Marketing Best-Practices with Big Run Media

Run Signup

BIG RUN

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Event marketing by runners for races

About Big Run Media

Big Run Media is a full-service marketing agency focused on races. Built by runners with different professional backgrounds, Big Run Media helps races grow with best-in-class marketing tools. Whether your race needs to up its digital marketing, develop its brand, or create new social media campaigns, Big Run Media's expert staff are there to help you every step of the way. Trusted by races such as the Oakland Marathon and companies such as Athlinks, Big Run Media is known for its innovative approach to help running events grow.

Big Run Media Services

Digital Marketing	Social Media	Ambassador Programs	Creative Design	Email Marketing	Brand Development

**Run Signup**

Big Run Media and RunSignup

Big Run Media enjoys when their clients to use RunSignup because of the extensive built-in marketing features that the platform holds. RunSignup makes it easy for the marketers at Big Run Media to set up pixels on multiple websites, allowing them to report on their clients' marketing performance. Two of these report tools include Facebook pixels and Google Analytics support.

One of Big Run Media's favorite features on RunSignup is the ability to create custom URLs to track their marketing and report back to the client. RunSignup's conversion tools work with email banner ads, Facebook ads, and several other platforms to deliver actionable results. Instead of reporting *number of registrations* or *website visits*, these tools allow Big Run Media to determine their clients' exact Return on Ad Spend (RoAS). RunSignup users can access the extensive collection of tracking tools supported by RunSignup by going to **Race Dashboard >> Promotion**.

" **We're always excited when we take on a client and they're using RunSignup because we know that the tools are already there. built in for marketing.**

-Thomas Neuberger Big Run Media Co-Founder

Big Run Media + RunSignup Races
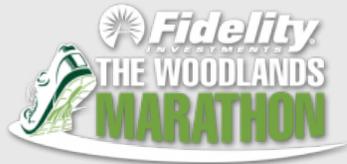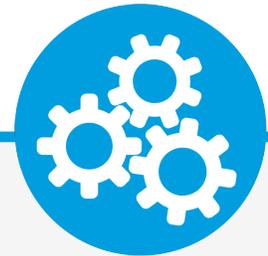
Important Metrics to Track

Impressions
The number of times that your ad or website appears on somebody's screen. A conversion may or may not take place.

Registration Conversions
The amount of people who register for your race after viewing your ad or race page.

Average Cost per Conversion
How much money you spend to get a prospective participant to sign up for your race.

Run Signup

Improving your Online Presence

1. Keep your branding strong and consistent across platforms. Your website, RunSignup page, and social media should all tell the user who you are. RunSignup has several features that support consistent branding. To align your RunSignup page with the rest of your brand, you can visit **Race Dashboard >> Race >> Race Page >> Race Theme**. From there, you'll be able to create a custom color scheme matching your brand, upload your race logo, and change your site layout. From here, you can take it one step further and add a cover page!

2. Use social media to promote your brand organically. Create content that is relatable to who you are targeting to keep your customers engaged with your brand.

3. Pair organic social media promotion with paid advertising to extend the reach of your race. Promoting your race through Google, Facebook, and other platforms allow you to target your ideal participant. One way RunSignup supports this is through the Facebook Custom Audiences integration. This allows you to create lists of specific customers and target them through your advertisements. To learn more, visit **Race Dashboard >> Promotion >> Facebook Custom Audiences**.

Promotion

Links

Widgets

Facebook

Twitter

Instagram

Social Sharing

Swag Rewards

Referral Tracking

Conversion Codes

Sitewide Codes

Facebook Pixel

Facebook Custom Audiences

MailChimp

Key Takeaways

1 Use tracking tools such as Facebook pixels and Google Analytics to monitor the performance of your marketing efforts.

2 Keep track of metrics such as impressions, registration conversions, and cost per conversion to make sure your marketing dollars are being used effectively.

3 Develop strong branding guidelines and promote your races with a combination of paid and organic marketing strategies.

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