

MARKETING FOR MOTORSPORT COMPETITORS



BOOK 4 SOCIAL MEDIA



INTRODUCTION

Social media marketing uses social networking platforms as a marketing tool. The goal of this type of marketing is to produce content that users will **share with their social network**. This will help **increase brand exposure** and **broaden customer reach** (for yourselves and for your sponsors).

There are so many benefits but the following two are really relevant to us:

- **Lower marketing costs** – social media can be very efficiently used with a minimum investment, and
- **Immediate feedback** – social media platforms generate data on every action that transpires giving feedback on the effectiveness of your actions. This offers two things:
 - Accurate reporting for your sponsors to prove that you're doing your best for them, and
 - Help with identifying what is working and what isn't so that you can make changes if necessary.

Motorsport offers an excellent opportunity to generate colourful and energetic content for social media so this is one marketing tool you really should take seriously.

This is the 4th in the series of booklets designed to assist you with your marketing efforts. Content is as follows:

- Social Media platforms
- Post ideas
- Planning your content

We hope you'll find the information useful. Please provide us with feedback and look out for the next one, which is Reporting and Feedback

All the best,



Adrian Scholtz
CEO - Motorsport South Africa



SOCIAL MEDIA

You have to have social media presence, the question is 'on which platforms'?



You cannot be on every single social media platform available. It's not practical and could become quite stressful. Use the platform/s that do the most for you so you can focus on your sport.

The recommended maximum is THREE – especially if you're doing it yourself. The platforms that best suit the motorsport environment are:

- Facebook
- Twitter
- Snapchat
- Instagram
- LinkedIn, and
- YouTube

Take a look at each before working out which of these will work best for you.



Social Media Platforms



Facebook is less about pushing content and more about interacting with your audience. