

Providing a Model of Media-Facilitating Factors in the Marketing Activities of the Iraqi Wrestling Federation

1. Ameer Ayyed Abdalaimah. Al-Shammari^{ORCID}: PhD Student, Department of Educational Management, Isf.C., Islamic Azad University, Isfahan, Iran
2. Mohammad Reza. Esmaili^{ORCID}: Associate Professor, Department of Sports Management, CT.C., Islamic Azad University, Tehran, Iran
3. Alaa Hasan Ali. Alturki^{ORCID}: Assistant Professor, Department of Physical Education and Sport Sciences, University of Babylon, Iraq
4. Alireza. Zamani Nokabadi^{ORCID}: Assistant Professor, Department of Sports Management, Isf.C., Islamic Azad University, Isfahan, Iran

*corresponding author's email: dr.m.esmaeili@gmail.com

ABSTRACT

This study was conducted with the aim of identifying and explaining the media-facilitating factors in the marketing activities of the Iraqi Wrestling Federation. The research adopted a qualitative approach and employed thematic analysis as its methodological framework. The research population consisted of experts in sports media, marketing, and managers affiliated with the Wrestling Federation. Participants were selected through purposive and snowball sampling, and ultimately 19 individuals were interviewed using semi-structured interviews until theoretical saturation was achieved. After full transcription, the interviews were analyzed using thematic analysis. To ensure the trustworthiness of the data, participant validation, concurrent coding by independent researchers, and data triangulation were employed. The findings revealed three overarching themes as the principal media-facilitating factors. First, sustainable media and advertising strategies, which include the targeted use of digital media, continuous advertising, and synergy between the federation and media institutions. Second, the development of the wrestling brand through media and personalized content, emphasizing storytelling, the promotion of champions, and the production of exclusive and user-friendly content. Third, the utilization of local media and emerging technologies, encompassing the exploitation of local media capacities, innovation in digital tools, and the integration of domestic and global media platforms. These results indicate that media should be regarded not merely as a communication instrument but as a core mechanism in sports marketing, playing a decisive role in enhancing the status of wrestling in Iraq. In addition to offering a conceptual model, the findings are applicable to federation managers, media planners, and sports marketing specialists, and can serve as a foundation for macro-level policy formulation and the design of innovative advertising strategies.

Keywords: Digital Innovation; Sports Storytelling; Cultural Branding; Organizational Synergy; Audience Engagement

Introduction

The global sports industry has undergone profound transformation over the past two decades, driven by digitalization, evolving consumer behavior, and the strategic integration of media technologies into marketing systems. Sports organizations no longer rely solely on traditional promotional mechanisms; instead, they operate within complex communication ecosystems where media, branding, fan engagement, and technological innovation



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interact dynamically to shape market performance and organizational sustainability (1, 2). This transformation is particularly visible in sports marketing, which has evolved from a transactional activity into a strategic managerial discipline centered on relationship-building, value co-creation, and long-term brand development (3, 4). Consequently, understanding the mechanisms through which media facilitates marketing effectiveness has become a core concern for contemporary sports management research.

Digital platforms and social media have emerged as central drivers of this transformation. The rise of networked communication environments has expanded the reach, speed, and interactivity of sports marketing activities, enabling organizations to engage audiences in real time, personalize content, and cultivate emotional attachments with fans (5, 6). Empirical evidence consistently demonstrates that digital media marketing significantly enhances brand visibility, fan loyalty, and market penetration in sports contexts (7, 8). Moreover, the increasing dominance of social platforms has reshaped consumer expectations, requiring sports organizations to design integrated marketing strategies that align technological capabilities with audience behavior (9, 10).

Within this evolving landscape, sports organizations face mounting pressure to develop sophisticated media strategies that transcend conventional promotional practices. Social media adoption has become not merely a communication tool but a strategic managerial resource that determines organizational competitiveness and sustainability (11). At the same time, data-driven marketing capabilities now play a decisive role in optimizing campaign effectiveness, audience segmentation, and brand positioning (12, 13). These developments reinforce the notion that media facilitation is not a peripheral function but a central structural component of modern sports marketing systems.

