



## A study of progressive shift to mobile marketing of diverse sports brands

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**Abstract:** Mobile marketing has emerged as an essential tool for marketers to reach out to their target audience. The sports industry has also been quick to embrace mobile marketing as a means of increasing fan engagement and promoting their brands. This research paper aims to examine the potential of mobile marketing in reaching out to sports fans and increasing brand engagement. The study will analyze the various mobile marketing techniques used in sports marketing and their effectiveness in engaging sports fans. The research will also investigate the challenges and opportunities of mobile marketing in sports marketing and provide recommendations for sports marketers to effectively use mobile marketing to promote their brands.

**Keywords:** MobileMarketing, Sports Marketing, Brand Engagement, Digital Marketing

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