

The growth marketing company for endurance events



Event Marketing Services

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We understand endurance.

I'm Andy Reilly, the founder of Eventgrow, a company I started in 2018 to bring my expertise in event marketing to the forefront. With over 13 years of experience in event marketing and sales, I've honed a comprehensive understanding of what drives participation for events.

Since establishing Eventgrow, I've been at the helm of growth efforts for several endurance events, achieving significant milestones. For instance, we steered the Buffalo Marathon towards an impressive 20% growth in registrations within just two years. Most impressively, we increased the return on ad spend by 25% in 18 months, elevating the San Francisco Marathon to its highest participation mark in its history at 30,000 runners.

So what makes us different? We take pride in our ability to understand the intricate nuances of each event we work with. By blending our marketing expertise with a deep understanding of the endurance industry and its runners, we create tailored solutions that deliver real results. Discover our success stories on the following page, where we showcase the growth results for numerous renowned endurance events.

→ **13**
Years of Experience in
Endurance Event Marketing

→ **\$1.1M**
Paid Ads Trafficked

→ **14%** 
Average registration growth
rate after 18 months



Event Growth Stories



+20%

increase in registrations and revenue in 18 months

"We were struggling with our marketing and social media presence - that's when I met Andy at a conference. In just 18 months, Eventgrow, has helped us grow our registrations and revenue by 20%. I have been asked on more than one occasion how we accomplished our transformation and driven our message. My answer is simple, I hired Eventgrow. On the day to day, they're constantly pushing the envelope to make us better. They deliver on time and on budget and are a pleasure to partner with."



Greg Weber -
Race Director



+25%

improvement in paid media return
on investment vs last firm

"Eventgrow has been a major asset in helping us achieve our largest participation year in the race's history. The paid media campaigns they create resonate with our runners and drive the results to help us hit our growth goals."



Lauri Abrahamsen
- Race Director



+21%

growth in Run Catalina event revenue in
18 months

"As soon as we started working with Eventgrow, our registration numbers increased and our revenue per registrant increased. More importantly, Eventgrow has become a true member of our small team."



Mike Bone
CEO

Our Growth Services

At Eventgrow, our #1 objective is improving your return on marketing investment and growing your race. As a result, we focus on the revenue driving services in strategy, paid media and email marketing.

Our Growth Partner Plan Includes Our Core 3 Services



Strategy

We work with you to build a winning strategy that supports your marketing and event goals.

- ✓ Brand Positioning
- ✓ Data Analysis
- ✓ Competitor Review
- ✓ Customer Profiles
- ✓ Execution Plans
- ✓ Goal Setting
- ✓ Resource Management
- ✓ Tools & Tracking



Paid Media

Our paid advertising experts create ads that resonate with your audience which results in more return on investment from your advertising dollars.

- ✓ Facebook Ads
- ✓ Instagram Ads
- ✓ Google PPC & Display
- ✓ Display & Retargeting



Email Marketing

Our email marketing experts segment your data and create personalized and timely email campaigns to drive more growth from your current lists.

- ✓ Segmentation
- ✓ Personalization
- ✓ A/B Testing
- ✓ Tracking
- ✓ List Growth

Additional Services Outside of Our Growth Partner Plan:

Social Media Management

- Develop a social media strategy for post types, themes and post timing.
- Create social media posts for Instagram and Facebook
- Provide Reporting on views, clicks, engagements and more

What's not included?

Your internal team will need to respond to any event related question like pricing, registration changes, event weekend FAQ's etc..

Option 1: Full Growth Partner Plan

This plan is for event directors looking to outsource their paid media, email marketing and social media execution to our growth team.

→ Growth Partner Plan

Contact for Pricing

Strategic Review

We work with you at the start of the project to build a winning strategy that supports your event growth goals.

- ✓ Branding Refresh Exercise
- ✓ Data Analysis
- ✓ Competitor Review
- ✓ Customer Profiles
- ✓ Develop Marketing Strategy & Execution Plans

Paid Media Management

We create, manage and optimize your advertising campaigns on meta and Google. Two (2) campaigns per platform/per month.

- ✓ Measurement & Conversion Tracking
- ✓ Audience Management
- ✓ Ad Creation & Management
- ✓ Full Bi-Weekly Reports
- ✓ Timely campaign delivery and ongoing optimization

Email Marketing Management

We segment your data and create personalized and timely email campaigns to drive more growth from your current lists.

- ✓ Ongoing Segmentation
- ✓ Email Personalization & A/B Testing
- ✓ Ongoing List Cleansing
- ✓ Develop Brand Consistency with Templates
- ✓ Ongoing list growth initiatives (giveaways, website overlays)
- ✓ Cart Abandonment & Email Journey Creation

Social Media Posting

We segment your data and create personalized and timely email campaigns to drive more growth from your current lists.

- ✓ Develop a social media strategy
- ✓ Execute 3 posts a week across FB & IG
- ✓ Setting up of new pages
- ✓ Ongoing management of pages
- ✓ Monthly Reporting

Option 2: Growth Partner Plan without social media management.

MOST POPULAR

This plan is for event directors looking to outsource paid media and email marketing services, while maintaining execution of their social media accounts to an in house team.

→ Growth Partner Plan (No Social)

Contact for Pricing

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Optional Add On's:

Social Media Management
Adding More Events to the Current Plan

Option 3: Individual Services

We provide you the flexibility to choose one or more of our services. Choosing a service a la carte might work well if your in-house team is already successfully executing in certain areas, but you want to supplement them.

→ Strategic Review - Per Event

Strategic Review

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- ✓ Branding Refresh Exercise
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- ✓ Develop Marketing Strategy & Execution Plans

→ Paid Media Management - Per event

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→ Email Marketing Management - Per Event

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- ✓ Cart Abandonment & Email Journey Creation

[Inquire for multiple events](#)

Once we start, what's next?

Once we understand what your goals are, and the growth plan your on, we start the onboarding process. This process take some time, but it ensures we're in the best position to help you reach your goals.

Growth Partner Plan Steps

01 Strategy

DURATION 10 DAYS

We work with you to build a winning strategy that supports your marketing and event goals.

02 Plan & Buildout

DURATION 4 DAYS

With the strategy in place, we buildout the marketing campaigns that support the overall strategy.

03 Execution

STARTS AFTER STEP 2- ONGOING

After no more than 15 days from start, your first campaigns will be launched into the market. Our team will present a report twice a month on progress our our growth calls.

Answers to Common questions.

Do we offer money back gaurentees?

- No. Nor should any other marketing company! We do, however, give you the ability after 60 days to opt of the agreement, for any reason. From there, we're month to month.

Do I get to work with a person?

- Yes! Andy Reilly will work the strategy and buildout and our marketing experts will execute the campaigns. You will have a dedicated account manager.

How Fast Can I Get Started?

- Typically after an initial discussion we can have ads and emails running within 2-3 weeks of the agreement start date. This can vary.

When can I expect results?

- You can expect to see results as early as six weeks into our growth partner plan. Most customers see growth within their event business in 12 months.

Does Eventgrow build websites?

- No, we do not directly build websites. However, we have partners that do! Let us know your needs and we can steer you in the right direction.

Do you issue long term contracts or monthly flexible plans?

- All of our contracts are monthly and our minimum contract length is 60 days. We are very flexible and don't issue long term contracts beyond 60 days.



**Ready to add a growth
partner to your
marketing team?**

**Connect with
us today.**



Our website

eventgrow.com



Our e-mail

marketing@eventgrow.com



Telephone

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