



Content Marketing & Community Building



theblendingbox

Christos Prapidis

Founder

[@The Blending Box](#)

Marketing & Content Manager

[@Spartan Race Europe](#)





theblendingbox

**WHAT WE DO
WELL**

- Online Marketing Strategy
- Content Marketing
- Social Media Marketing
- Community Management

GLOBAL FITNESS BRAND

10+ million strong community

450+ Races every year

In 37 countries

1.5M tickets sold / year





CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant**, and consistent content to attract and retain a clearly **defined audience** — and, ultimately, to drive profitable customer action.

Content Marketing Institute

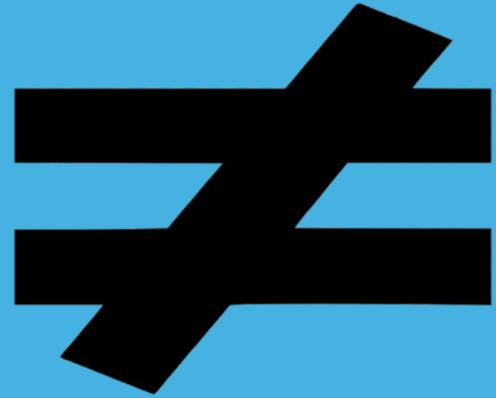
COMMUNITY

A community is a social unit (a group of people) with a shared socially-significant characteristic, such as place, set of norms, culture, religion, values, customs, or identity.





COMMUNITY



AUDIENCE







HUMAN PERSONALITY

People want human characteristics because they want this connection.



95%

of buying
decisions are
made in the
subconscious
mind

*Gerald Zaltman
Harvard Business School professor*

A low-angle shot of a person climbing a tall, narrow wooden ladder. The person is seen from behind, wearing a light blue long-sleeved shirt and blue jeans. The ladder is made of light-colored wood and extends from the bottom of the frame towards the top. The background is a clear, bright blue sky. The overall mood is one of aspiration and personal growth.

**HUMAN
PERSONALITY**

DEFINE COMMUNITY'S IDENTITY



DEMOGRAPHICS

age
gender
location

PSYCHOGRAPHICS

interests
motivations
challenges

PAIN POINTS

problems

fears

issues

ENGAGEMENT PATTERNS

**commenting
participate
content consumption**

USER PERSONAS

**persona creation
based on data
direct speaking**



GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

user personas

All



JOJO Stand Generator

Generates a JoJo-style 'Stand' based on user persona.
By Bingchang Xu 1K+



User Persona Generator

Simulate a user & buyer persona for your business. Understand your ideal cu...
By featuredgpts.com 5K+



Persona Creator

I craft detailed user & buyer personas to align marketing, sales, product and ...
By adchat.ai 10K+



Creating User Personas

Master the art of creating user personas to inform your UI/UX design. 🗣️ Th...
By uni.com.ai 30+



The User Persona Builder

Friendly Expert in User Personas
By Rafael Tome 10+



User Persona Mentor

Guiding users in creating effective user personas
By Kevin Nuest 20+



The "User Persona Generator"

This prompt will simulate a round of user interviews and summarize the result...
By community builder 3



User Persona Generator

Generates detailed user personas from problem descriptions. Please input a ...
By Amin Ahmed 10+



User Persona Generator

Create user personas with names, photos, addresses, and other details for us...
By Jesse M Smith 10+



delve.ai

Synthetic users

User Testing[®]

A low-angle shot of a person with long dark hair, wearing a light blue sweater and jeans, climbing a tall, narrow wooden ladder. The ladder is made of light-colored wood and extends from the bottom of the frame towards the top. The background is a clear, bright blue sky. The person is positioned in the center of the ladder, moving upwards.

**DEFINE COMMUNITY'S
IDENTITY**

**HUMAN
PERSONALITY**

The **ROLE of your brand
in community's life**



DEGNIFIED

PROUD

PROACTIVE

NEIGHBOURLY





A low-angle shot of a person with long dark hair, wearing a light blue sweater and jeans, climbing a tall, narrow wooden ladder. The ladder is made of light-colored wood and extends from the bottom of the frame towards the top. The background is a clear, bright blue sky. The person is positioned in the center of the ladder, moving upwards.

**YOUR ROLE IN
COMMUNITY'S LIFE**

**DEFINE COMMUNITY'S
IDENTITY**

**HUMAN
PERSONALITY**

A person with long dark hair, wearing a light blue sweater and jeans, is climbing a tall, narrow wooden ladder. The ladder is made of vertical posts and horizontal rungs, and is set against a clear blue sky. The person is seen from behind, walking up the ladder.

CONTENT

**YOUR ROLE IN
COMMUNITY'S LIFE**

**DEFINE COMMUNITY'S
IDENTITY**

**HUMAN
PERSONALITY**







"This is earned.
It's not given".



