



# Your Email Strategy For 2024

February 29, 2024



# Today's Agenda

- Email Overview
- Ways to Send Email
- Your Email Schedule
- Who to Send Emails To
- Email Tips & Tricks
- Demo







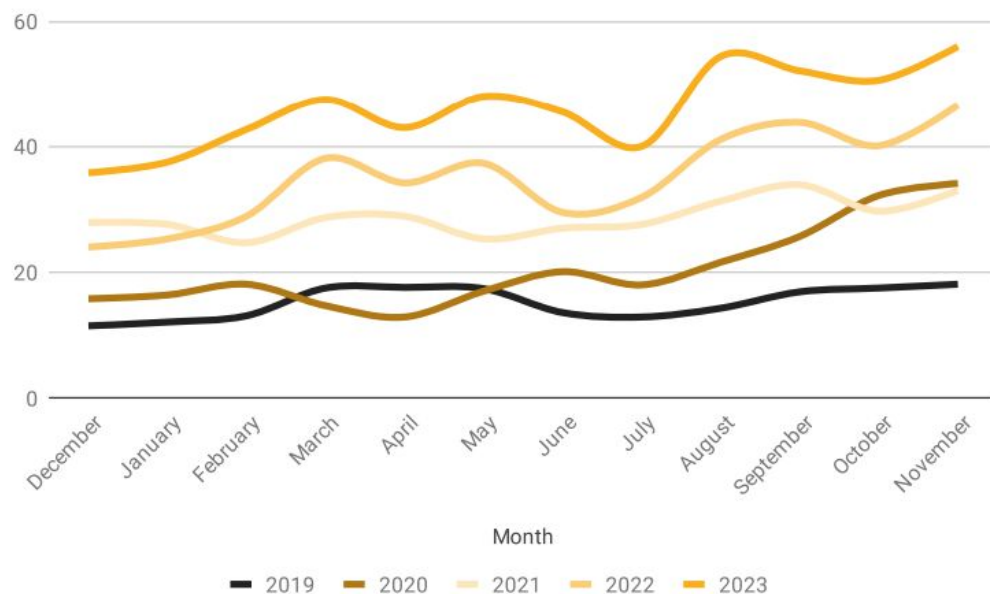
# Email Overview



# Overall Email Sends



Total Emails Sent via Email Marketing (in Millions)



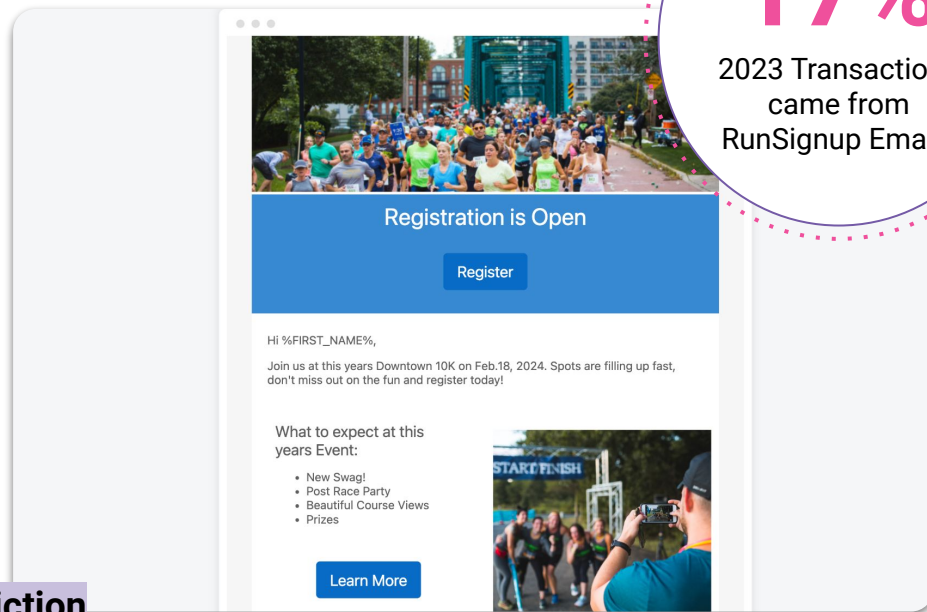
# Why Emails Matter

## Email Matters

### Free marketing!

- Re-engage past participants
- Encourage word-of-mouth marketing
- Provide time-based calls to action
- Let participants know what to expect
- Reduce customer service needs

**In a case study of McGuire's St Patrick's Prediction Day 5K, 29% of the race's registrations came directly from RunSignup emails.**



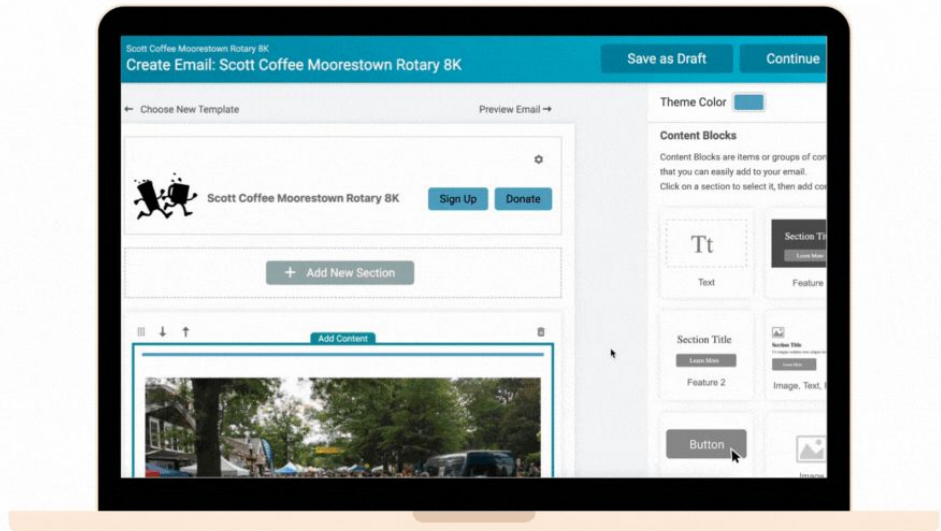
# RunSignup Email

## Email V2

- Unlimited contacts (free)
- Unlimited sends (free)
- Drag & Drop email builder
- Customizable colors and branding
- Mobile responsive Emails
- Next Generation Templates
- System lists that integrate with your data

## The transition to Email V2 is complete.

- You can view all previous sent emails, templates, and recipient lists on your dashboard via Email Marketing Legacy
- Previously scheduled emails will send, but you can no longer create new emails.





# Ways to Send Email



# Sending Options

## Send RIGHT NOW

- Send your email as soon as you set it up
- Best for last minute updates

## Pre-Schedule Email

- Setup email and schedule to send later
- Best for common emails with no likely changes

## Automated Emails

- Set to send either based on registration date or on a specific date
- Best for key participant reminders & price increases

## Pre-Built Emails

- Pre-populated with basic content - can be used for any of the other three options
- Best for ensuring correct replacement tags & event details



# Send Right Now

- Dynamic lists (I.E. current participants) sends to up-to-the minute lists
- Sends within a few minutes
- Check status of send under Email >> Manage Emails >> Sent Emails.

### Sending Time

☒ Send Immediately

☐ Schedule a Send Date & Time

Send times are approximate. It can take several minutes for the email to actually send to recipients.

What kind of email is this?

Marketing

ⓘ What is this? ▾

<a href="#">#155933</a>	08/05/2023 3:00pm EDT	FINAL REMINDER: Mayor's Cup Registration CLOSES 8/6	<b>From:</b> Philly Mayor's Cup <noreply@runsignup.com> <b>Reply-To:</b> Philly Mayor's Cup <phillymayorscup@gmail.com>	<b>Classification:</b> Marketing <b>Delivery Started:</b> 08/05/2023 3:00pm EDT <b>Delivery Date:</b> 08/05/2023 3:00pm EDT <b>No. Emails:</b> 2,585 ⓘ <b>No. Distinct Recipients:</b> 2,585	<a href="#">Resend Email</a>
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# Schedule Send

- Dynamic lists (I.E. current participants) sends to up-to-the minute lists *as of actual send*.
- Check status of send under Email >> Manage Emails >> Sent Emails. Click on the ID on to see the scheduled date or cancel the send.
- **TIP: Button at the bottom and warning still say SEND email, not SCHEDULE email. It will schedule if a future date is set.**

Sending Time

☐ Send Immediately

☒ Schedule a Send Date & Time

Approximate Send Date \*

02/29/2024

📅

9

:

00


AM

▼

America/New\_York Time

Send times are approximate. It can take several minutes for the email to actually send to recipients.

Looking Good!



Your email has been scheduled for delivery. [Cancel](#)

Status: It has not been delivered yet.

Email Summary

Subject: Free Seminar: Strategic Marketing & Pricing for Your Haunt

Classification: Marketing

Deduplication: Email, Name, and Placeholders

From: TicketSignup <noreply@ticketsignup.io>

Reply To: TicketSignup <johanna@ticketsignup.io>

Delivery Details

Scheduled Delivery: 02/29/2024 11:00am CST

Delivery Started: *Not yet*

Delivery Date: *Not yet*

ID	DATE	SUBJECT	FROM/REPLY-TO	OTHER DETAILS	ACTIONS
<a href="#">#504895</a>	02/29/2024 11:00am CST	Free Seminar: Strategic Marketing & Pricing for Your Haunt	<b>From:</b> TicketSignup <noreply@ticketsignup.io> <b>Reply-To:</b> TicketSignup <johanna@ticketsignup.io>	<b>Classification:</b> Marketing <b>Delivery Started:</b> <i>Not Yet</i> <b>Delivery Date:</b> <i>Not Yet</i>	<div>📧 Resend Email</div> <div>📧 View Email</div>

# Automated Emails

- **Incomplete Registrations**

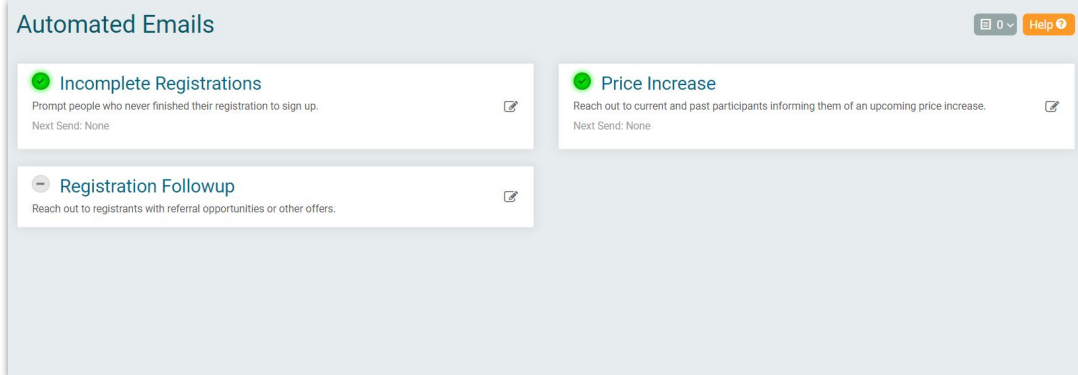
- Schedule based on # of days after abandoning cart and/or on a set date.

- **Price Increase**

- Schedule based on days/time before a price increase and/or on a set date
- 2 versions: current registrants and previous registrants who haven't registered this year

- **Registration Follow-Up**

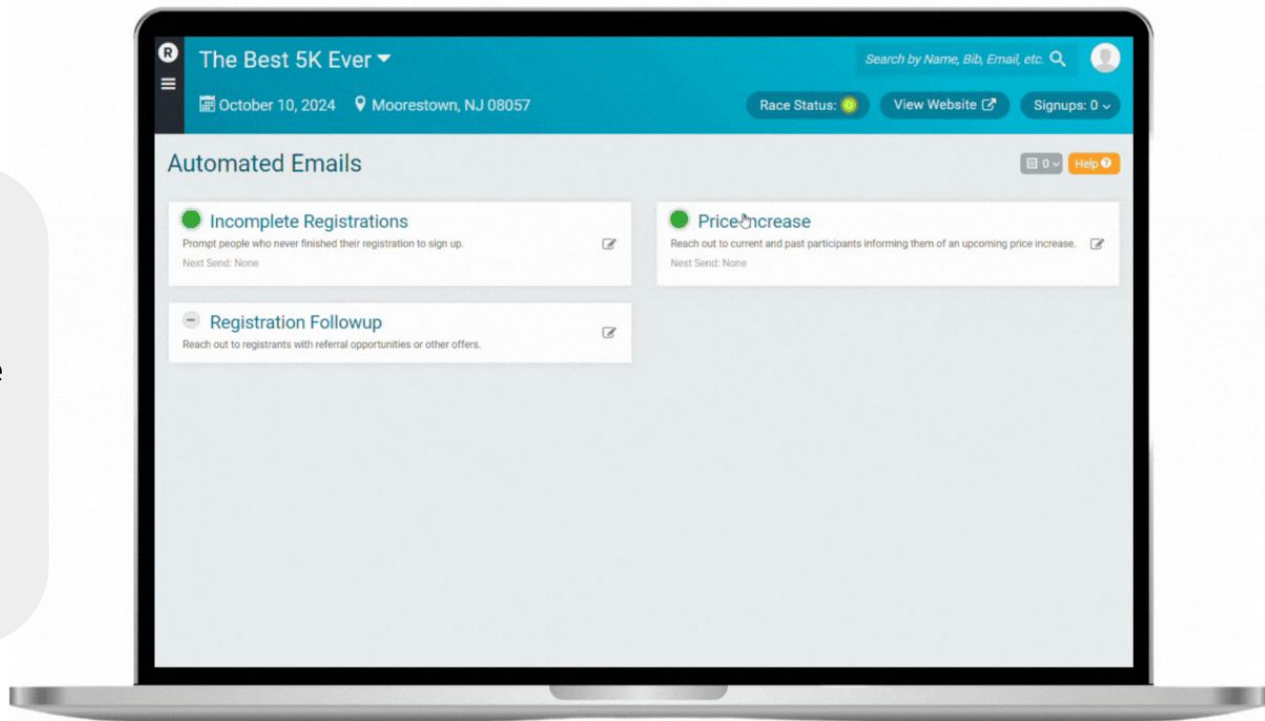
- Schedule based on # of days since registration and/or on a set date
- For reminders to registrants and incentives to bring friends.



