

# Run For Hope

## London Marathon Campaign



# Campaign Objectives

- Drive applications for charity places in the London Marathon to benefit Teenage Cancer Trust



# Target Audience

Primary Audience -

Fitness Enthusiasts  
Charity Supporters  
Teen Cancer Advocates

Secondary Audience -

Corporate Partners  
Running Clubs and Groups



# Persona 1 - Marathon Mike

## Demographics:

- Age: 30-45
- Gender: Male
- Location: London
- Occupation: Professional (e.g., Manager, Engineer, Sales Director)
- Income: Mid to high range

## Interests:

- Passionate about fitness, particularly long-distance running and marathons.
- Regularly consumes content related to health, wellness, and athletic training



# Persona 2 - Community Carol

## Demographics:

- Age: 25-40
- Gender: Female
- Location: London city (Urban)
- Occupation: Corporate Employee, CSR Officer
- Income: Mid range

## Interests:

- Actively involved in CSR activities and community service.
- Interested in health, wellness, and social causes.
- Enjoys team activities and events that promote social good.

# Marketing Channels

## (Total Budget: GBP 10,000)

**01.** Social Media Advertising  
(GBP 4,000)

**02.** Search Engine Marketing SEM  
(GBP 2,000)

**03.** Email Marketing  
(GBP 1,500)

**04.** Influencer Partnerships  
(GBP 1,500)

**05.** Content Marketing  
(GBP 1,000)

## Budget Allocation-

**Total Social Media Budget: GBP 4,000**

**Facebook & Instagram: GBP 3,000**

**LinkedIn: GBP 1,000**

### **Facebook and Instagram Strategy**

- **Video Content: GBP 1,500**
  - **Facebook: GBP 900**
  - **Instagram Stories: GBP 600**
- **Carousel Ads: GBP 1,500**
  - **Facebook: GBP 900**
  - **Instagram: GBP 600**