The growing interdependence between media and sports branding further highlights the strategic importance of communication ecosystems. Branding in sports extends beyond logos and slogans; it involves constructing meaningful narratives, emotional connections, and cultural identities that resonate with diverse audiences (14, 15). Contemporary branding models emphasize relational bonds, where fans develop long-term emotional attachments to sports organizations, influencing consumption patterns, loyalty, and advocacy behaviors (4, 16). Media platforms serve as the primary channels through which these emotional and symbolic dimensions of branding are created, reinforced, and sustained.

Technological innovation has further expanded the scope of media facilitation in sports marketing. The integration of emerging technologies such as augmented reality, virtual reality, and interactive digital platforms has redefined fan experiences and opened new frontiers for immersive engagement (17). These technologies not only enhance promotional effectiveness but also enable deeper forms of audience participation, transforming passive spectators into active brand co-creators (2). As digital transformation accelerates, sports organizations increasingly rely on advanced media infrastructures to orchestrate coherent, cross-platform marketing strategies that maximize both economic and symbolic value creation.

At the same time, global research emphasizes that sports marketing effectiveness is strongly influenced by contextual and structural conditions. The development of sports industries depends on the interaction of institutional capacity, media systems, technological infrastructure, and socio-cultural dynamics (18). Consequently, marketing strategies cannot be universally standardized; they must be adapted to the specific organizational, cultural, and media environments in which sports institutions operate (19, 20). This contextual sensitivity becomes particularly critical for sports organizations operating in developing or transitional markets, where resource constraints and institutional instability pose additional challenges.

Within Middle Eastern and emerging sports markets, the strategic role of media is even more pronounced. Research on sports development in Iran, for example, highlights how media power structures shape organizational legitimacy, public trust, and marketing effectiveness (21). Similar patterns are observed across regional sports systems, where media institutions act as key intermediaries between sports federations, commercial partners, and the public. These dynamics underscore the need for locally grounded research that examines how media facilitation mechanisms operate within specific national sports ecosystems.

The Iraqi sports sector presents a particularly compelling case for such investigation. Iraq's sports institutions, including the Iraqi Wrestling Federation, operate within a complex socio-political environment characterized by economic constraints, institutional rebuilding, and rapid digital transformation. Wrestling occupies a culturally significant position in Iraqi society, yet its marketing infrastructure remains underdeveloped compared with global standards. While global research provides valuable theoretical frameworks, there remains a critical gap in empirical understanding of how media-facilitating factors function within Iraq's sports marketing environment. Addressing this gap is essential for designing context-sensitive strategies that support organizational sustainability and international competitiveness.

Recent advances in relationship marketing further reinforce the importance of integrated media strategies. Studies demonstrate that digital media and relationship marketing jointly enhance customer relationship management effectiveness, electronic word-of-mouth, and brand loyalty (22). This convergence of media and relational mechanisms suggests that effective sports marketing increasingly depends on the organization's ability to orchestrate multiple communication channels into coherent, trust-based engagement systems. Moreover, the expansion of business-to-business marketing through social media has introduced new opportunities for partnership development, sponsorship acquisition, and network growth within sports ecosystems (22, 23).

Simultaneously, audience behavior in sports marketing has become more sophisticated and psychologically complex. Research on sport team personality and consumer identity demonstrates that fan perceptions are shaped by symbolic meanings, emotional narratives, and perceived organizational values (24, 25). These psychological dimensions of fandom significantly influence brand attachment, consumption loyalty, and behavioral commitment, reinforcing the necessity of strategically managed media narratives that align organizational identity with audience self-concept (4). Media thus becomes the primary medium through which sports organizations construct coherent brand personalities and cultivate long-term relational capital.

Furthermore, the contemporary sports marketplace is increasingly competitive and globally interconnected. Sports organizations must now compete not only within their domestic markets but also for international visibility, sponsorships, and digital audiences. Comparative research on sports clubs demonstrates that structured marketing matrices, integrated communication systems, and strategic brand positioning are essential for achieving sustainable market performance (26). This global competitive pressure reinforces the necessity for sports federations to develop robust media-facilitation models that align technological innovation, branding, and relationship management into a unified marketing architecture.

Despite these developments, significant challenges remain. Many sports organizations continue to struggle with fragmented media strategies, limited digital competencies, and underdeveloped marketing infrastructures (27). These limitations hinder their ability to capitalize on emerging media opportunities and restrict long-term brand development. In non-profit and semi-professional sports organizations, these challenges are even more pronounced, as resource constraints and governance complexities further complicate strategic implementation (28).

