



Create a Marketing Plan for **Your Race**

Race Name _____	Event Date _____
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01 POSITIONING

What Makes Your Race **Stand Out?**

Focus on your strengths. Invest in media that highlights what makes your event special, and feature it across all your marketing.

Check your race’s biggest strengths:

- | | | |
|---|--|--|
| <input type="checkbox"/> Great medals and/or swag | <input type="checkbox"/> Social Event/Afterparty | <input type="checkbox"/> Competitive field |
| <input type="checkbox"/> Family-friendly day | <input type="checkbox"/> Scenery and/or Course | <input type="checkbox"/> Post-race spread |
| <input type="checkbox"/> Holiday/Tradition | <input type="checkbox"/> Other _____ | |

In one sentence, what makes your race special? _____

What Photos & Videos do you have (or need) to capture these strengths? _____

02 Pricing

Set Your Baseline **Pricing**

Every pricing change or discount should drive communication. Keep it simple: runners shouldn’t have to do math to pick the best day to register

Tier	Price	Event	Open → Close	Promotion Value
Early Bird				
Mid-Tier 1				
Mid-Tier 2 (optional)				
Late/Race Week				
Race Day				



Smart Discounting: Pick one-2 discounting strategies (not all of them!).

General

- Time-based increases
- Tiered increases
- Coupon Codes

Targeted

- Age-based pricing
- Membership discounts

Register Together

- Multi-person pricing
- Group/team pricing
- Referral rewards

Loyalty

- Multi-event discounts
- Multi-race bundles
- Loyalty programs

03 Referrals

Structure Your Referral Plan

Pick the best referral program to meet the goals of your event, whether you want to maximize growth reduce potential spend.

Identify your core setup

Reward threshold: _____ referrals earns a reward of _____

Additional Refunds?

No additional refunds Additional refund of _____ for every _____ referrals.

How you'll promote your referral program

- Post-registration pop-up (on by default)
- Automated registration follow-up email
- Manual email sends
- Race website section and/or page
- Social Media
- Other _____

04 Community

Encourage Community Promotion

Grow through connections with your local running community. Pick the options that make sense for your event.

Influencers & Ambassadors

What are you looking for in local micro-influencers? _____

What are your expectations for an influencer? _____

What type of compensation will you provide? _____

How will you track influencer value?

- Custom referral code
- Custom source tracking link
- Shareable coupon code



Running Clubs

- Offer discounts to all RunSignup clubs?
- Offer discount to a single running club
- Promote joining one specific running club

Potential Club(s) to contact

How to encourage clubs to promote for you?

Groups and Teams

- Offer social teams?
- Offer competitive teams?
- Offer incentives for teams?

What incentives are you offering?

05 Loyalty

Incentivize **Loyalty**

Bringing people back is cheaper than finding new runners. Reward people for returning year-after-year.

Number of Years to be eligible	Early Reg?	Price Discount?	Technical method (loyalty list, coupons, etc)

06 Put the pieces together

Create Your **Full Marketing Plan**

Use the QR code to open a Google Sheets template that you can copy and fill in to create a full schedule of marketing activities.

