

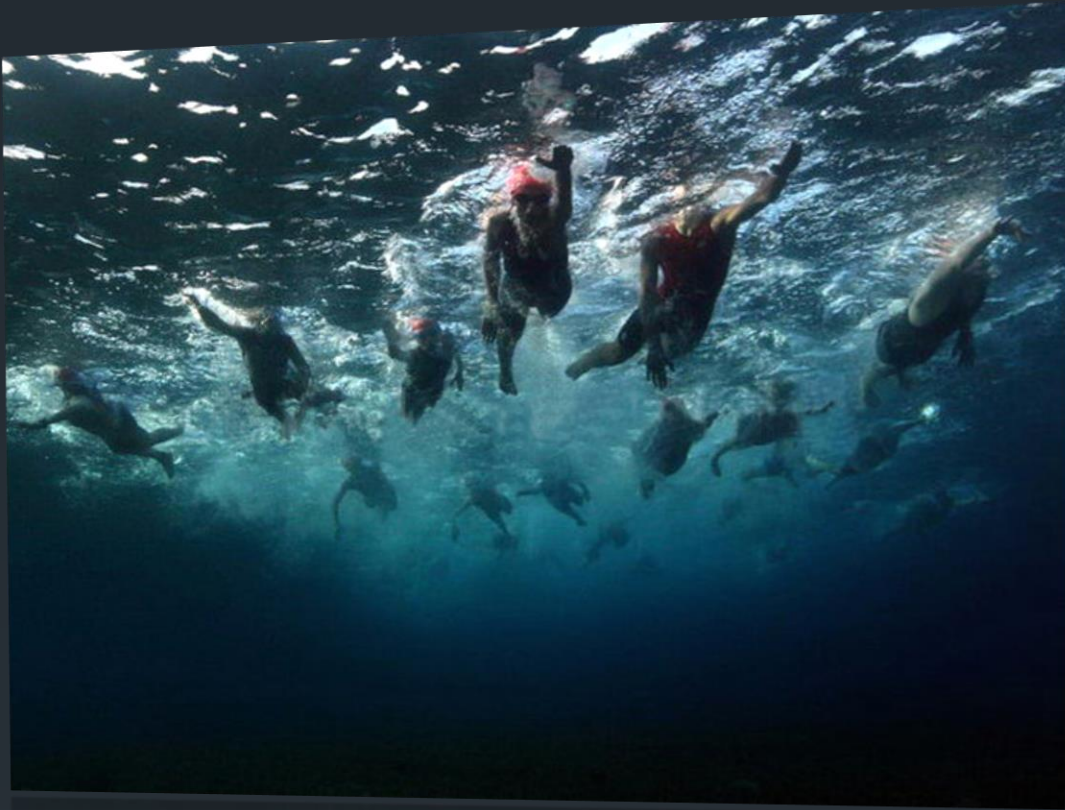
Innovative Tri:Marketing
Concept by
JuricaCvjetko.com,



**#FindTriathlete /
Triathlon-Bloggers-Network
Concept**

Innovative & Unique Triathlon Marketing
Research

www.JuricaCvjetko.com



- **Triathlon is seen as the fastest growing sport in the world today?**
- **Triathletes (Professional & Age Group) as individual athletes are leaders with numbers of the personal websites in world?**

„No data! = No free seat at our table !

Do you know exactly how many Triathletes in world have own website ?

Yes, I know! Could I now take a seat at your table, please?”





At #FindTriathlete every single triathlete is part of the big global triathlon community!

- Who are Triathletes that you follow them with most interest on Web?
- Do you know all social medial links of these triathletes?
- Which one is your favourite Triathlete?
- Are there any that you'd like recommend to follow and are not present here at #FindTriathlete?

New, unique digital platform as Triathlete-Fan engagement platform.
Think bigger and different than make selfies and use standard social media!

Eventbrite Endurance Sports Participant Study

Over 25% of web traffic worldwide now comes from mobile, and endurance athlete participants are increasingly searching for and registering for events on the go (KPCB Internet Trends Report, 2014).

Endurance athlete mobile behaviors are broken down as follows:

- 89% use mobile to manage email
- 82% use mobile to search for endurance events
- 81% read endurance event information on mobile
- 70% use mobile to post updates on social
- 51% have registered for an endurance event on mobile

How we should communicate with triathletes to be different in endurance sports community?

Triathlon has evolved rapidly in the past few years, and has now reached a point where there may still be a detectable increase, but not to the former extent for some time now. We're seeing a trend towards a bigger and bigger mix: Triathlon and Swim Run are growing together, more and more events are appearing in the duathlon segment, but also a sort of a mix of mountain biking and trail running.

