

RACE MARKETING: SAMPLE SOCIAL MEDIA POSTS

Thanksgiving

General Messaging

It's the time of year to give thanks, and we want to extend a heartfelt thank you to all of the runners, walkers and wheelchair athletes [amend this for your participants] who participated in [name of last year's race]. It's because of you that [name of race] gets better each year.

At [organization name], we're so thankful for all our runners, walkers and wheelchair athletes [amend this for your participants] who joined us for a race in [last year]! Here's to many more fun times in the new year.

Marketing Messaging

It's the time of year to give thanks, and we want to extend a heartfelt thank you to all of the runners, walkers and wheelchair athletes [amend this for your participants] who participated in the [name of last year's race]. To express our gratitude, we are offering [discount] on all [current year] race sign-ups before [last date to enter].

Black Friday

Marketing Messaging

Give the endurance athlete in your life a gift they won't forget this holiday season. Register today for [race name] and receive [special offer or discount].

Christmas/Hanukkah

General Messaging

Happy holidays from [race name]! All of us at [organization name] are wishing you and yours a wonderful holiday season and a happy and healthy new year.

Marketing Messaging

Happy holidays from [race name]! To celebrate the season we have a special gift for you. Beginning [insert date] we're happy to offer you [insert discount or special offer]. All of us at [organization name] are wishing you and yours a wonderful holiday season and a happy and healthy new year.

It's the season of giving! To thank you for your support this year, we'd like to offer you [insert discount or special offer]. Here's to a happy holiday and a wonderful new year from [organization name]!

Quick Tips

*42% of the world's population uses social media—that's 3.2 billion users!

*Don't forget Twitter only allows 280 characters!

*Posts with photos get 38% more interaction

*96% of Facebook users access the platform on their mobile device.

New Year's

General Messaging

Happy New Year from all of us at [race name]! We hope your upcoming year is filled with good health and a few opportunities to crush your fitness goals. We'll see you at the starting line in [current year]!

We can't let the year turn over without thanking each and every one of you for making [last year] the best year yet. Thanks to you, [race name] accomplished [list one or two major accomplishments]. We're excited to see you at the starting line in [current year]!

Marketing Messaging

Happy New Year! Start this new decade off on the right foot by registering for [race name] in [current year]. Sign up now and receive [special offer or discount]. Let's make [current year] the year you crush your goals.

It's hard to believe that a brand new decade is just days away! We wanted to sneak in one last [sale/deal] before the ball drops, so click here for [discount]. We'll see you at the starting line in [current year]!

Connect with us  

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