



STRATEGIES FOR MARKETING YOUR EVENT

More Than Just Advertising: Building Stories
That Resonate



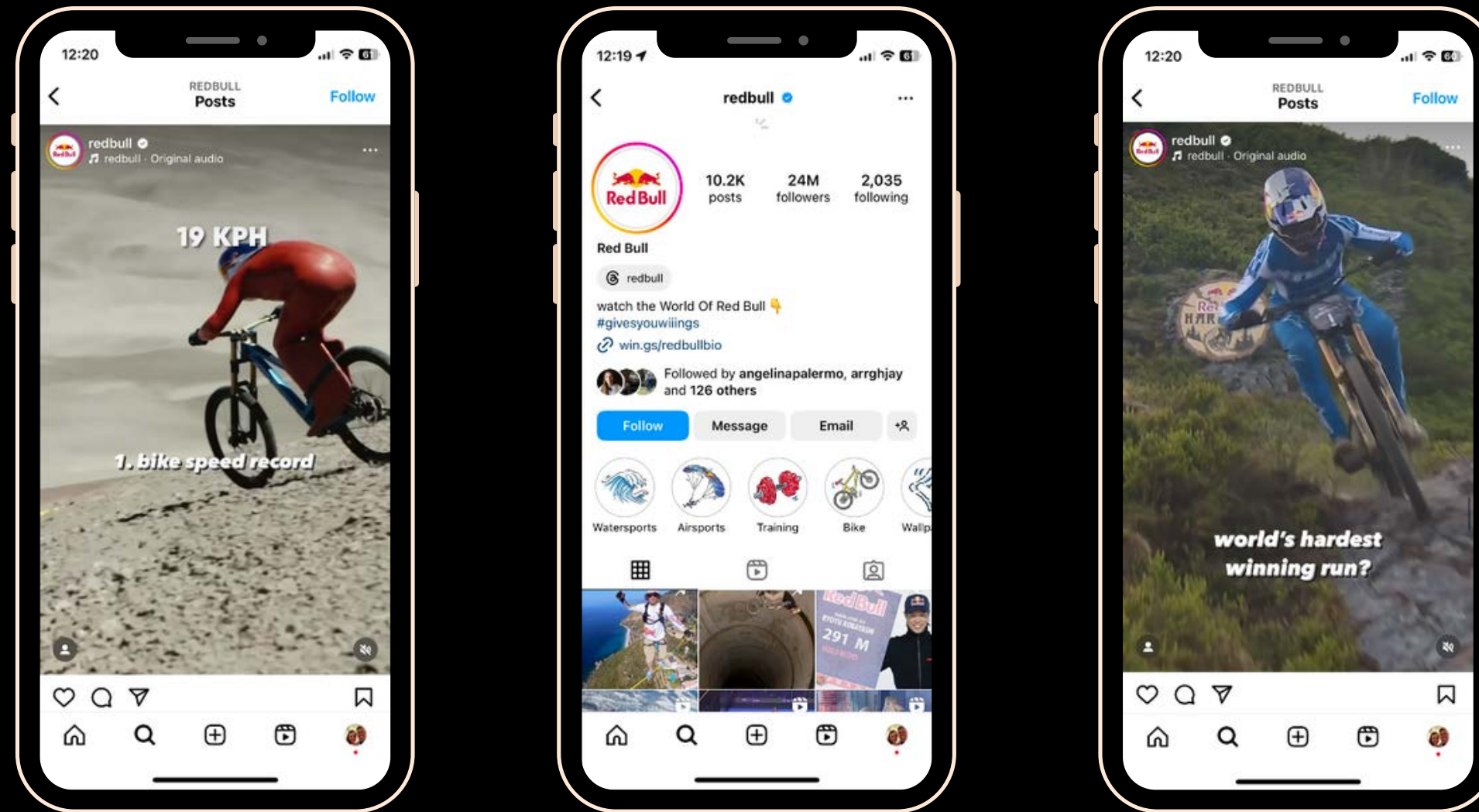
MARKETING ISN'T JUST ABOUT ADVERTISING

- Advertising is using money to interrupt people so that you make enough money to do it all again.
 - Average stuff promoted a lot will always outsell average stuff that is not promoted a lot.
- Marketing is the story we tell, to the people we seek to serve.
 - Advertising is a tool.
- What's a great example of that? **Red Bull**



IT'S NEVER BEEN ABOUT THE CAN...

Red Bull doesn't just sell a drink; it sells a lifestyle of adventure and energy.



