

## **Abstract**

The present study has been focused on providing critical justification as to the degree to which technological innovation may be of relevance towards building an effective marketing strategy. The case analysis has been based on the English Premier League Football Clubs and 8 clubs were picked. The study has relied on a desk-research methodology since data was derived from published books, journals, articles, online documents and the firm's websites and annual/strategic reports. The study through a critical thematic analysis has managed to formulate themes that in future can be used as theories and models around the understanding of the impact of technological innovation on marketing strategy in the European football industry: the application of digital marketing theory inside the English Premier League. In the results of the study, it was seen that technological innovation contributes immensely towards marketing strategy of the English Premier League clubs. The justifications were built on the cases analysis of eight companies namely Chelsea, Manchester City, Arsenal, Manchester United, Everton, Tottenham Hotspur, and Liverpool. The scope of technological innovation was sought in three key areas namely: cookies technology, App technology and Stadium technology. However, the latter two were not sufficiently debated in the research hence were proposed as areas of concern in future research. On the aspect of cookies technological innovation in each of the clubs, it was deduced that such has enhanced digitisation of product display, advertising, monitoring of behaviour online, recording of interests, brand enhancement, experience refinement, interactions, and ticket selling among others. The researcher considered all these are fundamental components of an effective marketing strategy for the reason such touches directly on the customer. The study held that marketing strategy is all about ensuring customer delight and satisfaction and above all creating strong relationships with them. The study established that this has been achieved through cookies technology since the clubs are able to constantly learn the interests of their target audience and in the process, tailor customise their functionalities to each of them.

*Keywords:* premier league, technological, innovation, marketing strategy.