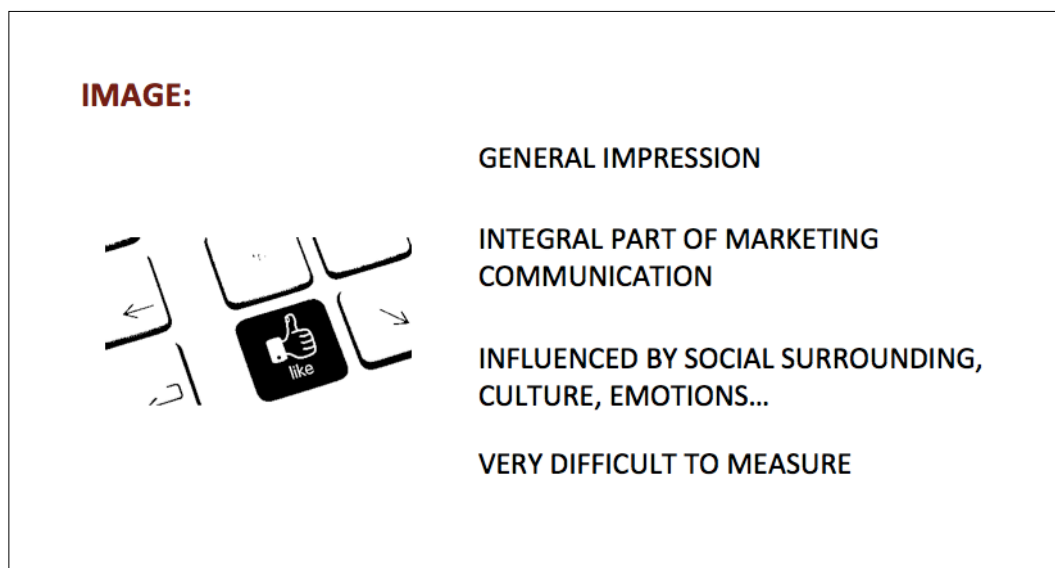


Figure 6: Chapter summary 5, (source: author)

#### 4 ONLINE MARKETING COMMUNICATION AND IT'S IMPACT ON THE IMAGE

*“Online actions are reflection of your personal branding - the image that you project to the world.”(Scott, 2013,p.260)*

Nowadays online communication is essential part of the marketing strategy for each industry. Jackson (2013) claims that Internet has dramatically changed the image creating and sustaining process. In the internet environment the news are circulated very quickly, the positive as well as the negative ones and moreover, they are circulated globally. So the general public is able to find a lot of information that shape the view of the event image.

The communication is based on the real-time marketing where internet and especially social media are of a great importance. People are able to interact via social media that makes the company more “real.” Social media potential is also in cooperation with influential people and increase of word of mouth marketing that is supposed to be very effective tool. (Rampton, 2015)

Also Bowden (2014) claims that World of Mouth marketing is very effective tool with one of the highest trust ratings. He said that it is more effective than descriptions of services and products on the official company website. He added that the social media play very important role in creating WOM and are also an essential part of SEO. Also Fidelman (2014) writes that one of the best strategies to promote sport event is to: *“work with influential people that have large social followings.”*

To sum up this chapter there is a fitting statement: *“Brand choice is about brand personality, and not just rational attributes.”* (Sampson, 1993) This works perfectly with showjumping events. The brand and image that are very closely connected are creating great competitive advantage in a saturated market.

## 5 OBJECTIVES, RESEARCH QUESTIONS AND METHODOLOGY

The main aim of this thesis is to explore and evaluate the influence of online marketing communication on image of showjumping events. The first part provides literature review and theoretical framework. The second part is analysis of online marketing communication and its impact on the image of the world famous horse riding facility in Germany in comparison with Czech environment. The final part is project that aims to use the collected data to form the most suitable online marketing communication platform applicable for the medium-sized or rather large showjumping facilities in the Czech republic.

### 5.1 Research Questions

RQ1: Is the online marketing communication of showjumping events considered to be important by the participants?

RQ2: Has online communication impact on the image of showjumping events?

RQ3: Is the online communication of the equestrian facility in Aachen perceived in a positive way?

RQ4: Would Czech equestrian society appreciate similar online marketing activities?

### 5.2 Methodology

To maintain the complexity of the topic the analytical part of this thesis will work with several researches that aim to create a comprehensive view on the whole issue.

*“Marketing research aims to take some of the risk out of marketing decisions by providing information that can form part of the entire basis of decision making. It should be an integral part of the process of formulating marketing strategy.” (Proctor, 2006)*

Kozel (2011, p.12-13) states that marketing research is the process of listening to consumers with specific features that are: uniqueness, up-to-dateness and high explanatory power.

There are two basic types of marketing research based on the methods of collecting information. In the first type, primary research, the new data for the unique needs of specific research are collected. On the other hand secondary research is done on the basis of existing data that have been collected for other purposes. (Kozel 2011, p.53-57)

Another very important classification of marketing research is the differentiation between qualitative and quantitative research. Quantitative research measures the frequency of a certain phenomenon. Qualitative research allows a better understanding of the problem and offers a deeper insight. It provides more information about the causes and consequences. For the purposes of this thesis both types of research have been used.

## **II. ANALYSIS**

## 6 ANALYSIS OF THE INFLUENCE OF ONLINE MARKETING ACTIVITIES ON IMAGE

The aim of the analytical part is to explore and evaluate the influence of online marketing communication on image of showjumping events. The thesis works with the example of the world-renowned equestrian facility in Aachen, Germany to show the marketing possibilities to the Czech Equestrian society and discover if the communication of the facility in Aachen is suitable for the Czech market and if the online communication is affecting the image of showjumping events.

In today's saturated equestrian market the marketing communication of the facilities is becoming a powerful competitive advantage. The showjumping industry business is caught in a vicious circle where all parts are essential for success:

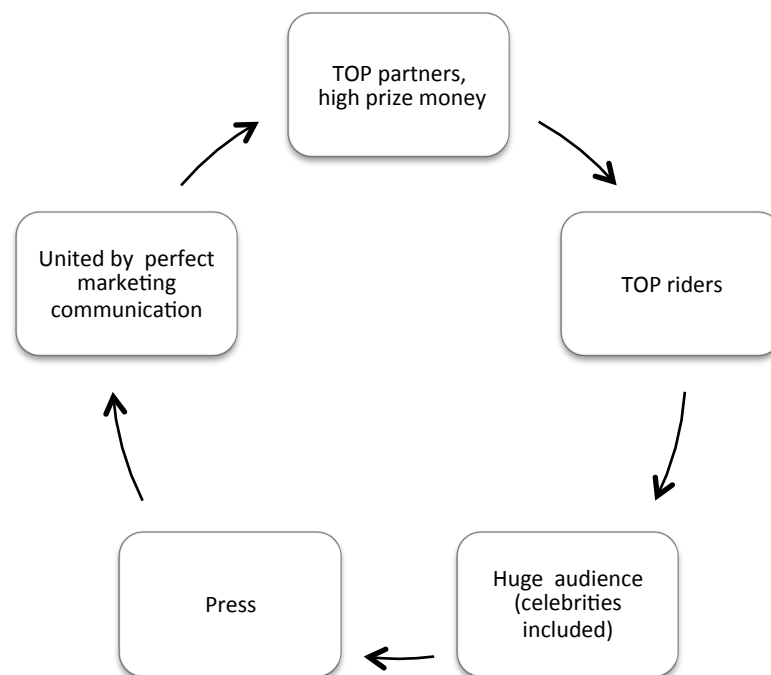


Figure 7: Showjumping industry circle, (source: author)

Earlier the quality of the facility was the deciding factor. Nowadays, there is a great amount of perfectly equipped modern facilities so the amenities are taken for granted. To be successful you have to create added value where image and reputation play a crucial role. To be absolutely honest money, especially prize money, is one of the highest motivating

factor. However, it is very unlikely to find a partner who gives millions of Euros to facility with no image and marketing communication.

## 6.1 The equestrian facility in Aachen

In the past the German City of Aachen was a favorite place of Charlemagne (also known as Charles the Great), who started to support equestrianism there. Accordingly, the city received the reputation of being “Mecca of Horses.” In 1898 local cattle traders, farmers, factory owners and horse trainers joined together to form the: "Laurensberger Rennverein" with the aim of organizing horse races in Aachen. Later in 1920 the association had been renamed to “Aachen-Laurensberger Rennverein” and moved to its present location. Since then the Aachen-Laurensberger Rennverein held the most important equestrian events in Aachen, including World Equestrian Festival – CHIO Aachen, World Equestrian Games or European Championships. (Burdová, 2012; CHIO Aachen.de, ©2016)

The popularity of the equestrian facility in Aachen is proved every year by the annual Rolex Grand Slam competition that is attended by the world leading riders, their horses and by approximately 350,000 spectators. The World Championship 2006 in Aachen visited 576,000 paying spectators and local economic impact was estimated at 328 million USD. (Fei.org, 2006; CHIO Aachen.de, ©2016)

Aachen-Laurensberger Rennverein is very active in maintaining the position of the leading European facility. The marketing communication and also online marketing communication is on a very high level. The Facebook page has over 100,500 fans. They were also the first equestrian facility using mobile application to attract visitors. The application includes important information such as program, news, map of the showground but also interactive equestrian knowledge quiz or you can use the app to vote for your favorite rider. (Digitalist Magazine, 2013)



### 6.1.1 Online marketing communication of Aachen-Laurensberger Rennverein

Aachen-Laurensberger Rennverein has its own marketing agency Aachener Reitturnier GmbH that takes care of all marketing activities. Aachen Reitturnier CEO Michael Mronz claims that: *“Ohne Innovation keine Tradition.”* (No tradition without innovation.). (CHIO Aachen.de, ©2016)

ALRV uses successfully a huge number of online marketing communication tools such as website, social media, press releases or newsletters.

#### Website

The ALVR website system is very functional. The main webpage is CHIO Aachen that brings together the information about the most prestigious annual event held in Aachen – World Equestrian Games and Rolex Grand Slam. The website is clear, intuitive and easy to understand. Also the SEO works great, when you type to Google: “CHIO Aachen” or just “Aachen horses” almost all results are linked to Aachen website, Youtube or Facebook.

The screenshot shows a Google search for "CHIO Aachen". The search bar at the top contains the text "CHIO Aachen". Below the search bar, there are navigation tabs for "Vše", "Obrázky", "Mapy", "Videa", "Zprávy", "Více", and "Vyhledávací nástroje". The search results are displayed in a grid format. On the left side, there are several search results, including "CHIO Aachen | Weltfest des Pferdesports" with a link to "www.chioaachen.de/", "Program", "Tickets", "CHIO Aachen", "CHIO Aachen - Wikipedia, the free encyclopedia", and "CHIO Aachen - YouTube". On the right side, there is a "EVERNOTE" sign-in prompt, a map showing the location of CHIO Aachen in Aachen, Germany, and a detailed search result for "CHIO-Aachen" with a star rating, address "Eulersweg, 52070 Aachen, Německo", and options for "Web. stránky", "Trasa", "Recenze", and "Odeslat do telefonu".

Figure 8: Google search engine findings for: “CHIO Aachen” (source: google.com)

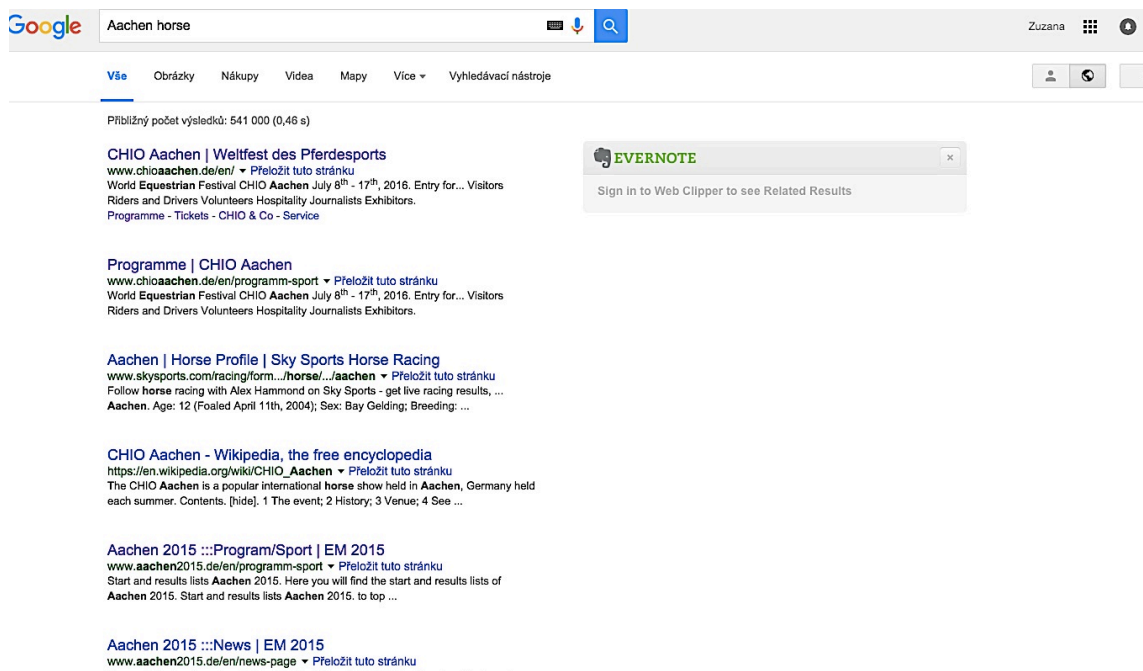


Figure 9: Google search engine findings for: “Aachen horse” (source: google.com)

For the European Championship in 2015 there was another website on almost the same basis as the CHIO one. The main difference was that the website was using European Championship design and colors.

