Prepared by Stephanie Di Pane, Fort Carson MWR Marketing Department

All-Time Stats
- Save the Date: website March 6, 2019.
- Marketing began April 2, 2019
- On Facebook Events April 26, 2019.
- Published registration on May 6, 2019
- Routes provided for marketing purposes on July 18, 2019
- Photo of shirt for social media provided on July 30, 2019
- Photo of medal for social media provided on July 31, 2019
- Photo of custom tumbler for social media provided on Aug. 6, 2019

Digital Campaign Performance All-Time Stats
- Highest number of visits to event page on July 15 (Sprint Triathlon moved to feature spot on carson.armymwr.com on July 12)
- Delivered 243,401 times online (1.38 posts per account)
- Total published messages across all platforms and accounts: 158
- Engagement rate: 0.4087% across all platforms (0.0151 decrease, no significant change. Industry standard 1-3%)

Audience: Average of 69,156 users targeted through digital means
- 14,645 users viewed on homepage. (The first page/the grid)
- 99,018 users saw on carson.armymwr.com home page (the page with the grid)
- 666 users visited event webpage on carson.armymwr.com (page where registration and info is.
- 1,653 received via email
- Reach (total of individual social media accounts that we reached with our content): 175,827

Sales: 115 registrations sold
- 98 sold through embedded registration on carson.armymwr.com
- 4 sold through social media and email
- 13 sold through Eventbrite search engine and suggested events
- Highest volume of sales on Aug. 1, Aug. 5-8.
- 0.17% rate of conversion based on average no. of users (assume that if we marketed to a million people, only 0.17% or 1.7K of those people would have purchased)

Sales Chart (Daily since May 2019)

Sprint Triathlon
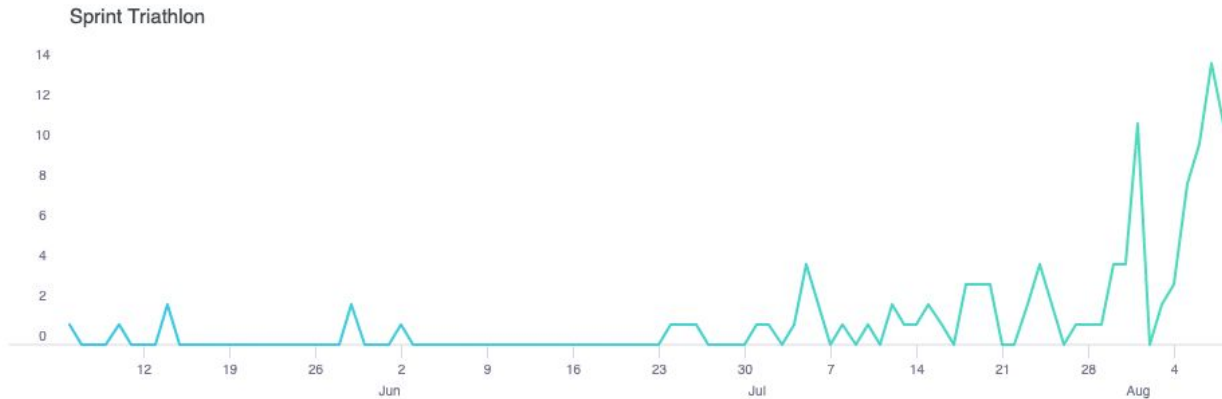
| Date of Sales	Registrations Sold	Correlating Action
8/1/19	11	7/30/19 - social media post all platforms w/ mountain bike & helmet pic Same-day social media post all platforms, photo of shirt on a mannequin
8/5/19	8	8/2/19 - social media post with photos of medal and shirt on person + reminder that bike/helmet rentals sold out and constant contact fitness progams email sent to 1,653 people Same-day social media post all platforms "Pace Yourself" reminder
8/6/19	10	8/5/19 - social media post all platforms "Pace Yourself" reminder
8/7/19	14	Same day social media post all platforms with photos of custom tumbler, t-shirt, and swag, with details indicating family-friendly activities, food

		and beer details
8/8/19	11	Same-day social media post all platforms: reminder of no same-day registration, last chance to register

BLUF
- This event has a very small and specific target audience.
- Target audience responds to actual photos of event swag such as shirt, medal, prize and bike rental - items must be available ahead of time for optimal marketing.
- Lack of scheduled prices increases provides no incentive for athletes to register early. 47% of registrations were sold within the last week of registration closing.