Their marketing is all about telling stories that resonate with thrill-seekers and adventurers.



MARKETING IS... STORYTELLING

- Great marketing connects emotionally, not just logically.
- You're trying to sell...
 - "the adventure of a lifetime"
 - "a once in a lifetime opportunity"
 - "the feeling of winning"
 - "the feeling of finishing a race"





WHERE DO WE START?

- Before one of our major events, we create a comprehensive marketing flowchart.
- We assess our budget and strategically plan how to allocate funds for maximum impact and effectiveness.

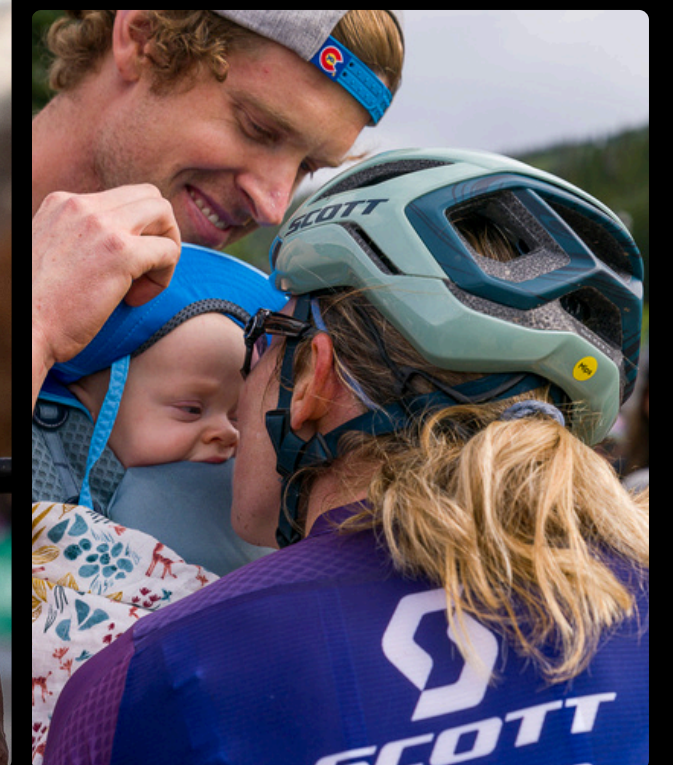
Cross-Country MTB Nationals	REGISTRATION WINDOW														Race Day			
	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul	8-Jul	15-Jul	22-Jul	
	April				May				June				July					
Digital																		
Organic Social																		
Facebook / Instagram / Twitter / LinkedIn / TikTok																		
Location Announcement																		
Facebook Event																		
Reg Open			4/18				5/17											
Standard Reg											6/10							
Reg Increase														7/3	7/9			
Reg Closes Soon - Onsite Reg																		
Welcome to Macungie, PA - The Ultimate Guide																		
Schedule Share																		
Countdown - 1 month																		
Athlete/Club Feature																		
Recap 2023 Post - 1 week																		
Tech Guide Share																		
Training Plan																		
Course Preview Share																		
Expo Share																		
How to Watch (if applicable)																		
LIVE Coverage - Social Takeover																	7/17-7/21	
Event Galleries																	7/17-7/21	
Nightly Press Release																	7/17-7/21	
Thank You Social Posts																		
Ambassador Posts																		
Paid Social																		
Facebook/Instagram																		
Registration Campaign																		
Spectator Campaign																		
Paid Search																		
Google																		
Email Outreach																		
Media Advisory																		
Registration Open																		
Registration Standard Price Email																		
Registration Late / Price Increase Email																		
Registration Closes Email																		
Thank You Email																		
Traditional																		
Print																		
Posters																		

↓ DOWNLOAD NOW



UNDERSTAND YOUR AUDIENCE WHAT MAKES THEM TICK?

- Your audience isn't just a demographic—they're individuals with specific motivations and desires.
- Develop personas to represent different segments of your audience, helping you tailor your messaging effectively.
- Ask yourself: What drives them? What are they passionate about? Why would they choose your event over others? Understanding these motivations is key to successful engagement.





CRAFT YOUR MESSAGE

IT'S ALL ABOUT THE HOOK

- Your message should be clear, compelling, and focused on what makes your event unique.
- Highlight your event's unique value proposition —what sets you apart from the competition.
- Speak to the emotions you want to evoke. Whether it's the excitement of racing or the camaraderie of the community, make sure your message resonates deeply.