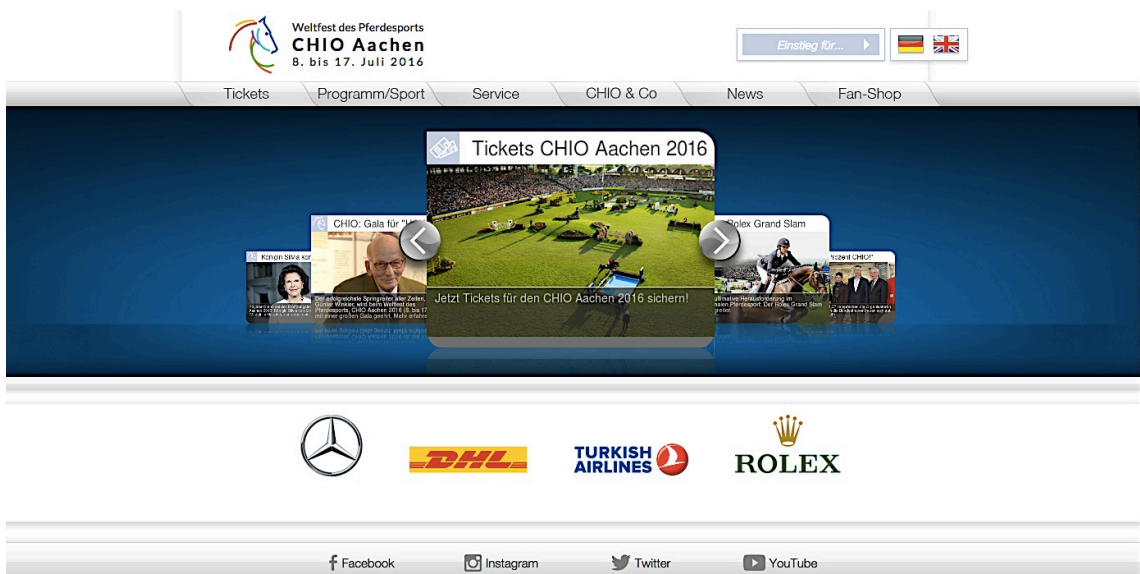


Figure 10: CHIO Aachen website (source: chioaachen.com)

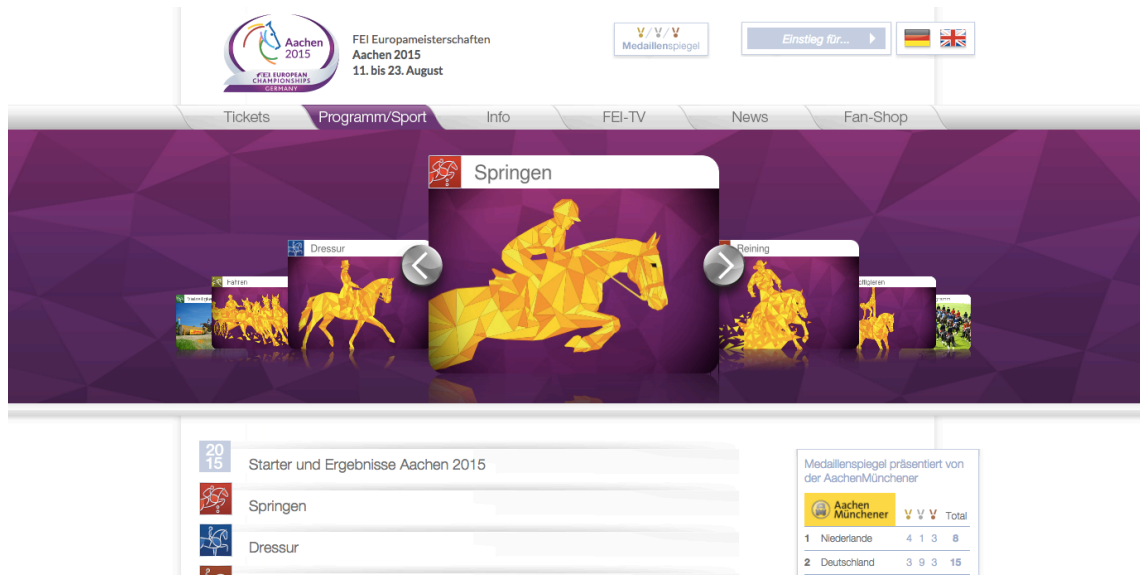


Figure 11: European Championship Aachen 2015 website (source: aachen2015.com)

### ***Social Media***

ALVR is using a lot of social media tools. They are very active on Facebook, where they have more than 103,000 fans. The communication is continuous that means they are creating content also when there are no running events. During events is the frequency higher – about 8-10 posts per day, in the intervening time it is approx. 1 per day. Almost the same situation is with Twitter. When the frequency during events is even higher – about 15 to 20 tweets per day and it serves as news channel. The Facebook interaction is quite huge during the events. The best posts have about 1500 likes, 700 shares and 65 comments. The best videos on Youtube channel have about 40,000 views. (Facebook.com, ©2016; Youtube.com, ©2016; Twitter.com ©2016)

### ***Other online activities***

The equestrian facility in Aachen is also using newsletters or press releases. They have very strong PR, not only in the online but also in offline communication. They have huge media coverage on TV. The most important events are broadcasted to the whole world. TV coverage during the last CHIO was 30 hours of national coverage. And the main classes were broadcasted to 140 countries. (CHIO Aachen.de, ©2016)

All events are also live-streamed to the internet TV Clipmyhorse.TV with the possibility of playing videos from archive according to events, classes, riders or horses search options.

## 6.2 Image of the equestrian facility in Aachen

Image of the equestrian facility in Aachen has a reputation of very prestigious place to compete with the biggest and the best audience in the world. The main stadium has 6,300 seats and is completely sold months before. The research in the following chapter will be also focused on answering the question if the facility has the same reputation in the Czech Republic and if the image is also influenced by the online marketing communication.

The international sources claims that:

Otto Becker, German National Jumping Coach: *“Aachen is Aachen – it is difficult to describe in words. The CHIO Aachen is the best event in the world with a fantastic crowd and top conditions for both horse and rider.”* (RolexGrandSlam.com, ©2016)

Equestrio Magazine: *“Competition, emotion and an audience with a passion, “Aachen” is the soul of equestrianism – in other words, the place to be.”* (Equestrio.com, ©2016)

Scott Brash, current world no.1 showjumper: *“I can quite seriously say from the bottom of my heart that you are the best crowd in the world”* (RolexGrandSlam.com, ©2016)



Figure 12: Atmosphere during CHIO Aachen (source: horseandhound.co.uk)

### 6.3 Data collection methods

To collect the data for the analysis of *the influence of online marketing communication on image of showjumping events* two different approaches were used - qualitative research in form of semi-structured interviews and quantitative research in form of questionnaires.

In both surveys the target group was members of Czech showjumping society interested in world or European events, the people who compete or attending higher level shows in the Czech Republic or Europe. All ages 15+ are included with the emphasis on the group 15-40, that is actively using Internet and social media and creates important active generation for the upcoming years. The sex is not such an important factor in this research, but female and male are equally included.

#### 6.3.1 Semi-structured Interviews

The interviews were made with 7 different people of different age, sex and profession who are attending showjumping competitions. The nationality of all respondents is Czech and the interviews were conducted in Czech language.

Sample n.	sex	age	role
1	M	20-30	equine vet, rider
2	M	30-40	professional rider
3	M	50-60	horse-owner, sponsor
4	F	10-20	pupil, horse-keeper
5	F	20-30	student, rider
6	F	20-30	student, horse-keeper
7	F	50-60	horse-owner, sponsor

Table 1: Research sample of the semi-structured interviews (source: author)

The huge advantage is the author's familiarity with the equestrian society. The interviews were casual talks about interesting topics that lead to higher answer credibility. On the other hand the main disadvantage is the length of interviews (approx. 1 hour per person) and time-consuming interpretation. This method was used to gain general knowledge about Czech equestrian society opinion on this topic.

### 6.3.2 Questionnaires

Later, the questionnaires were used to prove the data from interviews qualitatively. There were 38 questions that were constructed to find out answers to all research questions with the emphasis on finding functional solution for online communication platform for all medium-sized or large riding facilities in the Czech Republic.

The research sample was selected to cover different age groups but mainly the group 15-40 that is actively using Internet and social media and it is the "raising generation." Also at the FEI Sports Forum 2016 conference in Lausanne was put emphasis on attracting young population that is very important for the future of the equestrian sport by using online activities. The nationality of all respondents is Czech and the questionnaires were in Czech language.

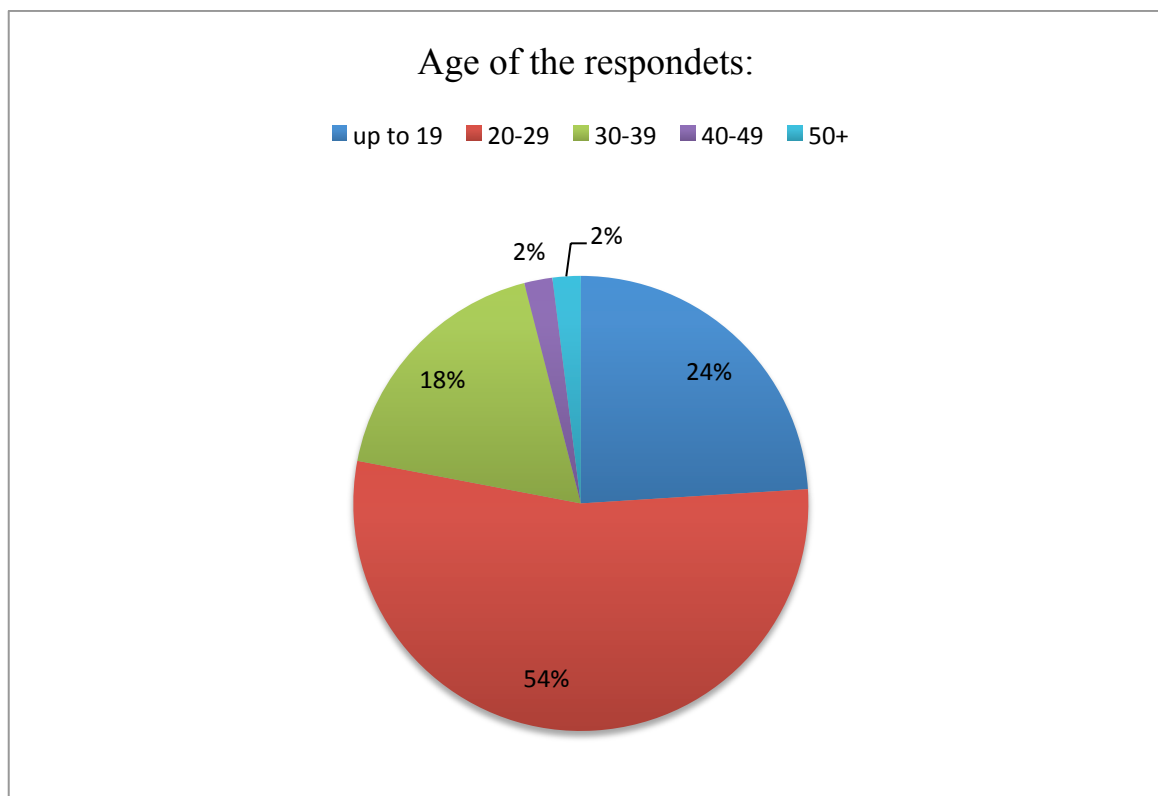


Figure 13: Age of the respondents (source: author)

There was total number of 50 questionnaires that is sufficient sample of Czech showjumping society. The 32 active riders included create more than 5% of all active riders in the Czech Republic. Other important variable was that the participants should be familiar with the world or European equestrian market and facilities that greatly reduced the size of the surveyed target group.

The research sample is comprised of people who are attending showjumping competitions from various reasons:

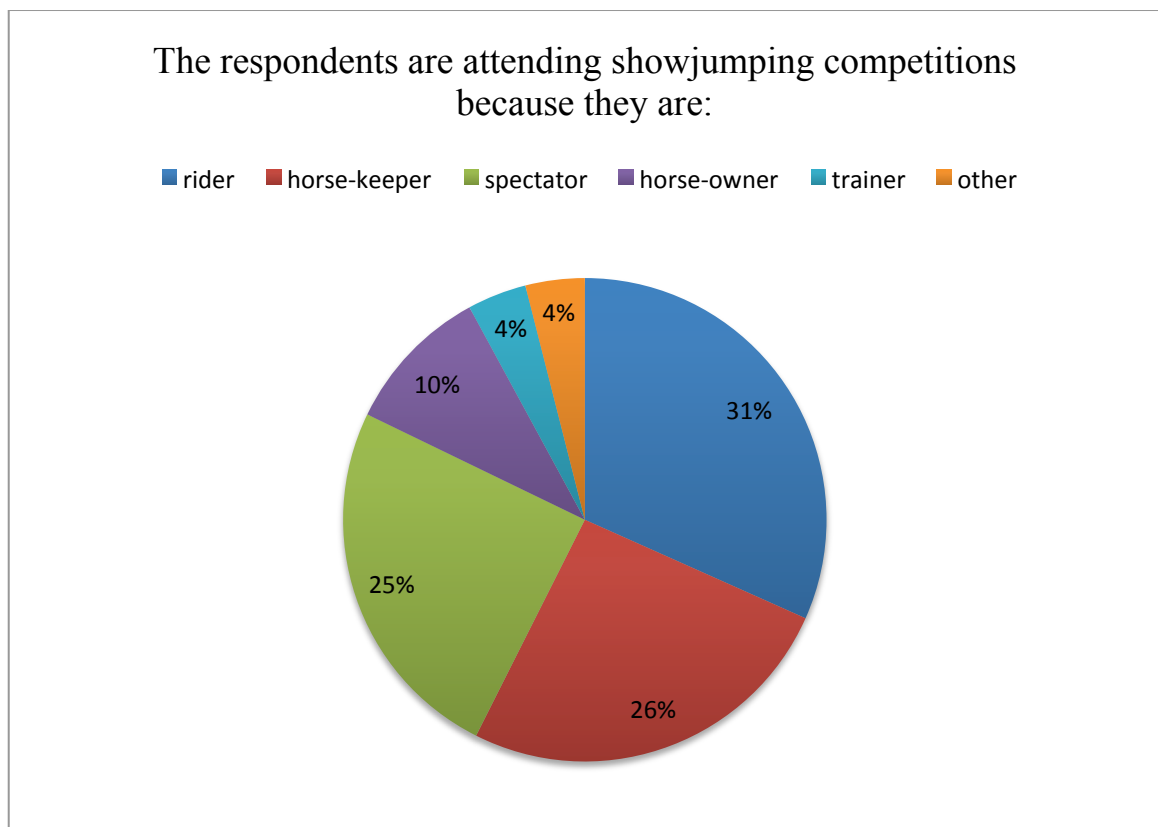


Figure 14: The reason for attending showjumping competitions (source: author)

The advantage of this research is for sure quantity of respondents that creates representative sample of Czech showjumping society interested in world or European events, so the society who compete on or attending higher level shows. The biggest disadvantage is occasional misunderstanding of question and the length of the questionnaire that is caused by the complexity of the research topic.