Q4 What motivated you to sign up for this event? (check all that apply)

Answered: 99   Skipped: 0
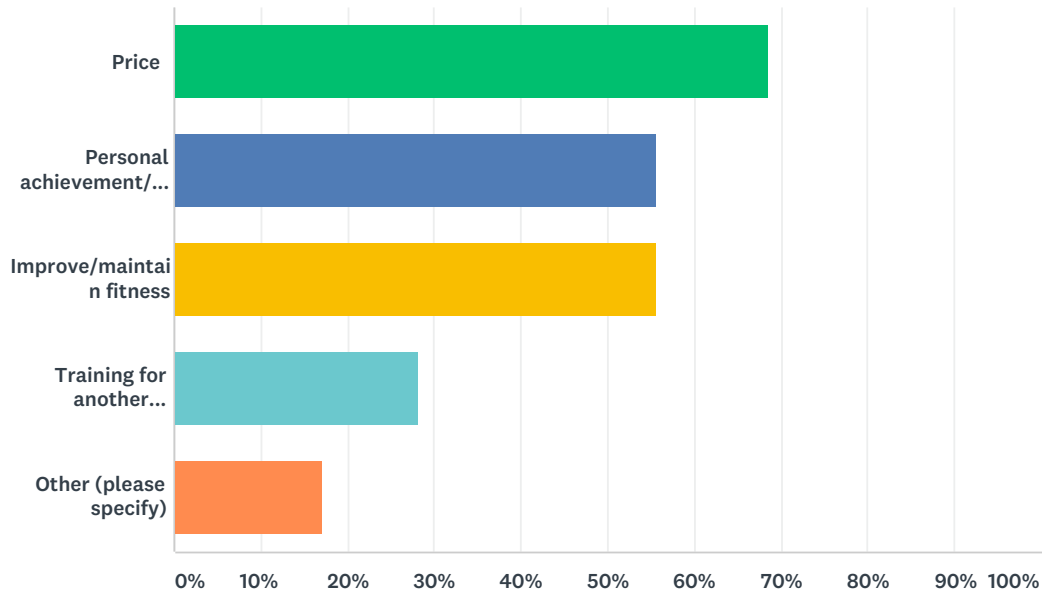
| ANSWER CHOICES	RESPONSES	
Price	68.69%	68
Personal achievement/bucket list	55.56%	55
Improve/maintain fitness	55.56%	55
Training for another athletic event	28.28%	28
Other (please specify)	17.17%	17
Total Respondents: 99		

#	OTHER (PLEASE SPECIFY)	DATE
1	Friends were doing it. Test my endurance. It was a doable event.	9/2/2019 9:53 AM
2	Co-worker talked me into it	9/2/2019 5:31 AM
3	Introducing others to the sport	8/28/2019 3:41 PM
4	Competition	8/28/2019 1:37 PM
5	Encouraged by coach	8/28/2019 1:17 PM
6	Group activity w coworkers	8/28/2019 1:16 PM
7	Very easy signing up, well advertised	8/28/2019 12:33 PM
8	Seemed fun	8/28/2019 11:45 AM
9	Nice course!	8/28/2019 10:32 AM
10	team thing to do with dad	8/28/2019 10:07 AM
11	Fear	8/28/2019 9:39 AM
12	Fun	8/28/2019 9:19 AM
13	Just wanted to do it	8/28/2019 8:40 AM

14	Convenience	8/28/2019 8:39 AM
15	Just wanted to do it	8/28/2019 8:38 AM
16	Guilted into it by others	8/28/2019 8:29 AM
17	Friends were doing it! Test my endurance!	8/28/2019 8:28 AM

Q6 How satisfied were you with the overall organization of the event? Please use the rating scale below:

