

RACE DIRECTORS' SUMMIT | MARCH 7, 2020

Using Digital Marketing to Amplify Reach & Registrations

Presented by Sarah Smith | Patio



Overview

Why Use Digital to Increase Your Audience
The Basics
The Extras



patio
social | digital | communications

| Our Work



saucony

BMO 

 Vancouver
Marathon

VANCOUVER


BC PLACE

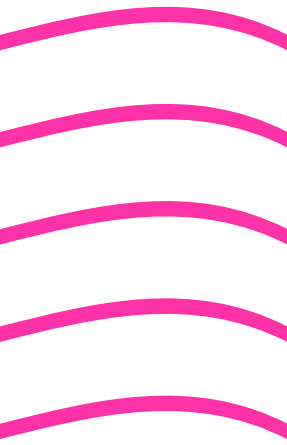

BC SEAFOOD
FESTIVAL

VANCOUVER INTERNATIONAL
BOAT SHOW


ACTIVE  FOR LIFE

IDS Interior
Design
Show

VIFF Vancouver
International
Film Festival



Why use digital marketing to increase your reach?



01 **Easily target new audiences**

Expand or swap audiences by location, interest, affinity, relationship to others

02 **Better bang for your buck**

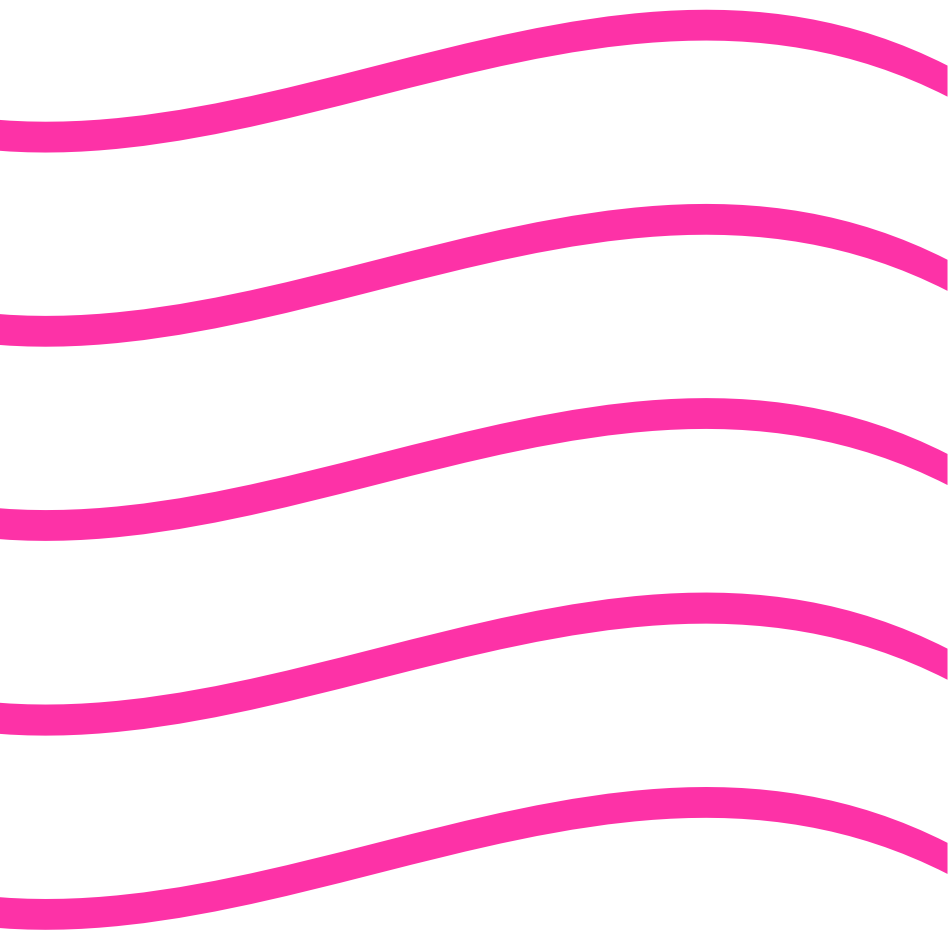
Reach only those interested in your event, in only the areas you want

03 **Measure efficacy**

See how well you are reaching your target demographic

04 **Re-adjust on a dime**


Tactics not working? Stop what you're doing and start again without wasting time or money




The Basics: What You Should Be Doing No Matter the Size of Your Event

Use Photography from Past Events



 runcrs • Following
Parc Jean-Drapeau





 runcrs That feeling when registration for the Banque Scotia 21k de Montreal opens (today... like, now) 🥳🎉 Sign up today to get the early bird rate at 21kdemontreal.com


La sensation qu'on éprouve lors de l'ouverture des inscriptions au Banque Scotia 21k de Montréal (aujourd'hui)

Inscrivez-vous dès aujourd'hui au 21kdemontreal.com pour profiter du taux préférentiel

#Scotia21kMTL #runMTL

24w

 Liked by runthesix and 103 others

SEPTEMBER 18, 2019

Add a comment... Post





Boosting Your Posts

Promoting your post to an audience beyond your current followers with a budget of your choosing

- Organic reach for branded Facebook Pages is only 2%
- Without boosting, you're relying on your current audience to share your content in order to reach new potential registrants
- Boosted Posts use your already-published posts, so make sure your original posts are written well



Boosting Your Posts: Quick Tips

Always Include Images

Images account for 75-90% of Facebook advertising performance.

Keep It Concise

The most effective length for an ad title on Facebook is four words, and 15 words for a link description.

Start Small

The minimum budget required by Facebook is very small – try \$5/day to start and add more budget if the ad is performing well

Use Local Hashtags to be Included in Search Results



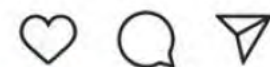
ottawamarathon • Following



et 2 janvier, nous vous offrons 20 % de rabais sur votre inscription à une épreuve (sauf le Marathon pour les enfants Banque Scotia.) Utilisez le code 202020 à la caisse.

#runottawa2020 #courezottawa2020
#runwithus #courezavecous
#myottawa #ottawa2k
#ottawamarathon #marathon #6run3
#ottawa #10k #2k #5k
#marathonrunner #2020
#togetherwerun #courez @scotiabank
@runottawa #ottawatourism
@ottawatourism #happyrunner
#runnercommunity #runningcommunity
#finishline #goteam #challenge #défi