CREATING CONTENT & UTILIZING SOCIAL MEDIA

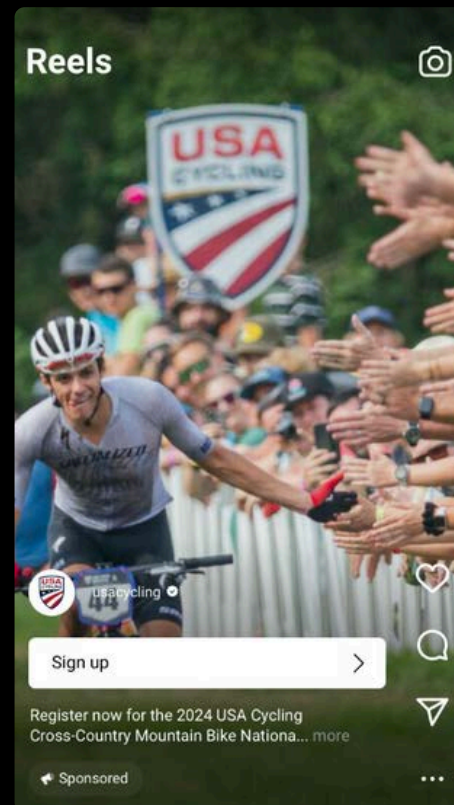
- Share real-time updates, user-generated content, and behind-the-scenes moments to engage your audience.
- Create a shot list for your photographer.
 - Make sure they capture key moments.
 - Use this content for future promotions.
- Build excitement by highlighting event successes and interactions that make others wish they had been there.
- Use the FOMO effect to encourage early planning for next year's event.
 - Register while you still can!
- Utilize Facebook Events to keep your event top-of-mind for attendees within the app.
 - Add sponsors as a co-host.
- Create a TikTok account.
 - Capture content during your event that you can use later.



 TUE, MAY 14
2024 USA Cycling Pro Road National Championships
Charleston, West Virginia · Charleston
Event by USA Cycling

USING PAID SOCIAL TO TELL YOUR STORY

What's been most effective for USA Cycling?



- Target specific audiences with tailored stories.
- Use engaging visuals and messaging to create emotional connections.

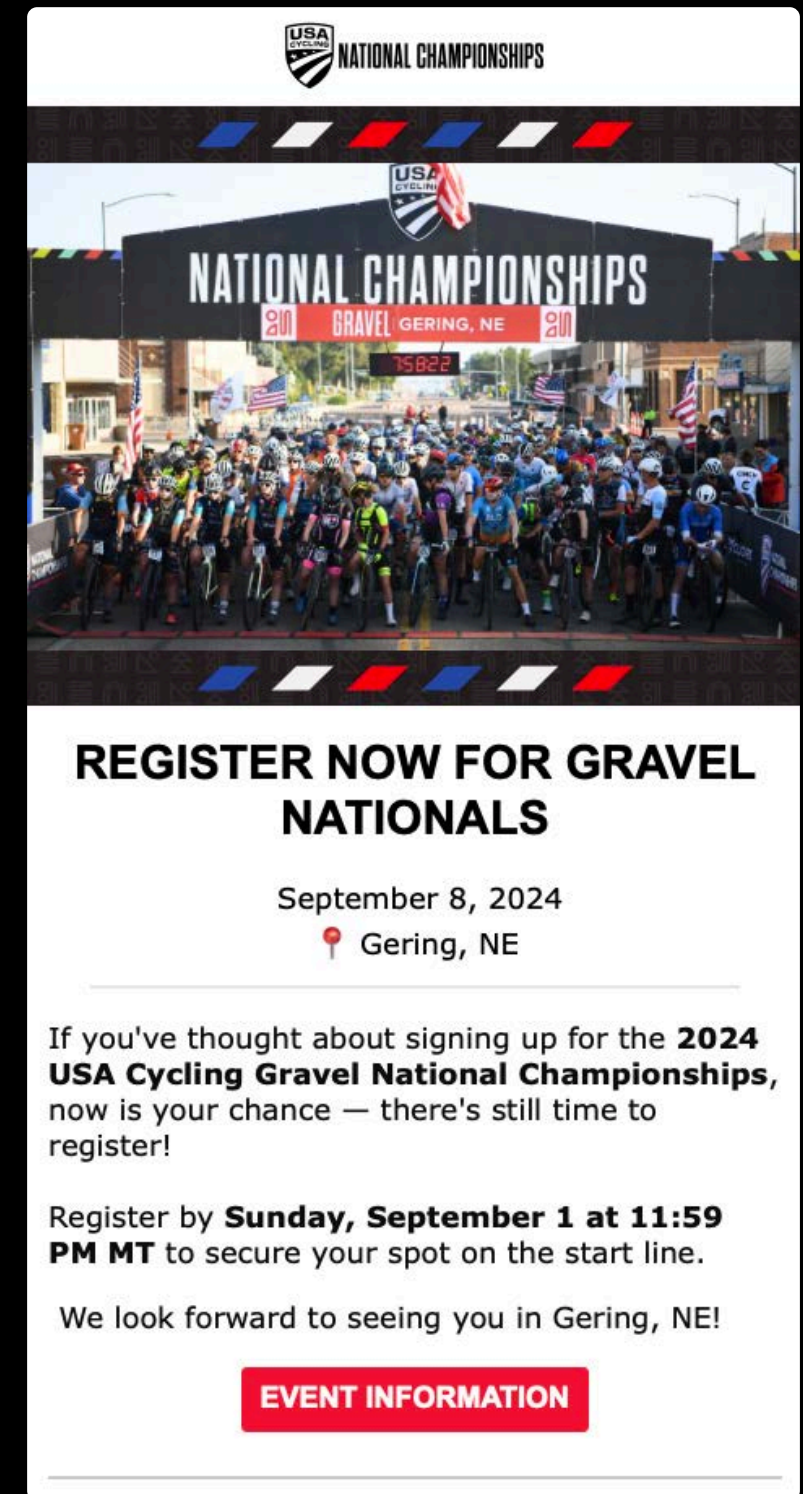
4 Tips for Success:

