Lincoln City Half Marathon

Contents

About the campaign

Lincoln City Half Marathon is a running event that will take place on 18th September 2022. It is being organised for the first time by Lincoln City Foundation and in partnership with Curly's Athletes. The event was initially set to take place in 2020, but it's finally happening after having to postpone it twice.

Here is a snippet from the website about the vision for the Lincoln City Half Marathon:

The Lincoln City Half Marathon encompasses many of the great areas of our city, bringing together our historic north and the diverse, under-celebrated south of the city.

Our city centre-focused route highlights beautiful green spaces, recognised landmarks, riverside culture, and hidden residential streets full of fantastic communities.

Crossing the finish line is a vibrant celebration complete with Lincolnshire hospitality and of course, your very own well-earned medal.

Target Audience and Digital Marketing Purpose

As the Half Marathon is a running event, the purpose of the digital marketing campaign and the target audience is going to change leading up to the event.

July and August

Purpose
- Encourage more sign up to meet target.

Audience
- Existing Runners, especially long-distance runners
- Located in Lincolnshire, East midlands area or any runners that travel a lot for marathons

September

Purpose
- Give exposure to sponsors by giving as much social media coverage with them as it is reasonable.

Exposure will be measured through social media impressions.

Marketing Plan for July and August

One key thing that will be done to encourage more signups will be to run targeted ads for the Half Marathon route video. This will be run and set up on the Lincoln City FC Club accounts with a more significant following and sent to broader target audiences.

For organic social media marketing, we will post a mixture of the route video, countdown graphics and blogs from runners, which will hopefully receive good reach and engagement from followers to convert into more sign-ups. Posts from the Foundation account will also be retweeted/shared on the Clubs accounts.

My manager has also suggested creating end card video clips about the Lincoln City Half Marathon, which they can insert into the end of press conferences and players' videos. They are shared on their website and YouTube channel. Doing this will mean more exposure to this event for Lincoln City Fans.

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Another thing that can be done to encourage more sign-ups is posting about the Half Marathon in running Facebook groups.

Marketing Plan for September

To give exposure to sponsors, the media team and I will create thank you posts, include their logos on social graphics and add them to videos. An example of this will be our social media banners/cover images. Every month or so, the Foundation changes our social banners to reflect the theme we focus on that month. In the last week of August, we will change the banner to advertise the half marathon, including the sponsor's logo (see figure 1). We will also incorporate their logos in any targeted ads. There will also be occasional posts to encourage people to volunteer.

Figure 1: Half Marathon Facebook cover

Timeline

Lincoln City Half Marathon Campaign												Event Week	
July - August	27/06/2022	04/07/2022	11/07/2022	18/07/2022	25/07/2022	01/08/2022	08/08/2022	15/08/2022	22/08/2022	29/08/2022	05/09/2022	12/09/2022	19/09/2022	26/09/2022
Plan Content	X	X	X	X										
Create Content	X	X	X	X	X	X	X	X	X	X	X			
Schedule Posts	X	X	X	X	X	X	X	X	X	X	X			
Write & publish blogs from runners			X	X	X	X	X	X	X	X	X			
Gather data from analytics												Event Week		
September												September		
Add Sponsor logos to graphics					X	X								
Add Sponsor into videos					X	X						Event Week		
Schedule Posts									X	X	X			
Gather data from analytics										X	X	X	X	X
Cover photo & socials on the event												X		
Edit photos and post thank you post												X	X	
Create end other event video (depending on footage)													X	X
Reflect and review														X

Breakdown of Digital Technology that will be used:

	Content	Digital Technology	Why will the technology be used?
July - August	Half Marathon runners have been writing their 'Reasons to Run' articles for us to share on the Lincoln City Half Marathon blog page. Once the blog posts are published, they will be shared on Lincoln City Foundation's Facebook and Twitter pages.	Website (Wix), Facebook and Twitter	Lincoln City Half Marathon's website made using Wix will be used to upload the blog posts. Facebook and Twitter will be used to share the blogs as you can include links. Instagram cannot be used unless shared via stories.
	There will be running tips posts to ensure there will be a Half Marathon post once or twice a week and not constantly marketing heavy posts. These will be infographics.	Facebook, Twitter and Instagram.	They will be shared on all three platforms so we can reach our runners and target audience no matter what platform they use the most.
	Our stories will be used to reshare training posts from our runners. We will also retweet any tweets like the above on Twitter.	Facebook and Instagram	Stories are a valuable and addictive feature on Facebook and especially Instagram. They are a good way of updating and connecting with followers without disrupting your profile feed.
September (before the event)	Countdown posts will be posted on every milestone date. These will either use infographics or share the route video.	Facebook, Twitter and Instagram.	Like before, these will be shared on all three platforms so we can remind our runners and target audience no matter what platform they use the most.
	Press releases of Sponsors	Facebook and Twitter	These will be shared in whatever way the sponsor wants, which tends to be Twitter and Facebook.
	What to expect posts – including sponsors	Facebook, Twitter and Instagram.	They will be shared on all three platforms so we can reach our runners and target audience no matter