## 6.4 Research analysis and interpretation

The data from questionnaires and interviews were analyzed and compared to create comprehensive view on the following questions:

- Is the equestrian facility in Aachen perceived as prestigious by the Czech equestrian society?
- Is the online marketing communication of showjumping events considered to be important by the participants?
- Has marketing communication impact on the image of showjumping events?
- Is the online communication of the riding facility in Aachen perceived in a positive way by Czech Equestrian Society?
- Which online marketing activities of showjumping events are considered to be effective in creating good image?

### 6.4.1 Is the equestrian facility in Aachen perceived as prestigious by the Czech equestrian society?

The first and very important part of both researches was to discover if the equestrian facility in Aachen is considered to be well-known, renowned and prestigious by Czech showjumping society.

#### Results from the semi-structured interviews:

From the semi-structured interviews it is clear that Aachen facility is considered to be one of the best showground in the world to compete. All the responders ranked Aachen among the best three showjumping facilities. “Myslím, že CÁCHY jsou nejlepší v Evropě i celosvětově” (I think that Aachen is the best facility in Europe and also globally.), “V Evropě považuji za nejlepší Aachen” (In Europe I consider Aachen to be the best place) or very spontaneous answer: “Tak CÁCHY, určitě!” (So, Aachen, definitely!). The other facilities mentioned were: Geneva, London, Hamburg or Valkenswaard. The responders think about Aachen as a great place because: there is unbelievable atmosphere, the largest audience, beautiful grass-field, the best world riders, it has long tradition and the biggest contests are conducted in Aachen.



And where the responders are seeking information about Aachen? All the responders use Internet to find information about events in Aachen, they are very often watching live streams (6 out of 7 interviewees) and all of them are also getting information from family and friends.

#### Results from the questionnaires:

The questionnaires were distributed to a wider group of respondents and despite author efforts it sometimes leads to unfamiliarity of some of them with the World or European showjumping market.

The graph below that represents the number of answers including the facility in Aachen on the question: “Which European showjumping facilities do you consider to be the best?” is little bit misleading. Because all the respondents (10) who did not mentioned Aachen named just the facilities where the Czech riders often compete such as arenas in Slovakia or Austria, so it is highly probable that the question has been understood as to list only the best facilities they have ever visited.

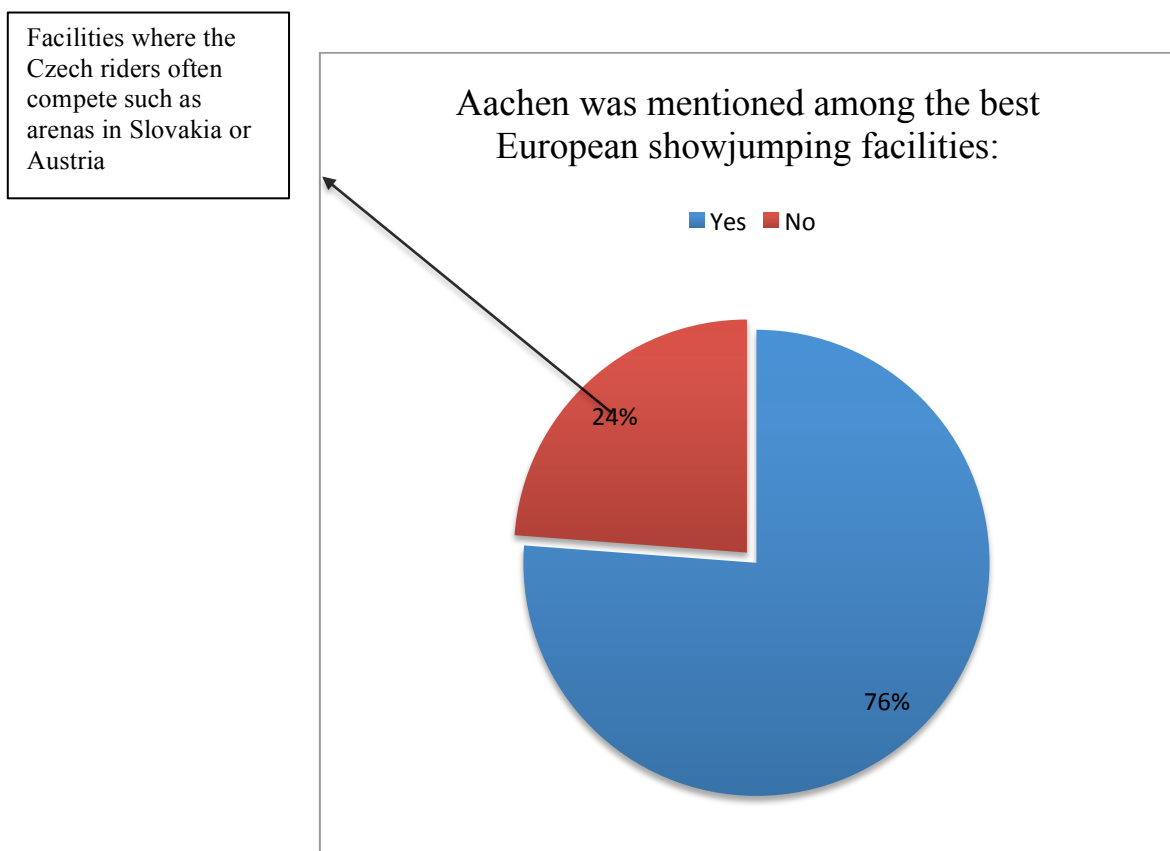


Figure 15: Aachen was mentioned among the best European showjumping facilities  
(source: author)



#### 6.4.2 Is the online marketing communication of showjumping events considered to be important by the participants?

One of the most important part that shows the meaningfulness of the whole thesis is the importance of online communication of showjumping events. To analyze and find the answer to this, a lot of questions were asked during the interviews and also in the questionnaires.

##### Results from the semi-structured interviews:

All the responders have agreed that nowadays is the online marketing communication important and even necessary. *“Online komunikace je v dnešní době naprosto nezbytná”* (Nowadays, the online communication is absolutely essential.) *“Web je základ komunikace.”* (Website is the mainstay of the communication). *“Mám chuť jet tam, kde se mnou areál komunikuje a poskytuje mi informace.”* ("I'm tempted to go to place which communicates with me and gives me information.")

The respondents also claim that insufficient online communication makes them very angry. *“Pokud je komunikace špatná, jsem opravdu nasraná.”* ("If the communication is bad, I'm really pissed off.") Some of the respondents also see a strong business potential in the online communication: *“Je v tom obrovský obchodní potenciál. ...přináší pozitivní pocit pro sponzory.”* ("There is a huge business potential. ... Brings a positive feeling to the sponsors.") However, all respondents emphasize the necessity of the “well-done marketing communication.” *“Když je to dobře udělané, je to velmi efektivní.”* ("If it is well done, it is very effective.") The opinions on what is good and what is not in online marketing communication according to this survey will create the crucial part of the chapter 6.4.5 and also core of the following Project.

Also the fact that all participants of this survey are using internet to find information about events in Aachen underline the importance of online communication.

##### Results from the questionnaires:

The **questionnaires** have proved the data gained from the interviews. 62% of all respondents claim that online marketing communication is useful plus and remaining 38% take it for granted. There is no negative opinion on online communication.

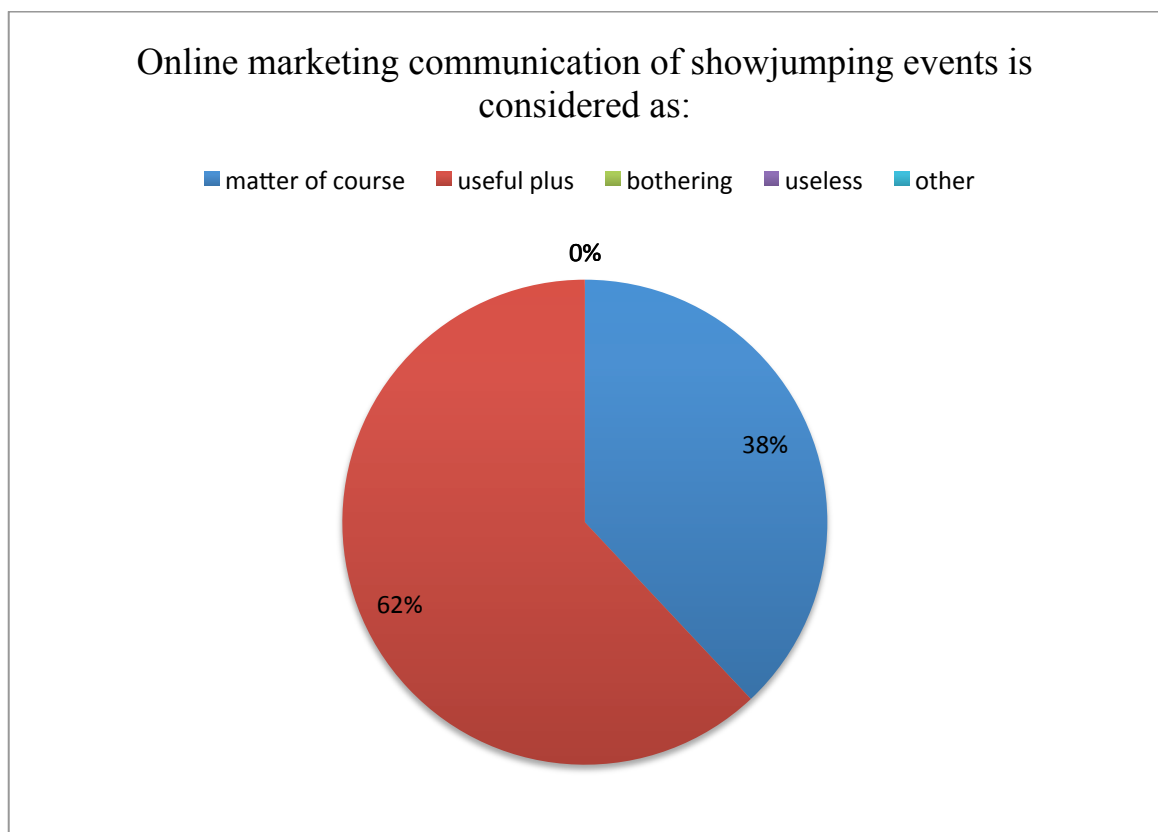


Figure 18: Online marketing communication of showjumping events is considered as...  
(source: author)

Very important is also the fact that all the respondents use at least one online source for finding information about showjumping events and facilities. 30,42% respondents mentioned Internet as the most common source of information, some of the respondents were more specific: 13,18% use Facebook, 11,15% equestrian portals such as jezdectvi.cz or jezdcı.cz. Only 3,4 % uses print, 1,1% TV and 5,7% friends to find information but always in the combination with another online source.

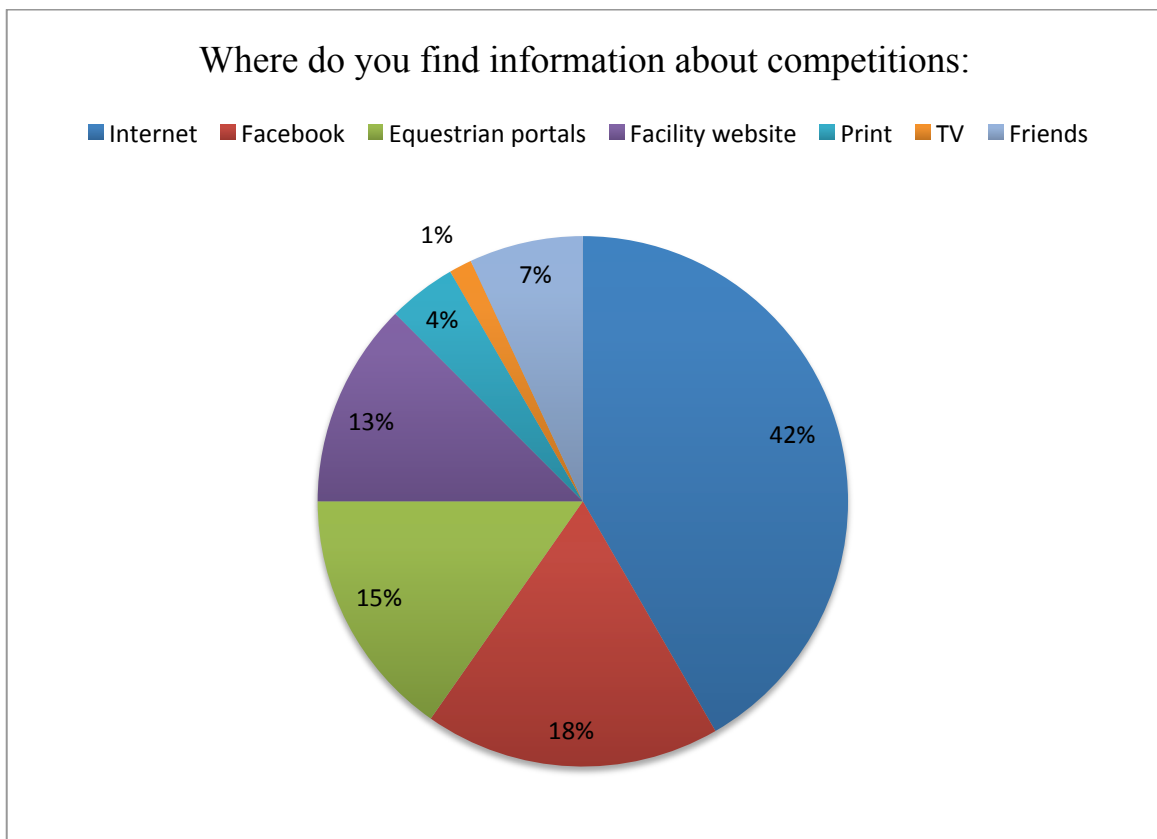


Figure 19: Where the respondents find information about competitions (source: author)

The following question examines whether good online communication could increase interest in the particular facility. It is very hard to answer this question truly because of subliminal factors influencing attitudes and behavior. Despite that, the respondents mostly hold the view that good online communication influences their interest in the showjumping facilities. 56% of respondents claim that “definitely yes” and 26% have chosen the option: “rather yes”. Only 6% of respondents claim that online communication is definitely not increasing their interest in the facility.

