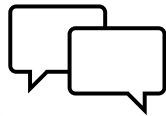


## Email Marketing

Email marketing is a marketing method which allows you to communicate information to your current and potential club members. It provides the opportunity to inform and engage with the individuals on your contact list, as well as promote and share your club's image and brand. Email marketing should form an essential part in your marketing strategy.

### Why is communication important?

Communication is an essential part of running any club. It makes sure that information is shared among your members and this makes them feel involved and up-to-date with what is happening. Without communication, you could drive away members, events might not run according to plan and as a result your club could suffer. One of the main and most popular ways in which you can promote clear and effective communication with your members is through email.



### What is email marketing?

Email marketing is a powerful digital marketing method which uses email to communicate directly with individuals. In the case of motorsport and clubs, it can make members aware of the latest news, upcoming events, information about a discipline, changes within the club and so on. It is an easy way to communicate the latest and can play a pivotal role in your club's marketing strategy as it is a great way to build a relationship and communication channel with your members.

One of the unique factors of email marketing is that you already have their email. Unlike other marketing methods, because you already have their information, it doesn't need to find the person you are talking to – you can email them!

### Fundamentals of email marketing

Email marketing is pretty simple, and there are 4 key steps that everyone who does email marketing has to consider. No matter their size, big or small,

these four steps are at the core of any effective email marketing activity:

- **the why** – why are you sending an email? What is your objective?
- **the who** – who are you sending this to? What information do you know about them that you can use to tailor that particular email?
- **the system** – you need a system that can manage your information and make it easy for you to send the email
- **getting the data** – you need a process of getting hold of the contact information (data) to send emails.

The last two bullet points may seem difficult but there are many systems set up where they take care of the difficult part for you. One of the most popular, and the one that we use at Motorsport UK is [Mailchimp](#). Mailchimp is an all-in-one email marketing platform that allows you to send emails to a contact list. All you need to do is import your contact list, aka your member list, and you can start from there. For more on Mailchimp, and how to use it, you can head to their website where they have a Resource section which explains all the ways in which you can utilise their platform to the max.

When email marketing, make sure that you always have these four fundamentals at the forefront. This way, you can make sure you stay focused on the purpose of the email, and how it can be best executed for your members.

### Different types of email marketing

There are a few different types of emails that you can send to your email list. Here are some examples:

- **Welcome emails** – when someone signs up to your email list, or becomes a member of your club, you should send them an email to welcome them. In this email you should

explain a bit about who you are as a club, any essential information, and ways that they can get in contact with you.

- **Newsletter emails** – similar to your Club Magazine, an email newsletter updates your members on what has been happening. This can be the latest news, information about upcoming events, important updates relating to club, useful resources and so much more. These emails are usually sent periodically every month or a timeframe of your choice.
- **Dedicated emails** – when you want to reach out to a small number in your email list based on a certain characteristic. This can be people who need to renew their membership, members who attended a certain event, members who volunteered for an event and so on.
- **Seasonal emails** – these emails are best practice to wish your members well during different festive periods and celebrations.

#### Top Tip:

Don't send too many emails – otherwise it will clog up your members' inboxes and might create a bad impression of the club.



#### Top Tip:

Think about what day and time you send your emails. If most of your members are at an event at the weekend, it isn't very likely that they will read the email you send them. Send it at a time when you know they won't be busy.

## Benefits of email marketing

One of the best things about email marketing is that it makes it easy to communicate, and learn how to communicate better.

By using an email marketing platform, you can make your emails look sleek and presentable, and mould them to your club's personality through templates and image formatting. This can tie in directly to your

marketing strategy and further your progress in developing your club's image.

## Email newsletter ideas

Here are a couple of ideas for articles and news stories for your email newsletters:

- Round-up of popular or recent news stories from your website
- Volunteering positions available
- Membership updates
- New best practices or tips related to your club or disciplines that it prefers
- News in the motorsport industry
- Photos or stories members have shared from recent events
- Behind the scenes at event with the organising team
- FAQs
- Upcoming webinars and training
- Updates from Motorsport UK and information from Club News

#### Top Tip:

Always get several members of your Club Committee to proof-read the email – this way you can avoid any mistakes!

## GDPR

When using email marketing, you need to make sure you are complying with GDPR laws. GDPR stands for General Data Protection Regulation and sits under the Data Protection Act 2018 in the UK. This controls how personal information such as email addresses, names, and contact information are used by parties. Recipients of email marketing have to opt in and agree to receive communications from you. For more guidance surrounding GDPR, head to [www.gov.uk/data-protection](http://www.gov.uk/data-protection) to find out how it affects you and your club, and what rights you have when it comes to data.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at [club.development@motorsportuk.org](mailto:club.development@motorsportuk.org)