

How do you increase your
participant reach?

Who is Adam the GH05T?

01

Marketing Theory

02

Marketing Strategy

03

Practical Principles

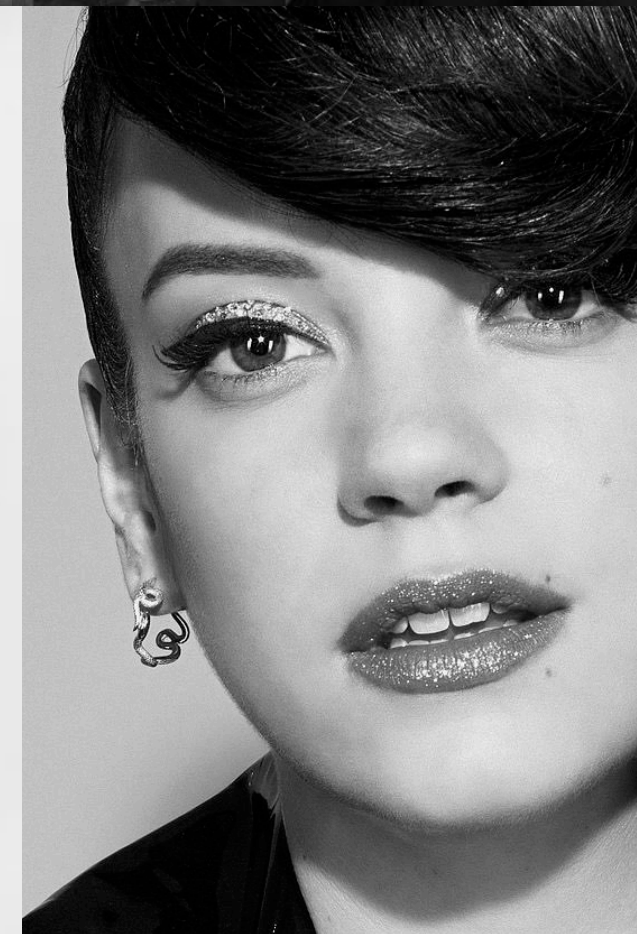
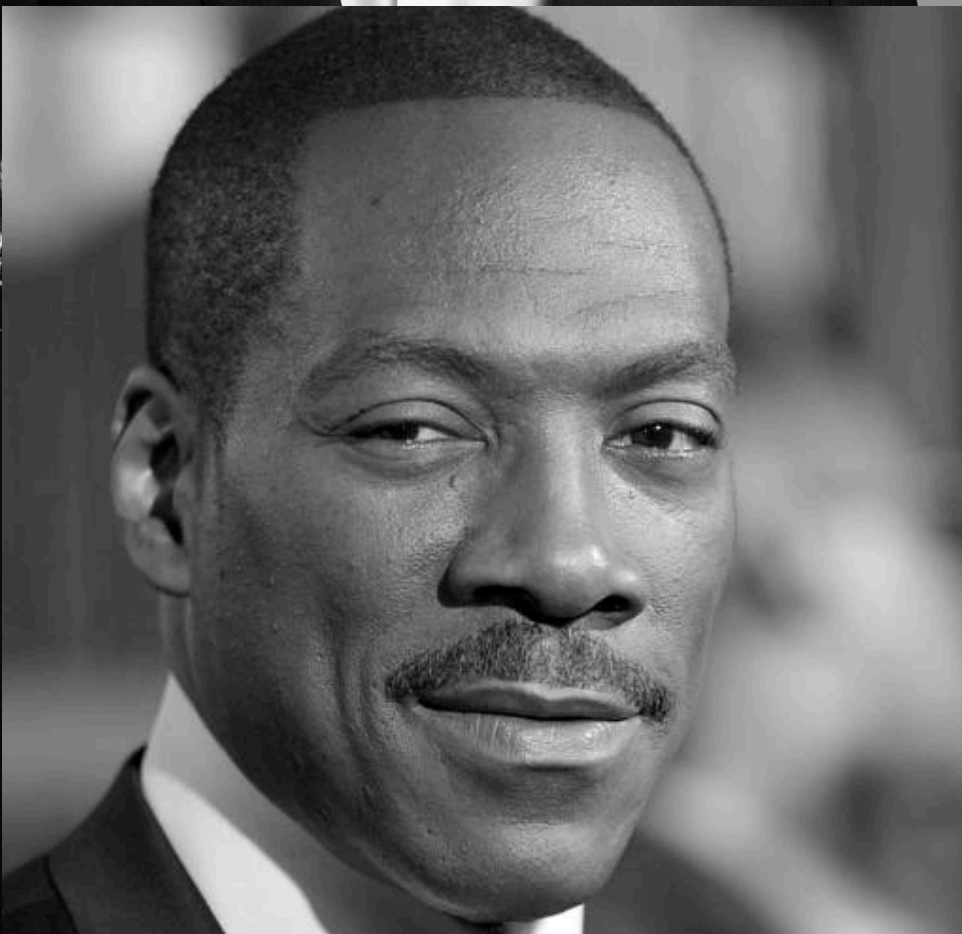
04