# Automated Emails

## Automated Email Tips

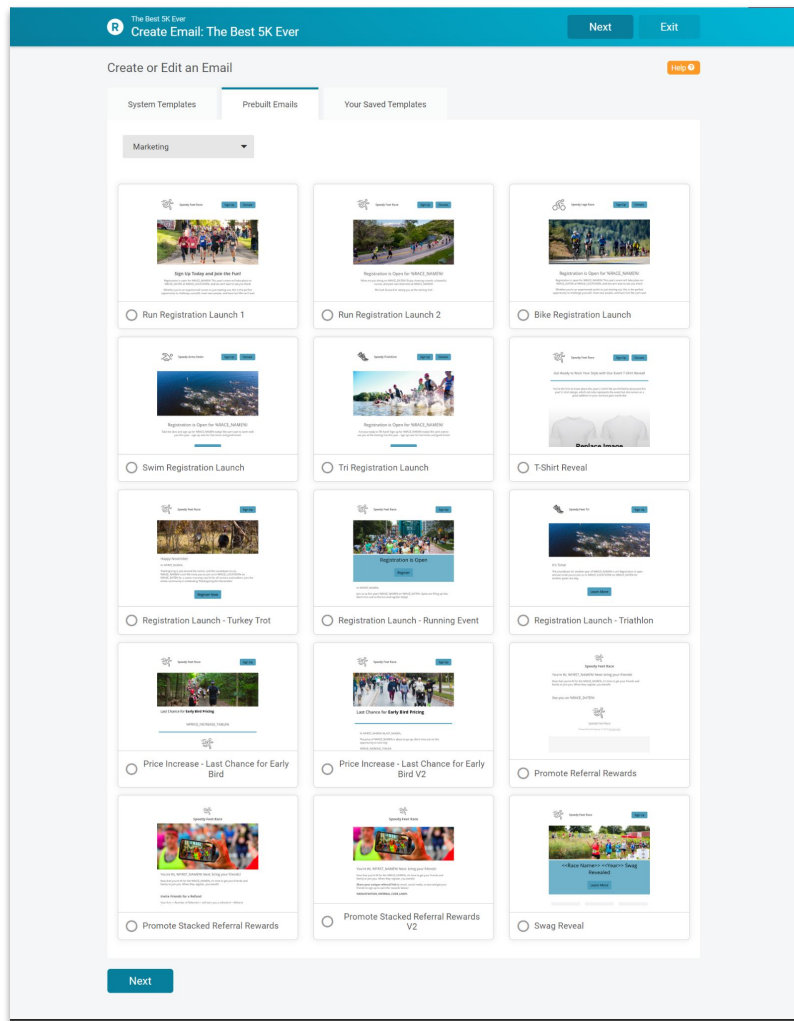
- Don't forget to customize your email
- Access pre-built emails for more structure
- Limit registration follow-up and incomplete registration emails to 3 or less (in most cases)





# Pre-Built Emails

- Pre-built templates with images, recommended details, and key replacement tags
- Customize with your own images (or ours) and details
- Can be accessed from email send or automated emails
- Marketing, Pre-Race, Post-Race, Donations & Fundraising, Generic Templates. More coming!

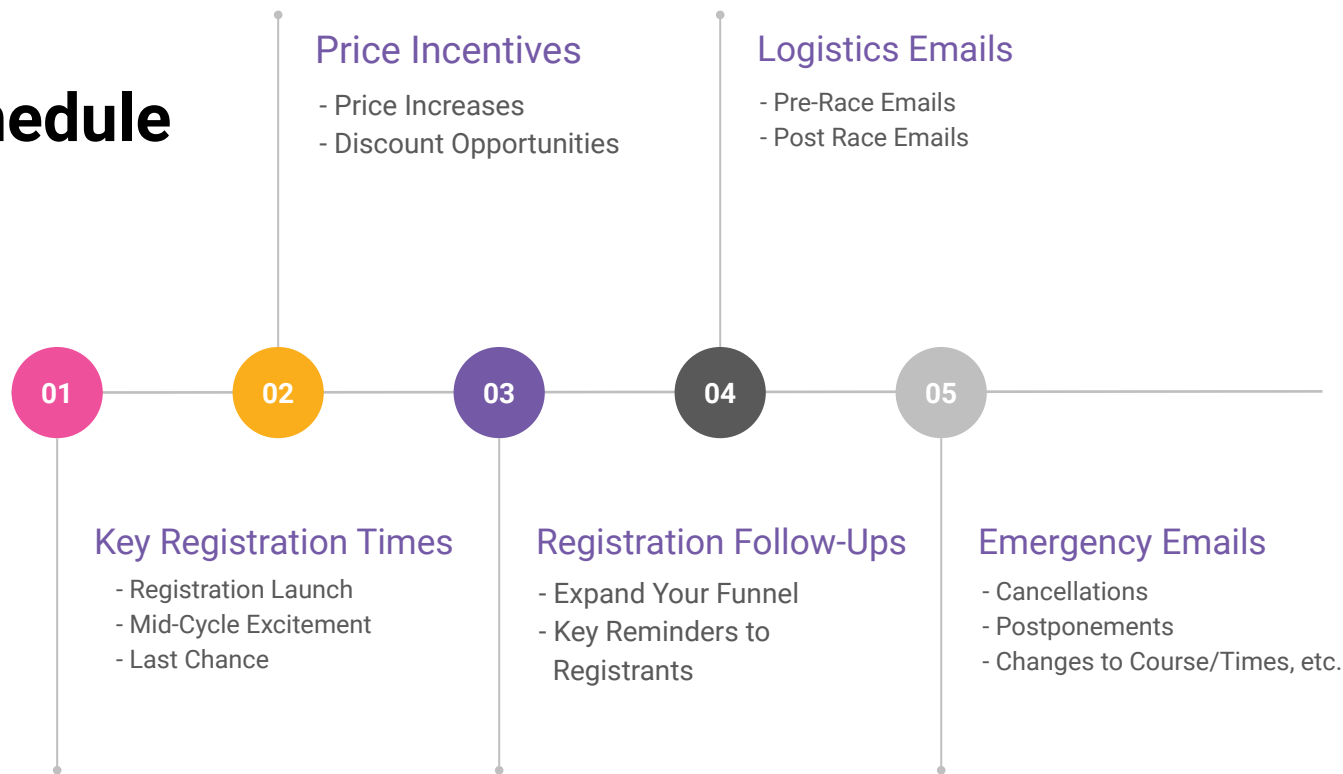
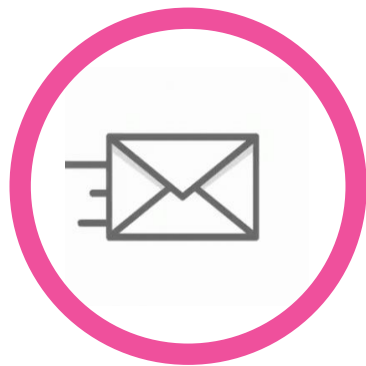




