

CASE STUDY: Building a Recognized Global Brand

How fishbat Helped Create the Foundational Social Media Strategy that Took the Spartan Race Global

Spartan Race had a loyal following in the Northeast U.S., but faced a significant challenge in achieving national recognition and facilitating global expansion, particularly into European markets. The goal was clear: to lead the adventure racing industry worldwide while building brand loyalty domestically and reaching new audiences abroad.

We developed a comprehensive marketing strategy that facilitated Spartan Race's journey from a regional phenomenon to a recognized global brand. By leveraging social media platforms, remarketing efforts, and localized content, fishbat successfully expanded Spartan Race's reach and engagement.



fishbat transformed Spartan Race from a regional player to an internationally recognized brand, yielding the following results:

Established a powerful, **low-cost** channel for organic marketing

Grew Facebook following to over **5,000,000** fans

Drove a **600% increase** in unique Twitter engagement



Our Objective

Our objective was to elevate Spartan Race's brand recognition and loyalty, both in the US and internationally. We aimed to connect with past racers and prospective participants, fostering a community that supported Spartan Race's growth while positioning it as the leader in the adventure racing industry.



Our Strategy

fishbat crafted a comprehensive social media strategy to support Spartan Race's expansion. Leveraging multiple social media platforms, we deployed remarketing efforts to re-engage past participants while targeting prospective racers in growth markets. Additionally, we developed adaptable, localized "social media and SEO toolkits" for each region, maintaining core brand integrity while allowing for cultural customization. Our approach also included live Twitter engagement during events, fostering real-time connections.