Q&A

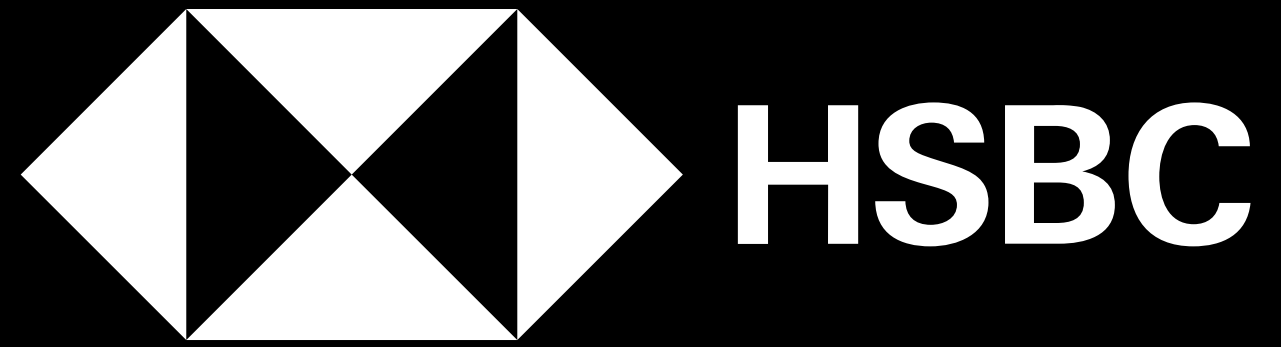
05



INTRODUCTION



amazon



R&A

Haven



Regus™

 **Nando's**
HIGH FIVE

Adam
Biddle
Expires 30/04/14



 **Nando's**

MARKETING THEORY

Bruce Forsyth's
PLAY
YOUR CARDS
RIGHT



***HOW DO YOU INCREASE
YOUR PARTICIPANT REACH?***

People Seeing
Your Content

Enquiry About A
Program

Social Actions On
Your Content

People Buying A
Program

People Going to
Your Website

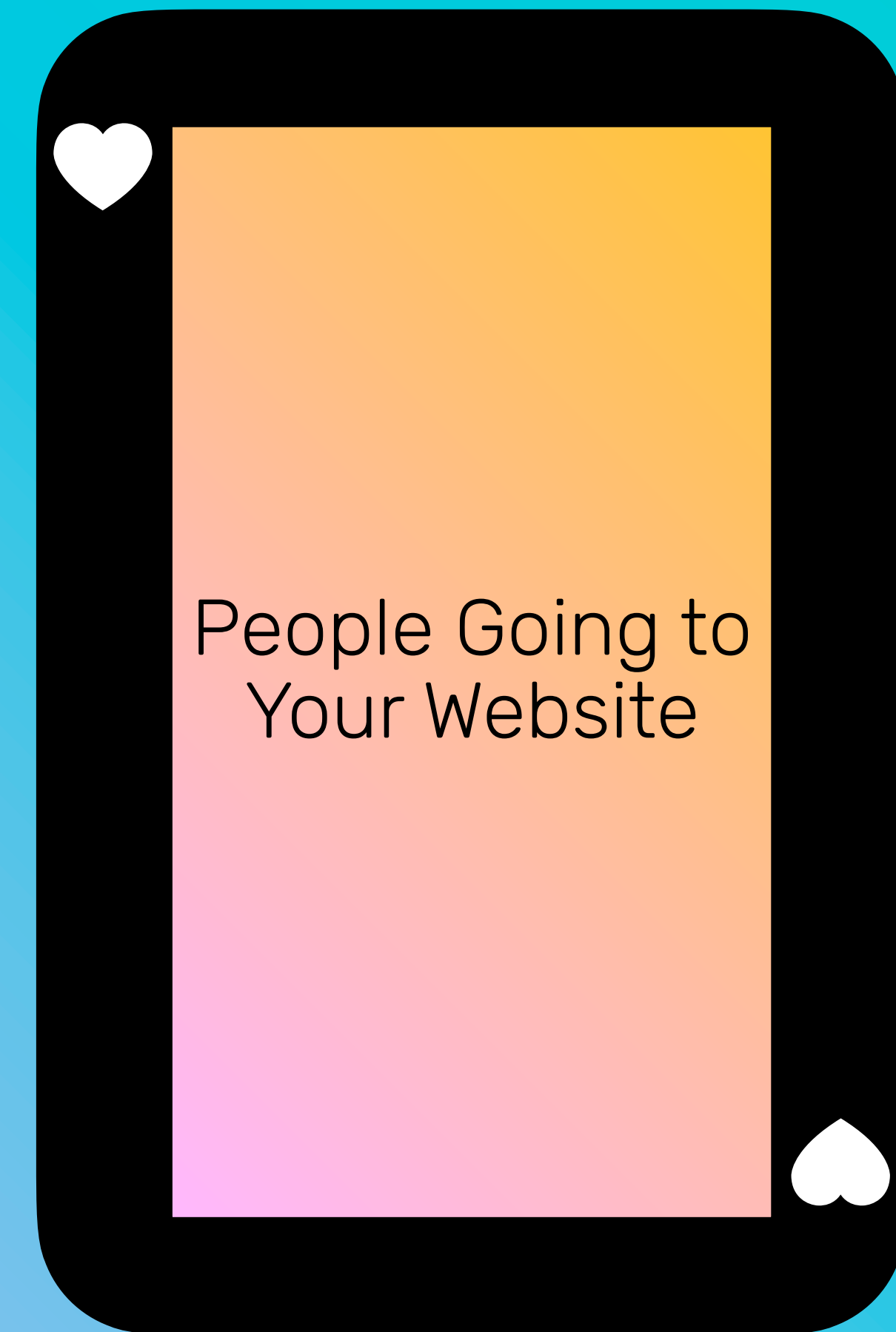
People
Considering A
Program

Opinion On Your
Program

Game 1



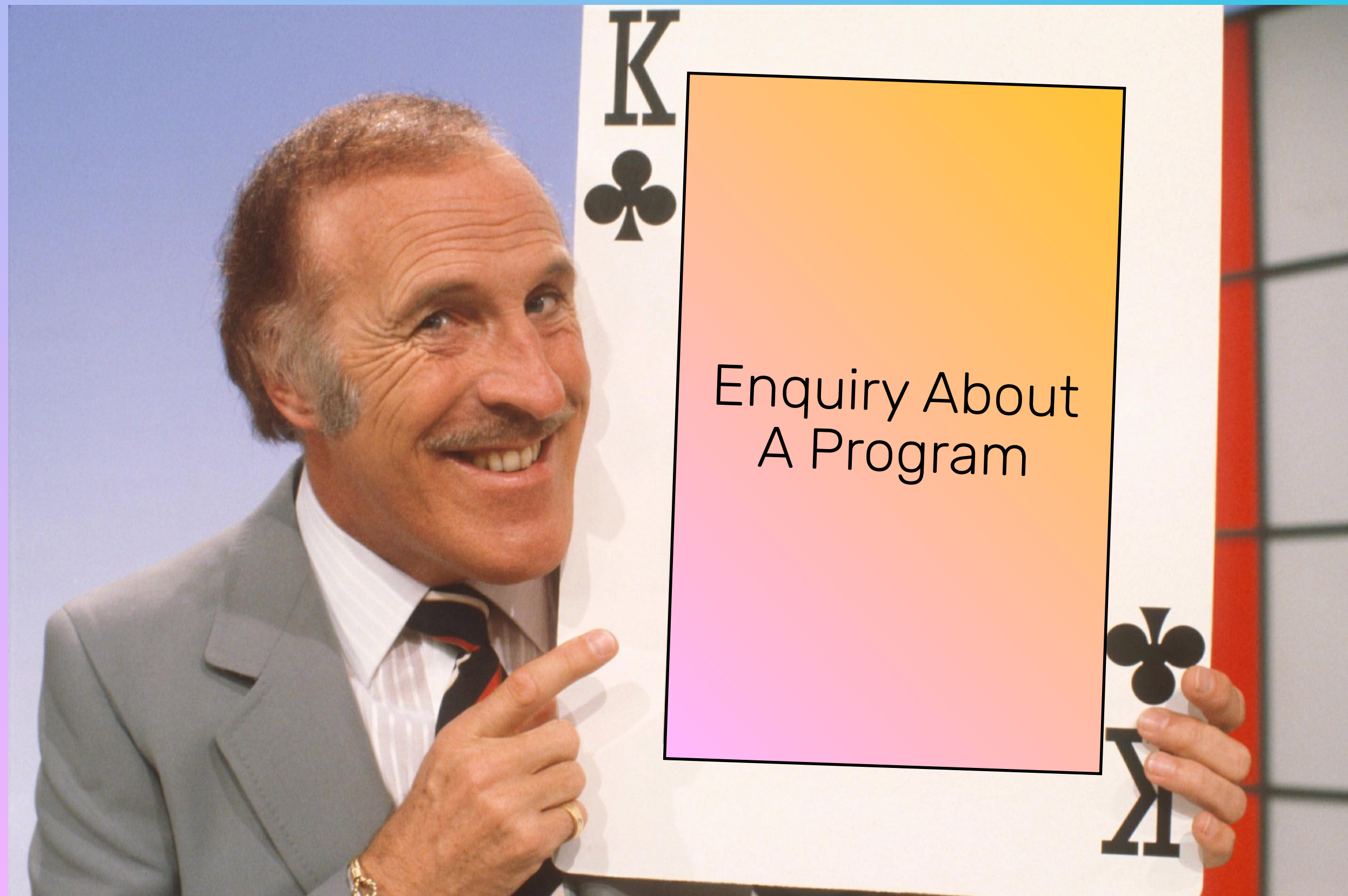
Higher or Lower?