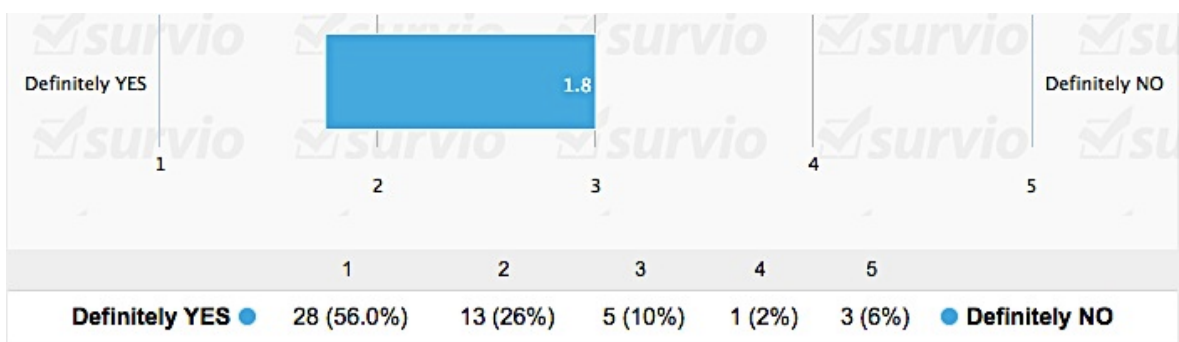


Figure 20: Good online communication could increase interest in the particular facility (source: author)

Both surveys indicated online marketing communication as essential that supports the reasonability to analyze the online marketing communication of showjumping events.

### 6.4.3 Has marketing communication impact on the image of showjumping events?

Previous chapter discovered that the participants of the qualitative and quantitative survey consider online marketing communication as important part of the marketing communication mix. Another very important subject of the survey is to analyze if the online marketing communication has impact on the image of showjumping competitions.

#### Results from the semi-structured interviews:

The responders of semi-structured interviews held a lot of interesting opinions that point to importance of marketing communication in image creating process. To mention few: *“Marketingová komunikace ovlivňuje vnímání areálu.”* (Marketing communication influences my perception of the facility.) *Precizní online komunikace je ukázkou toho, že jsou dobří.”* (Precise online communication is an example of the quality of the competition.) *Online komunikace mi pomáhá vytvořit si vztah se závodistištěm, prožívám to s ním, fandím mu.”* (Online communication helps me to build a relationship with the circuit, it immerses me in it and I root for it.) *Online komunikace utváří pověst.”*(Online communication creates the reputation.) *“Online komunikace má vliv na image.”* (Online communication affects the image.) *“Image je v dnešní době velmi propojená a utvářena moderními technologiemi.”*(Image is nowadays very connected and created by modern technologies).

#### Results from the questionnaires:

In the questionnaires there was a question: *Do you think that the online communication of the equestrian facilities has impact on how you perceive the facility?*

It was not a direct question on image but the way in which is the facility perceived is very important part of the whole image. 18% of all respondents think that the online communication definitely influences their perception of the facility, the majority – 54% claims that rather yes and just 4% stated that they are definitely not influenced by the online communication. The answers on the question if online communication via Facebook affects their perceiving of the particular event is also more in the “yes part” with 62.5 % than in the “no part” with 37.5%.

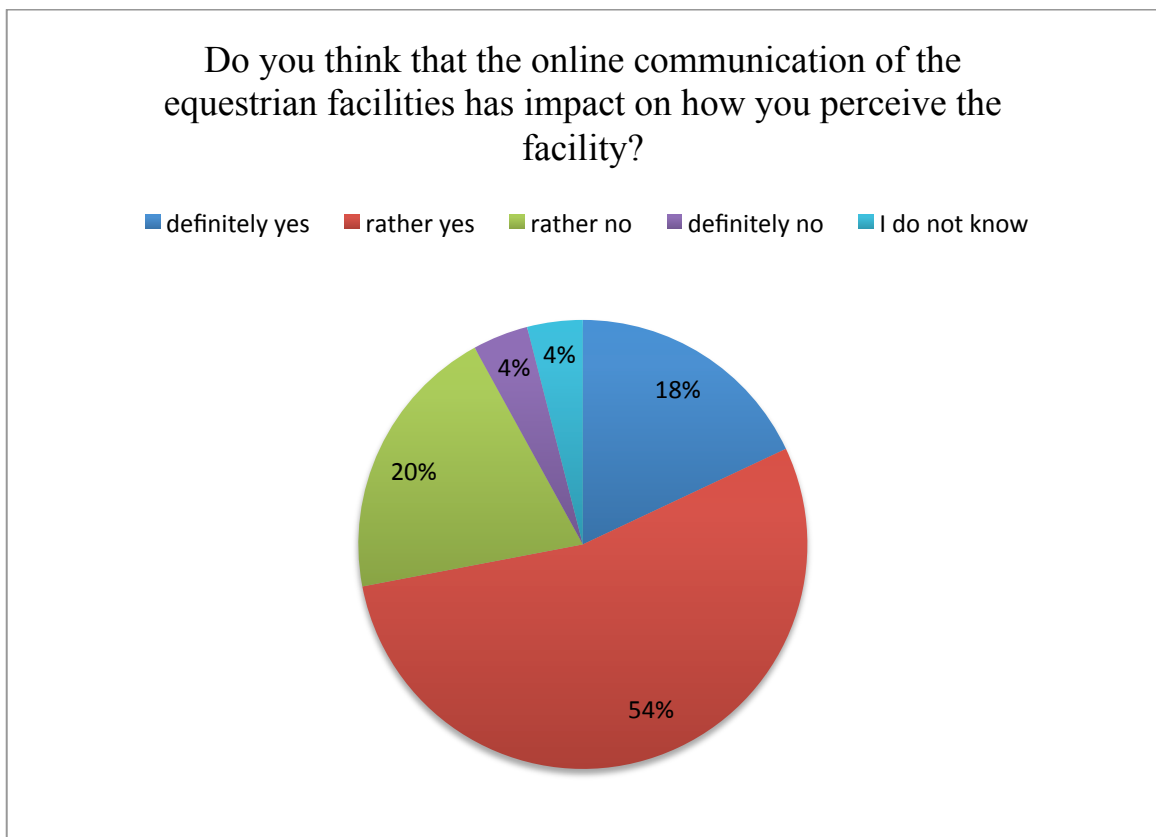


Figure 21: Online communication has impact on how the facility is perceived.

(source: author)

To sum up the results of this chapter the data from interviews reflect the opinion that equestrian society is strongly influenced by online communication and online communication has impact on the image of the equestrian events and facilities. The questionnaires do not proved the data so strongly as it was with the previous topics, however adequately enough to reach the conclusion that the online marketing communication has impact on the image of showjumping competitions.

#### **6.4.4 Is the online communication of the riding facility in Aachen perceived in a positive way by the Czech Equestrian Society?**

##### Results from the semi-structured interviews:

For the data from the interviews were much useful to answer the topic of this chapter. There was space for complex answers and also for supplemental questions. The responders find the online communication of Aachen facility interesting and well-arranged. The responders were mostly talking about their website or Facebook.

“Jejich web se mi líbí, je přehledný a vizuálně na mě dobře působí, což je pro mě důležité.” (I like the webpage, it is well-arranged and it works visually well for me, which is very important.) “Dobře se na něm orientuje.” (The orientation on the web is easy.) “Online výsledky a přenosy jsou super.” (Online current standings and online streaming are great). The respondents are using the website primarily before and during the competitions and the main reason is to find classes' results or to watch video streams from competitions. One of the respondents pointed out that it is very efficient when they post on Facebook the info about upcoming online video streaming or TV broadcast.

##### Results from the questionnaires:

The questionnaires have shown that 92,5% of all respondents are searching information about Aachen via Internet. That means that the online communication of Aachen facility is very important. The most important web features according to respondents are (in the descending order that means number 1. is considered as the most important by the respondents):

1. Clear arrangement
2. Start lists
3. Results
4. Online results (current standings)
5. Online video streaming

All those features create part of the Aachen website. The only point on which can be argued is the clear arrangement, however according to previous Interviews the Aachen webpage is clear and well-arranged. According to those parameters is the Aachen webpage well designed and meet with all important users needs.



As far as the Facebook content the most important is: (in the descending order that means number 1. is considered as the most important by the respondents):

1. Pictures
2. News
3. Videos – mainly the Highlights of the day
4. Behind-the-scenes info
5. Event preparation photos, info

All the mentioned above is the base of the Facebook communication in Aachen. The respondents also emphasized the importance of Facebook as the info or news channel – they would very appreciate the links to start lists, results, competitions reminders, program information or interesting facts about riders and horses – mainly about the successful ones. Also those activities are part of the Aachen Facebook communication.

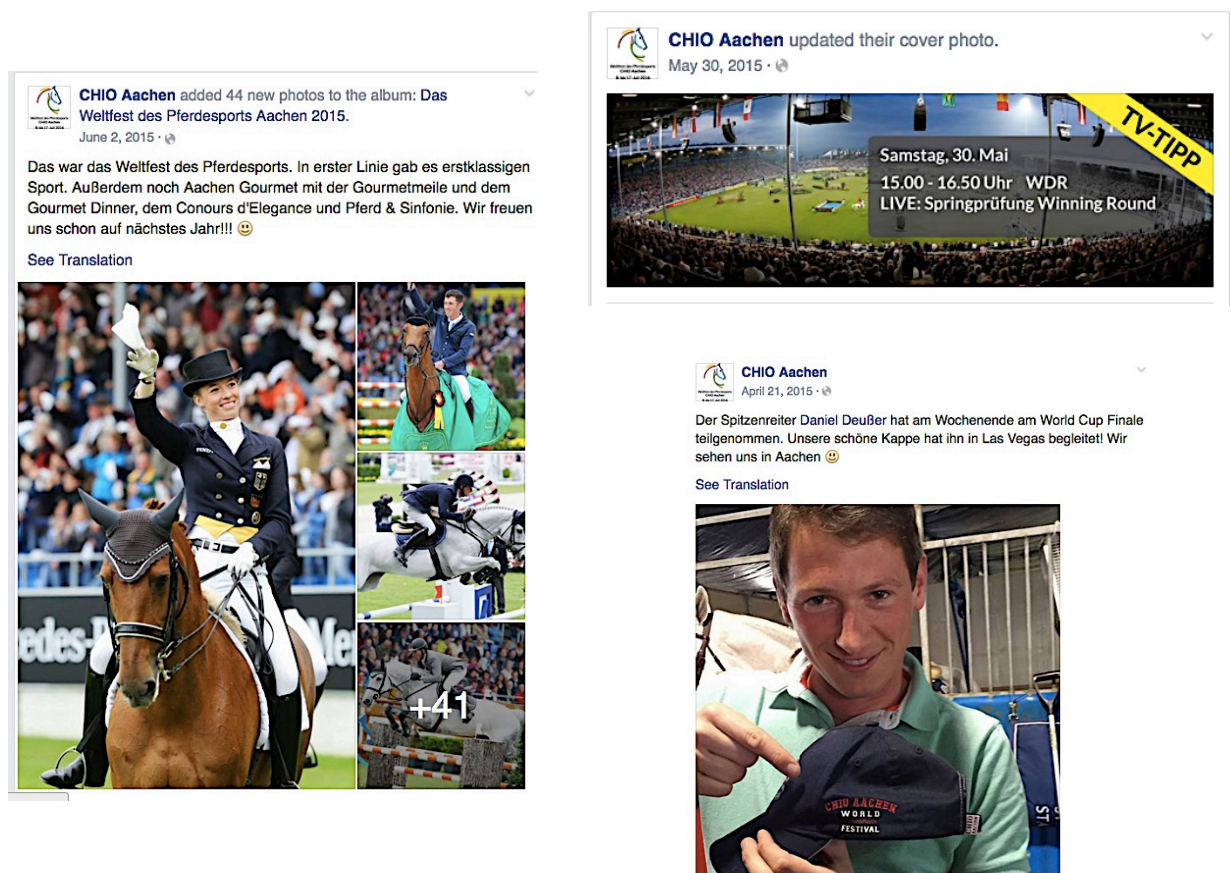


Figure 22: Examples of CHIO Aachen Facebook communication – Photos, TV stream info and behind-the-scenes with the world famous rider (Source: Facebook.com)

As an example, the picture of Aachen Facebook communication was shown to the respondents to write down what it evokes in them:

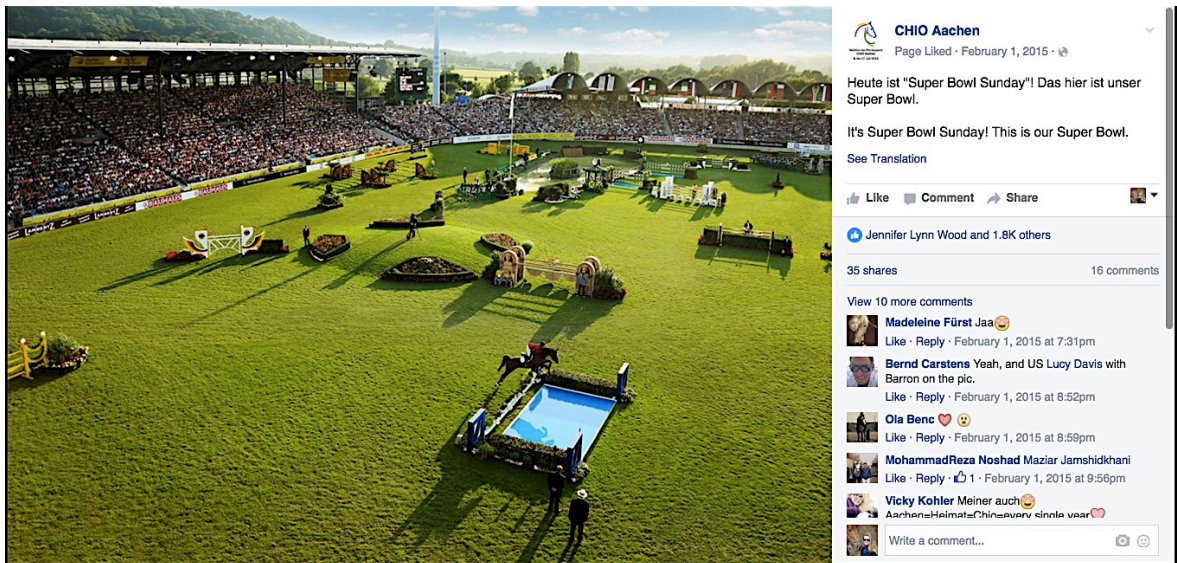


Figure 23: The picture of CHIO Aachen Facebook communication for the word association method in the questionnaires (Source: Facebook.com)

The most common answers are visualized by following world cloud:



Figure 24: The word associations connected with the picture of the CHIO Aachen competition (Source: author)

According to the survey the online communication in Aachen is considered as very good with the stress on the great arrangement of the website which is extremely important for the respondents.