9w



Liked by runfast.eh and 47 others

DECEMBER 31, 2019

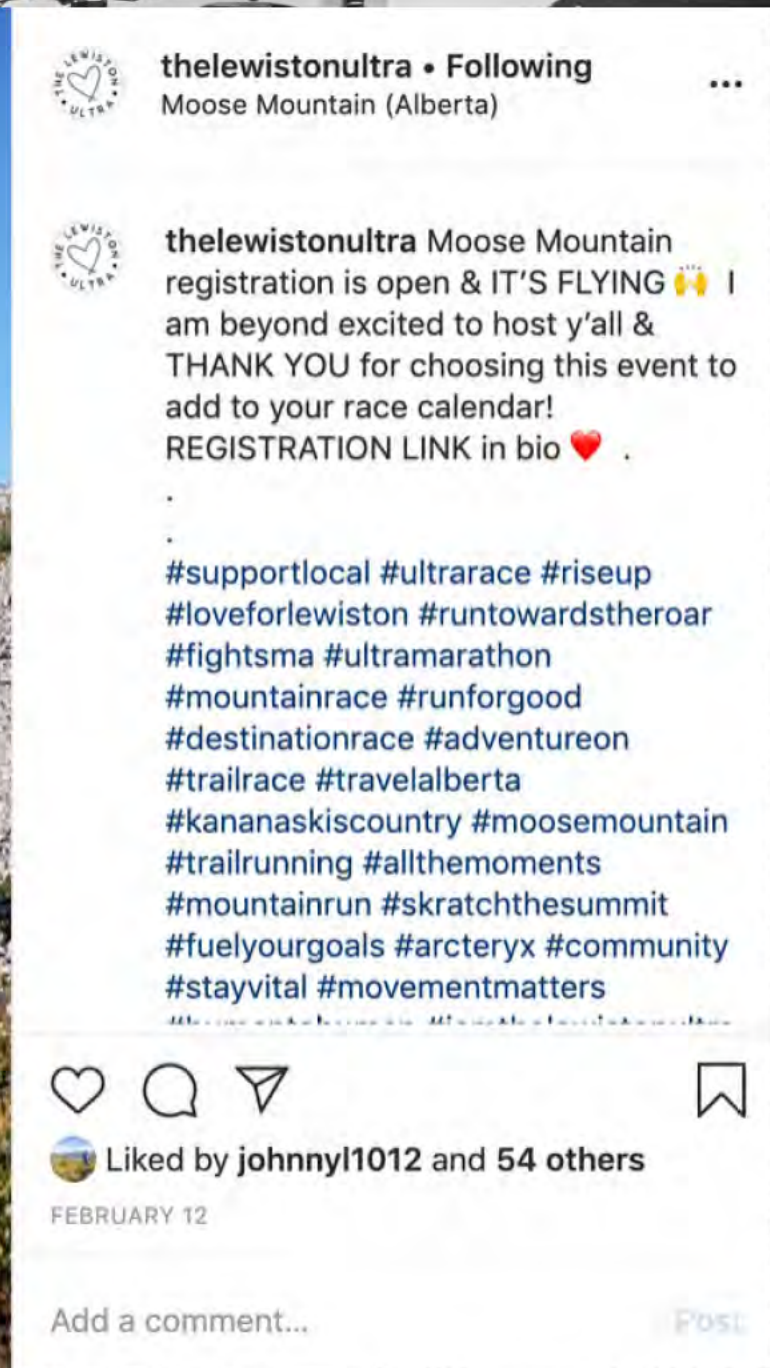
Add a comment...

Post



Tag Sponsors, Elite Athletes, Supporters

Remind them of the opportunity to share your content to their feeds (or Stories), to inform their own audiences about the event



Build Relationships with Local Run Stores, Retail Partners, Gyms, Fitness Studios

- Seed them content to post
- Offer a small budget to boost posts
- Offer free registrations for them to award to their online community as they choose (social media giveaway, etc)

