



# Sports Marketer Releases Book, "Put Fans in Stands!"

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*Culled from 20+ years experience in driving attendance and revenues for sports and special events, sports marketing veteran, Margy Lang.*

JACKSONVILLE, FLORIDA, UNITED STATES, September 23, 2015 /EINPresswire.com/ -- Margy Lang recently released her first book. The book feature ten essential marketing tactics to not only put fans in stands but also to drive revenues. The book is useful for event owners,

The face of sports marketing and promotion has dramatically changed as fans have options to experience sports not just in person but remotely and often far removed from the venue. Sports event owners as well as colleges and universities are challenged to make the sports event more attractive to attend. No longer are sports events just about sports. For many fans, sports is about the fan experience.

Margy Lang, sports marketing veteran and author, addresses the challenges facing many sports teams, leagues, municipalities, and colleges in her new e-book, recently released on Amazon, "Put Fans in Stands! 10 Essential Marketing Tactics to Increase Attendance and Revenues." The e-book is directed to event promoters, managers and agents by providing ten tactics for consideration in the long range planning of how to win back fans and their money and allegiance. "Put Fans in Stands!" offers tips for attracting fans, spectators and participants to a one-time competition or special event.

Get copy of the ebook at <http://www.amazon.com/dp/B011D8ZU1G>

Case studies, tips and resources are introduced to educate the reader of how best a series of well developed tactics can produce a long lasting and impactful marketing strategy. Lang refers to the current marketing trends and practices as "Living in the Age of Recommendation where prospective fans can become life long fans with some referring, coaxing, personalized promotion, and the opportunity to share their experience with their community and followers."

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