Therefore, systematic investigation of media-facilitating factors is critical for designing actionable frameworks that support sustainable marketing transformation.

In this context, the present study positions itself at the intersection of sports marketing, media management, and organizational development. By integrating insights from global research with the specific realities of the Iraqi sports environment, this study seeks to develop a comprehensive model of media-facilitating factors that can enhance the marketing performance of the Iraqi Wrestling Federation. Such a model has the potential to inform managerial decision-making, strengthen organizational legitimacy, expand audience engagement, and contribute to the sustainable development of wrestling within Iraq's evolving sports ecosystem.

The aim of this study is to identify and model the media-facilitating factors that enhance the effectiveness of marketing activities within the Iraqi Wrestling Federation.

Methods and Materials

The present study was designed and implemented based on a qualitative approach using thematic analysis. The research population consisted of experts in media, sports marketing, and managers and specialists affiliated with the Iraqi Wrestling Federation. The purpose of selecting these individuals was to gain access to their extensive experience and in-depth knowledge regarding the influence of media on sports marketing processes. Sampling was conducted using purposive and criterion-based methods; that is, only individuals who met specific conditions and criteria were selected. The selection criteria included having at least five years of managerial or executive experience in the field of media or sports marketing, practical familiarity with the media and advertising activities of the Wrestling Federation, a history of collaboration with digital or traditional sports media, and the ability to provide comprehensive and clear perspectives during research interviews. Subsequently, to enhance data richness and ensure theoretical saturation, the snowball sampling technique was also employed. Accordingly, initial participants introduced other individuals with similar qualifications. Ultimately, through consecutive interviews and ongoing analysis of their content, the researcher achieved theoretical saturation, and a total of 19 interviews were considered as the final sample size.

The interviews were conducted in a semi-structured format in order to maintain an overall framework while allowing for follow-up questions and deeper exploration of the topic. The primary data collection instrument was a semi-structured interview guide, which was developed after reviewing the research literature and consulting with faculty members and specialists in media and sports marketing. The interviews were conducted over a two-month period, with each session lasting between 45 and 65 minutes. Interview locations varied according to the conditions and preferences of the participants; some interviews were held at the Iraqi Wrestling Federation office, others at media and academic centers, and several were conducted online via secure virtual platforms. All interviews were recorded with the participants' consent and, after completion of the sessions, were fully transcribed and prepared for analysis.

To ensure data validity, several complementary strategies were employed. First, the interview questions were formulated based on theoretical foundations and prior research and were subsequently reviewed by two senior scholars in the fields of sports management and media. Second, after the initial data analysis, portions of the findings were shared with several interviewees to obtain their feedback regarding the accuracy and congruence of the researcher's interpretations with their lived experiences. Third, data triangulation was applied in the data collection process; in addition to interviews, official documents and media and marketing reports of the Federation

were examined and compared with the qualitative data. To assess reliability, a subset of the interviews was independently coded by two researchers, and the level of inter-coder agreement was evaluated. In cases of discrepancy, final agreement was achieved through discussion and consensus. Furthermore, the research process was reviewed by an independent qualitative methods expert as an external audit.

Data analysis was conducted following the thematic analysis method. In this approach, the interview transcripts were repeatedly reviewed to identify relevant meaning units. Subsequently, initial codes were extracted, and through comparison and integration in the next stage, organizing categories were developed. Finally, overarching themes were derived as the highest level of data abstraction, which formed the basis for the development of the final research model. The data analysis process was performed manually in order to ensure careful organization and categorization of the data.

Findings and Results

In Table 1, the demographic characteristics of the interview participants are presented.