#### **6.4.5 Which online marketing activities of showjumping events are considered to be effective in creating good image?**

This is very important question that creates the basis of the following project. That is also the main reason for giving it the largest space of the analytical part. Now, it is clear that the online communication is important and that the well-done communication has impact on the image. Thus, it is necessary to find out what is “well-done” communication and what is not. The question will be divided into three parts – website, social media and other online activities.

##### ***Website***

##### Results from the semi-structured interviews:

Website is considered as core of the online communication. Nowadays it is necessary to have it for almost all equestrian facilities. As was mentioned in the previous question the most important web features are: clear arrangement, start lists, results, online results (current standings) and online video streaming. However, from the interviews follow that there are other very important things that could improve the image of the showjumping facility.

Except for the clear arrangement also the importance of “visual beauty” was mentioned by the respondents. “Důležitá je jak přehlednost webu, poskytnuté informace tak také vizuální podoba stránek.” (Not only the clear arrangement of the website and the information provided but also the visual appearance of the website is very important.)

The start lists, results, online results (current standings) and online video streaming were mentioned among the most common and very important parts of the websites. The other things mentioned as useful were:

- Event Schedule for riders
- Program / Time schedule (of classes and also evening and accompanying program)
- Photo Gallery
- Actualities, news
- Map of the showground, address, vehicular access and other accessibility

- Information about horses and riders
- Visual selection of the information for riders/trainers and for spectators

As for the videos, the online streaming is perceived as the most important. The possibility of video replay is considered as great in case there is the option to find videos according to riders or horses and not to be forced to watch whole class. “Nezajímá mě celá soutěž, která už není aktuální. Chci se jen podívat na jezdce, kteří mě zajímají.” (“I do not care a competition which is no longer current. I just want to look the riders who I am interested in.) The video “Wrap-Ups” (summary of the class, day or whole event) are also regard as very attractive in case they are visually well-done with the good pictures and editing. The same is with the video event invitations. But the respondents stressed that it is crucial to have something interesting to say by the video. “Když nemáte co zajímavého říct, je to na nic.” (When you do not have something interesting to say, it is for nothing). The very interesting is the fact that the video content published via YouTube is considered by the older generation (50+) as unprofessional.

The riders/trainers and visitors dividing of the page was mentioned frequently. The riders need a lot of information that are irrelevant for the visitors such as: competition schedule for riders, vet check information, time of presentation, uploading and unloading details, stable manager and other important contacts etc.

From the Sponsors point of view it is very important to publish content from which is clear the atmosphere, joy, plenty of enthusiastic spectators, prestige, etc. The social part of the program is very important and also the way the partnership is presented on the web.

Results from the questionnaires:

The questionnaires pointed out the most common reasons for visiting the showground website:

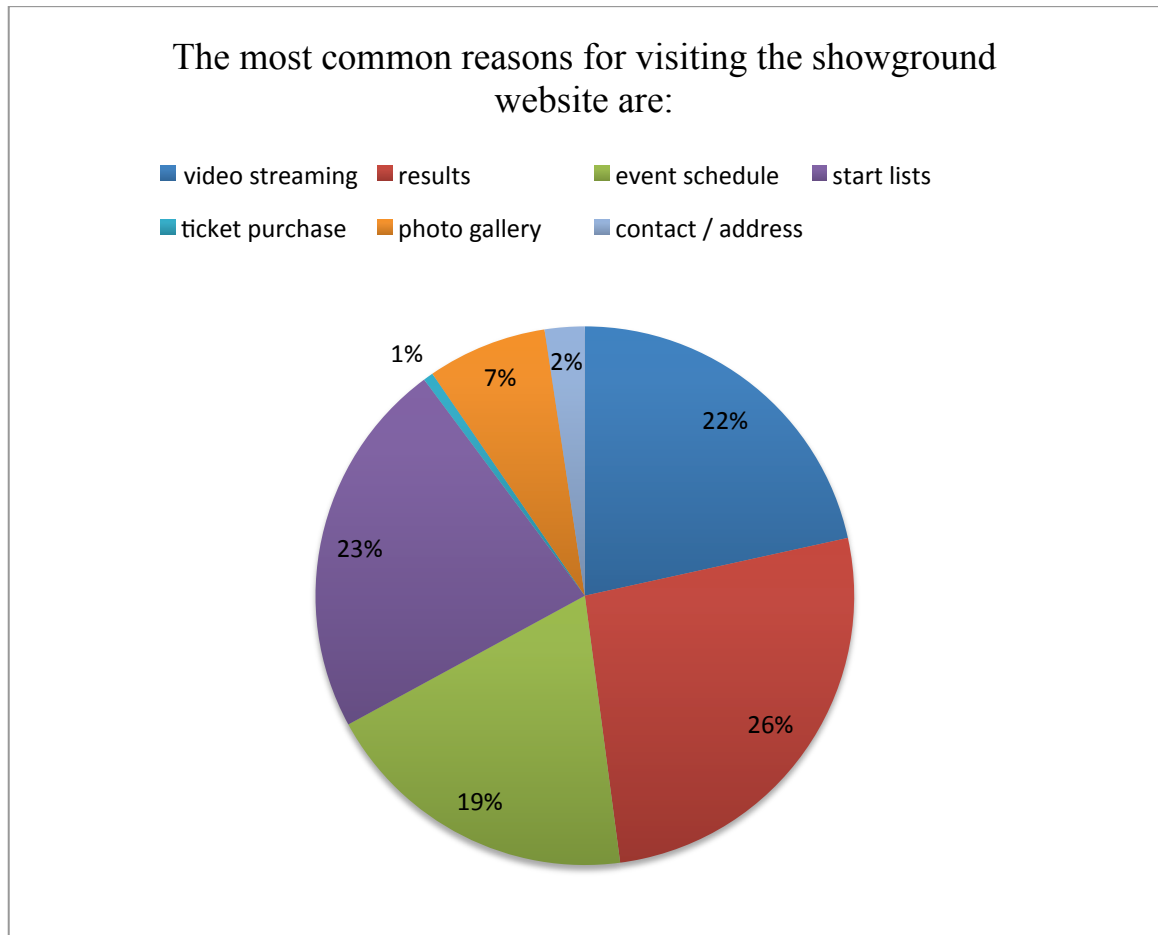


Figure 25: The most common reasons for visiting the showground website (source: author)

### ***Social media***

According to the latest studies (Češi v síti, 2016) the most popular social network in the Czech Republic is Facebook, then nothing for a long and then YouTube. However, the survey of the Czech Equestrian market is little bit different – the more people are using Youtube although not so often as Facebook and not so regularly. Twitter, Google+ or Pinterest have almost no users in our target group. Another quite popular social medium is Instagram.

Results from the semi-structured interviews:

The **Interviews** has shown the popularity and importance of Facebook in the group of people up to 50-year-old. Two out of seven responders (both 50+) are not using Facebook, the rest is using Facebook on the daily basis. The benefit of Facebook communication is seen mainly in the continual contact with the fans and the possibility to share interesting pictures and information that are not suitable for website such as behind-the-scenes info or curiosities. Very important feature of Facebook is the fact that it works as “review channel” – “když někdo napíše nějaký status o závodech, беру to podobně jako by to řekl ústně.” (When somebody posts something about the competition on Facebook it is almost the same for me as saying it verbally) This could be used in positive but also in negative way.

The possibility of sharing news or useful information is also perceived as great – “Když někdo sdílí, že se dívá na přímý přenos, taky na to většinou kliknu.” (When somebody shares that he/she is watching life streaming I usually click on that too.)

All of the respondents are using Youtube, however mostly without having an account. They also spend less time on the YouTube than on the Facebook and the visits are quite irregular. “Na Facebooku jsem několikrát denně, YouTube navštívím v průměru jednou za týden. (I visit Facebook several times per day, Youtube approximately once a week.) The older group of responders (50+) considered the videos on YouTube as unprofessional and they do not know about the possibility of subscriptions. On the contrary, younger people see huge advantage in using YouTube – “YouTube je běžná věc, je nejznámější a nejlepší.” (YouTube is a common thing. It is the most popular and also the best.) “Youtube je fajn, třeba na takové video promo na závody, když je udělané dobře.” (YouTube is great, for example for the promo video, but must be done well.)

Results from the questionnaires:

Also the questionnaires have shown the popularity of social media across the Czech equestrian society. The questionnaires support the findings from interviews that more respondents are using Youtube than Facebook. Instagram is also quite popular. On the contrary Twitter is used very rarely.

	YES, I am using	NO, I am not using
YouTube	100%	0%
Facebook	96%	4%
Instagram	64%	36%
Twitter	16%	84%

Table 2: What kinds of social media are used by Czech equestrian society?  
(source: author)

The most popular Facebook activities according to respondents are: pictures and photos, news, videos, behind-the-scenes info and actualities from event preparations.

As the format is considered the most popular are following:

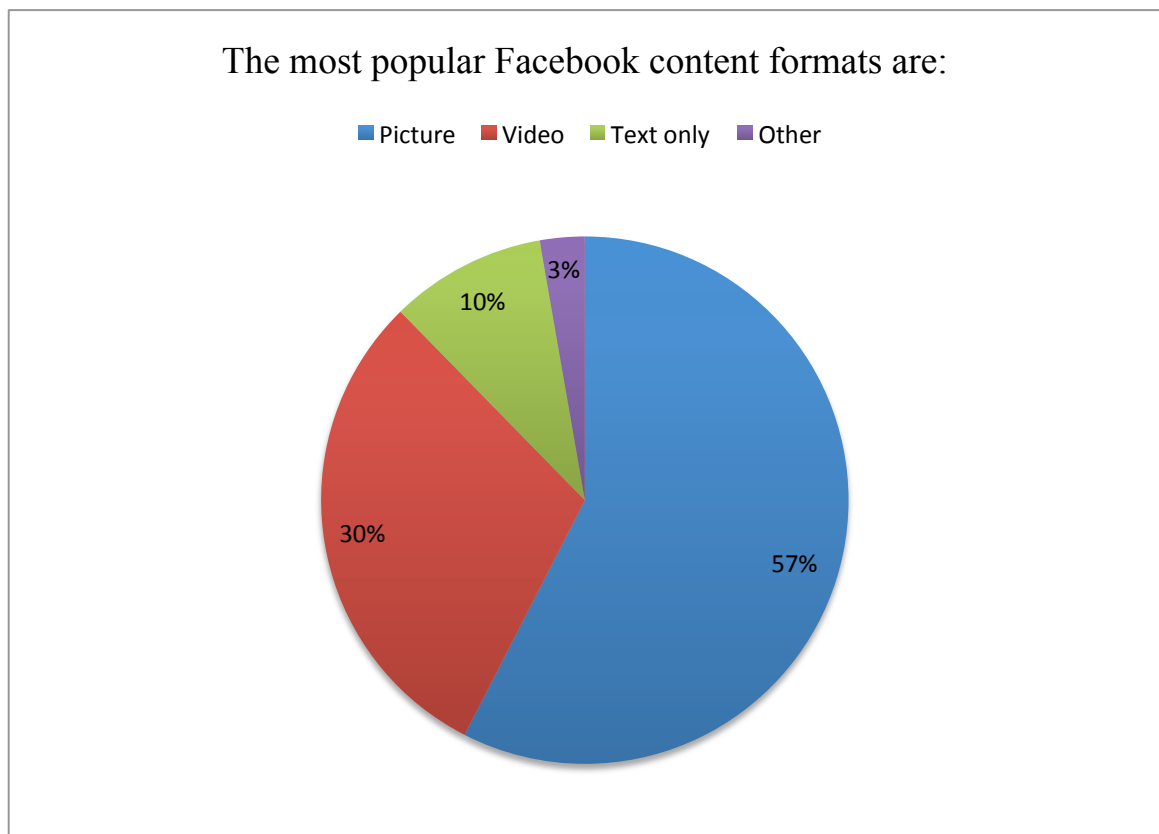


Figure 26: The most popular Facebook content format (source: author)

Quite amazing feature of Facebook is the possibility of sharing and Likes (now also love, wow, sad, angry which was not possible in the time the survey was created.) It allows the users to share the information with their community very quickly and almost on the real time basis. If the Facebook activity is considered as great, the respondents are willing to share and like. (Just quick reminder gained from the Interviews – it is kind of the personal image creation process to share and like the statuses of important showgrounds and opinion leaders in jumping industry, it shows your interest to the community)

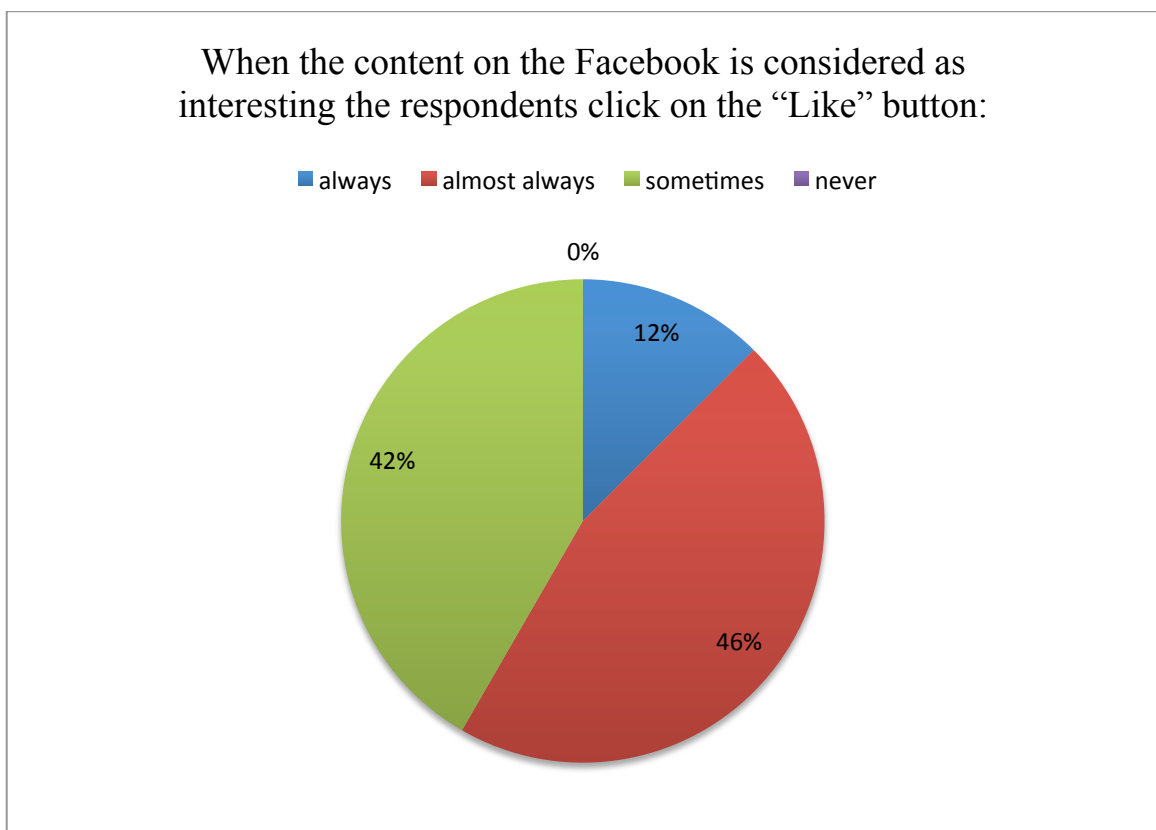


Figure 27: When the content on the Facebook is considered as interesting the respondents click on the “Like” button (source: author)



### *Other online activities*

#### Results from the semi-structured interviews:

Among the other online activities influencing the image of showjumping events, newsletters and articles on the equestrian portals were mentioned during the Interviews.