*(Boost Posts and Targeted Ads)*

### **LinkedIn Carousel Ads: GBP 1,000**

**(LinkedIn Campaign Manager)**

**Search Engine Marketing (SEM): GBP 2,000**

**Platforms: Google, Youtube**

- **Display Ads: GBP 1,200**
- **Search Ads: GBP 800**

**Email Marketing: GBP 1,500**

**Influencer Partnerships: GBP 1,500**

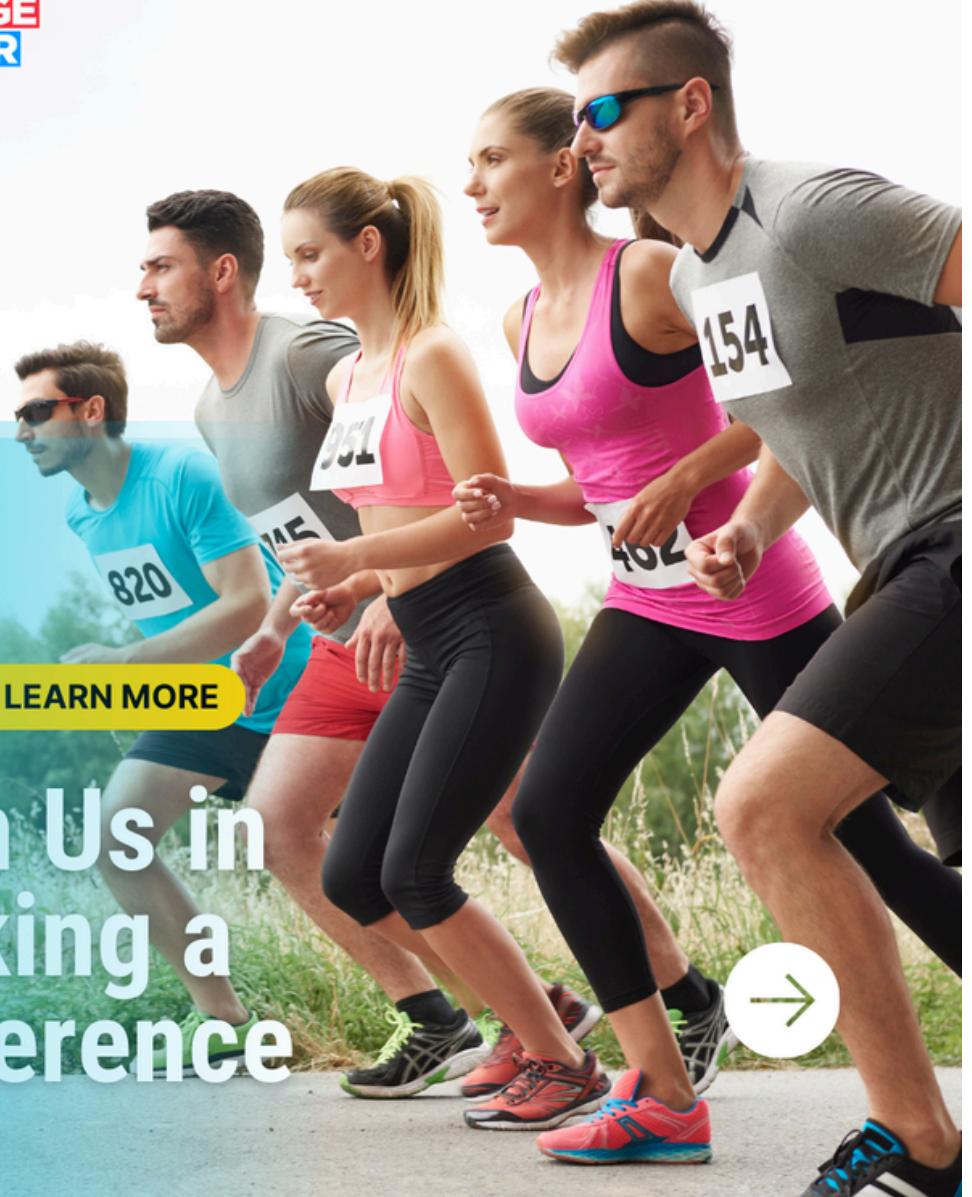
**Content Marketing: GBP 1,000**

# Marketing message (persona 1)

## Caption -

Take your passion for running to new heights while making a difference. Join us at the Marathon for Teenage Cancer Trust—where every step you take helps young people battling cancer. Achieve your fitness goals and be a hero for a vital cause!





SWIPE TO LEARN MORE

Join Us in  
Making a  
Difference



READ HER STORY



**MEET SARAH :  
RUNNING FOR HER BROTHER**

Sarah ran last year to honor her brother's  
battle with cancer



EVERY  
STEP  
COUNTS

See How You are Making a Difference



# Experience the Iconic London Marathon Route

Run past Buckingham Palace, the Thames,  
and more

CHECK OUT THE ROUTE



SIGN UP TODAY!

## Ready to Change Lives?

Register Now and Be Part of Something Bigger

# Marketing message (persona 2)

Caption -

Join hands with your colleagues and step up for a cause that touches many lives. The Marathon for Teenage Cancer Trust is the perfect event to strengthen team bonds, promote health, and contribute to a noble mission. Rally your company and run for change!





# JOIN THE MOVEMENT

Empower your team to run for a cause  
and change lives

[Join Now](#)



# TEAMWORK

THAT MAKES A  
DIFFERENCE



→ See how  
it works



# RUN WITH PURPOSE

Support young people with cancer  
while enhancing your company's  
CSR initiatives

[LEARN ABOUT OUR IMPACT](#)



## ACHIEVE AND INSPIRE

Boost morale and inspire your team  
with personal achievements

JOIN THE CHALLENGE



Ready to  
change  
lives?

Register your team  
today and be part of  
something bigger

RUN FOR HOPE

Video content idea (UGC)

Budget - GBP 1,500

- Short and impactful video (30-60 seconds)
- Include testimonials, event footage, and the tangible effects of fundraising

### **Targeting Strategy:**

- Leverage video ads to retarget users who have previously engaged with our social media content or website
- Incorporate subtitles and captions for users watching without sound

## Lead magnet - carousel post

Caption-

 Lace up for a cause that counts! Join us at the #RunForHope Marathon and be part of a journey that changes lives. Together, we'll run the extra mile to support young cancer patients through the Teenage Cancer Trust. Whether you're a seasoned runner or just getting started, our guide will fuel your training and inspire your heart.

 Ready to make an impact?

