

# Threshold Events Marketing Plan Overview

## Email Marketing

We send bi-weekly email marketing to the full database. This is made up of our large registered interest and past participant database. During key sales periods and other important times in the year these emails are sent out on a more frequent basis.

We also send emails out through our paid and partnered network. For example, Competition to Runner's World email database, and partner emails through ACTIVE (our online registration platform).

## Social communities

We continue to build on our large social media communities across the following social communities:

- Facebook
- Twitter
- Instagram
- Strava

We focus on building the size of these communities year on year and increasing the level of reach and engagement through our organic and paid strategies. We work with an agency to help ensure we create the right content to go out across our different channels. We engage our past participants, new 2019 participant and outreach to new potential audiences.

## Website

Our websites receive a large amount of traffic, which is driven through our social media communities, advertising and PR reach. Alongside our individual event websites, we also have a Threshold Trail Series landing page website which is used for a large part of our marketing drives.

## Print Advertising

We place advertising in key sporting and fitness media titles. For 2019 we are running full-page advertisements in the following publications:

- Trail Running
- Runner's World
- Outdoor Fitness
- Countryfile
- Country Walking
- Cycling Weekly
- Cyclist
- London Cyclist
- Cycling Plus
- Outdoor Fitness
- Bikes Etc.

## Digital Advertising

We invest heavily in our digital advertising channels. We run adverts through social media, Google Adwords and Google's display network. We work with a leading agency to help us place these ads to ensure we are reaching the maximum amount of people in the most engaging ways.

Our social media advertising runs across Facebook and Instagram. Our Google display adverts run across Google's display network and focus on relevant sporting and fitness media websites. Google Adwords reach relevant potential participants through specific search criteria.

#### Pic2Go

We use a photography service that captures participant photos during their journeys and automatically uploads these images to their Facebook pages. There is also an option to push links to fundraising pages to increase the chances of fundraising efforts.

These images all have branded overlays with the race logo and other relevant race details and this service has large scale brand impressions as well as live engagement through likes, comments and shares reaching millions of potential customers.

#### PR

We work with a leading PR agency to help manage our PR. Our main focus is around launches, key features, race listings, human interest stories and broadcast activity. We focus on securing key media on our events as well as an increased focus on our social influencers as this proves a very effective recruitment channel.

#### Flyer distribution / direct Marketing

We distribute flyers to running/fitness/cycling shops and communities. We also perform direct marketing to running, walking and cycling clubs to try and secure large groups of participants on our events.