

PASSION! FIGHT! UNITE!

CORPORATE MEN'S VOLLEYBALL: A STUDY OF EVENT MARKETING STRATEGIES



ANALYZING THE CURRENT SITUATION × MARKETING STRATEGIES × FAN INSIGHTS

CREATING A MORE ATTRACTIVE CORPORATE MEN'S VOLLEYBALL LEAGUE!

RESEARCH BACKGROUND

Corporate men's volleyball is one of Taiwan's most important volleyball competitions. Although it has a stable fan base, there is still room for growth in marketing promotion and media exposure. This study uses questionnaires and marketing analysis to explore the current situation of corporate men's volleyball and fan needs, aiming to enhance the league's influence and promote sustainable development.

RESEARCH METHODS



Literature Review

Collected academic papers, official websites, and news sources to conduct SWOT and 4P analyses.



Questionnaire Survey

Used online and paper questionnaires to investigate audience behavior and satisfaction.



Statistical Analysis

Organized and analyzed survey data to support research findings and recommendations.

MARKETING STRATEGY HIGHLIGHTS – 4P ANALYSIS



PRODUCT

- Improve match quality and player performance.
- Develop diversified merchandise.
- Enhance viewing experience and fan interaction.



PRICE

- Student discounts and family packages.
- VIP exclusive experiences.
- Limited-edition products with value-added benefits.



PLACE

- Online ticketing and event information.
- Live streaming through social media platforms.
- Official website for centralized information and services.



PROMOTION

- Social media marketing and short videos.
- Match highlights and player stories.
- Cross-industry collaborations and campus promotions.

TARGET MARKET ANALYSIS – STP



SEGMENTATION

Sports enthusiasts and volleyball fans of different age groups.



TARGET MARKET

High school students, university students, and young professionals with strong interest and purchasing power.



POSITIONING

A professional, passionate, and exciting volleyball league that showcases competitive spirit and teamwork.

SWOT ANALYSIS



STRENGTHS

- Professional training system.
- Stable annual competitions.
- Strong league brand recognition.



OPPORTUNITIES

- Growth of digital marketing and technology.
- Increasing popularity of volleyball in Taiwan.
- More innovative promotional possibilities.



WEAKNESSES

- Limited media exposure.
- Restricted player development opportunities.
- Insufficient funding and market size.



THREATS

- Competition from other sports events.
- Negative media coverage affecting public image.
- Reduced exposure from traditional media.

CONCLUSION

- ✓ Corporate men's volleyball has stable development potential.
- ✓ Viewing experience receives the highest satisfaction.
- ✓ Promotion and media exposure still need improvement.
- ✓ Young audiences are the primary target market.
- ✓ Fans are willing to continue following and supporting the league.



RECOMMENDATIONS

- ✓ Strengthen social media marketing and content creation.
- ✓ Increase event exposure and interaction opportunities.
- ✓ Improve brand management and league image.
- ✓ Develop more fan activities and merchandise.
- ✓ Enhance consumer willingness to participate and support.

SUPPORT CORPORATE MEN'S VOLLEYBALL!
LET'S KEEP THE PASSION ALIVE AND CHEER FOR THE PLAYERS TOGETHER!

