

RACE DIRECTOR CHECKLIST

A pink circular logo with the text "Run Signup" in white, stacked vertically.

**Run
Signup**

**VIRAL SOCIAL
MARKETING
FOR YOUR RACE**

Define Your Audience

Why do people want to run your race?

- Adventure
- Share the Experience
- Swag
- Health
- A Cause
- Community
- Goals & Achievements
- History
- Awards

Top 3 reasons why people want to run my race	Groups in my community that have this reason to run my race
1.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Getting Ready to Market to Your Audience

- 1. Preparation:** There are some things you need to prepare before you start communicating with your audience(s).
 - Confirm event date, time, and location.
 - Create a [Race Website](#) that features your branding, mission, and messaging.
 - <https://help.runsignup.com/support/solutions/articles/17000064537--building-a-better-race-website>
 - Set up registration.
[Race Wizard](#)
 - TEST registration – make sure that the registration path is set up the way you want, that you are collecting the data you need, and that your participants will be able to easily sign up for your race.
 - When registration is open, email your past participants to let them know that they can Sign Up for this year's race! This gets people talking about and sharing your race before you launch your digital and physical marketing campaigns.
[Email Marketing >> Send Emails >> Past Participants](#)
- 2. Marketing Budget:** Before you start creating your digital & physical marketing plan, you need to have an estimated budget that you stick to.
 - Marketing budget is estimated at **2-4% of gross sales** (including registrations, add-ons and store items, sponsorships, etc. but excluding donations).
 - Some races spend much more than this, but for the majority this is a good rule.
 - If this is your first year or you are in growth mode, spend 8% of your projected budget on marketing.
 - There are start-up costs associated with a new race.
 - Secure domain, designed logo & color scheme, signage, etc
 - Your split between digital and physical marketing will vary year to year.
 - For example, if you are a new race, spending money on signage may take a significant portion of your marketing budget. Those physical marketing costs may be reduced the next year if you can re-use.

Market to Your Audience

1. Digital Marketing: You need to have a web presence, and you need to buy ads because they work. Here are some tips to build your digital marketing strategy.

□ Google

- Google is the #1 source of race website traffic, growing from 18% of all traffic in 2015 to 28.3% of all traffic in 2018.
- Make sure that when you search your race on Google, it shows at the top of results.
- Use Google AdWords for searches relevant to your race.

□ Race Calendars

- National calendars like Running USA
- Local calendars like running stores & clubs in your community, city, and state

□ Facebook Organic Reach

- Customize the branding & messaging of content that your participants share
[Promotion >> Social Sharing](#)
- Don't assume that participants will share your content. You need to incentivize them.
- Use custom source tracking to monitor conversions on your unpaid posts to know what content is successful and what content is not.
[Promotion >> Source Tracking >> Custom Source Tracking](#)

□ Facebook Paid Ads

- Target the right audience. Use FB Custom Audiences.
[Promotion >> Facebook Custom Audiences](#)
 - Check out RunSignup's webinar to learn how to create custom audiences:
<https://help.runsignup.com/support/solutions/articles/17000064577-runsignup-301-webinar-facebook-custom-audiences->
 - Use RunSignup's custom audience reports to spend ad money on the right audiences.
 - Target ads to Past Participants Not Yet Registered
 - Create lookalike audiences for Current Participants
- Set up & monitor analytics. Replicate successful ads; cut spending on ads that don't work.
[RaceInsights / Promotion >> Facebook Pixel](#)

- Less words & more smiles – Ad images that feature people having fun in groups tend to do better than logos and a lot of text.

Email

- Learn how to use RunSignup's free Email Marketing platform here: <https://runsignup.com/Race/NJ/Moorestown/EmailMarketing>
- Email past participants to let them know that registration is open. [Email Marketing >> Send Emails >> Past Participants](#)
- Turn on incomplete registration emails to automatically reach out to abandoned carts. [Email Marketing >> Automated Emails >> Incomplete Registration](#)

Website: Feature your branding, mission, and messaging.

[Race >> Race Page >> Race Theme](#)

[Race >> Race Page >> Custom Content](#)

[Race >> Registration >> Event Display Options](#)

[Sponsors >> Setup >> Display](#)

- Learn how to build a better race website: <https://help.runsignup.com/support/solutions/articles/17000064537--building-a-better-race-website>
- Feature your sponsors: <https://help.runsignup.com/support/solutions/articles/17000064554--sponsor-platform>

Video: Course preview, last year's highlights, interview with Race Director that's featured on Facebook/local news station/race website.

2. Physical Marketing: Don't ignore physical marketing – no one else is doing this and this is something that you'll be good at: getting people to talk about your race.

Flyers: Local running stores, local gyms, local nonprofits & charities, community groups, churches, schools.

Ads, features, articles, and interviews in the local news media & local blogs that your audiences read.

- For example, if your target audience is women interested in health & fitness, take out an ad in a local fitness magazine and in the health/sports section of the local paper. Get a feature written up and published in your local gyms' newsletters.

- Sync your past participants & other contact lists to Mailchimp and send out postcards announcing your race.

[Promotion >> Mailchimp >> Integration](#)

[Promotion >> Mailchimp >> Mailchimp Lists](#)

- Get local running clubs talking. Automate running club discounts to incentivize them to sign up.

[Financial >> Pricing >> Club Membership Discounts](#)

What are the best digital and physical marketing tools to reach each group of potential participants? Use the ideas in the checklist (or think of your own) and how you can use them to specifically target your different audiences.

Audience	Digital Marketing Tools	Physical Marketing Tools

Social Viral Marketing: Grow Your Race

Your digital and physical marketing plan gets people talking about and signing up for your race.

How do you expand that funnel?

Our industry is about **social experiences**.

Automated social marketing tools grow your event, not cold digital marketing.

1. Teams
2. Referrals
3. Drip Campaigns
4. Swag
5. A Cause

We know that 50%+ of participants come out to a race because a friend asked them to join. Social viral marketing tools incentivize your audience to bring their family and friends out to your race, encourage donations and fundraising, and optimize your marketing spend.

Your race should not try to push all 5 automated social viral marketing tools because it makes your incentives and rewards difficult for participants to understand. Pick 1, 2, or 3 complementary tools, and communicate them effectively to your participants.

❑ Example 1: Referrals + Drip Campaign + Swag

- ❑ Create a Referral program to incentivize participants to bring their families & friends. Set up a drip campaign to email their unique referral link. Offer refunds and swag rewards for hitting certain referral thresholds. Award your top 3 referrers on RaceDay.

❑ Example 2: A Cause + Drip Campaign

- ❑ Enable and customize Donations & Fundraising. Incentivize participants to share their fundraising pages with automated fundraiser refunds and swag at certain fundraising thresholds. Set up a drip campaign with their unique fundraising page – send fundraising tips & thank you notes throughout the entire campaign to keep your fundraisers & donors motivated.

1. Teams

- ❑ Learn how to set up teams for your race:
<https://help.runsignup.com/support/solutions/folders/17000128484>
- ❑ Set up the team type(s) appropriate for your audiences.
[Participants >> Groups/Teams >> Setup](#)
 - ❑ Social; Competitive; Relay; Corporate
 - ❑ Fundraising Teams
[Donations >> Setup >> Basic Setup](#)
- ❑ Automate discounts/refunds for anyone on a team that hits a certain size.
[Participants >> Groups/Teams >> Pricing Setup](#)
 - ❑ Consider using team discounts instead of coupons for your race. You will satisfy participants' "discount demand" while simultaneously incentivizing your price sensitive participants to get their friends to join their team.
- ❑ Award teams, and not just the fastest one. Get creative with awards for the biggest team, best costume, highest fundraising total, etc.
[Participants >> Groups/Teams >> Group Reports](#)

