# PROMOTING YOUR EVENT WITH ETCHROCK

As an event organiser, you will know that marketing your event can at times prove to be tricky. With the explosion of social media, rising participation levels & daily appearance of new events, having an online presence couldn't be more crucial. Luckily, EtchRock are here to help! Our platform allows event organisers to harness the power of social media through the use of GPS wearables and fitness apps to help turn your participants into promoters for your event through training. The beauty of EtchRock is that your community provides your content, meaning you can focus on what's important, whilst still maintaining an incredible social presence. Check out our tips on how to start using EtchRock to get your events noticed in an ever increasingly saturated field.
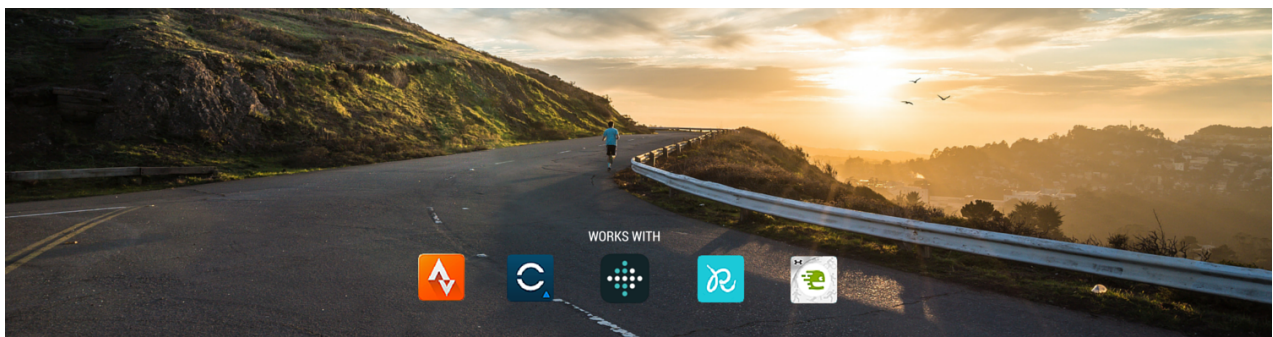
Encourage Training

EtchRock allows you to take advantage of the training period in the build up to your event. By encouraging your current & previous participants to start logging their training on your EtchRock event page, you can start to turn your participants into promoters. Every time a user logs a training session and shares it across their social networks, they are essentially promoting your event for you. EtchRock has partnered with some of the biggest GPS wearables and fitness apps so that you don't have to force your participants into using a certain brand of fitness device.

If you have a training plan available for your event, encourage your participants to follow it on your EtchRock event page. The more people you have training, the more free marketing your event will get.

Email Campaigns

Use your existing email database of participants to introduce them to your event page on EtchRock. Both current and old participants can be invited to log training for your event. Send them details about how to use your EtchRock event page & encourage them to share their

training across their social networks. If you needed help with an idea of what email to send, drop us a line and we can help you out!

Social Media Promotion

Use your EtchRock page as an introduction to your event for potential participants. Shout about where to log training for your event across your social channels and pull new & existing participants onto your page. Encourage followers to tag you in their training posts so that you know what they are up to and see your social notifications go through the roof as more people start to log training for your event. Use the statistics on your pages leaderboard to drive a bit of friendly competition among your followers and give shout outs for those that are frequent posters. Make sure to tag EtchRock as well in some of your posts as we can always share them with our community.

Display Your Partnership

The EtchRock brand name is well known in the challenge community and is a recognised training platform. Use the EtchRock brand assets & logos on your website to display our partnership and link them to your profile or challenge pages. Email campaigns can often get missed so having a permanent fixture on your site with our brand assets can allow maximum exposure. We see our partners as an extension of our platform, and we're dedicated to helping you grow your organisation. Make sure to grab our brand assets from the links on our partners page.

Point Of Sale Prompt

Let a customer know where they can log their training as soon as they purchase a ticket. By getting a user early, you can maximise the period that they will promote your event. This can be in the form of a confirmation email, social media recognition or whatever method you normally use to contact your customers.

The bottom line is that you want as many people training for your event in the build up as possible. This will allow the network marketing effect to really kick in and get you maximum exposure. Always tag EtchRock in your social posts too as we have our own community of challengers that may well be interested in what your event has to offer. We also have a variety of ways that we can boost your event through the EtchRock platform, if you would like to find out more, just drop us a line at support@etchrock.com.

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WITH
ETCHROCK