

Assessing the Life-time value of a football fan – implications for research and practice

Abstract

British football has become big business. It can no longer be considered as just a past-time and is now a multi-million pound industry which contributes significantly to the UK economy. Yet it remains that only 10 clubs in British football remain profitable. For football clubs to be profitable-they need not only be successful on the pitch but realize the importance of their fans as a revenue stream.

The purpose of this paper is to investigate how life-time value (LTV) models developed for relationship marketing purposes can be adopted by football clubs to realize the importance their fans have on sustainable revenue streams and long-term financial success.

The presentation will aim to examine how the ageing fan-base in British football and the increase in popularity of other sports has affected, not only attendance at football matches, but also emphasized the importance of relationship marketing strategies. As such, the presentation will examine lifetime value models in marketing and assess the relevance and applicability to English football. The presentation will conclude by identifying the implications of lifetime value for academic researchers and practitioners.

This paper is preliminary research which will lead into a large scale, longer-term thesis.