Table 1. Demographic Characteristics of Participants

Participant Code	Field of Expertise	Work Experience (Years)	Type of Activity	Gender	Educational Degree
P1	Sports Media	15	Journalist and Media Analyst	Male	Master's Degree
P2	Sports Marketing	12	Sports Club Marketing Manager	Female	Master's Degree
P3	Wrestling Management	20	Member of the Wrestling Federation Technical Committee	Male	PhD
P4	Digital Communications	10	Sports Social Media Manager	Female	Master's Degree
P5	Media and Sports Researcher	18	University Faculty Member	Male	PhD
P6	Sports Advertising	9	Sports Advertising Manager	Male	Master's Degree
P7	Sports Journalism	22	Editor-in-Chief of Sports Magazine	Male	Bachelor's Degree
P8	Digital Marketing	8	Digital Marketing Specialist	Female	Bachelor's Degree
P9	Sports Management	14	Federation Marketing Consultant	Male	PhD
P10	National Media	16	Media Producer and Analyst	Male	Master's Degree
P11	International Marketing	11	Wrestling Event Marketing Consultant	Female	PhD
P12	Sports Communications	13	Federation Public Relations Manager	Male	Master's Degree
P13	Advertising and Branding	7	Sports Branding Specialist	Female	Bachelor's Degree
P14	Digital Media	10	Sports Website Manager	Male	Master's Degree
P15	Sports Cultural Management	19	Member of Federation Cultural Committee	Male	PhD
P16	International Sports Relations	9	Federation External Communications Specialist	Female	Master's Degree
P17	Event Marketing	12	Wrestling Competition Marketing Manager	Male	Bachelor's Degree
P18	Independent Sports Media	17	Sports Analyst and Writer	Male	Master's Degree
P19	Sports Entrepreneurship	8	Founder of Digital Sports Startup	Female	Master's Degree

Subsequently, to illustrate the interview analysis process and coding procedure, one sample interview excerpt from each participant group is presented. The results are shown in Table 2.

Table 2. Sample Interview Excerpts with Initial Codes

Participant Code	Sample Interview Excerpt	Initial Codes
P1 (Sports Media)	One of our main problems is that the media mostly focus on short-term wrestling achievements and pay little attention to sustainable marketing processes. If the media narrate engaging stories about the history of wrestling and local champions, they can strengthen people's emotional connection with this sport.	1. Media focus on short-term outcomes; 2. Weakness in sustainable marketing; 3. Importance of storytelling
P7 (Sports Marketing)	One of our challenges in marketing Iraqi wrestling is the inefficient use of social networks. Young audiences are more active in digital spaces, but we still lack a coherent digital advertising strategy. Sometimes even a simple Instagram post has more impact than printed posters.	1. Weak utilization of social networks; 2. Absence of coherent digital strategy; 3. Higher effectiveness of digital advertising compared with traditional methods
P12 (Federation Management)	Due to financial limitations, the Wrestling Federation cannot always implement extensive media campaigns. However, if cooperation among the federation, media, and sponsors is established, costs will decrease and advertising effectiveness will increase. This synergy is essential.	1. Financial constraints in marketing; 2. Necessity of cooperation with media and sponsors; 3. Media–federation synergy
P5 (Academic Researcher)	Our problem is that wrestling marketing is conducted mainly in a traditional manner, and a scientific and research-oriented perspective is rarely observed. If academic research becomes involved and audience needs are analyzed, the media can produce more precise and relevant content.	1. Dominance of traditional marketing; 2. Lack of scientific perspective in wrestling marketing; 3. Need for scientific audience analysis

The results of the thematic analysis of the conducted interviews are presented in Table 3.

Table 3. Results of Thematic Analysis

Overarching Themes	Organizing Themes	Basic Themes	Participant Codes
Sustainable Media and Advertising Strategies	Optimal Use of Digital Media	1. Use of social networks for targeted advertising	P1, P4, P7
		2. Importance of presence on digital platforms	P2, P13
		3. Development of digital strategy for wrestling	P3, P6, P10
	Sustainable and Long-Term Advertising	4. Continuity of advertising to consolidate the wrestling brand	P5, P12, P16
		5. Establishing long-term relationships with audiences	P7, P14, P19
		6. Use of media to retain audiences	P9, P11, P15
	Media–Federation Synergy	7. Cooperation with media to strengthen the wrestling brand	P6, P13, P18
		8. Designing joint marketing strategies	P4, P9, P17
		9. Coordination between media and federation for joint advertising	P8, P12, P20
Development of Wrestling Brand through Media and Personalized Content	Media-Based Wrestling Branding	10. Storytelling and creation of engaging narratives	P2, P7, P15
		11. Introducing local and national champions through media	P3, P10, P18
		12. Development of wrestling brand identity	P6, P17
	Personalized Content for Audiences	13. Use of audience data for content production	P5, P12, P19
		14. Exclusive content for different audience groups	P7, P14, P15
		15. Use of audience data analysis to improve advertising strategies	P8, P13, P15, P18
		16. Attention to user experience in media	P4, P9, P16