# Your Email Schedule



# Building Your Email Schedule



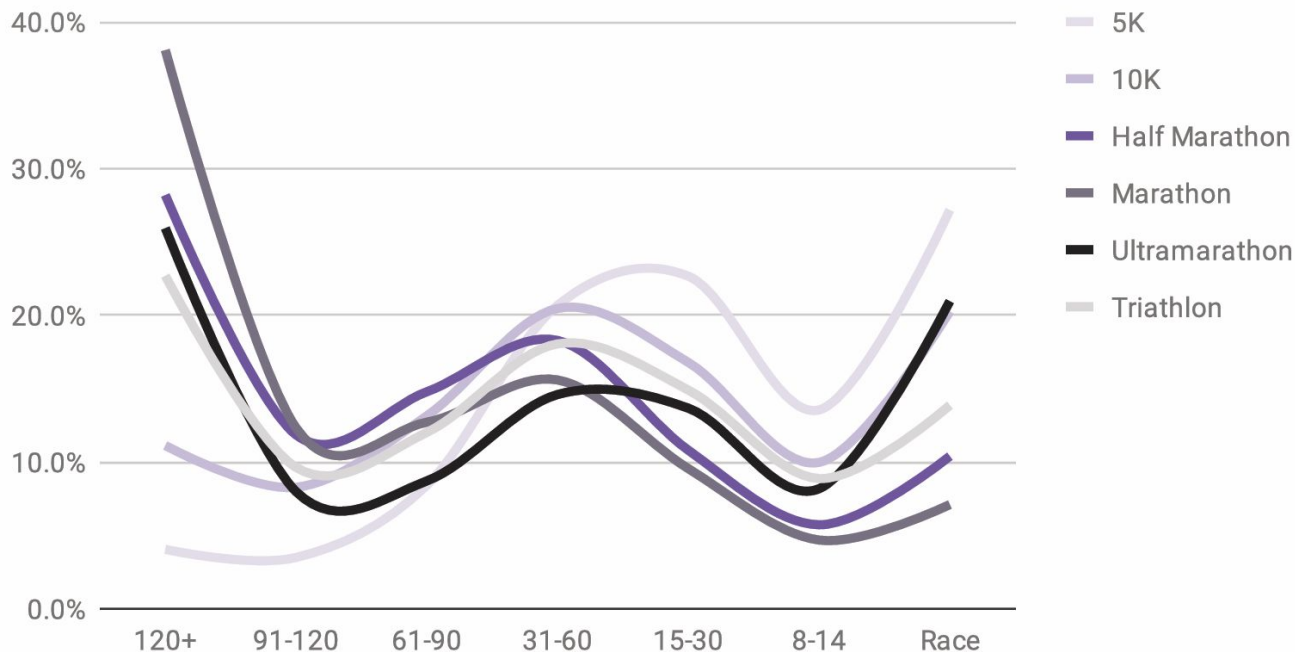
The NUMBER of emails you send will depend on the length of your registration cycle and the size of your anticipated field.

01

# Key Registration Times

## Emails During Key Registration Periods

- Registration Launch
- Mid-Cycle Spike
- Late Registrations





# Registration Patterns By Distance

## Distance/Race Type Matter

- Early registration is important for long distances
- Extra late attention is required for shorter distances

	5K	10K	Half Marathon	Marathon	Ultra-marathon	Triathlon
Race Week	27.2%	20.3%	10.4%	7.1%	21.0%	13.9%
8-14 Days	13.5%	10.0%	5.7%	4.7%	8.2%	8.9%
15-30 Days	22.7%	16.8%	10.8%	9.5%	13.7%	14.9%
31-60 Days	20.7%	20.5%	18.3%	15.6%	14.6%	18.0%
61-90 Days	8.4%	13.1%	14.8%	12.7%	8.7%	12.0%
91-120 Days	3.5%	8.3%	11.8%	12.3%	8.0%	9.6%
120+ Days	4.0%	11.1%	28.2%	38.1%	25.9%	22.7%

# Around Pricing

**Pricing is a STRONG Call to Action. Plan email campaigns around all pricing changes or discounts.**

- **Price Increases**
  - Races average 1-2.5 per cycle.
  - Many races have room for more
- **Time Limited Coupons**
  - Early Bird Discount
  - Holiday-Special
- **Promote Special Pricing**
  - Bundles
  - Discount events

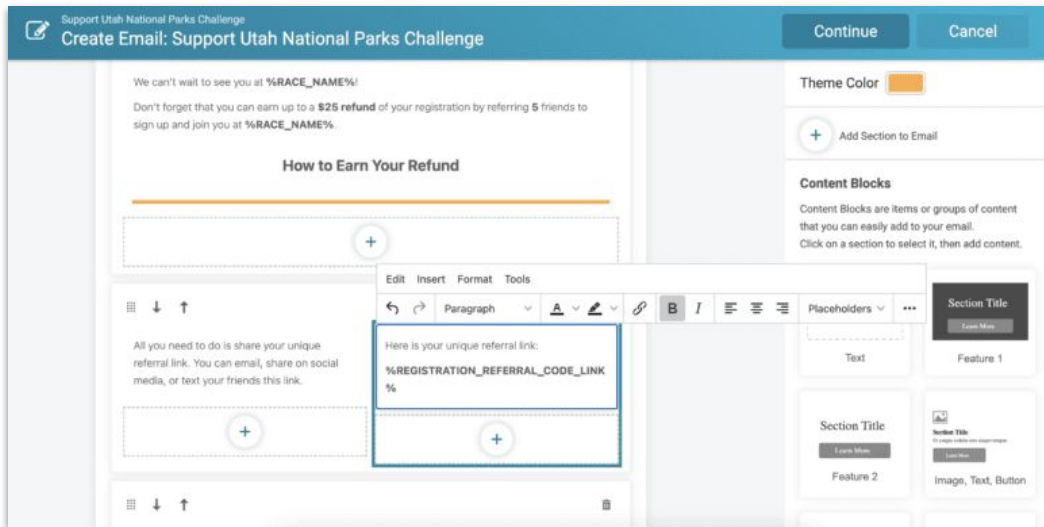
● **Tip: Customize Automated Price Increase Emails to reduce mental overhead!**



