

EFFECTIVE RACE MARKETING

Through years of experience, RacePenguin has learned the importance of race marketing. Marketing is one of the most important things that you can do, whether you're a new event or well-known throughout the community. Effective marketing ultimately leads to a successful event.



Tips to market your race...

- Start early** – The earlier, the better!
- Develop a race logo** – You want to catch the eye of someone quickly scrolling through.
- Create a Facebook page** – Add a description, link to your race website (or RacePenguin event page), link to registration, share pictures, and post regularly. Consistency is key to engaging participants.
- Create a Facebook event** – Did you know, when someone responds to an event, it appears on their timeline and in their friend's feed? That's free marketing!
- Create a social media channel** – If social media isn't your area of expertise, pick one platform to start. Instagram gives you the opportunity to engage with a large audience through pictures.
- Create a 'boosted' Facebook post** – Put a little money behind one post, sort through your desired demographics, and schedule the post to run for 3 – 7 days to reach the maximum audience.
- Search for sponsors** – Not only can sponsors provide funds for race day necessities, but they can help with marketing, organizing pre/post-race events, and donate swag bag items.
- Submit your event to a variety of race calendars** – Runner's World, Running in the USA, and USATF are a few of the larger websites.
- Distribute postcards/flyers** – Most running stores, coffee shops, and other local businesses will allow you to put postcards by the register or hang a flyer on the window or community bulletin board.
- Partner with a charity** – People love supporting a good cause, knowing that their registration is going towards helping something is a bonus!
- Recruit ambassadors** – Ambassadors are a great asset. They can engage with the local running community and running groups, help to promote the event, and even host pre-race meet-ups.
- Highlight price increases** – Send an email or post on social media encouraging participants to register to beat the next price increase. Everyone likes to save \$\$\$!
- Outline a race day timeline** – Share the race day timeline such as packet pick-up details, race start time, award ceremony, etc. as soon as possible so participants can plan accordingly.
- Share your course map** – Participants like to know in advance where they'll be going.
- Switch the attention from the race to the runners** – After all, it is their race. Make your participants feel like they're not just one among many.
- Create a countdown** – Keep participants engaged and excited about race day through social media by utilizing a monthly/weekly countdown... "Only 4 more weeks until race day!"
- Post a list of race day reminders** – There's a lot to remember early in the morning, especially if you're anxious. Send an email and/or post on social media a short list of important tips.
- Talk, talk, talk** – Word-of-mouth is still one of the most powerful marketing tools!
- Send a congratulations to participants** – Thank people for coming and reiterate what they did for the community by showing their support. Most importantly, encourage them to come back next year (share the date, if already planned).

If you would like help with marketing your race, RacePenguin is here to help.