Answered: 99   Skipped: 0
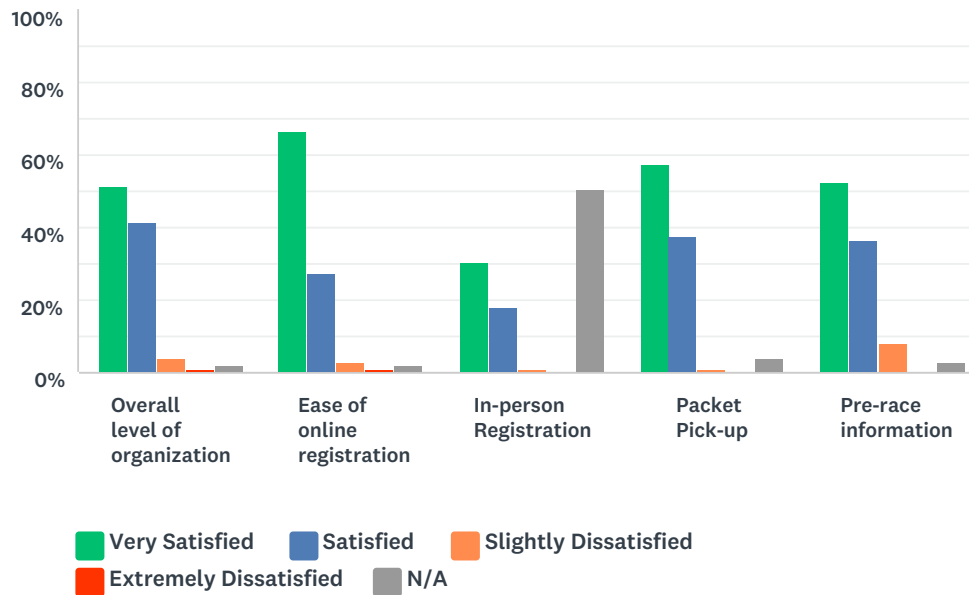
	VERY SATISFIED	SATISFIED	SLIGHTLY DISSATISFIED	EXTREMELY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Overall level of organization	51.52% 51	41.41% 41	4.04% 4	1.01% 1	2.02% 2	99	3.46
Ease of online registration	66.67% 66	27.27% 27	3.03% 3	1.01% 1	2.02% 2	99	3.63
In-person Registration	30.30% 30	18.18% 18	1.01% 1	0.00% 0	50.51% 50	99	3.59
Packet Pick-up	57.58% 57	37.37% 37	1.01% 1	0.00% 0	4.04% 4	99	3.59
Pre-race information	52.53% 52	36.36% 36	8.08% 8	0.00% 0	3.03% 3	99	3.46

| #	COMMENTS	DATE
1	Overall a great event, but definitely could use a bit more instruction on the bike route and more accountability on the run route.	9/2/2019 5:32 AM
2	Need to post route sooner	8/29/2019 7:07 AM
3	Originally, we wanted to compete as a team, but online it forces one person to pay for the entire team. The team online registration was a bit confusing, so we all signed up individually. Before everyone was complete with the race, people began tearing down - there was a bit of a disconnect at times, who was still on the course, almost put shirts away before all participants got one, finisher medals were all different because there were not enough for this specific event. The swim event felt the most organized of all the events.	8/29/2019 4:43 AM
4	Timing issues put a damper on it. Our race (relay) wasn't timed which is a bummer.	8/28/2019 3:42 PM
5	Miss you! Time was not posted.	8/28/2019 1:37 PM
6	Possibly have packet pick up time closer to the start of the race.	8/28/2019 12:54 PM

7	Not specific enough specifics for civilian participants - exciting) one day pass- how and when to get it	8/28/2019 10:28 AM
8	All of the events were well laid out and I felt confident in the routes for the bike and run due to the pictures and brief.	8/28/2019 9:59 AM
9	bike course could have been laid out better so there is no cross traffic	8/28/2019 9:34 AM
10	Arrows on the map for direction of transition would have been perfect. Also, keeping the tents up for team bonding would have been great. I left at 0840 and returned at 1100 and everything/everyone was gone. I was told the ceremony was at 1130.	8/28/2019 9:08 AM
11	Wasn't clear if civilians needed to get pass prior to race day or how they would get access	8/28/2019 8:45 AM
12	Put out the route sooner.	8/28/2019 8:43 AM
13	There was a bit of confusion on bike rental, such as where to rent the bike, availability of bikes, etc.	8/28/2019 8:33 AM