- Ensure your creative is properly sized.
- Choose images that evoke strong emotions.
- Highlight key details in both your headline and description.
- Ask us about our free social campaign program!



EMAIL MARKETING DIRECT LINES TO YOUR FANS

- Email is your opportunity to speak directly to people who've already shown interest or have attended your event in the past.
- Craft personalized messages that make recipients feel valued—tailor content to different segments of your audience.
- Use compelling subject lines and strong calls-to-action to drive engagement. Make sure your emails are mobile-friendly, as many will be opened on the go.

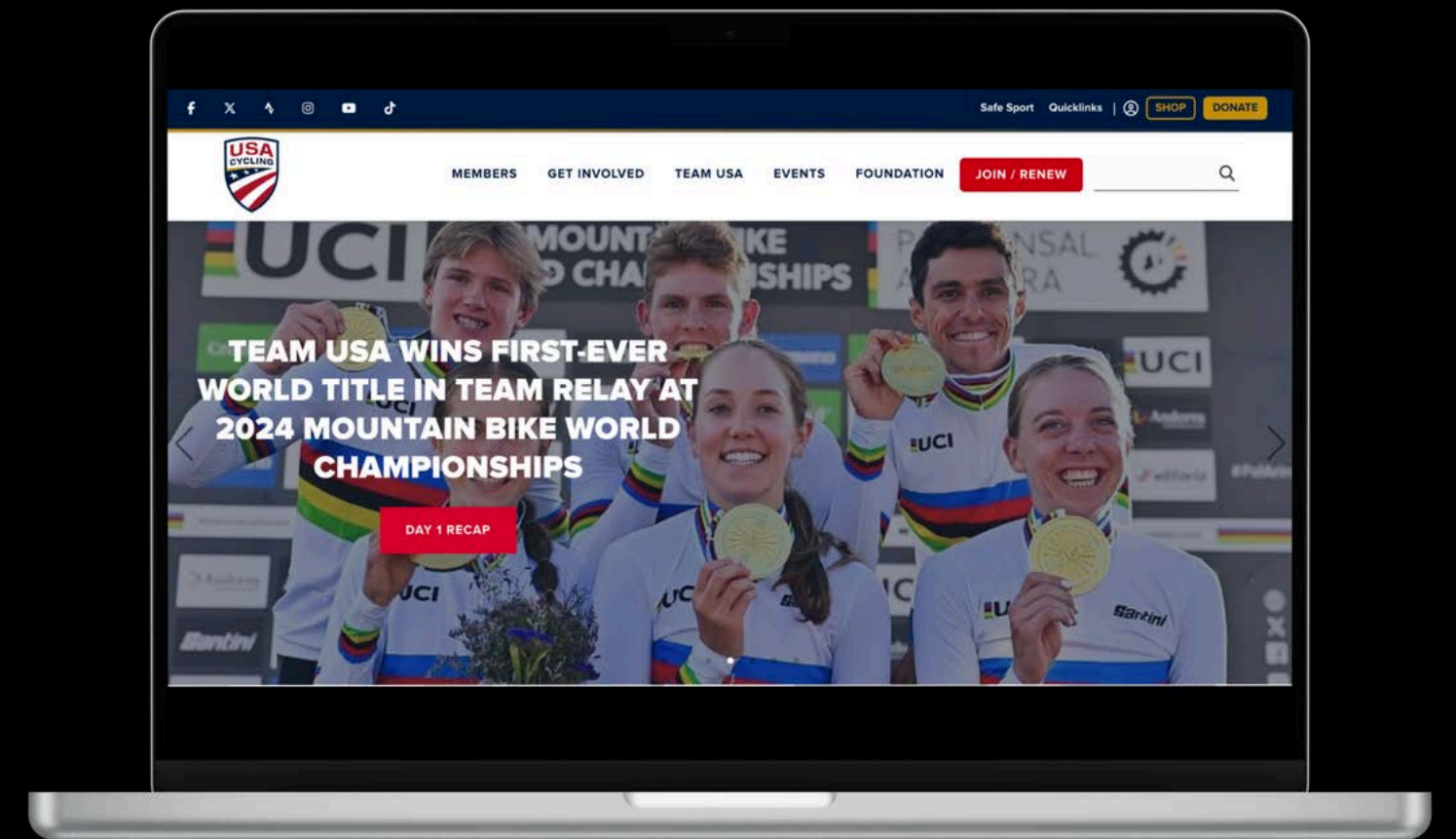


EXAMPLE REGISTRATION EMAIL



YOUR WEBSITE IS THE FRONT DOOR TO YOUR EVENT

- Your website is the central hub where potential participants get all the details they need.
- Make sure it's optimized for search engines so people can find your event easily.
- Provide a seamless user experience—fast load times, easy navigation, and clear information are essential. This is where you convert interest into action.





CONTENT MARKETING STORIES THAT STICK

- Content is your chance to create deeper connections—blog posts, videos, and behind-the-scenes looks help build excitement.
- Make your content relevant and valuable. What questions do your participants have? How can you address them creatively?
- Regularly update your content to keep your audience engaged from the moment they discover your event to the day it happens.





PRINT MARKETING OLD SCHOOL, BUT STILL COOL

- Don't underestimate the power of print—flyers, posters, and brochures are great for reaching local audiences.
- Keep your design eye-catching and your messaging concise.
- Distribute materials strategically in high-traffic areas where your target audience is likely to see them.

