GUIDE TO LISTING CHALLENGE EVENTS

✓ WHAT, WHERE, WHEN

It may sound obvious, but make sure you are clearly telling people what this challenge event is.

If you are promoting one of our open challenges, ensure the **NAME** is the same; for example if you are promoting our <u>Inca Trail Trek to Machu Picchu</u>, call it that on your website.

For **SEO** purposes, make sure you are including the **PLACE** e.g. Peru and when it is happening – specifically, the year – to capitalise on popular long tail searches e.g. 'Trek challenges in 2017'

✓ WHY

It's a competitive and sceptical market out there. Make it clear why your prospects should support you and more importantly what it will mean; what does every pound they raise go towards?

By breaking down the fundraising target to a tangible figure and action will alleviate scepticism and help your supporters to share this message with their sponsors.

✓ WHO

Your supporters may know who you are but not necessarily who Discover Adventure is.

If you are linking back to our website or mentioning our name as the challenge organiser, please include the following bio:

"(Charity Name) is working in partnership with Discover Adventure for the operation of our challenge events. Discover Adventure have over 20 years' experience in operating adventure fundraising challenges worldwide. Voted Best Small Escorted Adventure Company in 2016, they are fully ATOL protected and are members of ABTA and AITO so you can ensure you will be in safe hands on your challenge."

And make sure to add our logo – this inspires trust and confidence.

INSPIRE

- **Add more than one image to your challenge page** – aim for a gallery if you can. Showcase the excitement, buzz and destination – if you don't have many, you can bet we do – just ask!

- **Add a video** – we have range of videos that you can share on your website of our challenge events. Bring it to life for your prospects, a video can be incredibly emotive, informative and motivating (and they're great to use on social media too!)

- **Make use of testimonials, Q & A's and top tips** – endorsements from previous challengers can speak volumes. Again, if you don't have any, don't worry – we do and we're happy to share!

- **If you can add, 'related challenges.'** If the user has got to the bottom of the page, offer them other similar challenge events, to keep them browsing your site for longer.
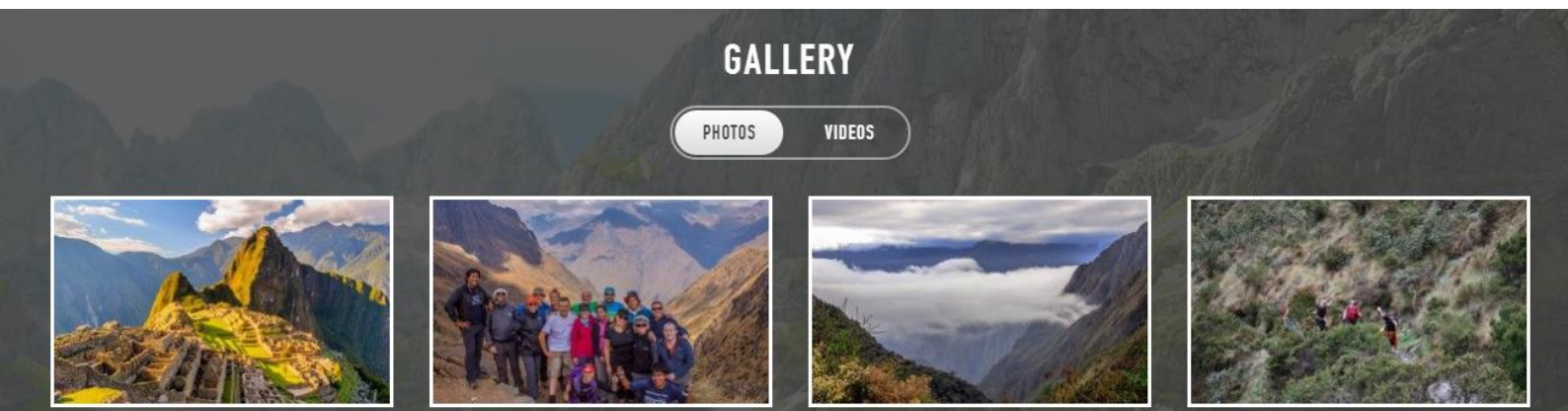
✔ CALLS TO ACTION & HUMAN CONTACT

- **Make sure your calls to action stand out** – if possible, make them buttons rather than hyperlinked text

BOOK NOW   REGISTER YOUR INTEREST

- As best practice, put a **'register your interest link' next to your 'book now' button.** Why? Because not everyone is ready to book straight away. 'Register your interest' is a softer message, and will enable you to capture warm interest of those that are keen but not yet ready to book. You can then follow up with a friendly, knowledgeable voice and allay all their concerns!

- **It is always good to supplement your call to action buttons with a named direct contact from your events team.** Why? Because it evokes trust; people like to know there's a human at the other side of the website. It gives them an additional option to contact you via email or on the phone:

HAVE QUESTIONS?

Contact our Marketing Manager **Steph** via **01722 719038** or email stephanie@discoveradventure.com

✓ POSITIVELY MANAGE EXPECTATIONS

81% of buyers conduct their research online before buying
60% of the sales process is over before a prospect ever speaks to your sales team.

The buyer is in control and **they have all the tools at their disposal to do their own research –** make sure it's your tools they're using!

We can provide you with:

- Training guides and <u>training videos</u>
- Challenge grades and fitness level recommendations
- <u>Testimonials</u>, images and <u>challenge videos</u>
- Information about Discover Adventure, our accreditations, safety information, <u>sustainability policy</u>, terms and conditions and <u>privacy policy</u>

Make use of this information within your challenge page or accessible via a click within the page, so that as many questions as possible your prospective participant may be looking to answer about the challenge can be answered via information on the page.

This will also aid your SEO rankings, including any links you add to the <u>Discover Adventure website</u>. Google class's relevant links on a web page positively, classing them as supportive of a user's search – and will rank you higher as a result!

Lastly this content is vital to painting a true (and inspiring) picture of the challenge event you are promoting, therefore managing the expectations of those who sign up.

What are you waiting for? Let's go!