# Registration Follow-Ups

## Send Key Reminders to Registrants and Expand Your Funnel

- **Bring a Friend Emails**
  - Referral rewards program reminders
  - Group/team reminders
  - Upcoming price increases
- **Points of Emphasis**
  - Fundraising
  - Donations
  - Pre-race training programs



- **Tip: Customize Registration Follow-Up Automated Emails to tie email timing to registration date.**

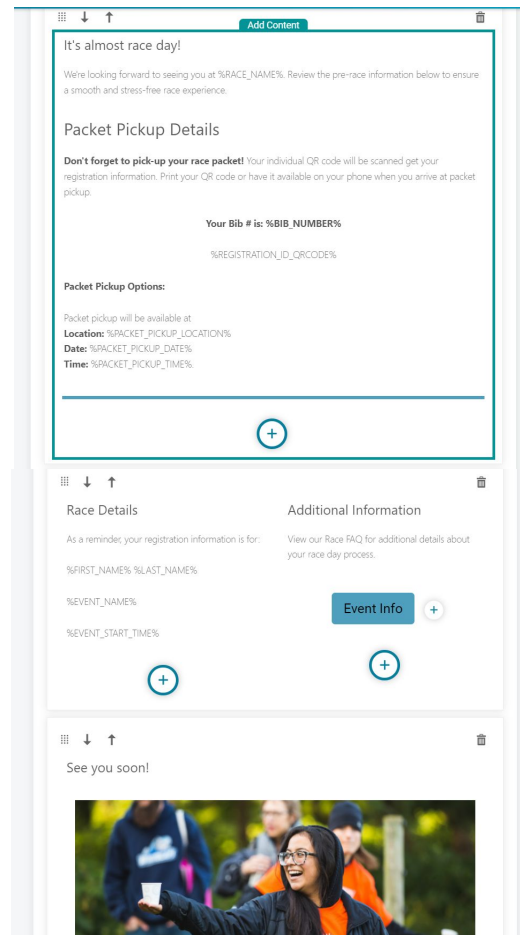
# Logistics Emails

## Prepare everyone for Race Day!

- Pre-Race Email/Athlete Guide
  - Typically sent race week & before race day
  - Parking info, packet pickup, race times, course map, etc.
- Post-Race Email
  - Immediately after the race + follow-up
  - Results links, photos, surveys, next event opportunity
- Volunteers
  - Task details and reminders

● **Tip: Use the Pre-Race Prebuilt emails for easier access to key replacement tags and reminders of information to share.**

● **Tip: Use Registration Follow-Up Emails to send key race day details to very late registrants**



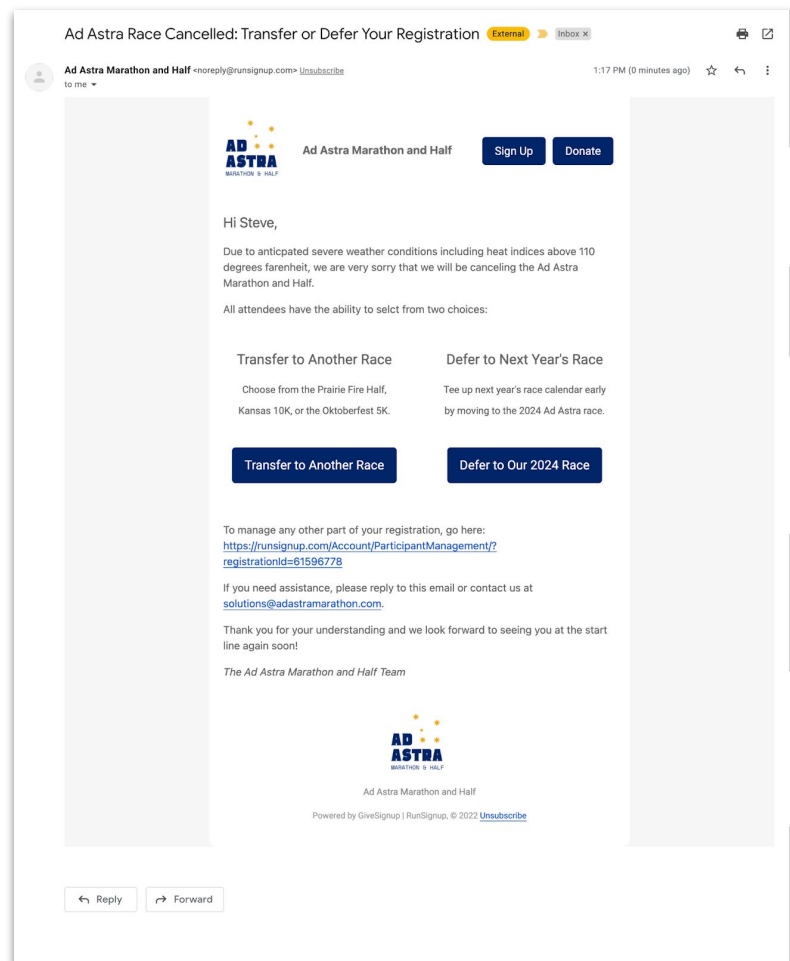


# Emergency Emails

## Have and hope to never send

- Race cancellation
- Race postponement
- Changes to course, finish line, etc.

