

## Promote Your Event

For many clubs, just running an event for the enjoyment of a close group of competitors and volunteers is what motorsport is all about. However, for those looking to grow their events, some marketing is needed. And the good news is that the basics of event marketing are more straightforward than you might think.

### WHAT IS EVENT MARKETING?

Event marketing is about working out who you want to talk to (your audiences), what you want to say to them and ultimately what you want them to do, and then using various tools and channels to reach them.

For example, you might want to reach competitors and encourage them to enter, or volunteers and persuade them to help. Or you might want to get through to businesses and convince them to support your event, or target fans and get them to buy tickets.



### WHAT IS A CALL-TO-ACTION (CTA)?

I'm sure you have seen buttons like, Read more, Take me there, Sign Up, Do it, or other such versions on various sites, prompting you to take action. These are called CTAs, a button that simply means to 'call' you 'to' take an 'action'.

Promote upcoming event entries. For example, you could use niche language like "start your engines." You can offer prizes for early bird sign ups etc.

### WE NEED MARKETING. WHAT SHOULD WE DO?

You need to create a marketing plan and these are a mix of art and science, so no two plans will be the same. Broadly, though, you will need a plan that covers pre-, on- and post-event marketing.

Once you have identified your target audiences (who do you want at your event? Are you trying to get people to sign up to race as well as attend as a spectator?) and defined your key messages (what you really want them to know about your event, including **the date, location, opening times, how to sign up to race, any costs associated etc**) you can start on your pre-event marketing.

This might entail creating a series of social media posts about your event, including how to sign up etc. You might team up with locally based businesses who support your club and see how you can support each other.

With any luck, your pre-event marketing will produce the results you want, and your event will have a bumper entry list, a full complement of marshals and an enthusiastic group of spectators.

Don't stop – keep growing!