

## Marketing Accreditation Self-Assessment Document

Is your Club thinking of getting the Marketing Accreditation? Complete this short self-assessment document to see where your club is at in their marketing journey.

**Whatever the result of the self-assessment document and questions below, this does not mean that you should not start your marketing accreditation journey. Get in contact with the Club & Community Development Team at Motorsport UK for more feedback in order to get more information and see where you can get started. You can contact the team at 01753 765000 or via email at [club.development@motorsportuk.org](mailto:club.development@motorsportuk.org).**

Your Club's name:

Your name:

Your email:

Your position in the Club:

Question	Yes	No
Have your Club created a marketing plan? If YES, have you aligned it to encompass the main missions, values, and purposes of Motorsport UK		
Do you have someone managing the marketing/PR/social media in your club?		
Has your Club marketed itself in the local community? For example a local fair, a local campaign, working in partnership with a local company, created posters and flyers and so on.		
Do you keep your members updated on club news and stories through a newsletter, magazine, or website? If YES, do you promote this on your social media platforms, encourage people to subscribe to your mailing list?		
Does your club have an up-to-date social media policy? If YES, do you regularly review and update your social media policy with your club?		
Does your club use social media to engage with your members? If YES, do you upload and interact often? If YES, do you make sure that the content is relevant to the audience whilst maintaining and encompassing your marketing plan, tone of voice, and club community? Which different social media platforms does your club use? Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn etc.		
	N/A	
Does your club have a modern website that is regularly updated and easy to use? If YES, have you thought about a potential club member's journey and adapted the website to their needs?		
<b>Total Yeses and Nos</b>		

Count up the number of yeses to the questions above, and depending on the number you receive, you can follow the guidance on the next page:

**8-14 YES** – You are very likely to achieve the marketing accreditation.

**6-7 YES** – You are likely to achieve the marketing accreditation but there are still a few things your club could do to keep pushing further and improving your marketing. To push further, you should consult the accreditation guidelines, or follow some of the “If YES” suggestions above.

**4-5 YES** – You are close! There are a few things you could start working on and incorporating into your club to achieve the marketing accreditation.

**0-3 YES** – You need a little more work before you get to a position to achieve the marketing accreditation.

If you would like to learn more about the Marketing Accreditation, please head to Motorsport UK’s Club Toolkit.