Utilization of Local Media and Emerging Technologies to Enhance Marketing	Attractive and User-Friendly Content Production	17. Production of video and multimedia content	P1, P6, P15, P16
		18. Use of interviews and podcasts	P3, P10, P14
		19. Continuous dissemination of news and events	P9, P13, P18
	Role of Local Media in Marketing	20. Promotion of wrestling in local media	P2, P11, P19
		21. Local advertising to increase social support	P6, P14, P16
		22. Participation of local media in wrestling development	P8, P15, P17
	Emerging Media Technologies	23. Use of AR and VR in wrestling events	P5, P12, P17
		24. Innovation in sports content production	P3, P9, P16
		25. Use of emerging technologies to attract young generations	P7, P13, P18
		26. Expansion of interactive digital experiences	P4, P10, P20
	Use of Local Digital Platforms	27. Development of localized content to attract audiences	P1, P6
		28. Use of local platforms for targeted advertising	P3, P9, P17, P18
	Integration of Local and Global Media	29. Coordination between local and international media for advertising	P2, P8, P14, P15
		30. Use of local media to strengthen the wrestling brand at the global level	P4, P11, P19

1. Sustainable Media and Advertising Strategies

This overarching theme emphasizes the necessity of designing and implementing coherent, continuous, and long-term strategies in the media and advertising domains of the Wrestling Federation. Interview data indicate that the use of digital media, sustained advertising across multiple platforms, and the creation of synergy between media organizations and the federation contribute significantly to brand consolidation and audience attraction. Within this framework, media play a central role in introducing activities, increasing public awareness, and establishing stable relationships between the federation and audiences. Therefore, these strategies function as a sustainable and reliable foundation for facilitating marketing and enhancing the status of wrestling.

2. Development of the Wrestling Brand through Media and Personalized Content

This overarching theme focuses on the critical role of media in shaping and strengthening the wrestling brand identity. Through engaging storytelling, the promotion of champions, exclusive content production, and attention to user experience, media can create a distinctive image of wrestling in the minds of audiences. Data analysis demonstrates that personalizing content for different audience segments and utilizing audience data and feedback make media messages more targeted, effective, and enduring. Furthermore, producing attractive multimedia content such as videos, podcasts, and continuous news reports increases audience interaction and loyalty toward wrestling.

3. Utilization of Local Media and Emerging Technologies to Enhance Marketing

This overarching theme highlights the simultaneous use of local media capacities and emerging technologies to facilitate and enhance wrestling marketing. Local media, due to their deep understanding of the community and close relationship with the public, can effectively contribute to promoting wrestling, building social support, and encouraging public participation. On the other hand, leveraging emerging technologies such as augmented reality and virtual reality, innovating in content production, and utilizing new digital platforms enable the creation of

interactive and differentiated audience experiences. The integration of local and global media further strengthens the international promotion of Iraqi wrestling. Accordingly, this overarching theme underscores the synergy between tradition and innovation in the media environment for advancing wrestling marketing performance.