Higher



Game 2



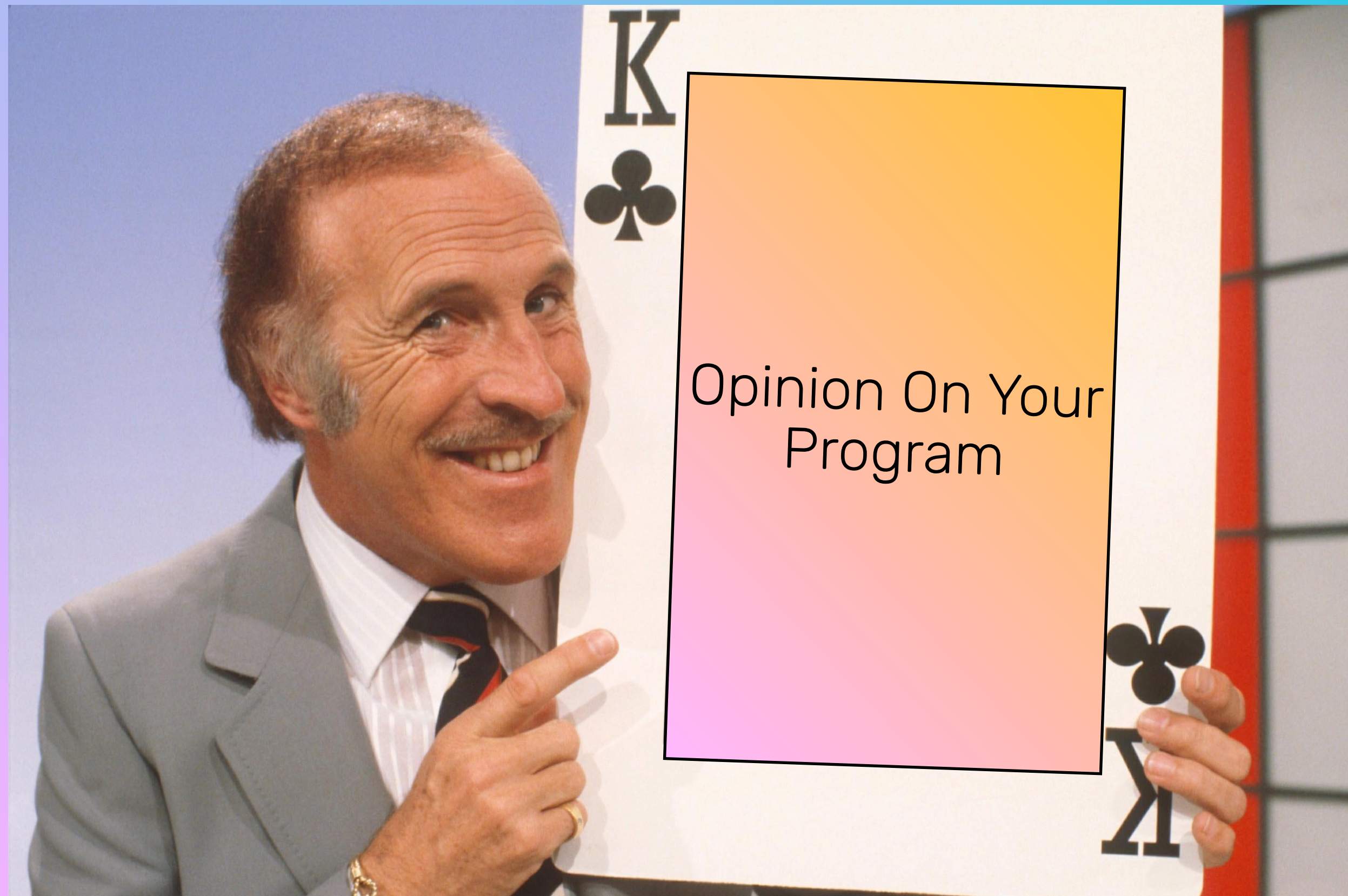
Higher or Lower?



Lower



Game 3



Higher or Lower?



Higher



Bonus Round



Order these highest to Lowest?

People Seeing
Your Content

Enquiry About A
Program

People Buying A
Program

People Going to
Your Website

Opinion On Your
Program

Social Actions On
Your Content

People
Considering A
Program

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

Enquiry About A Program

People Buying A Program





MARKETING STRATEGY

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

Enquiry About A Program

People Buying A Program

People Seeing Your Content

AWARENESS

People Seeing Your Content

People Considering A Program

AWARENESS

CONSIDERATION

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

AWARENESS

CONSIDERATION

ENGAGEMENT

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

AWARENESS

CONSIDERATION

ENGAGEMENT

SENTIMENT

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

AWARENESS

CONSIDERATION

ENGAGEMENT

SENTIMENT

TRAFFIC

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

Enquiry About A Program

AWARENESS

CONSIDERATION

ENGAGEMENT

SENTIMENT

TRAFFIC

LEAD GEN

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

Enquiry About A Program

People Buying A Program

AWARENESS

CONSIDERATION

ENGAGEMENT

SENTIMENT

TRAFFIC

LEAD GEN

ACQUISITION

People Seeing Your Content

People Considering A Program

Social Actions On Your Content

Opinion On Your Program

People Going to Your Website

Enquiry About A Program

People Buying A Program

Upper Funnel

Middle Funnel

Lower Funnel

AWARENESS

CONSIDERATION

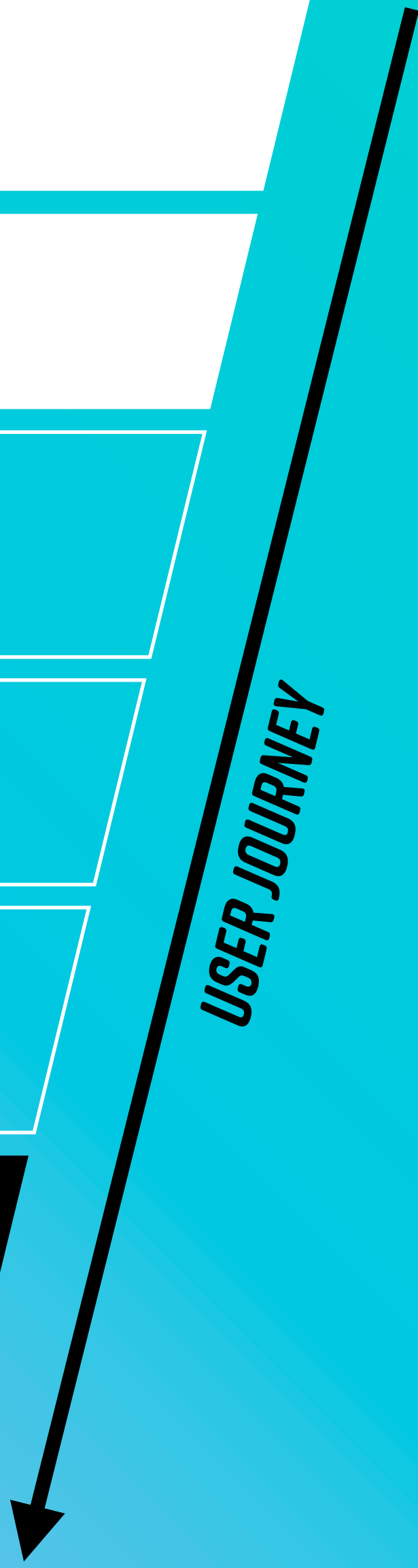
ENGAGEMENT

SENTIMENT

TRAFFIC

LEAD GEN

ACQUISITION





PRACTICAL PRINCIPLES

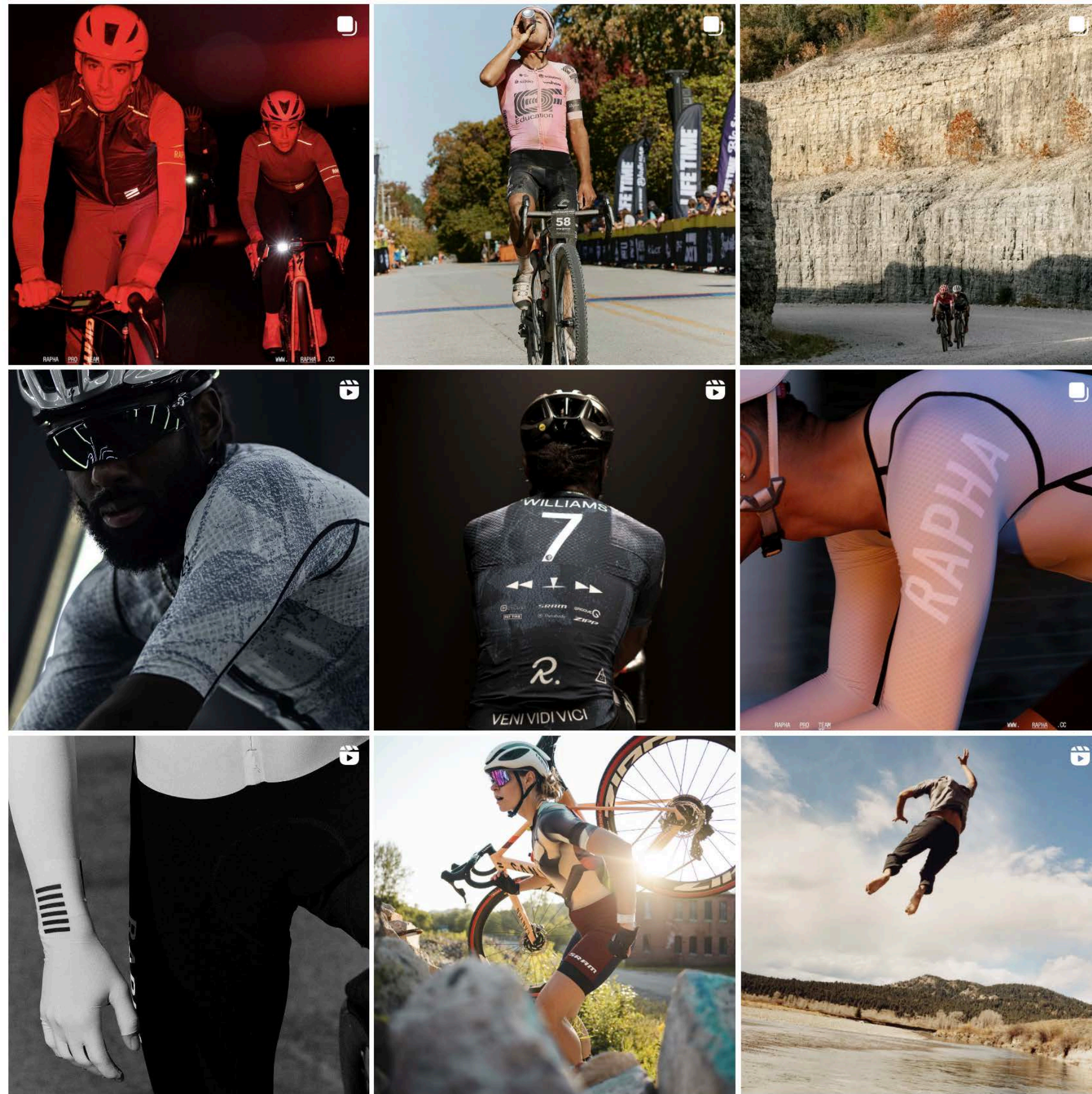


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Rapha
Shopping & retail
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linkin.bio/rapha

 POSTS  REELS  TAGGED



AWARENESS

CONSIDERATION

Imagery, Videos, Experiences,
Shop Window, Selling Vision.
Showing the WHY.



Rapha Films

@raphafilms · 130K subscribers · 435 videos

Riding a bike is one of life's simple pleasures. It's the freedom to go wherever you want, wh... >

rapha.cc and 3 more links

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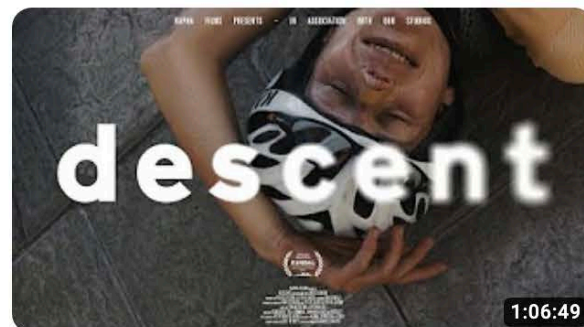
Rapha Films Presents | Peter Hogan

63,662 views · 6 months ago

Peter Hogan's life went off the rails when he descended into heroin addiction as a teenager. As he began the road to recovery, he picked up a bicycle. In this film he recounts his journey from overdosing and living a life without hope, to standing on the start line of the 2022 Colorado Trail Race. Watch on to discover why he believes the bicycle can be a vehicle for friendship and a formative tool for change. ...

READ MORE

For You



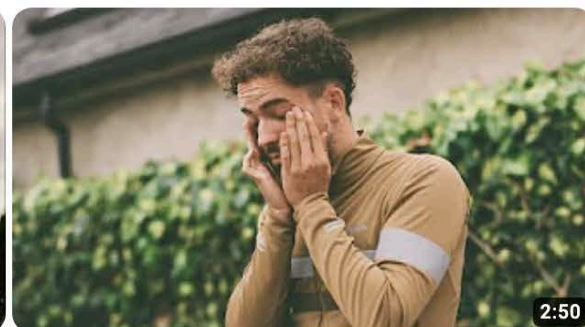
Rapha Films Presents | Descent (Feature Film)

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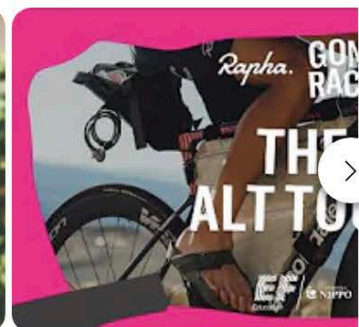
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22K views · 1 month ago

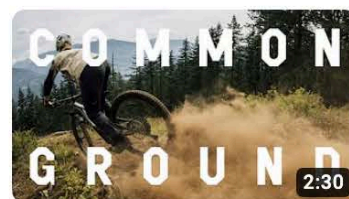


Rapha Gone Racing - The Alt Tour

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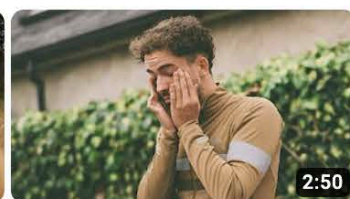
Videos

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Rapha MTB | Common Ground with Soleil Patterso...

