BEST MARKETING PRACTICES IN KARTING
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WITH THIS MANUAL YOU WILL:

- Avoid mistakes before, during and after karting track launch
- Receive guidance on all marketing and communication activities
- Receive assistance in the intensive pre-opening phase and the first phase
- Qualify your management staff for all on-going marketing activities to stand out from the competition
- Get insight into marketing secrets that will save you time and money
- Transform your visitors into loyal brand ambassadors

YOU WILL ALSO HAVE THE ACCESS TO:

PROMOTIONAL MATERIALS TEMPLATES, already tested in practice.

Note that all promotional activities must be completed before the grand opening; otherwise you will be missing business opportunities and damaging your future reputation.
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CONTENTS EXTRACT

1. MARKETING STRATEGY
   • Market research
   • Branding process
   • Target audience
   • Key communication channels
   • Project timeline

2. PRODUCT DEVELOPMENT
   • Startup list of products
   • Price list
   • Cross-sell and up-sell

3. WEBSITE
   • Best practices of online communication
   • Search engine optimization (SEO)
   • Customer relation management (CRM)
   • Automated customer communication
   • Online booking

4. PUBLIC RELATIONS AND MEDIA
   • Media relations
   • Relations with other relevant stakeholders
   • Event management
   • Press release
   • Follow-up communication after opening

5. PROMOTIONAL MATERIALS
   • Posters
   • Leaflets and brochures
   • Printed ads
   • Newsletters
   • Loyalty cards
   • Gift coupons
   • Price lists
   • Radio ad scenarios
   • Employee uniforms

6. SOCIAL MEDIA
   • Key social media platforms
   • Content planning
   • Best practice examples
   • Influencer marketing

7. TACTICS FOR INCREASING NEW VISITORS
   • Loyalty program
   • Merchandize program
   • Discounts policy
   • B2B segment
   • Use of innovative communication tools

8. ADVERTISING AND DIRECT MARKETING
   • Direct advertising
   • Google AdWords
   • Remarketing

9. CRISIS MANAGEMENT AND COMMUNICATION
   • Crisis communication action plan
   • Training Spokespeople
   • Emergency Communication Action Checklist
You can build it, but if no one knows about it, then they’re not coming!
DRIVERS BRIEFING PROGRAM
TRACK MARSHAL TRAINING
RENTAL KARTING MANAGEMENT
RECEPTION OPERATIONS MANAGEMENT
BEST MARKETING PRACTICES IN KARTING
RACING PROGRAM
KARTING SCHOOL FOR KIDS