

Threshold Events

Marketing Plan Overview

Email Marketing

We send monthly email marketing campaigns to our full database across the Threshold Sports portfolio. This database is over 60k people who have previously taken part in our events or registered their interest in a future event. During key sale periods, we send further targeted campaigns to key audiences who have demonstrated high levels of engagement.

Social communities

We are focused on expanding our communities on social media channels, providing a space for our participants to engage with each other, whilst also providing awareness of our event portfolio.

- Facebook
- Twitter
- Instagram
- Strava

Each channel has different objectives based on how individuals engage on those channels. We use highly engaging images and video on our Instagram and Facebook channels, whilst Twitter has evolved to focus more on response to participants. Over the coming year we are working on a project to expand our presence and content being included in Strava as this is a fast-growing organic channel.

Website

Our websites receive large amounts of traffic from participants and those who are potentially interested in joining the events and researching about the Threshold Trail Series. As such we will be investing in a rebuild of the website over the next 2 years. Whilst the major rebuild is going on we continue to work on small changes and tweaks to the design and layout to improve the user experience.

Paid Media

We use paid media channels to increase the awareness of our event series and connect participants to our events. We run integrated campaigns across multiple channels include paid search and paid social media.

We follow a yearly event cycle from launch of the event to the live event, with objectives shifting throughout this period.

Our campaigns are targeted at audiences based on their propensity to join our events and their interest in particular sports or outdoor events and are a combination of video, image and graphics.

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.

Driving Charity recruitment

Our charity partners benefit from an exclusive launch period, where we go on sale with charity places before we launch general ticket sales.

This window is positioned as the “best opportunity” for participants to secure their place on our sold-out events, before tickets are available for general public sales. Our charity exclusive window is promoted via the following channels:

- Email to our full database
- Organic Social
- Paid Social
- Website communications

We continue to promote charity places throughout the yearly event cycle with the following channels

Organic social

We promote all charity partners in our organic social channels throughout the year. These include posts sharing interesting and inspiring stories from participants who are raising money and sharing images of fundraisers taking part in the event in their branded merchandise to help raise awareness.

Email Marketing

Following the exclusive charity window, we include charity focused messaging in email marketing throughout the year. These emails will be sent to both our full database and more targeted audiences.

We will include 2 x solus charity place emails in our communications plan for 2022 events

Paid Social

To support our organic social campaigns, we invest in paid social activity specifically promoting charity places. These campaigns run across Instagram and Facebook and use a consistent message with our organic posts.