



2025 Running USA Industry Conference Panel Discussion: Maximizing Marketing & Communications in the Running Industry

The **Running USA Marketing & Communications Roundtable (2/3/25)** tackled key challenges and opportunities in engaging diverse audiences, maintaining brand compliance, and evolving with new media trends. Here's a breakdown of the insights shared:

Social Media Strategies

- **Diverse Audiences:** Finding ways to connect with different running communities remains a challenge.
- **TikTok:** While engagement is high, it demands significant time and resources. Trends don't always align with brand messaging, but leveraging high schoolers, professors, or students to manage content can help. Influencers and ambassadors can also maintain momentum during the offseason.
- **X/Twitter:** The platform sees minimal use, with a weaker media presence compared to others.

Email Marketing

- **Local & Community Focus:** Newsletters should highlight regional running events.
- **Concise & Engaging Content:** Short, fun updates with embedded links drive engagement.
- **Personalization:** Emails from a "Race Director" increase interaction.

PR & Communications

- **Live Engagement:** Ambassadors or news anchors livestreaming from their phones during events enhances authenticity.
- **Traditional Media Still Works:** Local news partners remain valuable for race promotion, including medal reveals.
- **Storytelling:** Asking registrants, “Why do you run?” can uncover compelling personal stories.
- **Media Runners Program:** Offering free race entries, hospitality, coaching, and dedicated heats for media members strengthens event visibility.

A.I. & Technology in Marketing

- **Content Assistance:** AI can help craft headlines, unique participant-driven campaigns, and platform-specific strategies.
- **Efficiency & Optimization:** Repeating successful campaigns with AI-driven refinements saves time and enhances engagement.

By integrating these strategies, race organizers can navigate modern marketing challenges while staying authentic and connected to the running community.