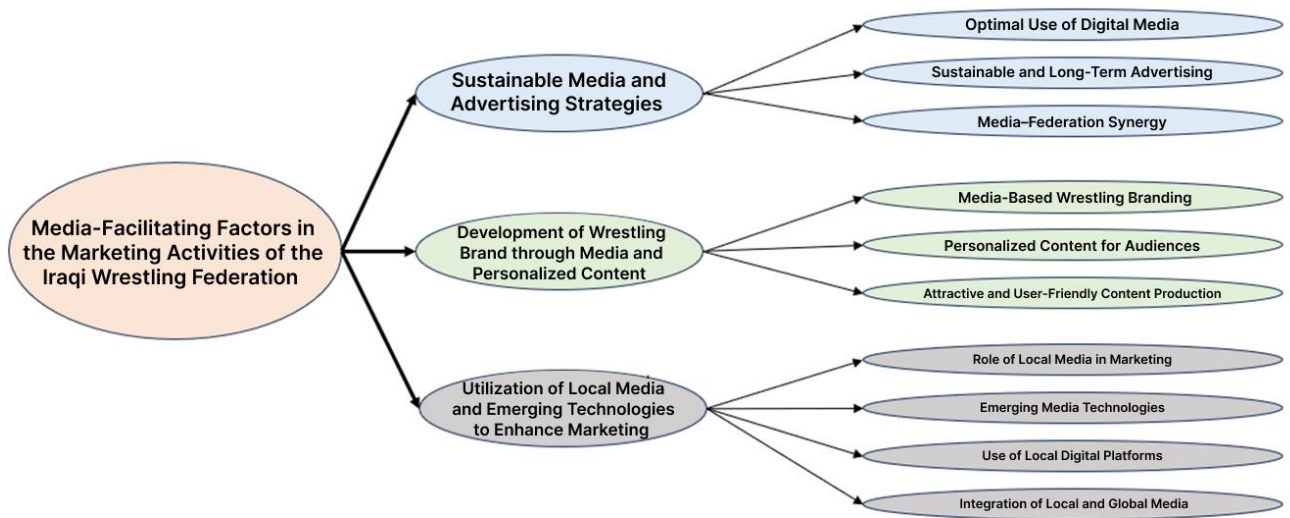


Figure 1. Thematic Network of Media-Facilitating Factors in the Marketing Activities of the Iraqi Wrestling Federation

Discussion and Conclusion

The present study sought to identify and conceptualize the media-facilitating factors that enhance the effectiveness of marketing activities within the Iraqi Wrestling Federation. The findings revealed three interrelated and mutually reinforcing domains: (1) sustainable media and advertising strategies, (2) development of the wrestling brand through media and personalized content, and (3) utilization of local media and emerging technologies. Collectively, these domains illustrate that contemporary sports marketing effectiveness is no longer achieved through isolated promotional actions, but rather through integrated communication systems that combine strategic media planning, technological innovation, and relationship-based engagement. This conceptualization aligns closely with the evolutionary trajectory of sports marketing identified in recent scholarship, which emphasizes long-term value creation, digital transformation, and co-creation of meaning between organizations and audiences (1, 2).

The first major finding—the centrality of sustainable media and advertising strategies—highlights the importance of coherent, continuous, and long-term communication frameworks. Participants emphasized that fragmented campaigns and short-term publicity produce only transient effects, whereas sustained digital presence and coordinated messaging establish stable brand recognition and audience trust. This result strongly corresponds with the relationship-marketing model proposed in sports contexts, where continuous communication through social platforms is essential for maintaining fan relationships and achieving strategic marketing objectives (3, 22). Moreover, the study's emphasis on synergy between the federation and media organizations is consistent with the argument that media functions as a structural extension of sports institutions rather than merely an external promotional channel (21). Similar conclusions were reported by Marthinus et al., who demonstrated that consistent

social media adoption significantly enhances communication efficiency and organizational legitimacy in non-professional sports clubs (11).

The importance of digital platforms within sustainable marketing strategies was repeatedly emphasized by interviewees. This finding directly reflects empirical evidence showing that digital media substantially increases market reach, fan engagement, and brand loyalty in sports organizations (7, 8). Furthermore, Bahrami and Kiani demonstrated that the integration of social media and internet tools fundamentally transforms the marketing of sporting events by enabling real-time interaction and audience participation (5). The present study confirms that without a structured digital strategy, the Iraqi Wrestling Federation risks underutilizing the most influential communication channels available in contemporary sports marketing.

The second overarching theme—development of the wrestling brand through media and personalized content—addresses the symbolic and emotional dimensions of marketing. Participants underscored the role of storytelling, promotion of local champions, exclusive content production, and user-experience design in shaping audience perceptions of wrestling. These results align with modern branding theory in sports, which conceptualizes brands as emotional and relational constructs rather than merely visual identifiers (14, 15). The emphasis on emotional attachment and identity formation closely parallels the relational model of brand love and fan commitment proposed by Monteiro et al., which demonstrates that emotional bonds significantly predict loyalty and long-term consumption behavior (4, 16).