#ChangeALife #CSR #TeamworkMakesTheDreamWork  
#FitnessForACause #LondonMarathon

# Lead magnet (carousel post)

Run for a Cause, Change a Life

Join our marathon and support young people with cancer

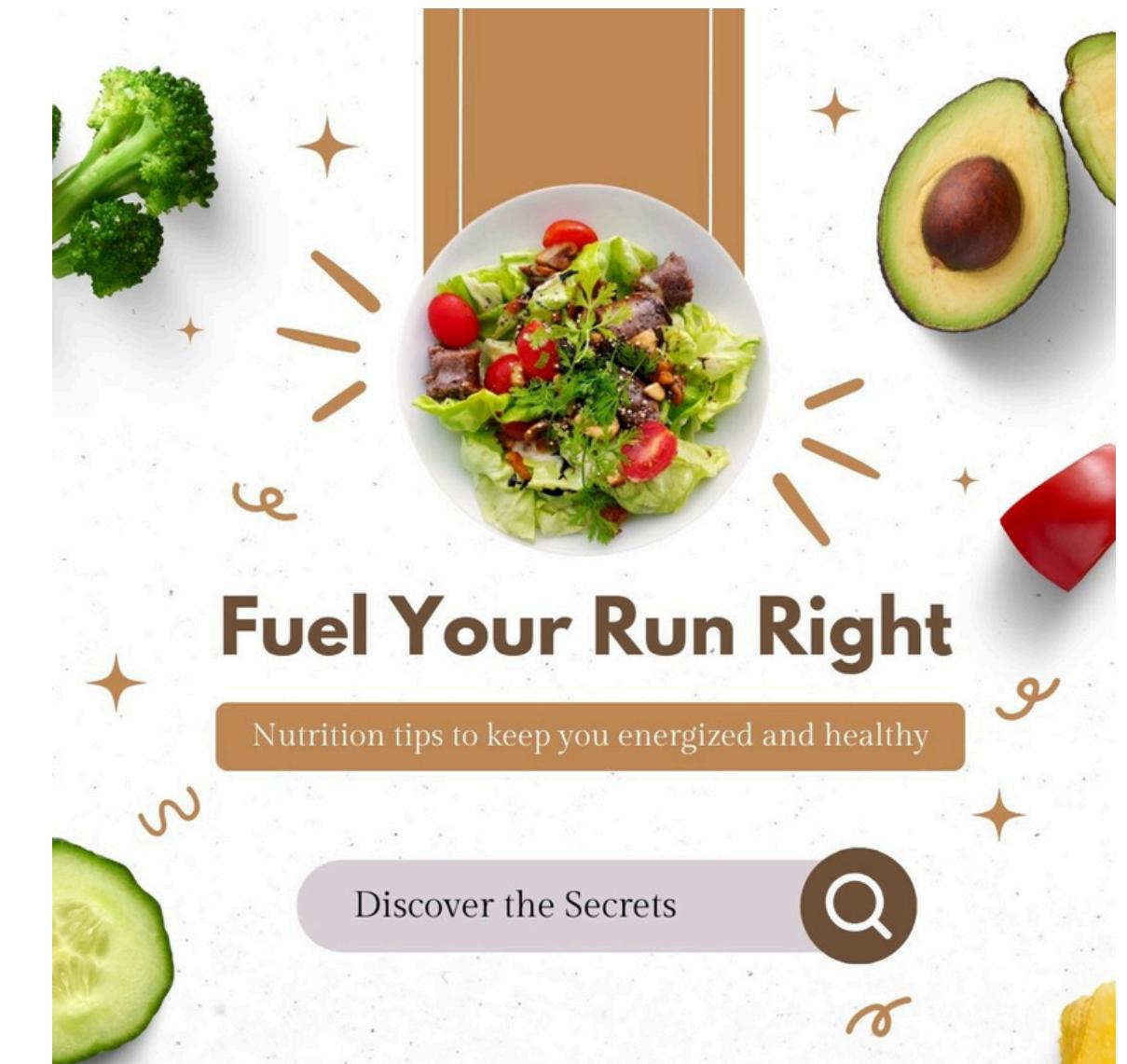


Download Your Free Marathon Training Guide

Tailored Training Plans



From beginner to expert - find the schedule that suits you ➤➤➤



Fuel Your Run Right

Nutrition tips to keep you energized and healthy

Discover the Secrets



# Lead magnet (carousel post)

## Real Stories, Real Impact



Read how our runners have changed lives and been changed themselves

[MEET OUR HEROES](#)

## Run Together, Achieve Together



Ideal for corporate teams—foster community and social responsibility

[JOIN THE MOVEMENT](#)



## Ready to Start your Journey?

Download our eBook and start your training today

[DOWNLOAD NOW](#)

# Email Marketing Strategy

## Email Sequence

- **Sent to individuals who engage with lead magnets -**

1. Welcome and Lead Magnet Delivery
2. Training Tips and Encouragement
3. The Impact of Their Participation
4. Registration Invitation (with some chance to win merchandise or incentives)
5. Last Chance to Register
6. Countdown to Marathon Day
7. Post-Marathon (Impact created, thank you message, and feedback request)

- **To the existing database of supporters and potential runners -**

1. We missed you email / Re-engagement email
2. Past inspirational story - where efforts taken significantly impacted the cause
3. Impact showcase- how funds raised have been used
4. Early bird registration
5. Training tips
6. Countdown to event
7. Post-Event Thank You and Feedback Request



# KPIs & Tools

- **Social Media Metrics:** Engagement Rate, Reach and Impressions, Click-through Rate (CTR), Conversion Rate
- **Search Engine Marketing Metrics:** CTR on Ads, Cost Per Click (CPC), Conversion Rate from Ads
- **Email Marketing Metrics:** Open Rate, Click Rate, Conversion Rate
- **Content Marketing Metrics:** Page Views and Unique Visits, Time on Page, Bounce Rate, SEO Ranking for Target Keywords
- **Influencer Marketing Metrics:** Engagement Rate, Reach of Posts, Referral Traffic, Conversion Rate



**Thank  
you very  
much!**