This is the strength. This is the spirit



IT IS MOTIVATION

This is the motivation you get



I used to be an alcoholic and a heavy
smoker



that even if you're the last you can do
it





SPARTAN
TRIFECTA
WORLD CHAMPIONSHIP

GOOD LUCK
TEAM ITALY

SPARTAN
TRIFECTA
WORLD CHAMPIONSHIP

GOOD LUCK
TEAM SINGAPORE

SPARTAN
TRIFECTA
WORLD CHAMPIONSHIP

GOOD LUCK
TEAM CANADA





GLOBAL EVENT WEEKEND



GLOBAL EVENT WEEKEND

GLOBAL EVENT WEEKEND

**WHERE WE ARE RACING
THIS WEEKEND**



GLOBAL EVENT WEEKEND >>>>

**SPARTAN — 2023
EUROPEAN CHAMPIONSHIP**

2023
SEASON



**TRIFECTA
WEEKEND**

ANDORRA

DATE — 9-11 JUNE



DEC 9-10

MORZINE, FRA

SPARTAN TRAIL
10K - 21K



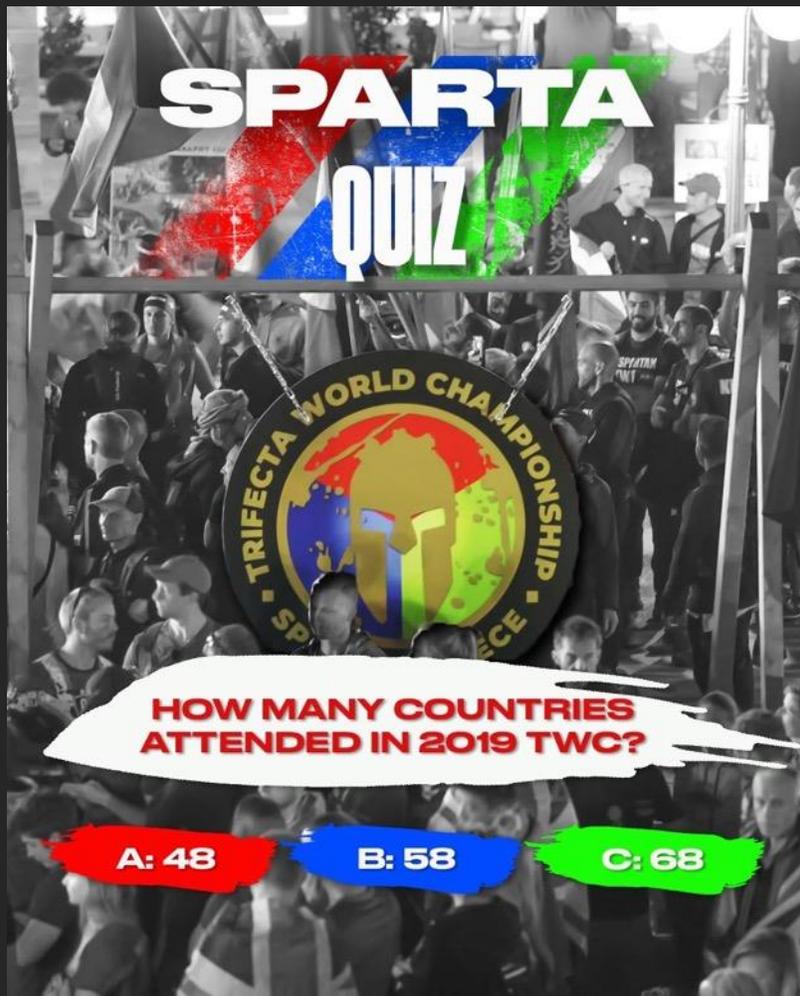
SPARTA QUIZ



**WHICH COUNTRY
WON THE MOST MEDALS
IN #TWC2023?**

- A: SLOVAKIA** **B: CZECH REP.** **C: USA**

SPARTA QUIZ



**HOW MANY COUNTRIES
ATTENDED IN 2019 TWC?**

- A: 48** **B: 58** **C: 68**

SPARTA QUIZ



**WHO WAS THE
FEMALE WORLD CHAMPION
OF #TWC 2019?**

- A: LINDSAY WEBSTER** **B: ZUZANA KOCUMOVA** **C: NICOLE MERICLE**







#MyRoadtoSparta 30 October



Add Comment...



#MyRoadtoSparta 29 October



Add a comment...



#MyRoadtoSparta 30 October
Starla Music · Epic Motivation >



Add a comment...



#MyRoadtoSparta 30 October
KIJAN · Children (Remix) >



C'EST PARTI REJOINDRE
LA TEAM À SPARTE 🇫🇷🔥

#ROADTOSPARTE

Add a comment...

#MyRoadtoSparta 30 October
Sirtos Ensemble · Kalimera >



Hello beautiful Athens

#mywaytosparta

Athens International Airport "Eleftherios Venizelos"

Add a comment...

#MyRoadtoSparta 30 October



Flughafen Wien - Vienna Airport

Add a comment...





#MyRoadtoSparta 28 October



Add a comment...



#MyRoadtoSparta 29 October
||| Risiko Funk · Spartans!!!! (feat. Midi Monstaz) >



Add a comment...



#MyRoadtoSparta 30 October



marossygergely
@spartanracehungary

Budapest Airport



#myroadtosparta

@spartanracegreece

Add a comment...



Thank you