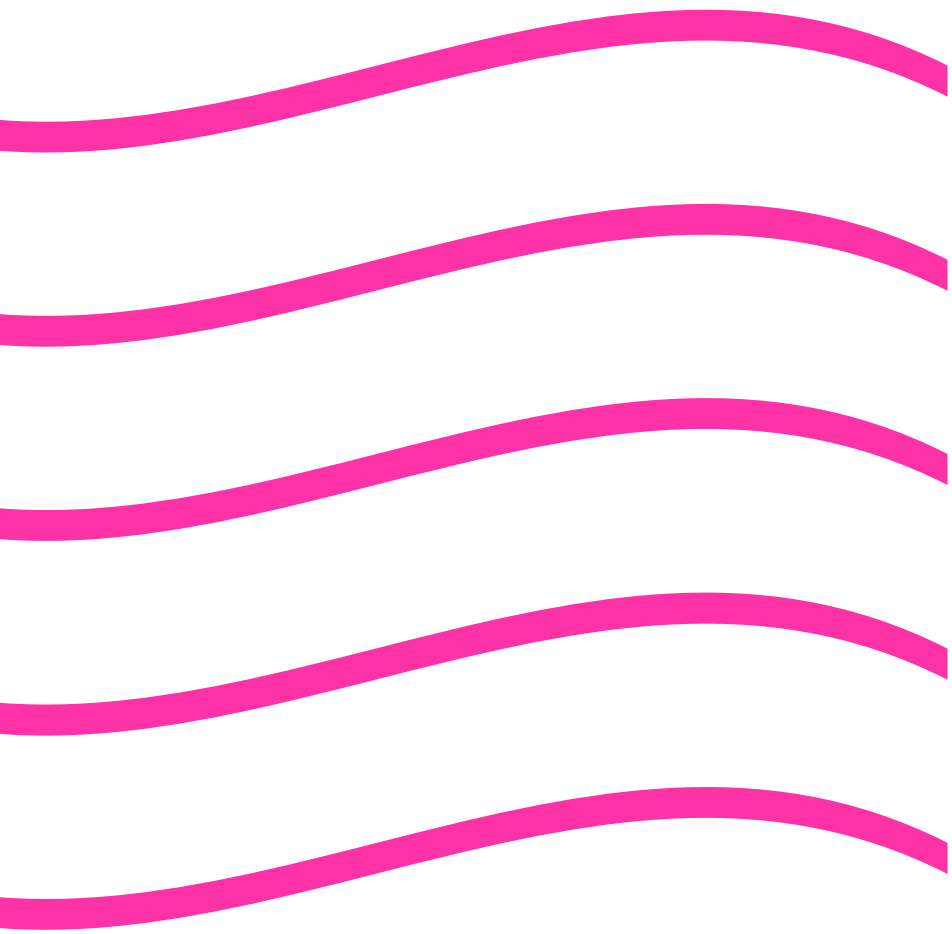




Keep Your Channels Active Year-Round

Supplement registration-related information with:

- Sport-related current events & news, both local and international
- Sport-related book or podcast recommendations
- Profiles of returning elite athletes, race organization team members, beloved volunteers, etc.
- "Reviews" / Quotes from past participants
- Training opportunities
- Sponsor shout-outs



The Extras: For Those with More Time, Budget, or Team Members

Identifying and Using Race Ambassadors



1 Ambassadors could be:

- Returning participants who are active in the running community
- Registrants regularly tagging you in posts
- Ambassador for a partner retailer or sponsor

2 Use ambassadors by:

- Seeding them images and copy to use on social
- Providing free registration in exchange for a number of posts - including discount code
- Reposting their content on your own channels

Sell the Experience, Not (Just) the Registration

Bring the race to LIFE with:

- Testimonials
- A sense of community
- Post-event party
- Guided training
- Course Tips (what to expect on the route)
- Inspiration & motivation for those on the fence



Sponsored Articles

Work with related publications, bloggers, retailer blogs, tourism organizations, etc

Create article that appeals to that audience specifically

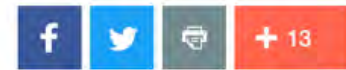
Give audience a reason to:

- Fit your event in their race schedule
- Travel

Is this Quebec race North America's fastest 42.2K?

It's downhill, run on a trail and was created by a former Olympian. Enough said.

March 23rd, 2017 by Dan Way | Posted in [Canadian Race Guide](#), [Destination Race](#), [RaceGuide](#), [Runs & Races](#) | Tags: [42.2](#), [42.2K](#), [half](#), [half marathon](#), [mountains](#), [laurentians](#), [Marathon](#), [marathon du p'tit train du nord](#), [p'tit train du nord](#), [train du nord](#)

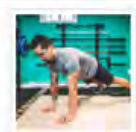



Coming this fall, [Marathon du P'tit Train du Nord](#) is a new marathon and half-marathon event that will take place in the beautiful Laurentian Mountains in southern Quebec.

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Running
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POPULAR LATEST

TODAY WEEK MONTH

 The Runner's At-Home Training Routine

 Rome Marathon cancelled due to coronavirus



Grow Your Online Community

Any print materials, ads, newsletters, etc put out by your event should include your social handles

Reach out to local tourism boards to promote the event on their channels

Provide sponsors with previous event photography to use on their own channels

Provide incentive for registrants to follow you on social media (award random followers with free registration, VIP experience, etc)

Partnership Opportunities

- 1 With local businesses, accommodations & tourism board to make it a “destination weekend”**
 - Share budget for digital promotion of all organizations
 - Offer discount code for businesses followers to use for registration
 - Offer opportunity to provide item for bib package or discount for use after race
- 2 With local run specialty shops and run clubs to host pre-race events**
 - Hosting “Training Meet Up” a few months in advance: meet fellow runners, don’t have to be registered to join, use Facebook Live to reach non-local runners
 - Hosting Shakeout Events: opportunity for Instagram Takeover
- 3 With 'off-season' events in other locations**
 - Agree to promote other event during your off-season as a 'sister event'; offer discount if registrants sign up for both



Questions?



Get in Touch

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