The development in the triathlon business has been going steeply upward for years. But when will the summit be reached? What do retailers and exhibitors need to do to make the boom continue? What will the upcoming trends in triathlon be?

Digitization will also find its way into the triathlon community, and determine its future.

Triathletes are the role models when it comes to combining offline and online.

That means: The industry has to respond!

Brands with digital expertise will determine the trends!

Triathletes are renowned for their social media obsessions.

Triathletes are fundamentally unique and the mechanism for reaching out to them have to be driven by a different strategy. Triathletes and triathlon fans are tech-savvy early adapters. They are meticulous customers - make always research. "Play second fiddle to the smartphone?"

When researching the triathletes community I discovered an outstanding group of social triathletes whose approach and influence with their fans and followers are unprecedented.

The networking of the online and offline global triathlon community is, in my opinion, in full swing. Triathlon Bloggers, are simply becoming more and more important for event organizers and brands, since they recommend dates and products and the community likes reading tips.

Why brand new & unique #FindTriathlete concept?

Comparing yourself with competitors in market is always useful, but being able to peek into what other aim to do and therefore become leader in the market, gives you different and innovative points of view how to approach issues in triathlon business!

- Research, innovation, and attention to detail are key guiding principles! It's true that such new platform with all social media links and websites of triathletes around the world, does not exist yet!
- Why unique? Nobody has collected and sorted out data of so many triathletes in world. Duration of research? More than 3 years everyday working. Unique concept in the combo of IT, and deep market research: Triathlon data analytic & data mining management.
- Brand new marketing platform to 'engage' more with all triathlon fans and the triathlon community worldwide.
- „Do it with passion, or not at all!“ Passion is pushing yourself when no one else is it around, and this knows every triathlete!

With #FindTriathlete meet the world's most influential social triathletes!

- #FindTriathlete is finished concept helping established a more authentic & innovative connection to the very active triathlon community worldwide. In pipeline launching leading-edge digital triathlon platform with mobile App solution that will serve all fans of global triathlon community.
- more than 13,500 triathletes with links of personal websites and blogs; Coaching business website; Facebook pages (if they have it), Facebook profiles; Twitter and Instagram accounts. All of them in one place? Yes.
- Not just Professional triathletes; also Age group triathletes, triathlon coaches, Ironman certified coaches.
- Triathletes who are influenced bloggers and experienced competitors racing Ironman (IM KPR and IM 70.3. point system, Challenge Family, Xterra, ITU, Toughman Triathlon, Ocean Lava Planet triathlon series, Espace Tri, and many others international or local triathlon events worldwide).



The new #FindTriathlete is also used to achieve important goals. Just to name a few:

- identify and establish the definition of profitable customers in triathlon business worldwide;


- understand online/offline behavior of triathletes;

- increase sales and affinity through real-time, one-to-one marketing campaigns;

- help retain the "right" customers & help increase fan loyalty and affinity;

- maximize overall revenue generated per customer through all channels;

- target and increase value for your brand through data mining.

- 
- Business intelligence means efficiently managing and processing everything in one place. In terms of business software, applications should be user-friendly, fast and well designed.
 - After 4 years of hard-working, I've finally created an easy-to-use and easy-to-customize – software on cloud for all available data of triathletes and for all available data of triathlon clubs & teams worldwide. With the simplicity of a spreadsheet, program provides with dozens of advanced features. There are available different data charts and data analytics, opportunities to conduct analysis of the data, mapping geography, demographics, etc.
 - That is designed from ground up with flexibility in mind. Now it's easy to create custom forms and reports with calculations, table relations, printing, charts, data management - to name just a few.

Everybody sees the glamour of professional triathlon, but many brands in triathlon business are run on limited budgets. That means that many sport franchises are not willing to pay for expensive enterprise CRM systems that often require a great deal of customization and a team of IT people to maintain.

Do you know how many Triathlon Clubs are in world today?

**Do you know how many triathlon clubs / teams are part of the
IRONMAN TriClub Program?**

Connected with my #FindTriathlete project (More on [link](#)) I finished also unique research with currently working title #FindTriClub. This unique collection of all Triathlon Clubs / Teams is the most complete and comprehensive list of tri-specific clubs worldwide.

Brand New #TriClub Research have details including:

- name of club / team
- website contact;
- country;
- city where each club is based
- name of president / sports manager of club / team
- website/blog/FB page/Twitter/Instagram;
- information with which coaching service / triathlon training camp / triathlon-friendly hotel specific triathlon club is already connected

What is interesting?