			what platform they use the most.
	We will use stories to share posts from our partner Curly's Athletes and sponsors about the half marathon. We will also retweet any tweets like the above on Twitter.	Facebook and Instagram	This will show how we are working together and help with sponsor exposure.
On the day	Event info via posts	Facebook Event and Twitter	These two technologies are the best way to update people on this event's information.
	Event info via Stories	Facebook and Instagram	Stories are also a great way of updating people through a different medium.
	Stories will also be used to document what's happening on the day. May also go on Facebook or Instagram live.	Facebook and Instagram	Using these features will be a great way of documenting the event on the day.
	Congrats posts	Facebook, Twitter and Instagram.	This will be posted on all platforms to update our audience on the event.
September (after the event)	Thank you post	Facebook, Twitter and Instagram.	This will be posted on all platforms to thank our sponsors, volunteers, and runners.
	Event highlights video	Facebook, Twitter, and Instagram. Potentially every TikTok.	Posting the video on all platforms will allow our audience to see how unique the event was and promote the event for next year.
	Resharing stories and tweets from participants and sponsors	Facebook, Twitter, and Instagram.	Resharing posts from participants and sponsors help keep engagement and community for the event.

Measuring Success

Two success criteria will need to measure during this campaign. Runners' sign-ups and exposure to sponsors through social media. To measure these, a Microsoft Excel spreadsheet will be created to keep track of the data.

Unfortunately, these aren't an easy way to track conversions from posts with how the accounts are set up. Plus, most runners sign up through word of mouth or are already training for the half marathon but haven't signed up yet. As seen in figure 2, I plan to gather data from each Half Marathon post to compare their reach and link click success. And add the numbers of sign-ups for runners and volunteers as I find out.

Instagram posts will not be included as links do not work on this platform, and you cannot get data from Instagram stories after 48 hours after posting them.

Posts	Date	Time	Platforms	Reach/Impressions	Link Clicks	Post type
Only a few months left until the ...	02/07/2022	19:00	Facebook	958	5	Graphic saying Lincoln City Half Marathon
			Twitter	5,844	17	
Great work everyone! 🏃‍♀️🏃‍♂️ How is everyone else's...	07/07/2022	20:41	Facebook	1,000	unknown	Share/link running group
			Twitter	562	unknown	Quote Retweet
Running in the summer heat? Here 3 tips...	08/07/2022	19:00	Facebook	776	1	Graphic of people running in the sun
we are sharing amazing stories. Starting with Charlotte...	11/07/2022	17:36	Facebook	1,260	14	Blog Link
			Twitter	766	9	*Link clicks are for the blog
Lincoln City Foundation have partnered with Pals Battalion...	14/07/2022		Twitter	1,035	6	Photo and Link to press release
A great challenge for a worthy cause - we look forward to...	15/07/2022		Twitter	718	no link	Retweet
Keep going Charlotte! 🚴‍♀️ 🚵‍♂️ We hope all those training for...	15/07/2022		Twitter	524	no link	Retweet
Explore the great areas of our city with the Lincoln City...	15/07/2022	20:00	Facebook	1,320	9	Video of Route
2 months to go! The Lincoln City Half Marathon is exact...	18/07/2022	19:00	Facebook	2,942	24	2 months countdown graphic
			Twitter	1,455	4	
We've got a new blog post on our Reasons to Run series...	25/07/2022	11:10	Facebook	814	8	Blog Link
			Twitter	353	3	*Link clicks are for the blog
New blog Post! Dan shares his reason for running for the...	31/07/2022	19:20	Facebook	1,825	45	Blog Link
			Twitter	1,663	7	*Link clicks are for the blog
🔭 🔭 - Retweet	03/08/2022		Twitter	528	no link	Retweet
6️⃣ weeks to go until The Lincoln City Half Marathon!...	05/08/2022	19:00	Facebook	455	2	Video of Route
			Twitter	4,742	18	

Total Runners	1026
Total Volunteers	31
Total Facebook Reach	12,691
Total Twitter Impressions	22,464
Total Reach/Impressions	35,155
Total Facebook link clicks	109
Total Twitter link clicks	78
Total link clicks	187

Figure 2: Measuring Sign-Ups Spreadsheet

I will gather data from the event sponsors' posts with logos or tags to measure the exposure we have given to a sponsor. These sponsors are Pals Battalion, CGI and UPP Broadband. As seen in figure 3, I will track the data will be the post, platform used, reach and impressions and engagements. Then will calculate how many posts were made for them and the total reach and engagement. This data will then be shared with the sponsors.

Exposure	Post	Platforms used	Reach/Impression	Engagement	Total Posts	Total Impression	Total Engagement	Profile visits - Seeing the logoed banner
Pals Battalion								
CGI								
UPP Broadband								

Figure 3: Measure Exposure Spreadsheet

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References

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Turman, S. (2022) *5 Ways to Incorporate Sponsors on social media*. Business 2 Community. Available from https://www.business2community.com/social-business/5-ways-incorporate-sponsors-social-media-01566837 [accessed 20.07.2022]