**Tip: Keep a draft of potential emergency email in your templates. You'll still need to make updates, but in a time-sensitive emergency, you don't want to have to worry about formatting !**



# When to Send Your Emails

## What Time do Participants Register?

### There's no PERFECT TIME

- 57% Registrations during the work day
- 30% Registrations after work evenings/nights
- Inboxes can be flooded in the early AM

Sign Up Hours	2019	2020	2021	2022	2023
Midnight - 6 AM	2.0%	2.8%	2.4%	2.2%	2.2%
6 AM - 9 AM	10.2%	10.0%	10.3%	10.4%	10.6%
9AM - Noon	20.9%	21.1%	21.4%	21.4%	21.3%
Noon - 3 PM	18.9%	19.4%	19.1%	19.0%	18.8%
3 PM - 6 PM	16.6%	17.3%	17.0%	17.1%	17.0%
6 PM - 9 PM	17.9%	17.9%	18.0%	18.0%	18.2%
9 PM - Midnight	13.6%	11.6%	11.8%	12.0%	12.0%



# Who to Send Emails To?



# System Lists

● **Tip: Don't see the list you're looking for? Click on "Advanced Filters" at the top right for additional options, including participants by event.**

- **Participants**

- Current Participants
- Last Year's Participants
- Past Participants
  - Includes previous 3 years

- **Donors**

- **Fundraisers**

- **Volunteers**

- Current Volunteers
- Previous Volunteers

- **Groups/Teams**

- Group/Team Members & Captains
- Group/Team Captains only

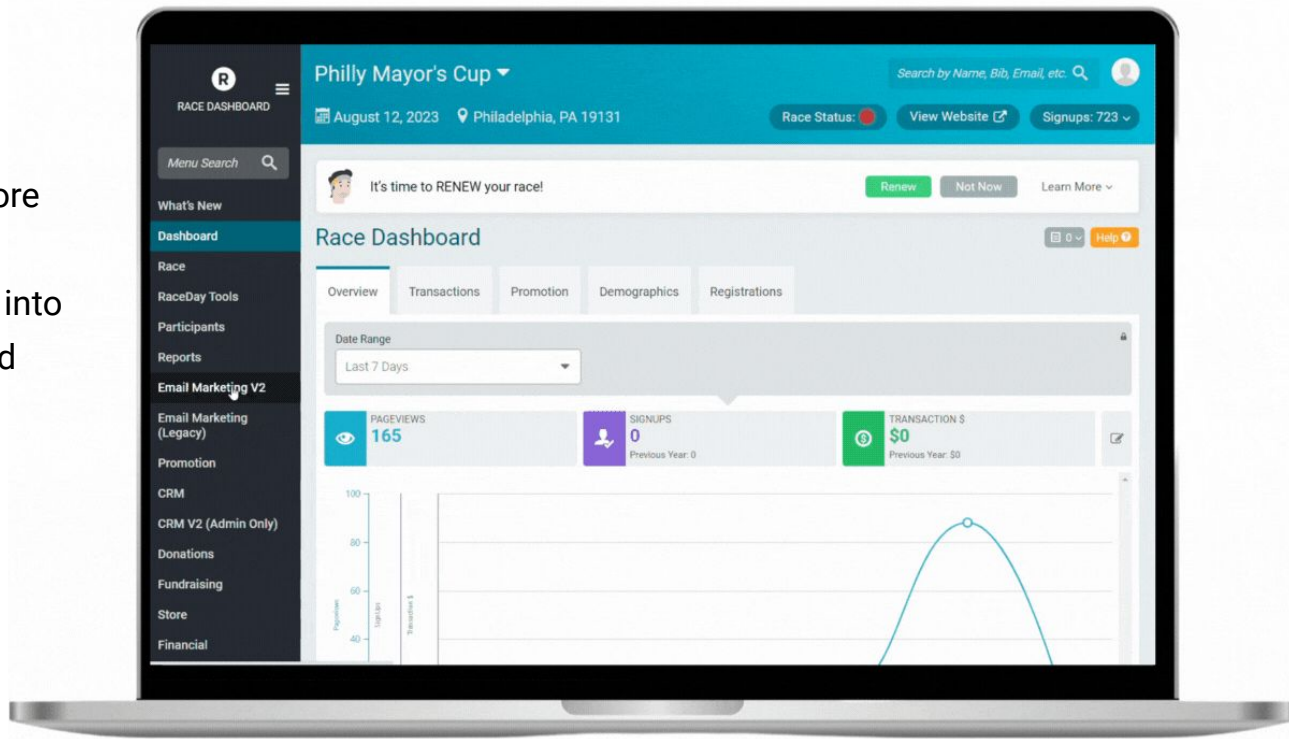
- **Other**

- Incomplete Registrations
- Unsigned Waivers



# Custom Lists


- Unlimited uploads
  - If you're uploading more than 100,000, we recommend breaking into several lists for upload
- Unlimited lists
- Fast Upload!






Who to Send Emails To?


# Selecting Recipients

- Include/Exclude emails
- Clear selections
- Add a single contact



 Add a Single Contact 

All Lists 

Advanced Filters 

☐ Show Past Events

☐ Show Past Donors

☐ Show Past Fundraisers


☐ Advanced Event Selection

☐ Past Groups/Teams

☐ Specific Group/Team Types


☐ "Philly Running Club" Individual Groups

☐ Show Unsigned Waiver Lists

Current Participants 


☐ Include

☐ Exclude

Last Year's Participants 



☐ Include

☐ Exclude

Past Participants 

☐ Include

☐ Exclude


 August 12, 2023 - Participants 

This list is automatically included when the **Last Year's Participants** list is included.

☒ Include



☐ Exclude

Clear

August 8, 2015 5K Cross Country Race - Participants 

☐ Include


☐ Exclude

 August 8, 2015 10K Trail Race - Participants 

☐ Include

☒ Exclude

Clear

August 8, 2015 10 Mile Road Race - Participants 

☐ Include

☐ Exclude



# Email Tips & Tricks



# Recipient Designations

**2 Pools of Unsubscribes to make sure participants get important event emails (even if they don't want marketing emails).**

## Marketing

Promotional Emails - Registration is Open, Sign Up Today to Get \$5 Off, etc.

## Transactional

Event Communications - Pre-race logistics emails, Weather updates, etc.

## Unsubscribed Recipients

Email Classification \*

✓ Marketing

Transactional

The screenshot shows the 'Confirm Email' interface. On the left, under 'Sending Time', there are two buttons: 'Send Immediately' (selected) and 'Schedule a Send Date & Time'. Below these is a note: 'Send times are approximate. It can take several minutes for the email to actually send to recipients.' Under 'What kind of email is this?', there are two buttons: 'Marketing' (selected) and 'Transactional'. On the right, under 'Recipient Lists', there is a button labeled 'Support Utah National Parks Challenge Current Participants (7 recipients \*)'. Below this, it says '7 total estimated recipients' with a note '\* Counts are estimates.' At the bottom right, there is a 'Deduplication Options' dropdown menu. In the top right corner, there are icons for a list, a help icon, and a 'Help' button.