- Before I started with this project, I saw that International Triathlon Union in 'Athlete search' on triathlon.org don't have such updated data. Same situation was also with European Triathlon Union and each National Triathlon Federation, IRONMAN and Challenge Family Triathlon organization
- For example: K226.com and old Professional Triathlon Association (PROTA – Protriathlon.org) had online maybe 5% of triathletes with their personal websites. Ex-Professional Triathlon Union (Protriunion.com) didn't have such list, actually PTU Public Pro Database is coming January 2016! They had plan to create an athlete database showing stats, races, results, etc., but database will just be for Pros and PTU members!

Why innovative Tri:Marketing Research?

- Triathlon is one of world's fastest growing sports, very quickly becoming mainstream.
- Innovative market analysis & research – Triathletes as individual athletes are really the leaders with having own personal websites in world of sports data! Help with global promotion of triathlon in world of sports business?
- Valuable research to show how triathlon is growing in website presence spectrum. Many triathletes in world are writing about their races, experiences or how to apply for some sponsorship.
- Triathlon is currently enjoying an **outstanding period of growth and success, both at a grassroots and elite level** - unique concept to offer new, relevant and exciting platform to prospective partners looking to engage more with Triathlon!

#FindTriathlete display all available information about triathletes worldwide.

- #FindTriathlete provides the complete web and mobile solution for global triathlon community. This is the final step with aim of professionalization status of all triathletes throughout the digital journey.
- The updates to the #FindTriathlete allow triathletes to follow other triathletes year over year and make adjustments in their time management, which has never been available until now!
- #FindTriathlete is the most comprehensive worldwide solution to find, learn about all triathletes through their all social media links and is designed to bring triathletes, newcomers in triathlon and fans all together.

#FindTriathlete is developed by Triathlete for Triathletes

Promotes consistency and compliance of being #Triathlete in digital world

- Include all triathlete's social media logs and all online triathlon magazines;
- Biography of the best professional triathletes and role models in triathlon - triathletes who inspires others;
- Live tracking all professional triathletes to create new fan base to attract followers of triathlon
- Live selection in real time depends published article is about race report, nutrition, sponsorship advices etc.

Q&A

➤ **Q:** Every day there is a new triathlon website (or social page) and there are a lot of websites and pages which they are no longer cared. It's necessary to have a lot of persons who'll control all data.. How do you think to do this hard hard work?

A: **Idea is develop** special mobile App, so that triathletes would help to control and update it.

➤ **Q:** What do you aim to accomplish with this concept?

A: It is impossible to find specific professional or age group triathlete somewhere on web today. It is interesting to build this and make it more 'live'. This might make keeping it up to date a bit easier too.

#FindTriathlete Summary

- I have built a list of over 13,500 active blogging triathletes worldwide
- Update is made daily
- Sports Data Research: "Triathletes as individual athletes are leaders with numbers of personal websites today"
- New #FindTriathlete concept is helping establish a more authentic connection to the highly active triathlon community - enabling followers to reach triathletes.
- Create an 'engaging, fan-centric experience that would ignite interest in the Triathlon, drive engagement and bring fans closer to the triathletes than ever before'.

HELP WANTED? LOOKING FOR TRIATHLON BLOGGERS?
You are planning a communication strategy and looking for professional bloggers, influencers, websites and social media that genuinely suit your brand?

NEW TBN - TRIATHLON-BLOGGERS-NETWORK connected with #FINDTRIATHLETE

- Collaborating with professional bloggers often gets stuck at various points, whether due simply to the absence of a “professional link” or because this new way of working is still in its infancy.
- Triathlon brands and online and store-based retailers who are already actively working with bloggers, influencers and social media or who have not yet taken this essential step.
- TBN offers brands in triathlon industry and triathlon bloggers and influencers, webzines and websites a professional new platform in order to clearly extend the reach and the efficiency of communication activities.
- TBN assumes the role of service provider, or more accurately of interface, in order to ensure that communications between bloggers and businesses are more efficient and harmonious. Always with the aim of achieving the best outcome for everyone.

WHY and FOR WHO IS TRIATHLON-BLOGGERS-NETWORK?

Buying decisions are increasingly reached on the internet. Today's consumers only have to go online to find detailed information on products, innovations and trends in the endurance business space at any time. Product tests and reviews thereby play an important role and are more extensive and up-to-the-minute than ever before. And since few if any such reviews are sold in printed form at the newspaper kiosk, 'digital product tests' can change the way we decide what to purchase. The triathlon industry has long since recognized this trend and is exploiting the new opportunities for brand digital communication.

