Paid social 101

BibRave

Targeting
- Lookalikes
- Custom audiences
- Interests

Creative basics
- Photo vs. video
- Motivation first
- Medal ≠ message

Budgeting
- How much to spend
- When to spend
- Timing > Budget

build your own checklist

Identify runner motivations
Start with why someone runs your race—community, challenge, PRs, scenery, charity, or experience.

Build segmented audiences
Create audiences by behavior and intent (past participants, site visitors, lookalikes, interest groups).

Create two ad versions
Test at least two creatives with different visuals, copy, or CTAs to learn what resonates.

Run a 14-day test
Give ads enough time and budget to exit the learning phase and generate meaningful data.

Reallocate budget
Shift spend toward top-performing audiences and creatives; pause what isn't working.

Add retargeting
Re-engage website visitors, abandoned registrations, and previous runners with tailored messaging.

Optimize and repeat
Refine creative, targeting, and timing continuously as registration windows and runner intent evolve.

BibRave key notes

- Video outperforms static (UGC is king).

- Prioritize motion, people, and emotion over polish.

- Avoid creative fatigue.
  Rotate visuals, headlines, and CTAs regularly—especially during long registration windows.

- Use AI as a starting point, not a strategy.

- Geo-targeted messaging wins.
  Ads that reference location, course highlights, or local pride outperform generic messaging—especially for regional and destination races.

- **Alignment amplifies results.**
  When paid social, email, and organic messaging are consistent, performance improves across all channels. Campaigns shouldn't live in silos.