

One of the most frequent questions I get is when one should send out an eblast. My answer to that question depends on how many eblasts you plan to send out.

If you plan to send out only your free one, I would send it out about 4-5 weeks before the race. Most runners have a "mental calendar" of what they plan to run and unless it is a longer race that requires a longer training period, 4-5 weeks is about the longest most people project their running schedule.

If you plan to send out two, I would send out one 7-10 weeks in advance as a "save the date" and then send the other one out at the beginning of the week that your price changes. The first one gets you ON their "mental calendar" as an option and the 2nd one reminds them that they have to register now to get the preferable price.

If you plan to send out a 3rd, I would send it out about 1 week before the event, to catch the attention of the "procrastinators"; those that don't decide WHERE or IF they will race until they see what their schedule is for that weekend, how their training is going, what the weather is supposed to be, etc.

Keep in mind that in the last 2 Runner Updates (before your race) that we send out each Friday, there will be 3-4 sentences about your race as well.

The cost of an additional eblast is \$50. Remember that you can go from a simple "one time" notification to a 3 time "campaign" for the total additional cost of \$100. To justify the additional cost, all each extra eblast has to do is attract 4 more people from the 35,000+ that get it than the past one you sent out (which is why changing the content for each may be helpful) before that extra eblast starts making you more money that it costs.