

# Centurion

cycling

*Centurion New York  
2011 Marketing Plan*

# Centurion New York – Target Markets

- ▣ Albany
- ▣ Boston
- ▣ Lake Placid
- ▣ Springfield
- ▣ Buffalo
- ▣ Philadelphia
- ▣ Syracuse
- ▣ Burlington
- ▣ NYC
- ▣ Hartford
- ▣ Montreal



# Centurion New York

## Marketing Strategies - Overview

- Web – CenturionCycling.com
- E-Mail/Database Marketing
- Social Media (Facebook, Twitter)
- Event Expositions
  - ✓ Ironman Lake Placid
  - ✓ Centurion Canada
  - ✓ Others
- Public Relations/Editorial
- Regional Advertising
- Industry Trade Advertising
- Event Cross Promotion



# Centurion New York

## Marketing Strategies - Detail

- CenturionCycling.com
  - ✓ Announcement of 2012 event
  - ✓ Centurion New York micro site (registration, courses, schedules, images, videos, etc.)
- E-mail/Database Marketing
  - ✓ E-mail announcing event to Ironman Lake Placid database, regional bike clubs and bike retailers
  - ✓ Incorporate Centurion New York into monthly Centurion e-newsletter content



# Centurion New York

## Marketing Strategies - Detail

- Social Media
  - ✓ Facebook –announcement/updates
  - ✓ Twitter – announcement/updates
  - ✓ You Tube – post videos on CC Channel
- Event Expositions
  - ✓ Ironman Lake Placid – CC Tent
  - ✓ Centurion Canada – CC Tent
  - ✓ Others (explore other events)
- Public Relations/Editorial
- Regional/Industry Trade Advertising
  - Regional newspapers/web sites
  - Targeted print and web ads (i.e. Velonews, Triathlete)

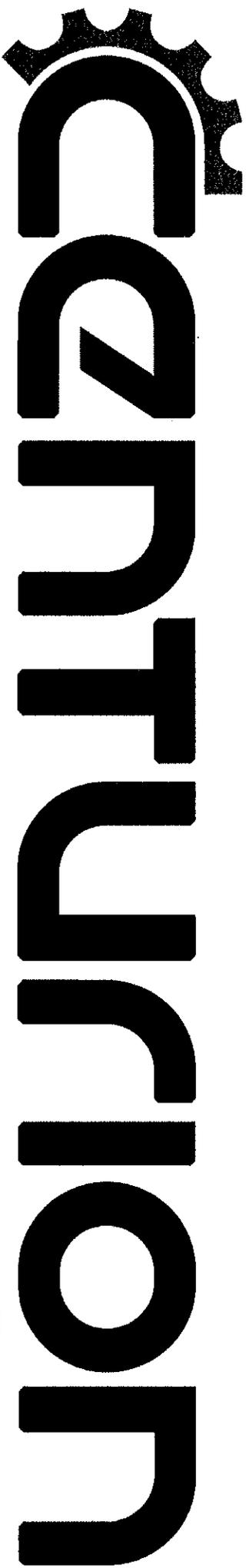


# Centurion New York

## Marketing Strategies - Detail

- Hospitality Events/Ambassador Program Kickoff Events
  - ✓ Ironman Lake Placid – Invite key influencers
  - ✓ Centurion New York Preview Event - Invite media, retailers, clubs, key influencers to ride the course
- Promotions - Incentives and giveaways





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