# Customize Templates

- Build your own templates for repeatable emails
- Share your custom template across all your events

### EXPORT TEMPLATE

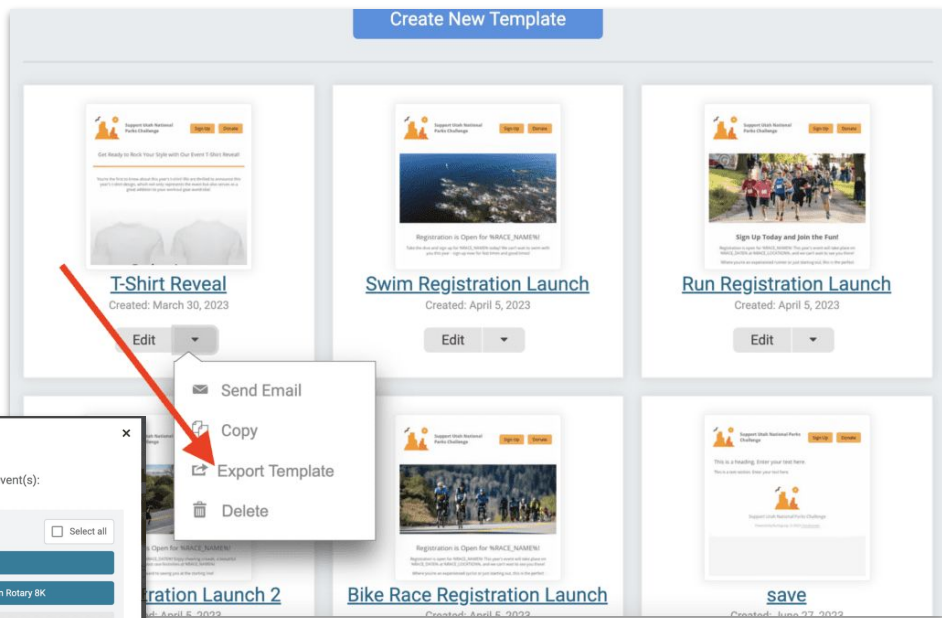
Export *T-Shirt Reveal* template to the following selected event(s):

Active and Upcoming Races Select all

<input checked="" type="checkbox"/> Golf Tournaments	<input checked="" type="checkbox"/> Dog Jog and Walk
<input type="checkbox"/> Template Race	<input checked="" type="checkbox"/> Scott Coffee Moonestown Rotary 5K
<input checked="" type="checkbox"/> Tour du Mont Blanc Challenge	<input type="checkbox"/> Test Payment Acct
<input type="checkbox"/> Testing 12358234234	<input type="checkbox"/> Save the Whales Run
<input type="checkbox"/> The Run Around Sioux Falls	<input type="checkbox"/> The Run Around Sioux Falls
<input type="checkbox"/> YMCA Events	<input type="checkbox"/> GiveSignup   RunSignup Peer-to-Peer Fundraising Options

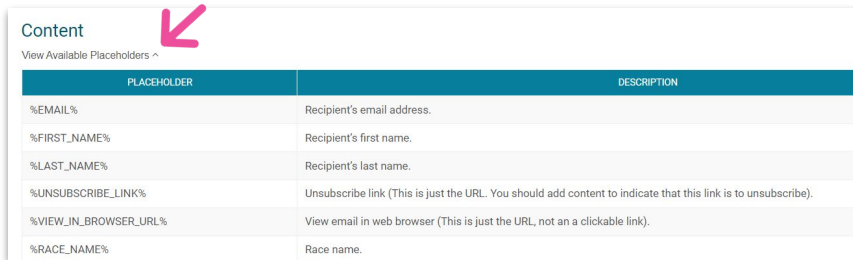
Past Races ▾

ExportCancel



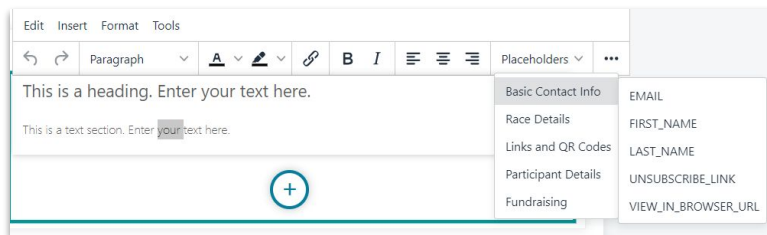
# Finding Replacement Tags

1. Preview available tags on the first step of Send Email, after you select your list(s).

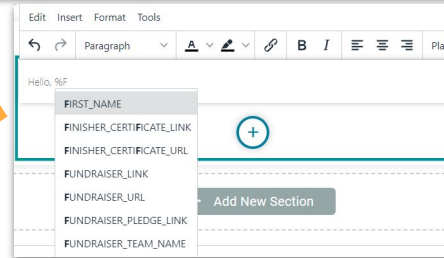


PLACEHOLDER	DESCRIPTION
%EMAIL%	Recipient's email address.
%FIRST_NAME%	Recipient's first name.
%LAST_NAME%	Recipient's last name.
%UNSUBSCRIBE_LINK%	Unsubscribe link (This is just the URL. You should add content to indicate that this link is to unsubscribe).
%VIEW_IN_BROWSER_URL%	View email in web browser (This is just the URL, not an clickable link).
%RACE_NAME%	Race name.

2. Find available placeholders in the text menu when when you're working in a text box.



3. Within a text box, start typing a placeholder (starting with %) to see matching options.

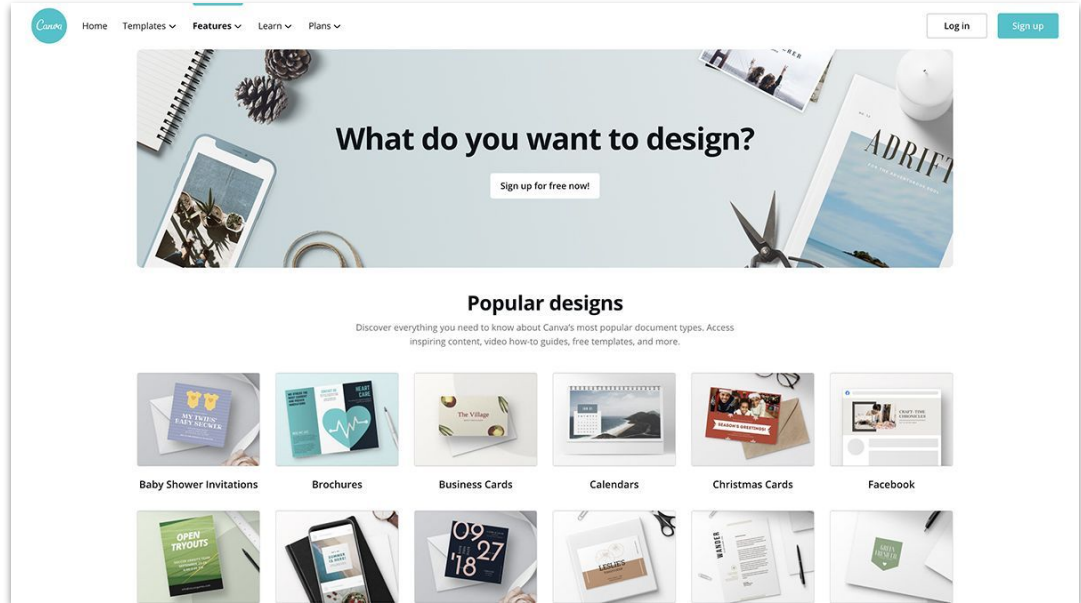


*Hot Tip: Available Replacement Tags are dynamic. This means you must select one or more recipient lists to see available replacement tags.*



# Graphics Tools For Your Emails

- Canva
  - Design tools.
  - Free & Paid Versions
- Creatopy
  - Easy re-sizing of assets used across multiple channels
  - Paid with free trial options
- Anything else you use?