Q7 How satisfied were you with the following elements of our competition? Please use the rating scale below:

Answered: 98   Skipped: 1
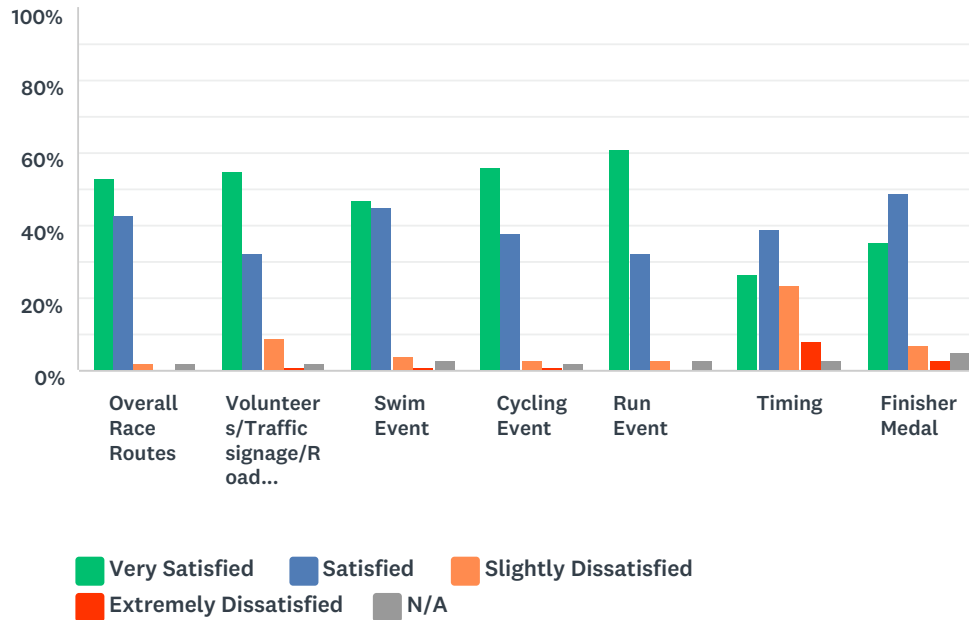
	VERY SATISFIED	SATISFIED	SLIGHTLY DISSATISFIED	EXTREMELY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Overall Race Routes	53.06% 52	42.86% 42	2.04% 2	0.00% 0	2.04% 2	98	3.52
Volunteers/Traffic signage/Road Guards	55.10% 54	32.65% 32	9.18% 9	1.02% 1	2.04% 2	98	3.45
Swim Event	46.94% 46	44.90% 44	4.08% 4	1.02% 1	3.06% 3	98	3.42
Cycling Event	56.12% 55	37.76% 37	3.06% 3	1.02% 1	2.04% 2	98	3.52
Run Event	61.22% 60	32.65% 32	3.06% 3	0.00% 0	3.06% 3	98	3.60
Timing	26.53% 26	38.78% 38	23.47% 23	8.16% 8	3.06% 3	98	2.86
Finisher Medal	35.71% 35	48.98% 48	7.14% 7	3.06% 3	5.10% 5	98	3.24

#	COMMENTS	DATE
1	The cycling event was a little confusing, some of the road guards out there didn't know where racers needed to go. During the run event, I had to let the road guard know I was crossing so that the person could go out and stop traffic. I would have liked to have the actual triathlon sprint medal, not just a generic one. I understand medals ran out.	8/29/2019 4:46 AM
2	I was not directed correctly on second lap and had to go back after getting back to the finish too early.	8/29/2019 2:52 AM
3	Didn't get a finishing time. Second lap was a bit confusing.	8/28/2019 3:43 PM