2. Referrals

- ❑ Learn how to set up your referral and swag rewards program:
<https://runsignup.com/swag>
- ❑ Incentivize your participants to refer their friends and family by rewarding them with refunds, swag, and recognition.
[Promotion >> Referral Tracking >> Setup](#)
 - ❑ Example Referral Setup
 - ❑ Refer 5 friends: Receive a \$25 refund of your registration fee
 - ❑ Refer 10 friends: Receive an exclusive branded winter hat
 - ❑ Refer 15 friends: Access to VIP tent on RaceDay
 - ❑ Effective referral setups are high threshold, high reward. Most referrers never reach the threshold to get a reward – so the 1-4 people they do refer are free.
 - ❑ Customize social sharing images & text.
[Promotion >> Social Sharing](#)
 - ❑ While stacking rewards is encouraged, make your program easy to understand.
 - ❑ Over 70% of referrers are female. Offer gender appropriate sizes & options.

- Use registration follow up emails 1-10 days after someone registers to capitalize on their excitement and encourage sharing.
[Email Marketing >> Automated Emails >> Registration Follow Up](#)
- Promote your referral program early and often – participants need to know about it for referrals to be successful.
- Your swag should be something participants can't get otherwise – make it exclusive.

3. Drip Campaigns

- Learn how to set up your drip campaign (and use RunSignup's free Email Marketing platform):
<https://runsignup.com/Race/NJ/Moorestown/EmailMarketing>
- Set up your drip campaigns in minutes and let them run on auto-pilot with automated emails.
[Email Marketing >> Automated Emails >> Incomplete Registration](#)
[Email Marketing >> Automated Emails >> Price Increase](#)
[Email Marketing >> Automated Emails >> Registration Follow Up](#)
- Don't send too many emails!
- Your drip campaign has to support your viral marketing campaign. Keep your messaging concise and consistent.
[Participants >> Groups/Teams >> Group Reports](#)

4. Swag

- Offer swag that people want to wear.
 - There are 2 schools of thought on swag: Unique each year or continuity with logo & design (but different colors, for example)
- There are 3 ways to offer swag to your participants. Learn how to set up swag here:
<https://help.runsignup.com/support/solutions/folders/17000128471>
 - Giveaway: T-shirts or other swag that requires a choice (i.e. size, color, etc.) that you want to offer all participants when they Sign Up.
[Race Wizard >> Step 4 // Race >> Giveaways/Add-Ons >> Giveaway Inventory](#)

- Registration Add-Ons: Additional items you want to sell during registration to participants only. For example, parking passes, VIP post-party tickets, sweatshirts, additional t-shirts, etc.
[Race >> Giveaways/Add-Ons >> Registration Add-Ons](#)
- Store: Additional items you want to sell to participants and non-participants.
[Store >> Setup](#)
- When participants wear and share your swag, they promote your brand.
- Award your participants with swag.
 - If you push referral rewards, present top 3 referrers with swag.
 - If your race is focused on fundraising, award the top 3 fundraisers.
- Think virtually: RaceDay Photos are free digital swag for your participants so that they can share their RaceDay experience.
[Photos >> Setup](#)
 - Learn more about RaceDay Photos here:
<https://help.runsignup.com/support/solutions/articles/17000064549--raceday-photos>

5. A Cause

- Learn how to set up fundraising for your race:
<https://help.runsignup.com/support/solutions/articles/17000064552-advanced-fundraising>
 - Get more fundraising tips here: <https://www.slideshare.net/runsignup/advanced-fundraising-runsignup>
- Younger generations want to know what your race does for others.
[Donations >> Setup](#)
- Many races are nonprofits. If your race is for-profit, choose your charity partner(s) carefully. It's a mutually beneficial relationship.
[Donations >> Charities](#)
 - Your charity partner is another channel for new participants to your race.
 - Your race is another channel for your charity partner to get new donor & supporter contacts (and some extra donations!)