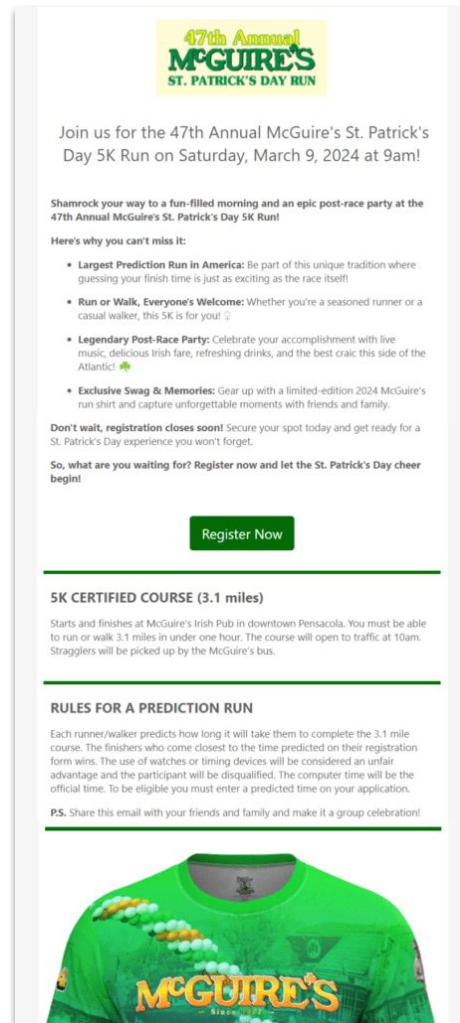
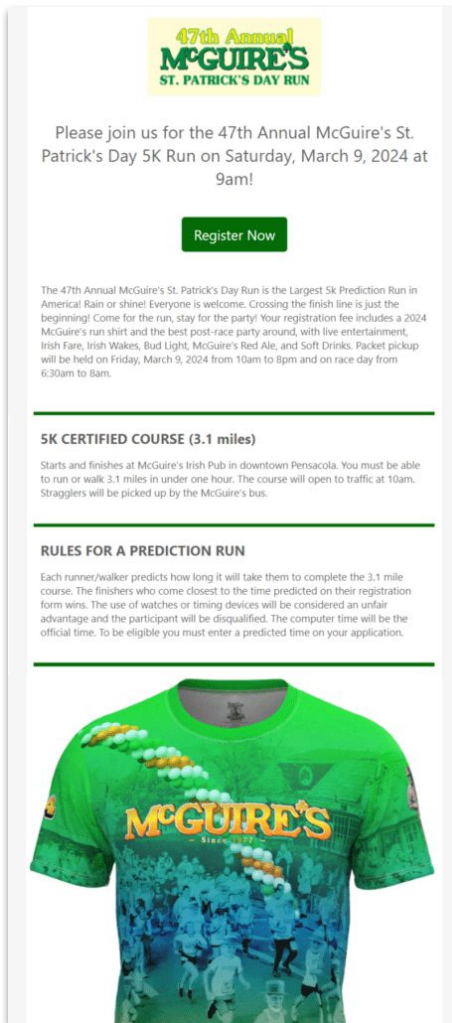


# Leveraging AI For Your Emails

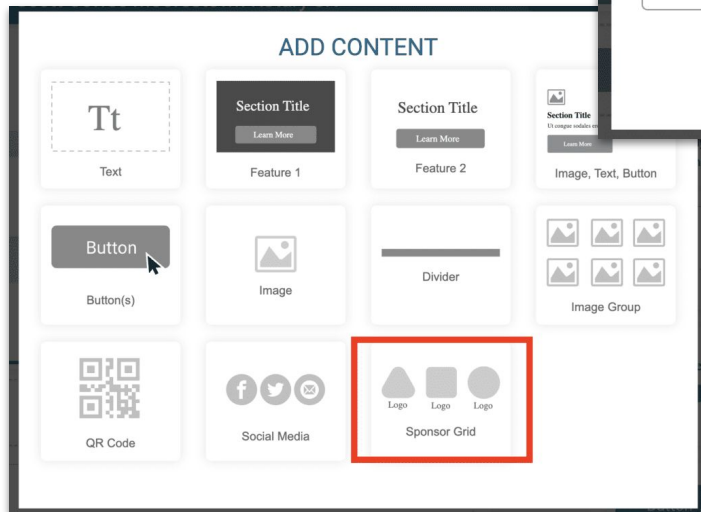
- We tested Google Gemini
- Feed in your unique event details

## AI Helped with:

- Adding a little personality.
- Improving formatting.
- Create multiple versions.
- Make the old new again.



# Sponsor Component



## SPONSOR GRID SETTINGS

Heading (Optional)

☒ Display Sponsors by Level (if applicable)?

Sponsor level

How many sponsors per row?

5

Update



### Registration is Open for Scott Coffee Moorestown Rotary 8K!

What are you doing on June 1, 2024? Enjoy cheering crowds, a beautiful course, and post race festivities at Scott Coffee Moorestown Rotary 8K!

We look forward to seeing you at the starting line!

Sign Up Today

#### Scott Coffee Moorestown Rotary 8K Details

Location: 16 E Main St  
Moorestown, NJ 08057

Date: June 1, 2024

Start Time: 8:30am

#### Event Options

- 8K
- 1 Mile Fun Run
- Relays!

In Person 8K	Current Price	New Price	Current Price Valid Until
	\$30	\$35	May 31, 2024 at 11:59pm EDT

In Person One Mile	Current Price	New Price	Current Price Valid Until
	\$25	\$30	May 31, 2024 at 11:59pm EDT

Sign Up

#### Event Sponsor



#### Premier Sponsor





# DEMO

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# Thank You For Joining Us Today