The first online tool mentioned—newsletter, was very disputable topic of the Interviews. Six out of seven responders are overwhelmed by the amount of newsletters and they had rather negative attitude toward it. However, later on after showing the possibilities of newsletters to respondents, they changed their mind and see a few very positive things in them. Essential is the possibility to choose which information they want to receive. All of the responders agreed on that they would very appreciate newsletter with calendar of events for the upcoming season. 6 out of 7 responders would like to receive event reminders approximately 2 weeks before the competition and they are not interested in the information after the event “tyto informace si najdu na jejich webu, pokud budu chtít.” (I will find those information on their website, in case I am interested.) Two out of 3 questioned riders would find very useful to receive important news and changes after registration to the event – that means receiving emails in case the time of the first competition is changed, the prize money is different, the vet check time has changed or any other information that are necessary for the right flow of participants.

Very important part of the online communication is contact with equestrian portals such as jezdcí.cz, jezdeckví.cz or jezdeckví.info. All the responders claim that they are using those portals and in the most cases this portals creates the first impulse for searching other information on the event website or Facebook. “Portály jako jezdeckví.cz nebo jezdcí.cz sleduju každý den a většinou v nich najdu i další odkaz na to, co mě zaujme” (I check portals like jezdeckví.cz or jezdcí.cz every day and find there another links to events I am interested in.)

Also the **questionnaires** have shown the popularity of equestrian portals – 11,5% of all responders is primarily using portals to find information about the competitions.

## 7 CZECH MARKET SPECIFICATION

For the correct application of the data from the survey to a meaningful project it is essential to introduce the specifics of the Czech market. First part of this chapter is describing the main differences between Czech and German Equestrian market and the second part analyses the current Internet environment in the Czech Republic.

### 7.1 Czech vs. German Equestrian Market

The Czech equestrian market is much smaller than the German one. This short comparison of those two markets serves as a brief introduction of their distinctions.

	CZECH REPUBLIC	GERMANY
Horse population	71,000	1,200,000
Sport-horse population	8,300	139,400
Active NEF`s members	17,500	81,351
Newborn foals / year	4,000	39,000
Olympic medals	1	85
Population	10,553,443	81,459,000
GDP	\$343.931 billion	\$3.842 trillion
Horses per person	0.007	0.015

Table 3: The main differences between Czech and German equestrian market.

(source: author)

## 7.2 Czech Internet Market

This chapter aims to introduce the specifics of the Czech Internet market and point out how the online media and Internet are used by Czech consumers. 66% of 16 – 64-year-old people use the Internet on a daily basis, in the last 2 years the number of daily Internet users has increased by 6%.

These 4,600,000 Czech inhabitants are the target group of the following research. All the data are gained from the TNS Aisa 2015 research “Češi v síti.”

73% of our target group is connected to the Internet constantly. Internet creates part of their life and they do not differentiate between being online and offline, they are still online. This trend is even higher by the younger population and leads to a remarkably increasing trend of Mobile Internet – from 38% connected mobile devices in 2013 to 62% in 2015. Also tablets are experiencing tremendous boom – 45% of the target group already have tablet and another 16% is planning to purchase one in a half year period. On the other hand the desktop computers are on the decline. People prefer to buy notebooks because of their flexibility and portability.

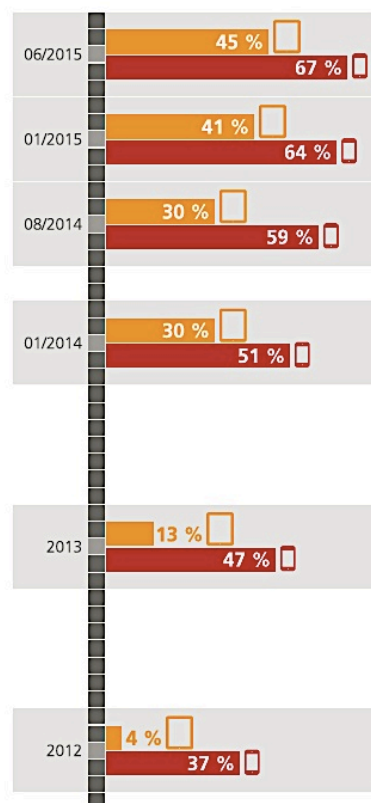


Figure 28: Penetration of smartphones and tablets development (Source: TNS Aisa)

The most popular Internet activities are sending and reading emails – almost everybody visit the Mailbox at least once a week, getting news – 87% of people read the news on Internet at least once a week and social media with 67% of at least once a week usage. As “cool” an “IN” Internet activities are considered video and photo sharing and instant messaging through Whatsapp or Viber.

Very popular are mobile applications that are widely spread not only through teenagers but also in the group 30-44 year-old, where every 3 out of five people use at least one application.

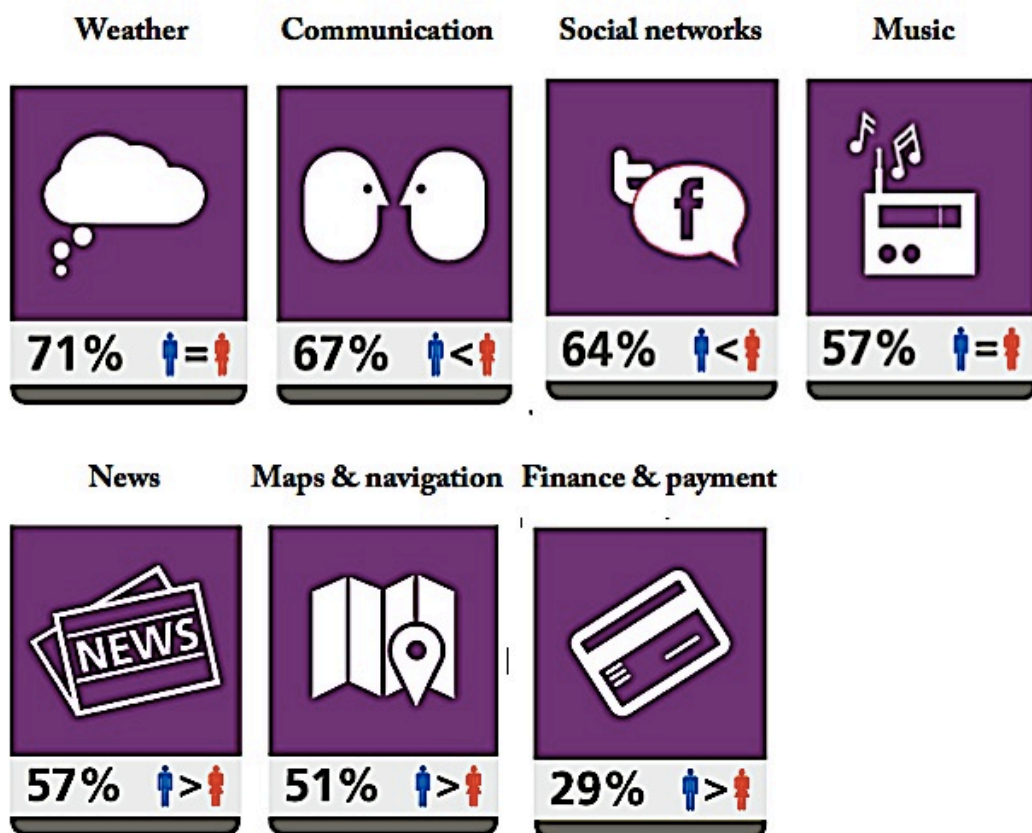


Figure 29: The most commonly used smartphone applications (Source: TNS Aisa)

Another very popular Internet activity is watching videos. 67% watch videos at least once a week and 28% of Internet users watch videos every day. That is a half more than last year. 22% of them are funny videos and 19% music. The most popular website for watching videos is YouTube. Generally, the Czechs are not willing to pay for the video content on the Internet. They would rather pay for faster downloading than for the content itself.

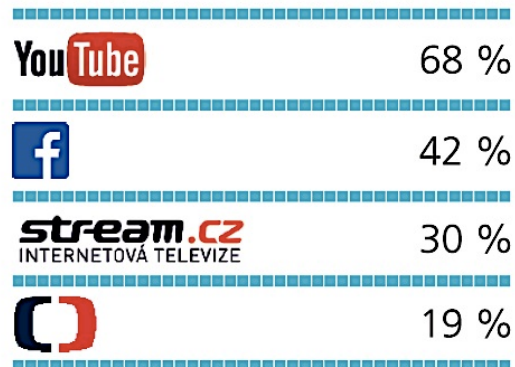


Figure 30: Where Czechs search for video content? (Source: TNS Aisa)

The popularity of social network Facebook is still tremendous in the Czech Republic. It is a social media market leader. The Best mover of the two-year period is Youtube. Among the rising social media are also Instagram (very popular by young population) and WhatsApp that won affections of very interesting target group created by University graduates and students.

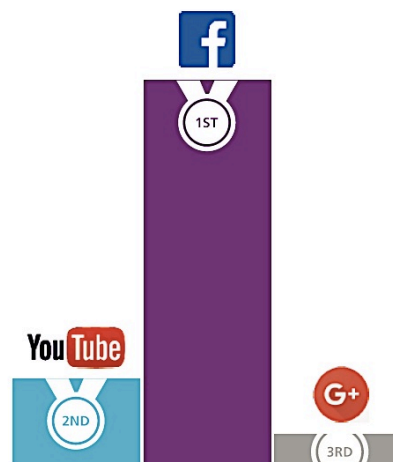


Figure 31: The most popular social networks in the Czech Republic. (Source: TNS Aisa)

## 8 RESEARCH QUESTIONS SUMMARY

***RQ1: Is the online marketing communication of showjumping events considered to be important by the participants?***

The online marketing communication of showjumping events is considered to be essential part of the communication process. The online communication creates important source of information for all the participants and is perceived as very important.

***RQ2: Has online marketing communication impact on the image of showjumping events?***

Online marketing communication has impact on the image. However, there are more important image influencers such as quality of the facility, footing or prize money. The online communication might get use of the good things and promote them to the world. It is essential tool for maintaining relationship with the fans.

***RQ3: Is the online communication of the equestrian facility in Aachen perceived in a positive way?***

The communication of the equestrian facility in Aachen is perceived in a very positive way. The information is easy to find and the website is well arranged. Also the communication through social media is supposed to be very effective.

***RQ4: Would Czech equestrian society appreciate similar online marketing activities?***

Czech equestrian society would appreciate just part of the communication. They like the way the webpage is designed and the online communication on Facebook, YouTube and Instagram. Twitter is not very popular in the Czech equestrian society and also the newsletters are delivered too often without the possibility to choose the relevant information for the subscribers.

### **III. PROJECT**

## **9 ONLINE MARKETING COMMUNICATION STRATEGY FOR SHOWJUMPING FACILITIES**

The aim of the project is to create online marketing communication strategy for medium showjumping equestrian facility in the Czech Republic that will help to enhance image and make use of the online marketing tools mentioned in this work. The project is focused mainly on promoting particular showjumping events not the facility itself and other services (such as stabling, training, etc.) they provide. The project is based mostly on the data from the analytical part of this work and written in the casual style that is easy to understand.

### **9.1 The importance of online marketing communication**

The importance of online communication is indisputable in almost all businesses. Sport is huge business full of powerful people who bring money into their favorite field. That creates huge competition among the different kinds of sport, venues and even countries. Even though the showjumping attract people such as Jobs, Gates, Spielberg or Bloomberg and brands such Rolex, Longines, Hermes or Gucci, there is still need to work on the message of the uniqueness of this sport and spread it across the world.

Equestrian sport is not so popular in the Czech Republic, however it attracts more and more people. We also have influential people who creates supportive surrounding for this sport. In our country it is necessary to gain huger fan base and reach the young generation - the online generation. You can find them on social networks, mobile Internet, surrounded by tablets. Another huge advantage of Internet is the possibility to spread the information through whole country and even whole world in a real time and almost free. There is huge potential and the only obstacle is the difficulty to find people who will take care of the online tools with enthusiasm and passion for the sport combined with the knowledge of online environment.

The most important online tools for the Czech equestrian market are:

- Website
- Facebook
- Equestrian portals
- YouTube
- Instagram



- Custom newsletters

## 9.2 Importance of good content

What you say and the way you say it has strong impact on the relationship between you and your target group. It influences how you are perceived. That is why it is so important to create interesting content and serve it in a user-friendly way. People are living very fast and they are overloaded by information. The only chance to get your message across is to create content that is simple, good-looking and interesting.

People do not have time to read long texts, so if you have the opportunity, make the text as short as possible. For example the great picture says more than loads of words. They are also amazing for showing and creating emotions. Pictures are powerful, people love them, share them, look at them. They are even more popular than videos. The good photographer is necessary for your event and whole facility because:

- With great pictures you are able to create interesting content for your website
- You have interesting content for your Facebook
- You have interesting content for your Instagram
- You are able to make Galleries from competitions which attracts people to search themselves and their friends and sending them links and promote the website, facility and the event
- People will tag themselves on Facebook and share the photos
- People will interact with your Facebook page
- You have great content to send to equestrian portals
- You can show the emotions
- You can create emotions
- You can get use of those photos in the future

Equestrian sport is very emotional, so there are great pictures showing feelings, passion, gratitude or happiness:



Figure 32: Pictures are great tool for showing feelings, passion, gratitude or happiness

(Source: NoelleFloyd.com)

It is very important to sort the pictures and create an order for saving them and for finding them quickly in the future. As an example: Some of the riders who have attended your show won an important tournament, you want to congratulate him and his horse by sharing picture on Facebook, so you need to find a picture of that rider with the exact horse.