Personalization emerged as a critical mechanism for strengthening audience engagement. The findings indicate that tailoring content based on audience characteristics, preferences, and feedback leads to more durable and effective communication outcomes. This conclusion reflects broader digital marketing research, which identifies personalization and data-driven segmentation as core determinants of engagement quality and brand attachment (6, 13). The psychological foundation of this effect is further supported by sport personality research, which shows that fans interpret sports organizations through symbolic personality traits that influence emotional connection and behavioral loyalty (24, 25). By leveraging personalized narratives and user-centered content, sports organizations can therefore strengthen both cognitive and affective bonds with their audiences.

The production of multimedia and user-friendly content—such as videos, podcasts, and continuous news dissemination—was identified as another major contributor to audience loyalty and interaction. This result is consistent with findings that multimedia content enhances information retention, emotional involvement, and perceived value in sports consumption (10, 27). Moreover, Camargo Nanuncio's strategic analysis of Brazilian football clubs demonstrates that coherent content ecosystems significantly improve brand positioning and market performance (26). The present findings therefore confirm that content is not simply a communication tool, but a strategic asset that shapes long-term brand equity.

The third overarching theme—utilization of local media and emerging technologies—reveals how innovation and contextual embeddedness jointly strengthen marketing effectiveness. Local media were found to play a unique role in cultivating social support, enhancing legitimacy, and fostering public participation. This observation aligns with Orunbayev's model of social sports marketing, which emphasizes community engagement and social resonance as fundamental components of sustainable sports development (19). Similarly, Shi et al.'s fsQCA analysis of sports industry development highlights that institutional and media infrastructures strongly influence organizational growth trajectories (18). For the Iraqi Wrestling Federation, leveraging local media thus constitutes both a marketing strategy and a socio-cultural investment.

At the same time, the integration of emerging technologies—including augmented reality, virtual reality, and interactive digital platforms—was shown to significantly enhance audience experience and differentiation. This finding mirrors Goebert's work, which identifies immersive technologies as powerful tools for increasing fan engagement and creating novel value propositions in sports marketing (17). Stegmann et al. further argue that digital transformation enables value co-creation between sports organizations and consumers, fundamentally reshaping marketing architectures (2). The present study confirms that technological innovation not only amplifies promotional effectiveness but also restructures the relational dynamics between sports institutions and their audiences.

Importantly, the integration of local and global media platforms was identified as a strategic mechanism for expanding international visibility and strengthening the global identity of Iraqi wrestling. This corresponds with contemporary globalization research, which shows that coordinated multi-level media strategies enhance brand legitimacy and international competitiveness (20, 23). Furthermore, relationship-marketing studies indicate that digital networks enable sports organizations to extend beyond domestic markets and build cross-border communities of interest and support (22). Consequently, the federation's ability to synchronize local authenticity with global outreach emerges as a key determinant of long-term sustainability.

Overall, the study's integrated model reinforces the theoretical proposition that effective sports marketing operates as a complex socio-technical system in which media, branding, technology, and relationships co-evolve. This systemic perspective echoes recent bibliometric and conceptual analyses of sports marketing's evolution, which emphasize the convergence of digitalization, relational governance, and experiential value creation (1, 2). By contextualizing these dynamics within the Iraqi Wrestling Federation, the present study contributes both empirical depth and strategic clarity to the literature.

This study is subject to several limitations. The qualitative design, while providing deep contextual insight, limits the generalizability of findings beyond the specific institutional and cultural context of the Iraqi Wrestling Federation. The reliance on expert interviews may also reflect subjective perceptions that do not fully capture the perspectives of broader stakeholder groups such as fans, sponsors, and policymakers. In addition, the absence of longitudinal data restricts the ability to evaluate the long-term impact of the identified media-facilitating factors on organizational performance.

Future research should employ mixed-methods designs that integrate large-scale quantitative analysis with qualitative inquiry to test the proposed model across different sports federations and national contexts. Longitudinal studies are recommended to assess the durability of media-facilitating strategies over time. Comparative research between developing and developed sports markets could further illuminate how institutional and technological conditions shape the effectiveness of media-driven marketing systems.

Sports federations should invest in developing integrated media strategies that combine sustained digital presence, content personalization, technological innovation, and strong partnerships with local and international media institutions. Managers should prioritize data-driven decision-making, continuous audience engagement, and the cultivation of emotionally resonant brand narratives. Strategic coordination across communication channels must become a central component of organizational governance in modern sports marketing.

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Authors' Contributions

All authors equally contributed to this study.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

All ethical principles were adhered in conducting and writing this article.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

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