

Tierra Bella 2024 - Marketing
Peter Greene

Accomplishments:

- Created and shared a [Tierra Bella 2024 Communications Plan](#) to outline strategy, schedule, and track progress via medium e.g. publications, bicycle clubs, etc. See the Google Sheet to see the strategy implemented and the schedule of actions taken
- Primary medium was via mass emails sent via SendGrid utilizing the existing contact database of registered riders from previous 2 years (approx 1800 emails).
- Social media sites - Facebook (postings primarily by Sue Bialson) and Strava (created a club page) were the most useful social media sites - the other social media sites didn't generate much activity. Also posted to a dozen or more cycling, fitness, general interest sites for San Jose Reddit groups - difficult to know if these were effective.
- Cross promotion with Freemont Freewheelers (Primavera) and Western Wheelers (Sequoia).

Challenges / recommendations:

- Emails
 - Only marketing via email to past registered riders - need to find a method for adding high potential contacts who haven't registered for the TB in the past to the contact database. Some ideas:
 - Work with other local bicycle clubs to jointly market each other's rides to each other's contact lists. For example, offer a discount to those who sign up for both the Tierra Bella and Primavera at the same time – or create a 'triple crown' award for those who ride in 3 local centuries....
 - Pay for advertisements on FaceBook etc. (e.g. sponsored ads for other century ride show up in my feed since I belong to several bicycle groups on FB)
 - The number of contacts requires a temporary paid subscription to ?SendGrid? due to the number of contacts (the free subscription is severely limited). I believe it was \$15 per month for each of the 4 months of the email campaign to cover the number of contacts and projected mailings.
 - SendGrid is a feature rich mailing program. ~\$60 seems to be a reasonable value - not sure if a "free" service would be worth it
 - The major email sites (Google, Yahoo, Microsoft, etc) are adding tools to their services which block and/or redirect mass emails to 'junk' folders. Email addresses of several Tierra Bella committee members blocked the test emails which required forwarding the emails from private email to get around spam blockers. Difficult to determine how many of the contact's email addresses rejected the Tierra Bella emails – although the statistics of the number of people who opened the email indicate that upwards of 80%+ got through.
 - Be aware of best practices for sending mass emails to limit the number of emails being blocked / redirected
 - Each sent email resulted in a handful of recipients requesting to 'unsubscribe' - thus we lost all ability to send them emails
 - Be aware that each email will reduce the contact database for future mailings (and into subsequent years). (This could be dealt with by moving the mass email provider to another email service each year.)
- Social Media sites
 - Attempted to create Tierra Bella accounts on X (Twitter) and TikTok but the accounts were deactivated as I used the same mobile number for my personal

accounts (lost access to both). X.com restored accounts on appeal, but TikTok rejected my appeal (lost both personal and Tierra Bella TikTok access).

- Many social media now allow only 1 account per phone number. Need to be aware of restrictions when setting up an organizational account.
- Social media campaigns require a large number of followers to be successful. Requested ACTC members to follow the Tierra Bella social media sites but only a couple did - therefore these were not useful. The current ACTC demographic does not seem to utilize social media sites outside of FB
 - ACTC may want to set up accounts, post frequently throughout the year, and grow a social following to reach outside of the current demographic. It will take time to build a following - an account for only the current year's TB won't have time to build a following
- Bicycle clubs
 - Reached out to several clubs about cross-promotion of each other's centuries. Only success with Fremont Freewheelers and Western Wheelers - primarily because I knew the people running the events. Emails to other clubs didn't elicit a response or non-action as I was just blindly emailing the organization.
 - Currently only able to offer listing on 'events' section of ACTC web page, an email to elist, and a posting in B&BB. Other clubs offer a discount code to outside clubs (Primavera, Grizzly Peak, others....) we should do the same
 - Inter cycling club communications and activities should probably be more of a long term relationship. Might be worth creating a post within ACTC to handle inter-club communications / relationships. Could extend beyond the annual century event to joint rides in each other's territories, sharing of routes, etc. (e.g. on Paso Robles trip reach out SLO bicycling club to join in rides, same with trips to Napa, Sonoma, Monterey, etc).
- Coverage
 - I was out of the country from mid-Nov to the end-of-January cycling in Asia. I created draft initial emails for the launch date (final edits and mailing done by Judy and Jim) but didn't really start in the role until the end of January. Next year (Nov 2024 thru Jan 2025) I am planning a similar trip. So I will need backup if I am to continue in the role.