

Club Guides

MARKETING TOOLS

Throughout these club guides we have introduced you to the basics of event marketing, shown you how to write press releases and explained how to run an advertising campaign on Facebook. But what other marketing tools could you use as part of your plan?

REFERRAL MARKETING

When looking for new people to take part in your event, in whatever capacity, why not start with those already involved? Your existing competitors and members can be some of your best advocates.

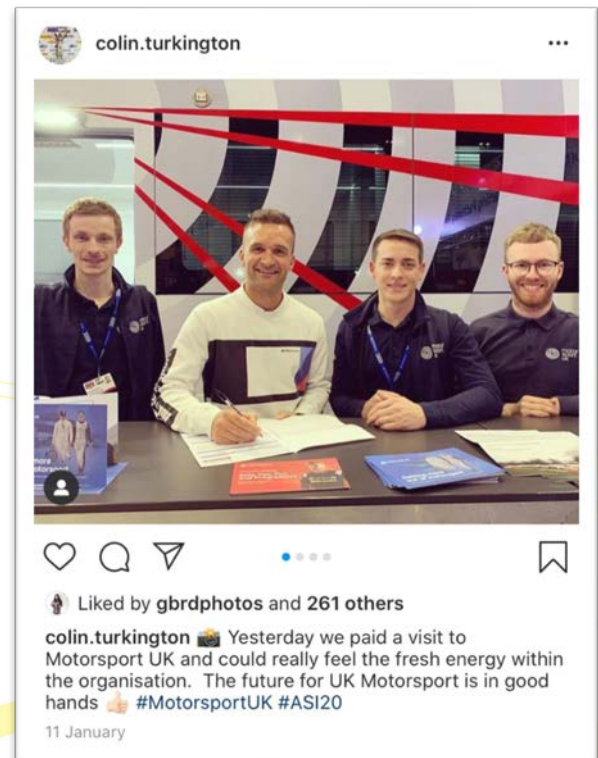


Assuming they have family and friends, at least some of whom must be like-minded, consider how you can encourage or even incentivise them to share details of your event.

This could be as simple as asking them to share your next event on social media or offering them a discount on their entry fee if they can bring along two marshals or encourage a friend to enter.

INFLUENCER RELATIONS

Historically, mainstream media has been the default channel through which to reach mass audiences. However, in the age of social media, 'influencers' are becoming just as important, so you could consider influencer relations as well as media relations.



Influencers are, quite simply, people who have influence in their field, largely through social media. Broadly, this means they publish posts and content focusing on a particular activity or industry and have built up a large and loyal following.

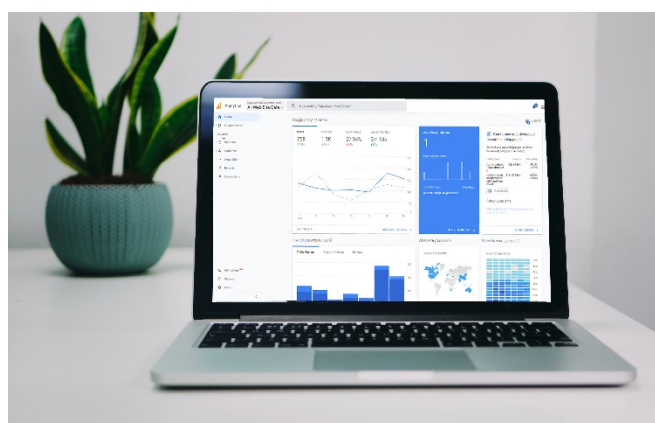
The top influencers charge eye-watering sums of money from anyone wanting to piggyback onto their success, but have a look around at some of the influencers in the motorsport and motoring worlds, and think what you can do that might entice them – a free drive in your event, perhaps? If there are any celebrities or well-known drivers based near your event, consider a similar approach.

BLOGGING

Particularly useful for pre-event marketing, blogs offer a great way to express not only your key messages but also your mission statement, i.e. why you're organising your event. Are you running your event to bring a motorsport discipline to a new part of the UK, revive a venue, or take motorsport to new audiences? Whatever the mission, express it eloquently and passionately through a blog post, and use social media to share it.

GOOGLE ANALYTICS

Since much of your marketing activity will be geared towards driving audiences to your event webpage, to obtain more information, sign up or buy tickets, you'll want to track how well you're doing. This is where Google Analytics, or GA, comes in.



Head to Google Analytics (Google it!) and set up your account. Once up and running, you will have access to a wealth of data about traffic to your website – and the best thing is, it is free!

You may need help from an IT savvy club member to get started as set up involves adding tracking code to your website. It can look daunting at first, but the basics are quite easy to get your head around.

There are a wealth of video tutorials on YouTube to get you started on Google Analytics and show you how to understand the data. For more in-depth learning visit the [Google Analytics Academy](https://www.google.com/analytics/academy/) to register for a free beginner's course.

For more guidance on marketing your club or to suggest a topic for a future club guide, please contact the Motorsport UK Learning and Development Team on club.development@motorsportuk.org