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Tips on Marketing Your Event

- **Sanction Your Race**
 - Your event will appear on the USA Triathlon Race Calendar, which had over 500K pageviews in 2018.
- **Reach out to your USA Triathlon Region Representative**
 - USA Triathlon Regions can help with grassroots efforts to promote your race
 - Identify what makes your event unique and use it to build interest, awareness and registrations.
- **Build your Digital Footprint**
 - Your Event Website
 - Many times, this is your first impression to athletes, make it a good one.
 - Focus on mobile usability, user experience and ease of registration/information finding
 - SEO (search engine optimization), make sure your site is optimized so people can find you through search engines like Google and Bing.
 - Social Media
 - You don't need to be on all platforms. Select platforms that speak to your target audiences and manage them really well. *It's better to do fewer things well, than all things average.*
 - Email Marketing
 - Communicate with followers via email to share updates about your event, drive registration and create personalized experiences with your athlete database.
 - Need a database? Include email marketing/communications permissions in your race registration agreements, run a contest to drive leads and prominently place sign up form on your website and social accounts.

Advertising

- If you can allocate dollars for paid media this can help create awareness and drive registration for your event to people outside of your immediate network.
 - Use digital media for very targeted spending to help stretch smaller budgets
 - Local outlets; newspaper, radio and local TV
 - Grassroots: look for opportunities in your local community to have a presence at; other sporting events (flyers in goody bags, booth at an expo, local triathlon/bike/running shops, and gyms/boutique fitness studios.
- **Identify Influencers & Get Them Engaged**
 - Key community leaders, active clubs or training groups can help spread the word about your event.
- **Put on a World-Class Event**
 - Create an experience that all participants are going to rave about and share within their networks; word of mouth is a priceless asset!



MEMBER