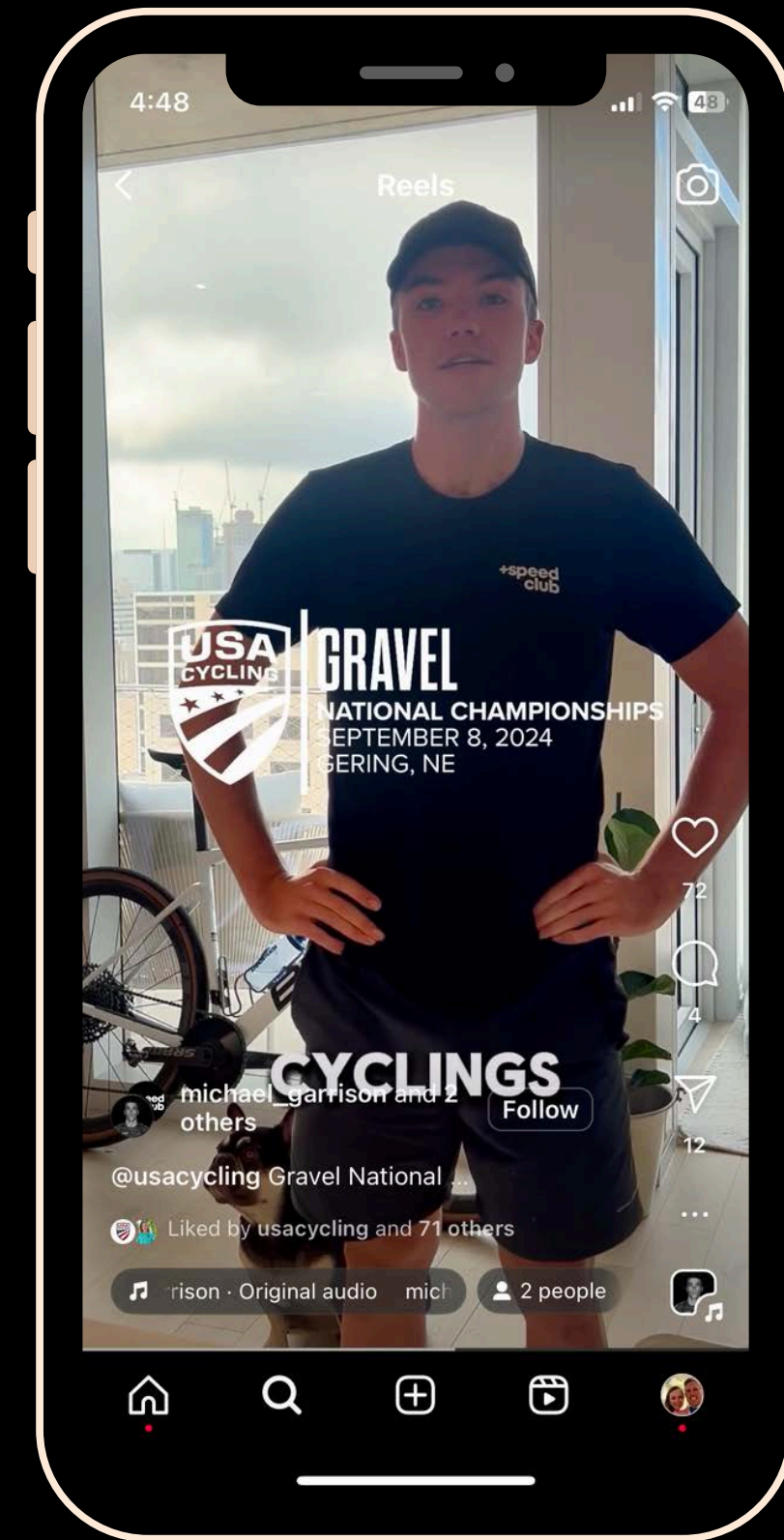


2023 CX NATIONALS POSTER



INFLUENCERS & AMBASSADORS LEVERAGE THEIR VOICE

- Partner with influencers and ambassadors who align with your event's values and appeal to your target audience.
- Authenticity is key—choose individuals who genuinely resonate with your event and can speak to it in a meaningful way.
- Collaborate on content that highlights the unique aspects of your event, reaching broader audiences through their platforms.