1 / 2

4	Since there were 2 laps for the bike, it would've been helpful to have arrows pointing to clarify which direction to go for each lap. I hope the timing issue goes better next time. It would be great if the trophies had the category and placement on them. It wasn't clear whether the bike was on gravel or road since there were mountain bikes being offered to rent. Those were just minor notes I had from the race. Overall, it went great!	8/28/2019 2:11 PM
5	People were cheating because they could stand it the pool. Sucks when you get ranked and stacked with people who walked mostly all of the swim. The run, there were no volunteers so people were cheating there too by not going all the way to the turn. I was dissatisfied because yall helped the cheaters out there	8/28/2019 1:47 PM
6	Ran out of race medals.	8/28/2019 12:20 PM
7	Timing system malfunctioned so there were no results on day of event and no podium celebration	8/28/2019 11:20 AM
8	The swim took awhile to get going. The medals were fairly generic.	8/28/2019 10:00 AM
9	So some guy at about mm 4 on the bike sent me the wrong way.	8/28/2019 9:40 AM
10	Never received my finish time.	8/28/2019 9:09 AM
11	Would've been nice to "Ft Carson" and the date on it, but that's more expensive	8/28/2019 8:53 AM
12	Never got my finishing time-	8/28/2019 8:45 AM
13	Get road bikes for rent not mountain bikes, medal was cheap. I would pay more for a better medal.	8/28/2019 8:34 AM
14	Fort Carson is huge, this should be no need to do laps withe the bike section. The pool was too shallow. My hands hit the bottom on every stroke	8/28/2019 8:31 AM

Q9 How could we improve your experience for similar events in the future?

Answered: 27   Skipped: 72

#	RESPONSES	DATE
1	Use arrows on the course map	9/3/2019 1:12 PM
2	Use arrows on the course maps	9/3/2019 1:06 PM
3	As I understand it, the issue with the timing, was not MWR's fault so I would say sustain your efforts	8/29/2019 9:41 PM
4	I loved it and am grateful to have done this!	8/29/2019 6:29 AM
5	Ensure there are enough/correct medals and shirts for all participants. Ensure road guards are aware of race path so they can properly direct particpants.	8/29/2019 4:47 AM
6	Overall-- very good! I would recommend a 60 plus age group (vs 50 plus) be added-- significant difference in ability as one gets older. Please have Triathlon again next year.	8/29/2019 4:06 AM
7	Fix time system	8/29/2019 3:10 AM
8	Make sure the timing works.	8/28/2019 3:43 PM
9	Please have the bike course volunteers direct the athletes to the correct direction for the bike course. Overall a nice event. Thanks	8/28/2019 2:37 PM
10	In the comments	8/28/2019 2:11 PM
11	Great time! The run route wasn't very interesting. Overall great time. Hope it happens next year. Feel free to use my email to send the appropriate ICE comment link.	8/28/2019 2:01 PM
12	Pool that's 6ft+, people at the turn of a run. Something to just stop cheaters	8/28/2019 1:48 PM
13	Timing	8/28/2019 1:40 PM
14	Better time keeping	8/28/2019 1:38 PM
15	Have more of them	8/28/2019 1:17 PM
16	Have a active duty category	8/28/2019 12:35 PM
17	Possibly spread the swim start out a few more seconds, Far corner turning onto Mcgrath had dirt on road making cornering a little more tricky at higher speeds	8/28/2019 11:29 AM
18	Fix timing system ahead of event	8/28/2019 11:24 AM
19	Timing and award ceremony was non existent. Also, a mat at the turnaround for the run/timing would be good for ensuring everyone did the out and back. Instructions for the event were pretty good, along with the course markings. The swim could have been better by explaining to a lot of the newbies how to get their estimated swim time. I had to go around a lot of people that were walking in the pool.	8/28/2019 10:26 AM
20	It looked like the race was poorly set up. Set up was happening even after most racers arrived. Maybe have everything set up the night prior.	8/28/2019 9:38 AM
21	I	8/28/2019 9:17 AM
22	I	8/28/2019 9:16 AM
23	Use arrows on maps	8/28/2019 9:10 AM
24	Really awesome job (with the exception of the timing glitch)! Thanks for all the hard that went into organizing and executing this.	8/28/2019 8:56 AM
25	Water point on run! Gatorade and water!	8/28/2019 8:47 AM
26	N/a	8/28/2019 8:39 AM

| 27 | It was a great tri, I am training for a 70.3 so it fit well into my schedule. For $20 it was what I expected and worth that price. It was not a USAT sanctioned tri so a lot of rules weren't in place but if the trade off is to make a more friendly / welcoming tri then it's worth it. I would participate again. | 8/28/2019 8:28 AM |