Beside the pictures the videos also work very well. But remember the basic rule: too long means very often boring. So all the videos should be short and pass a clear message. People love stories and videos are great tool for telling them. The music, the cut, the shoots are creating the unique possibility for arousing desired feelings.

Other great tool for making content user-friendly are infographics. They are great to show interesting numbers and facts by using easy representatives and amazing way how to transfer boring numbers into the awesome stuff. There are many online tools for creating nice infographics that can be used.

Something like this is better than 4 pages of text:

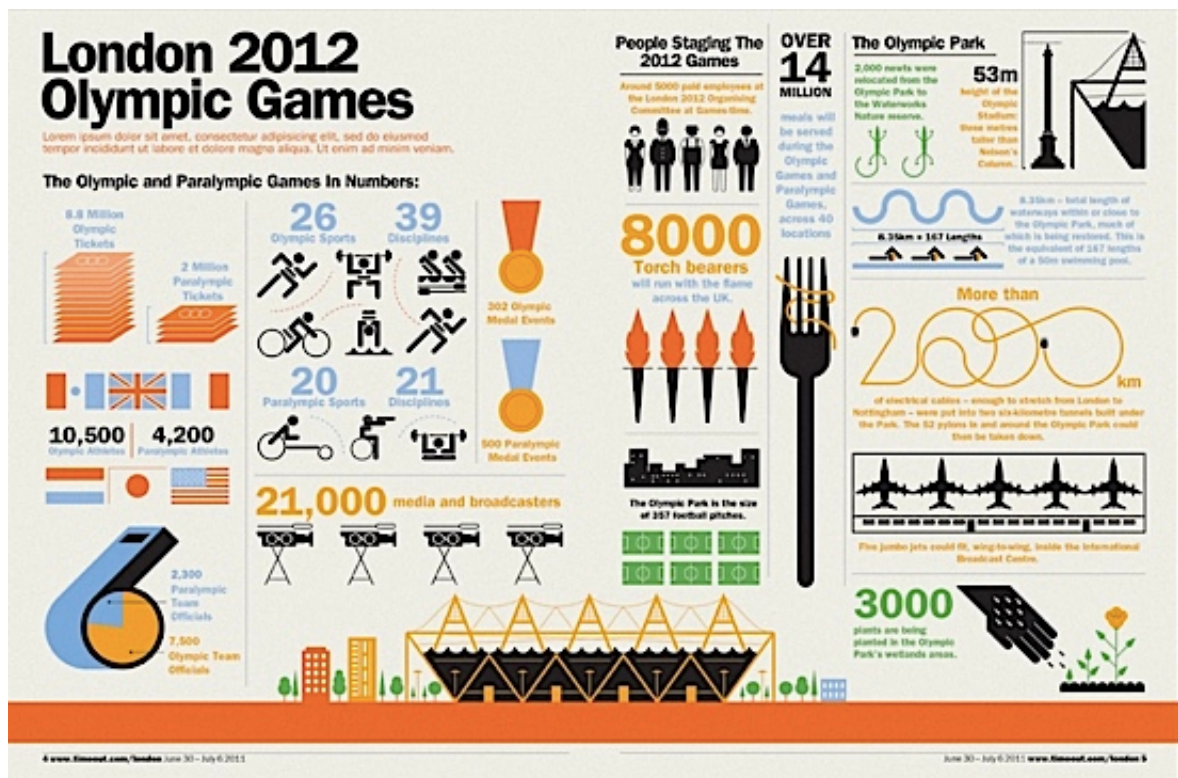


Figure 33: London 2012 Olympic Games Infographics

(Source: ©Mike Lemanski, abduzeedo.com)

Last but not least, it is very important to link up the communication. There have to be a unifying element a characteristic feature such shape, color, logo, hashtag or anything from which is visible on the first sight that it is you and your picture and your web and your online communication.

### 9.3 Website

As was mentioned several times, website is the core of the online communication. It should be the “home” where all the links goes and the place where the visitors are able to find all information they need. And not just find the information but find the information quickly, intuitively and without reading irrelevant texts.

The visual part of the website is very important for creating good image. It is impossible to make one manual. It must be connected with the brand and style of communication. It has to be visually clear and express the brand identity and values.

As an example, during my stay in Florida, I had about two weeks to recreate the website for the sponsor activation. It had little bit different priorities than the event website. However, what I am saying is that even in such a short time and for about 400USD you can make a change. And when you have a little bit more money and time, it will work.

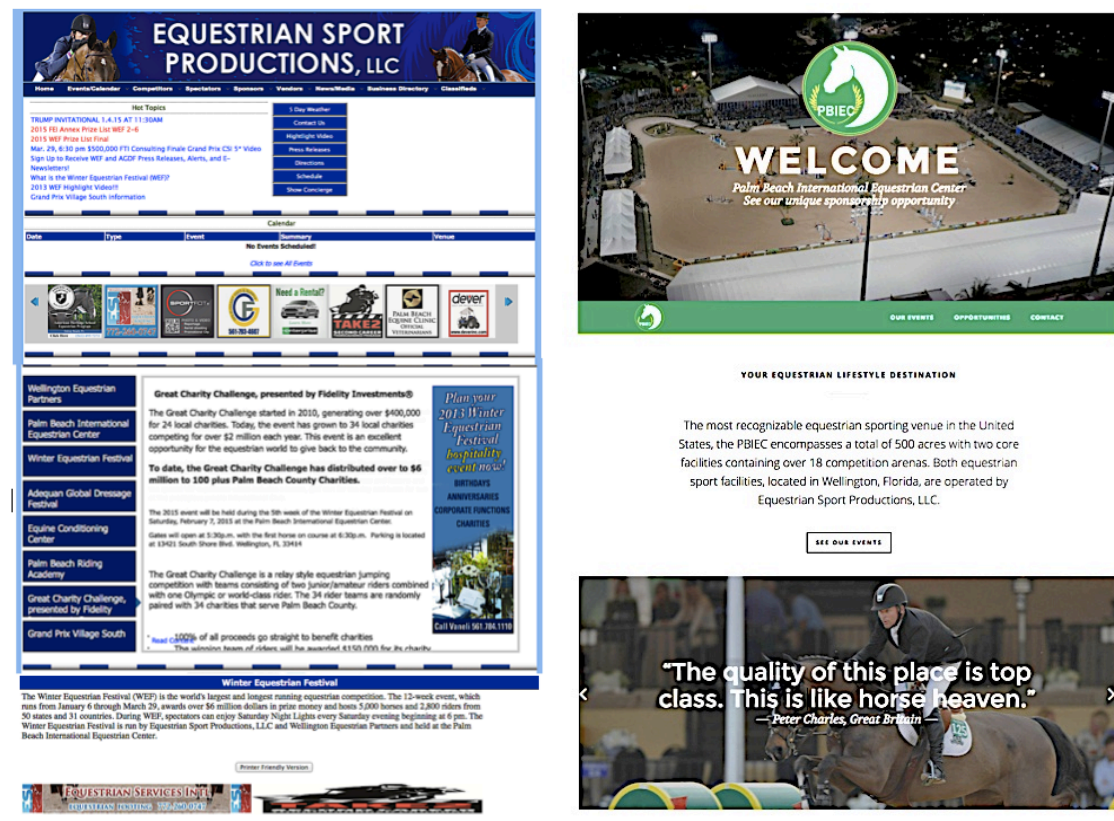


Figure 34: The original version of the sponsor activation website (left) and the new one (right) (source: author)

The crucial thing is to include all the desirable information and sort them to be easy to find.

The most important are:

- Start lists
- Results
- Online results (current standings)
- Video streaming (video gallery, if possible)
- Event Schedule for riders
- Program / Time schedule (of classes and also evening and accompanying program)
- Photo Gallery
- Actualities, news
- Map of the showground, address, vehicular access and other accessibility, contact
- Information about horses and riders
- Ticket purchase
- Accommodation possibilities
- Presentation of partners
- Links to social media like Facebook, Instagram, Youtube

Those are just information for the current or upcoming event, in case we are creating the website for the whole facility it depends a lot on what is the equestrian facility primary focused.

It is very useful to put the information for riders and trainers to one section which is little bit divided but still easy to find. Those information are: competition schedule for riders, vet check information, time of presentation, uploading and unloading details, contact on stable manager, vet and other important people, etc.

It is also very useful to have section for media – with up-to-date press releases, pictures, actualities, logos, material they are allowed to publish and also useful contacts and links.

The SEO and the URL is also part of the website. In a very simplified way: The more links go to your website and the better keywords you have the higher ranking you get by the search engines. So use the link to your website during communication via social media, equestrian portals. Register the site to different web databases and create content which is interesting so the people will read it and share it, that will enhance the SEO the most.

It is also necessary to measure the activity on the web and see what and when people are searching for. The very good tool for this analysis is Google Analytics that is free and very easy to understand.

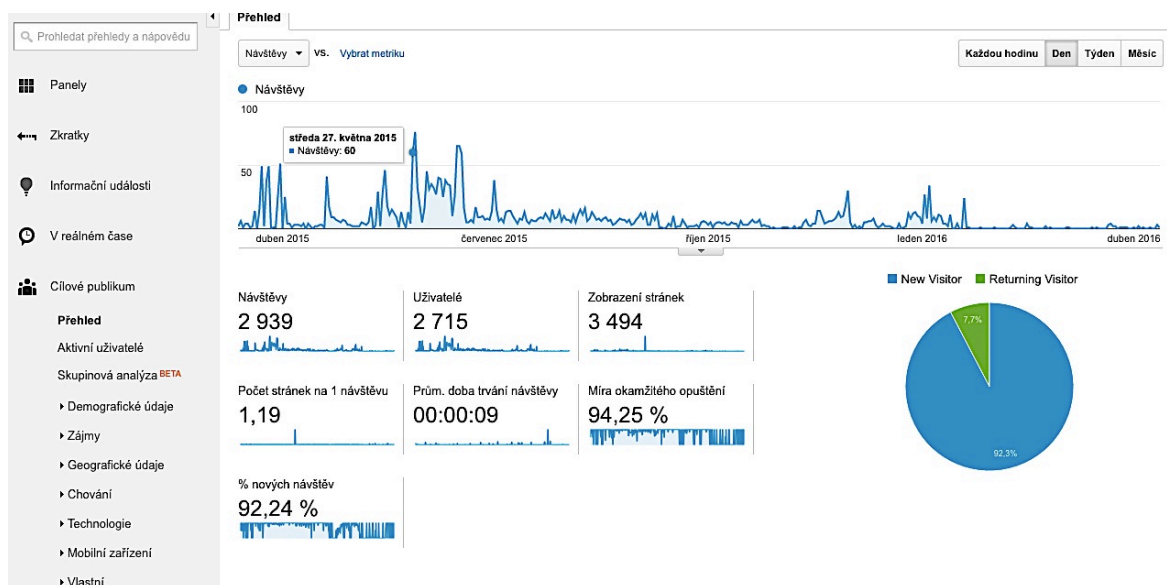


Figure 35: Example of Google Analytics (source: author)

## 9.4 Social Media

Among the social media that are very often used by the equestrian society belong Facebook, YouTube and in some cases, mainly if you are able to create interesting photo content, also Instagram. It is sufficient to have those and pay them attention, take care of them and be active instead of having lot of others and be passive.

### Facebook

Facebook, the most popular social network, is an amazing tool of marketing communication. It is not easy to attract people and make them to interact. That is why it is very important to have Facebook communication strategy to be able to evaluate present communication to set up the best possible combination it in the future.

Facebook pages provide Facebook Insights that is great for easy tracking of the flow of the visitors on your Facebook.

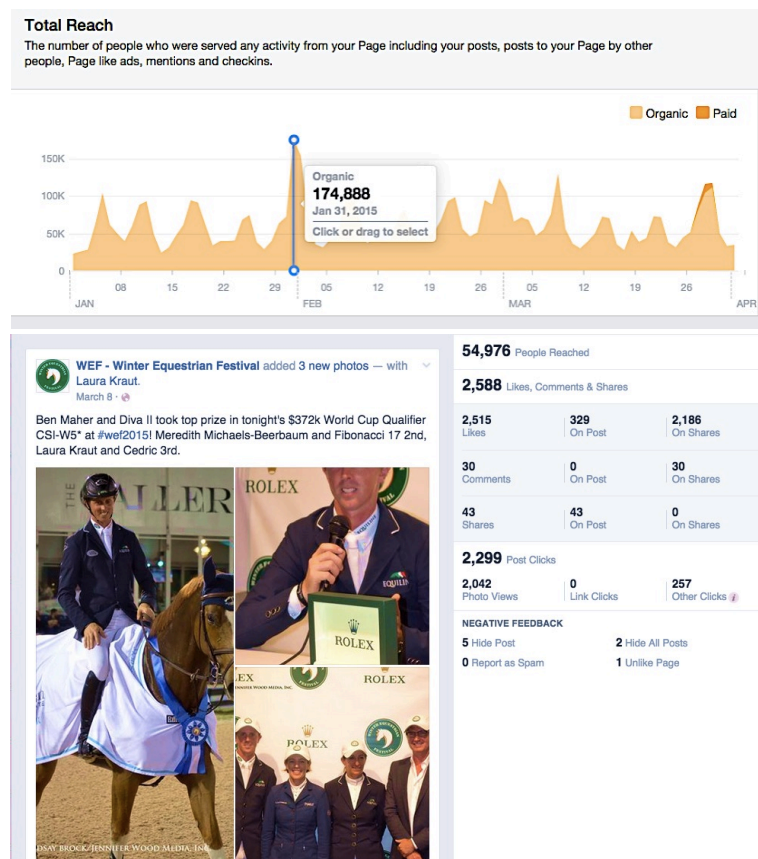


Figure 36: Example of Facebook Insights (source: author)

For easier sharing, it is great to create Facebook venue and also official hashtag. Those tools will help to unify the communication and make it easier for those who want to spread the news, photos and videos from your event. Moreover, it is much easier to track the statuses and see if there are any negative reactions. If there are, it is important to interact and try to solve the issue. From that point, Facebook, as a very powerful review channel could also arouse negative feelings about you so it is of great importance to be still ready to react.