GRAVEL NATIONALS
AMBASSADOR PROGRAM



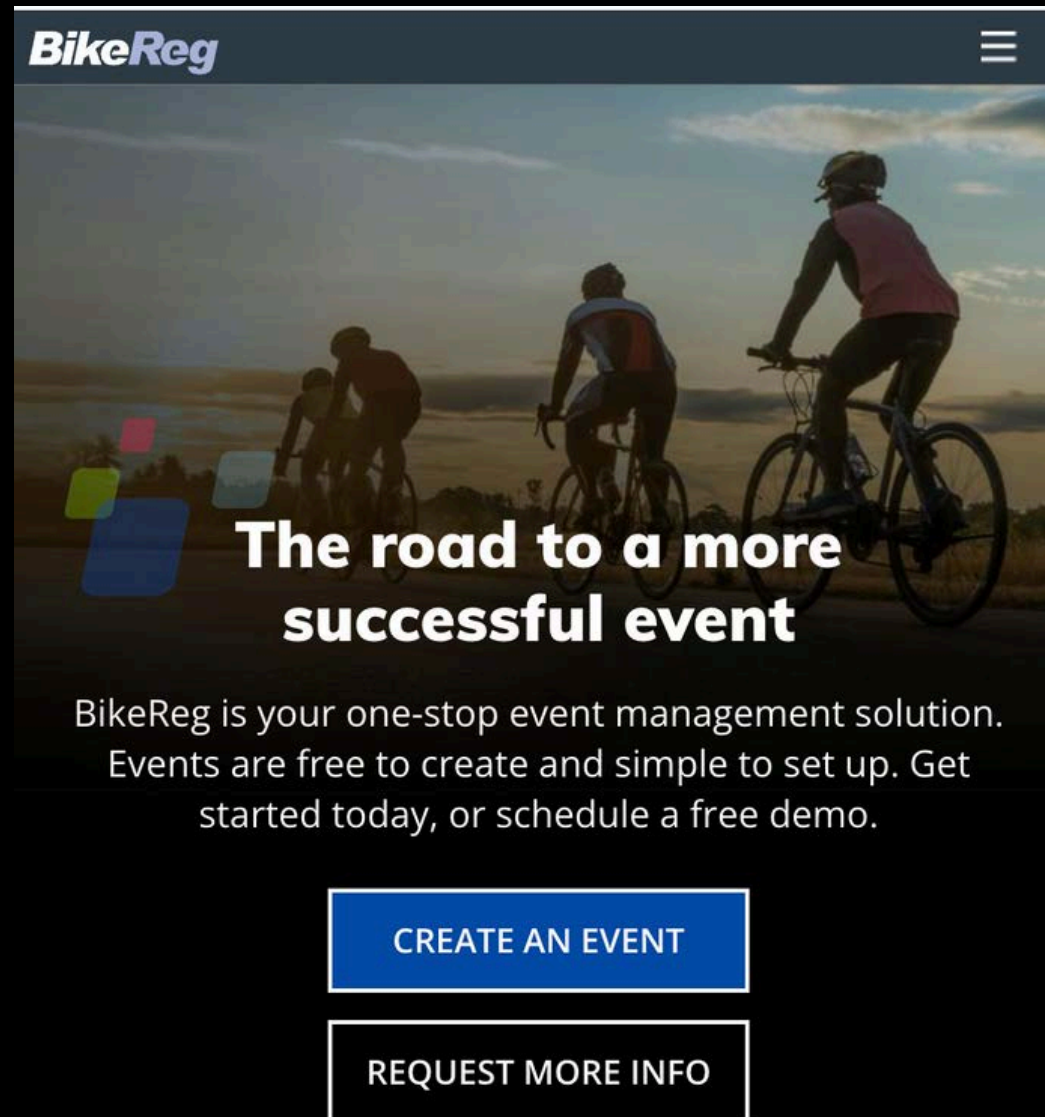
COMMUNITY ENGAGEMENT

LET THEM DO THE TALKING

- Word-of-mouth is one of the most powerful forms of marketing—foster a community that feels proud to spread the word.
- Host pre-event gatherings or forums on social channels to build excitement and a sense of belonging.