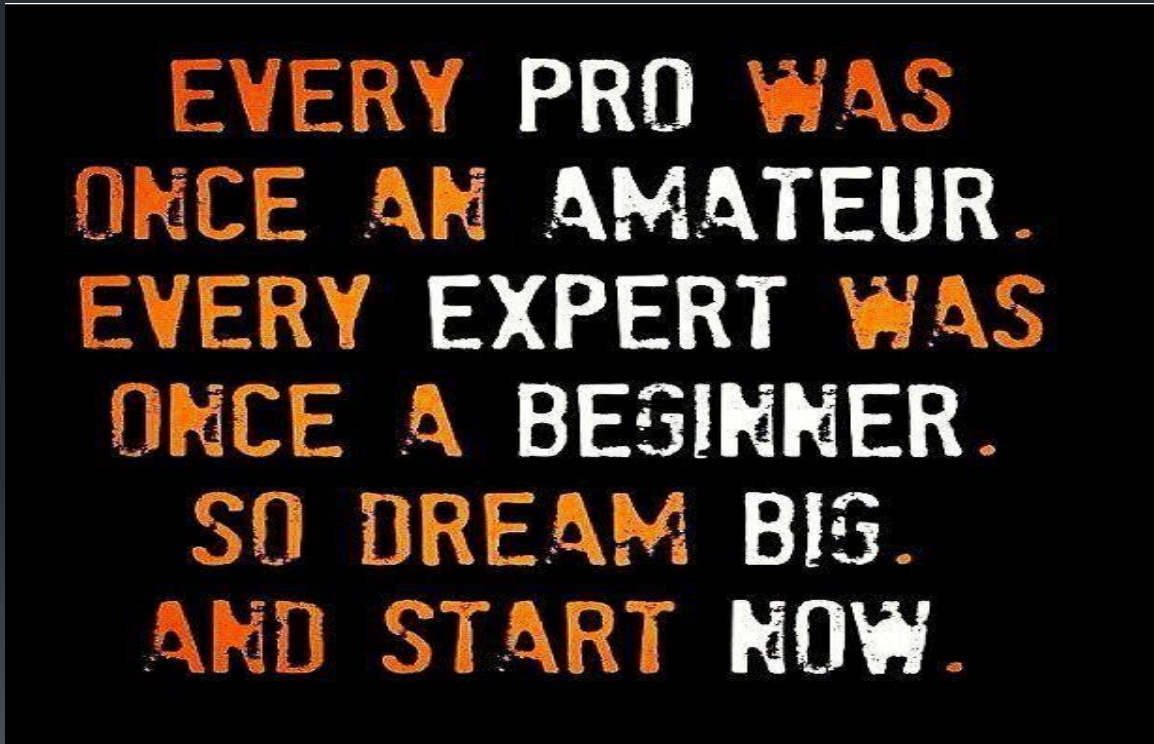
Triathlon brands and online and store-based retailers who are already actively working with bloggers, influencers and social media or who have not yet taken this essential step. Communicative interface that brings together successful bloggers, members of the triathlon industry and service providers from retail, PR and advertising.

TBN thereby serves both as a link and a service platform to help shape the future of Triathlon digital communication activities, create synergies and offer added value to all those involved.

WHICH ARE ADVANTAGES FOR TRIATHLON INDUSTRY AND RETAILERS?

- International network of interesting, creative and popular triathlon blogs;
- Authentic and goal-specific test reports in the blogs most appropriate to your product;
- Take active advantage of product tests on the internet;
- Strategic development and management of your promotion, incl. communications and logistics;
- Easing the workload for your internal resources;
- Complete documentation of your action incl. evaluation of its reach on social media;
- Optimize your affiliate program and maximize your visibility;
- Capitalize on your strengths as a store-based retailer;

Remember that every Professional Triathlete started as an Age Group Triathlete!



EVERY PRO WAS
ONCE AN AMATEUR.
EVERY EXPERT WAS
ONCE A BEGINNER.
SO DREAM BIG.
AND START NOW.

Interested in partnership?

Triathlon is a modern sport and it's important that we keep innovating!

Triathlon is all about excellent relationship with athletes and triathlon research must be one of key objectives of all involved in endurance sports community today.

At the end of the day is all about adding value to the world of triathlon and "change the game".

If you are interesting in partnership, feel free to contact me.

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