Facebook is very useful for staying in touch with your target group in times you have no current or early upcoming events. There are few content tips:

- Congratulate riders for their victories and placement at important events – add a picture and tag them if possible (they will be delighted and you will look awesome)
- Congratulate on important life events to important people involved in equestrian sport – birthday, new child, new wife/husband – people love this even they say they do not care

- Share information connected with world-class showjumping
- Publish all improvement you do or plan for the upcoming event/season – add pictures

### **YouTube**

YouTube is a great tool for uploading videos. Internet users are used to search for the video content on Youtube. There is no need to upload video every day or every week. You can use YouTube as storage of your video content. When you have new attractive spot you have to promote it on your website and for sure on Facebook and upload it on YouTube. There is also the possibility of comments and likes and dislikes on YouTube, it is quite useful to look at them and be able to react. However, it is not so common as it is on Facebook. When you have video content it is almost necessary to have YouTube account.

## **9.5 Public Relations**

It is of great importance to attract media to write something nice about your event or facility. The first and the most important thing is having good relations with the press. People interested in equestrianism are very often finding information through equestrian portals such as jezdcı.cz or jezdectvi.cz. That is why it is very efficient to be mentioned there. Beside the good relations you have to make the information easy to distribute. That means the press releases are already in the “article form” with pictures or videos in format that is easy to “copy and paste.” You have to provide actualities and be able to help and answer all demanded information. You have to be kind to people who are writing about you and helping create your image. Free lunch or spot in VIP area worth it.

## **9.6 Other useful tools**

Among the other online tools that are useful in image enhancing process belong:

- Newsletters
- Video streaming with video archive
- Mobile apps

**Newsletters** should provide the possibility to choose which information the subscribers want to receive and how often, because when the newsletters are very frequent and without demanded information no one will read them. To create good-looking newsletter that is



easy to distribute among different groups you can use several free newsletters tools such as MailChimp (free or paid version) or quite cheap ConstaContact.

The useful newsletters topics are for example:

- calendar of events for the upcoming season
- reminders approximately 2 weeks before the competition
- important news and changes after registration to the event for riders and trainers – that means receiving emails in case the time of the first competition is changed, the prize money is different, the vet check time has changed or any other information that are necessary for the right flow of participants.

In the newsletter, do not forget to:

- provide links to website, social media and the important contact information
- use as little words as possible - the readers do not have time
- include pictures

**Video streaming and video archive** is very desired nevertheless little bit more expensive tool. The people interested in the equestrian sport are watching video streaming very often and it is becoming necessary part of all the important events. There are few models that differs in the price:

- Online streaming and archive sort according to events, classes, horses and riders, accessible whenever, with the possibility to share and watch for free – the best option for users, the most expensive for organizer
- Online streaming and archive sorted according to classes – not many users are willing to watch whole class again
- Online streaming with the possibility to buy the certain video or annual subscription
- Just online streaming

There are many servers with whom you can cooperate. In Germany the most prestigious event work with ClipmyhorseTV, some of the world event with FEI TV. It is very common to pay annual subscription for those, however in the Czech Republic people are not ready

to pay for Internet content. So the model with buying just the one exact video seems to be recently more acceptable.

**Mobile applications** are very useful but quite expensive online marketing tools. They have great potential for the future due to mobile Internet and smartphones increase. The applications are amazing for schedules, start lists, current standings or for interaction with the audience. The huge events such as CHIO Aachen or Global Champions Tour are using them and they are quite popular among the riders and visitors as well.

## 9.7 Estimated budget & ROI

It is very hard to make one budget because each facility has different needs. Moreover, lot of tasks can be done by current employees and team members with the passion for the sport, so the pricing can be much smaller.

This budget is created for the facility with five competitions per year that are 2 or 3 days long. The facility has the website, however there is need to adjust it, they have no photographer and there is also need to hire extern person (with the trade license) that will help with all the online activities.

### ***Budget:***

ITEM	NOTES	CZK per year
Website adjustment	<i>the total sum of 16,500 CZK will be divided into three years period</i>	5,500
External employee	<i>260 hours/year 180 CZK/hour</i>	47,000
Photographer	<i>5,000 CZK / event</i>	25,000
Cameraman	<i>4,500 CZK/ day, in the beginning only the final day will be recorded</i>	22,500
Seasonal video spot		2,500
<b>TOTAL / YEAR</b>		102,500 CZK
<b>COST / EVENT</b>		<b>20,500 CZK</b>

Table 4: Estimated budget (source: author)

*Return of investments:*

	DAY	EVENT (2-3 DAYS)
PROFIT FROM 1 HORSE	600 CZK	1,500 CZK

Table 5: Return of investments (source: author)

**13.5 extra horses** per event are **returning the investment**.

## CONCLUSION

The main aim of the thesis was to explore and evaluate the influence of online marketing communication on image of showjumping events by the analysis of online marketing communication and its impact on the image of the world famous horse riding facility in Germany in comparison with Czech environment and creation of the universal online marketing communication platform applicable for the midsized showjumping facilities in the Czech Republic.

It was proved that the online marketing communication of showjumping events is considered as essential part of the communication process, it is also significant tool for maintaining relationship with the fans and has impact on the image.

Nevertheless, it is important to confess that there are crucial image influencers such as quality of the facility, footing or prize money that create essential part for good attendance of the event. The online communication might get use of the positive things, promote them to the world and help to popularize the equestrian sport.

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## LIST OF ABBREVIATIONS

FEI Federation Equestrian International

DRV Deutsche Reitliche Federation

ČJF Česká jezdecká federace

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## APPENDICES

Appendix P I: Questionnaire on online marketing activities of showjumping facilities questionnaire

# APPENDIX P I: QUESTIONNAIRE ON ONLINE MARKETING ACTIVITIES OF SHOWJUMPING FACILITIES

Online marketingové aktivity jezdeckých areálů

**Online marketingové aktivity jezdeckých areálů**

Dobrý den,

věnujte prosím několik minut svého času vyplnění následujícího dotazníku, který bude sloužit jako zdroj informací pro mou diplomovou práci, která se zabývá vývem online marketingové komunikace na image parkurových závodů.

Díky moc, Zuzka :)

**1. Jezdeckých závodů se účastním jako:**

Nápověda k otázce: *Náberte trochu více odpovědí!*

jezdec  
  ošetřovatel  
  divák  
  majitel  
  trenér  
 jiné:

**2. Můj věk je:**

do 19 let  
 20-29  
 30-39  
 40-49  
 50+

**3. Moje oblíbené areály v ČR jsou: (prosím, uveďte hlavní důvody)**

Nápověda k otázce: *Pokud žádný oblíbený areál nemáte, otázku nevyplňujte. Nemusíte napsat odstavce stačí v bodech za 1., 2., 3., 4. oblíbené postupujte i u následujících otázek*

Online marketingové aktivity jezdeckých areálů

**4. Moje oblíbené areály mimo ČR jsou: (prosím, uveďte hlavní důvody)**

Nápověda k otázce: *Pokud žádný oblíbený areál nemáte, otázku nevyplňujte*

**5. Za nejprestižnější evropské areály považuji:**

**6. Při slově Aachen / Cáchy se mi vybaví:**

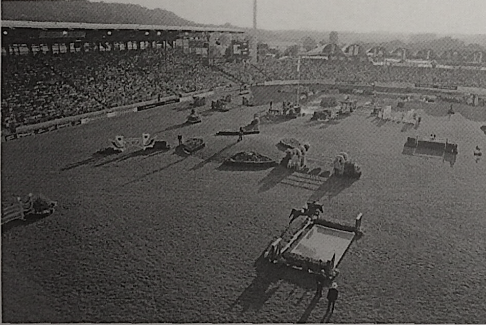
**7. Informace o dění v mých oblíbených areálech získávám především:**

---

Online marketingové aktivity jezdeckých areálů

**8. Následující obrázek ve mě evokuje:**

Nápověda k otázce: *Seev odpověď uveďte v bodech*



**9. Areál v Aachen jsem již navštívil/navštívila:**

Ano  
 Ne  
 Ne, ale moc ráda/a bych ho navštívila

Pokud jste o jezdectvém areálu v Aachen nikdy neslyšeli/a, pokračujte, prosím, na otázku č.14

Online marketingové aktivity jezdeckých areálů

**Jezdecký areál v Aachen považuji za prestižní:**

Nápověda k otázce: *Ne škále uveďte, ke které odpovědi se více přikláníte*

	1	2	3	4	5	
každopádně ANO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	každopádně NE

**11. Dění v Aachen:**

sleduji pravidelně  
 sleduji občas  
 téměř nesleduji  
 vůbec nesleduji  
 Nevím

**12. Děni v Aachen sleduji především:**

na internetu  
 v televizi  
 v tištěných médiích  
 získávám informace od přátel a známých  
 jiný způsob:

**Myslím si, že závodit v Aachen poskytuje kvalitní informace v dostatečném množství:**

	1	2	3	4	5	
každopádně ANO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	každopádně NE

**Myslím si, že kvalitní online komunikace může zvýšit můj zájem o dané závoditě:**

	1	2	3	4	5	
každopádně ANO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	každopádně NE

on-line dotazníky zdarma - www.surveio.com

3

on-line dotazníky zdarma - www.surveio.com

4

Online marketingové aktivity jezdeckých areálů

**15. Weby těchto českých závodůt mi vyhovují:**  
Nápověda k otázce: Napište jména jezdeckých areálů. Pokud nevíte o žádném, který by Vám vyhovoval, napište ŽÁDNÝ. Pokud žádný web neznáte, napište NEVÍM

**16. Weby těchto zahraničních závodůt mi vyhovují:**  
Nápověda k otázce: Pokud nevíte o žádném, který by Vám vyhovoval, napište ŽÁDNÝ. Pokud žádný web neznáte, napište NEVÍM

**17. Nejčastěji navštívím webové stránky závodůt kvůli:**

- přímému přenosu
- výsledků
- rozpisů
- startek
- nákupu lístků
- fotogalerií
- kontaktů / adres
- weby závodůt vůbec nenavštěvují
- jiná

Jezdecké areály by měly mít své webové stránky:

	1	2	3	4	5	
každopádně ANO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	každopádně NE

Online marketingové aktivity jezdeckých areálů

Webové stránky závodůt ovlivňují to, jak dané závodůt vnímám

	1	2	3	4	5	
každopádně ANO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	každopádně NE

**20. Webové stránky jezdeckých areálů by měly:**

	určitě ano	spíše ano	možná	nevím	spíše ne	určitě ne	nepovažuji to za důležité
Být přehledné	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obsahovat online výsledky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obsahovat online video přenos ze závodů	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Odřhovat informace pro jezdeckůvřky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poskytovat startovní listiny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poskytovat výsledkové listiny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Možnost zpřemřho zhlřdnutř závodů	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obsahovat profily jezdců a konř	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**21. Mimo výše uvedené by měl sprřvnř web obsahovat:**  
Nápověda k otázce: Uveďte v boděch

**22. Používřm Facebook?**

ANO  
 NE

Pokud Facebook nepoužívřte, přesřte se prosřm na otřzku č. 29

Online marketingové aktivity jezdeckých areálů

**23. Na FB upřednostřuji přispěvkř typu:**

- Obrřzek / fotka
- Video
- Pouze text
- jinř

**24. Na FB strřnkřch jezdeckých areálů se mi libř přispěvkř typu:**

	Moc se mi libř	Libř	Neutřrřnř postoj	Nelibř se mi	Povřbřuji je za zbytečné
Zpravodajstvř ze závodů	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zřkulturnř informace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informace o připravěch závodů	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informace o přmřch přenosech	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Děnitř na jiných závodřch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivační přispěvkř	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vřdea - vřbřr toho nejlepřřho ze závodnřho dne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vřdeospoutřvka na zřvodř	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fotografie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25. Mimo výše zmřnřnř by se mi na FB libřla nřsledujřcř aktivřta:**  
Nápověda k otázce: Pokud Vřs nřc nenapřdř, pokrřřte v dritř otřzce

Online marketingové aktivity jezdeckých areálů

**26. Pokud mř přispěvkř na FB zaujme/pobavř, sdřlřm ho:**

vřdy  
 tēmř vřdy  
 občas  
 vřjimečně  
 nikdy

**27. Pokud mř přispěvkř na FB zaujme/pobavř, dřm lřke:**

vřdy  
 tēmř vřdy  
 občas  
 vřjimečně  
 nikdy

**28. Komunikace jezdeckých areálů na FB ovlivřuje to, jak danř areřl vnřmřm:**

ano  
 spřře ano  
 spřře ne  
 ne  
 nevřm

**29. Používřm Twitter**

ANO  
 NE

**30. Používřm YouTube?**

ANO  
 NE



Online marketingové aktivity jezdeckých areálů	Online marketingové aktivity jezdeckých areálů
<p>31. Používám Instagram?</p> <p><input type="radio"/> ANO</p> <p><input type="radio"/> NE</p>	<p>36. Rád/a bych k tomuto tématu ještě dodal/a:</p> <div data-bbox="1157 1108 1268 1780" style="border: 1px solid black; height: 100px;"></div>
<p>32. Video přenosy ze zahraničních závodů sleduji:</p> <p><input type="radio"/> často (přibližně každý týden)</p> <p><input type="radio"/> občas</p> <p><input type="radio"/> výjimečně</p> <p><input type="radio"/> jen, když se říkámi českí jezdci</p> <p><input type="radio"/> nikdy</p>	
<p>33. Video přenosy z českých závodů sleduji:</p> <p><input type="radio"/> skoro vždy, když se závodí nezávaním a je dostupný přenos</p> <p><input type="radio"/> občas</p> <p><input type="radio"/> výjimečně</p> <p><input type="radio"/> nikdy</p>	
<p>34. Online komunikaci jezdeckých areálů považuji za:</p> <p><input type="radio"/> samozřejmost</p> <p><input type="radio"/> příjemné plus</p> <p><input type="radio"/> obtížující</p> <p><input type="radio"/> zbytečnou</p> <p><input type="radio"/> jiná <input style="width: 50px;" type="text"/></p>	
<p>35. Online komunikace jezdeckých areálů má vliv na to, jak dané závodiště vnímám:</p> <p><input type="radio"/> určitě ano</p> <p><input type="radio"/> spíše ano</p> <p><input type="radio"/> spíše ne</p> <p><input type="radio"/> určitě ne</p> <p><input type="radio"/> neovím</p>	