- Encourage participants to share their experiences, creating a buzz that attracts even more interest.



ADDITIONAL WAYS TO PROMOTE YOUR EVENT



BikeReg

The road to a more successful event

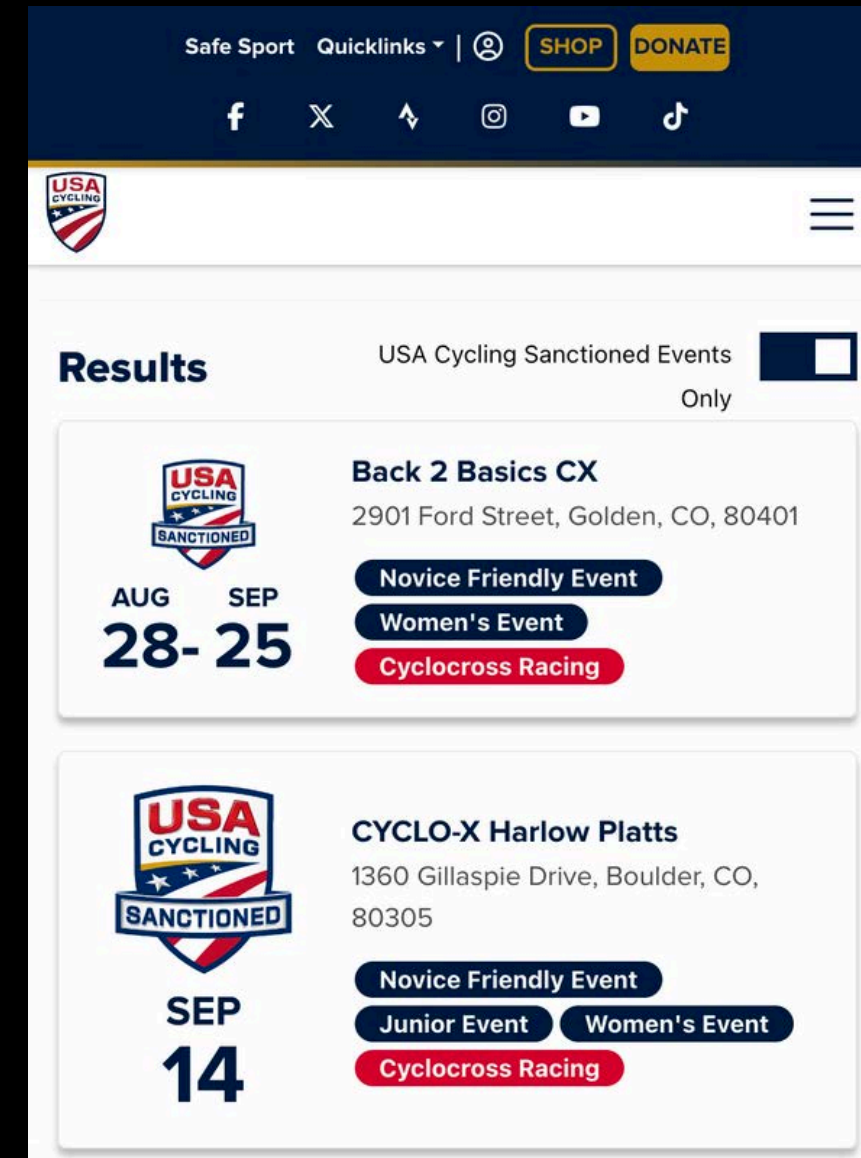
BikeReg is your one-stop event management solution. Events are free to create and simple to set up. Get started today, or schedule a free demo.