2.8K views · 4 days ago



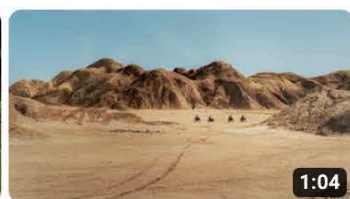
Rapha Brevet — Distance Yourself

22K views · 1 month ago



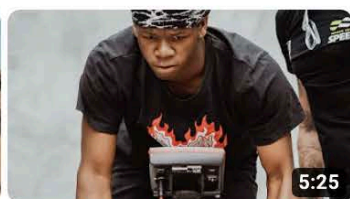
Never Just A Ride 2023

8.2K views · 2 months ago



Rapha Explore: Get Out There

7.9K views · 3 months ago



Rapha: Search for Speed

18K views · 3 months ago



Rapha MTB | Common Ground with Teddy Jaramill...

8K views · 4 months ago

ENGAGEMENT

SENTIMENT

TRAFFIC

Rich content that provides value and answers on the WHY of upper funnel.



WINTER BUNDLES - SAVE 20%



ALL WRAPPED UP

Find the gift that makes their ride.

GIFT GUIDE

SHOP GIFTS

Library ID: 360564059981798

✔ Active

Started running on 1 Dec 2023

Platforms 📱



Rapha
Sponsored
Library ID: 360564059981798

Introducing the new Cottons collection.
Contemporary cuts knitted with 100% organic cotton, created for active rest and time between rides.



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Rapha Shop now

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LEAD GEN

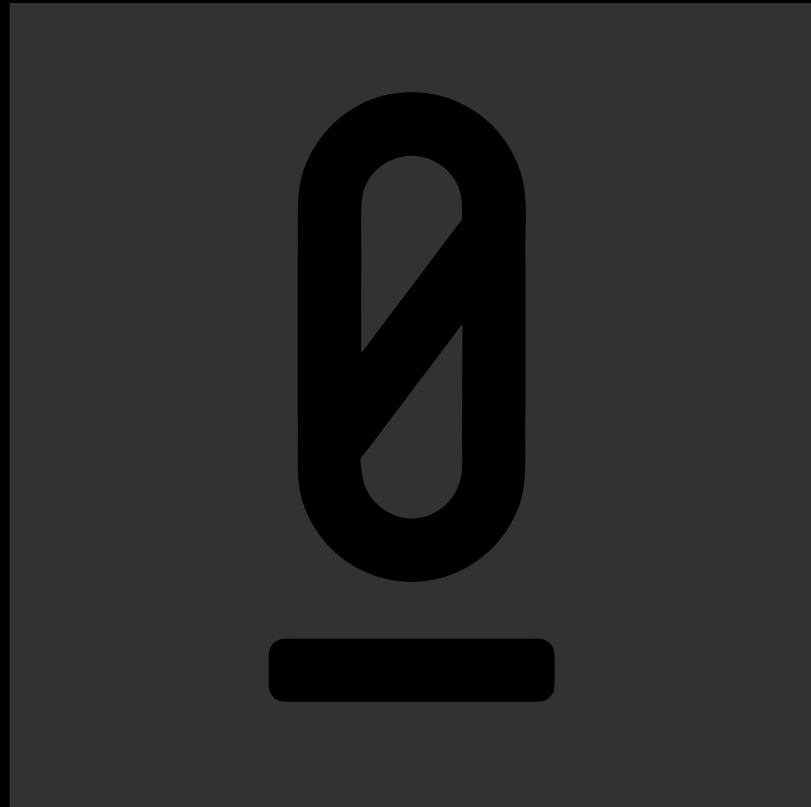
ACQUISITION

Concise, clear messaging around the product, with a clear click to buy / reasons for sharing personal info.



Q&A





Thank You

Adam Biddle
ab@gh05t.com