

BEST MARKETING
PRACTICES IN KARTING



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.



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!



Get on Track with Us.

DRIVERS BRIEFING PROGRAM

1 2 3 4 **5** 6 7

TRACK MARSHAL TRAINING

RENTAL KARTING MANAGEMENT

RECEPTION OPERATIONS MANAGEMENT

BEST MARKETING PRACTICES IN KARTING

RACING PROGRAM

KARTING SCHOOL FOR KIDS



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Get on Track with Us.