[CREATE AN EVENT](#)

[REQUEST MORE INFO](#)

Become a featured event on Bikereg.com

www.usacycling.org



Safe Sport Quicklinks | [SHOP](#) [DONATE](#)

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Results USA Cycling Sanctioned Events Only

USA CYCLING SANCTIONED

Back 2 Basics CX
2901 Ford Street, Golden, CO, 80401

AUG 28-25 SEP

[Novice Friendly Event](#)
[Women's Event](#)
[Cyclocross Racing](#)

USA CYCLING SANCTIONED

CYCLO-X Harlow Platts
1360 Gillaspie Drive, Boulder, CO, 80305

SEP 14

[Novice Friendly Event](#)
[Junior Event](#) [Women's Event](#)
[Cyclocross Racing](#)

Free marketing on the USA Cycling event finder when you permit your event

IT'S ALL ABOUT THE BIG PICTURE

- Successful event marketing requires a cohesive approach that integrates multiple channels.
- Ensure your messaging is consistent across all platforms, reinforcing your brand's identity and value proposition.
- Use data and analytics to track the performance of each channel, making adjustments as needed to maximize impact.



KEY TAKEAWAYS

Storytell with **THIS**



not **THAT!**



Use storytelling across all your marketing channels to leave a lasting impression.

TIPS FROM OUR STAFF



Angelina P.

Director of Communications and Public Relations

- Craft and distribute press releases and media advisories in an effort to gain coverage on media channels.
- Keep your branding consistent across all platforms to increase brand recognition.
- Focus on making the event experience memorable on-site and spreading the joy for those who couldn't attend. An experience should sell itself.



Sabrina P.

Marketing Manager, National Events

- Develop a strong and consistent cadence of content across all platforms (event website, organic and paid social media, email campaigns, marketing collateral for local outreach and promotion) that encourages participation and spectator attendance.
- Develop partnerships with digital content creators, influencers, and media outlets to collaborate on unique content that can reach a broader audience while increasing awareness and credibility.
- Create a promotional sizzle video that can be used across all platforms and in all marketing efforts.

TIPS FROM OUR STAFF



Tania Harvey

Email Marketing Manager

- Keep your subject line clear and concise to encourage opens, and use preheader text to highlight important details like registration deadlines.
- Stick to standard fonts such as Arial, Helvetica, or Times New Roman, and make sure to thoroughly proofread your email to catch any errors. Tools like Grammarly can help with this.
- To avoid spam issues, use a professional email service like **MailChimp** (up to 6,000 emails per month, free) or **Brevo** (up to 300 emails per day, free) when sending emails to large groups instead of using personal accounts.
- Send emails midweek during work hours for better open rates, and consider following up to increase response rates.



Erika Lehman

Chief Operating Officer

- Approach your website as if you're a first-time visitor who is unfamiliar with the sport. Is it easy to find basic information, decide to participate, and sign up without any hassle? Regularly audit this "path to conversion" on both desktop and mobile devices to ensure a seamless user experience.
- Use clear, straightforward language instead of acronyms, which can be confusing for those new to the sport and don't contribute to search engine optimization (SEO). Simplifying your language makes your event more accessible and easier to discover online.
- Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your event. Identify 1-2 weaknesses that you can turn into targeted marketing initiatives. For example, if you notice low participation from women, consider organizing a beginner racing clinic specifically for women to boost engagement.

YOUR SUCCESS IS OUR SUCCESS!



QUESTIONS?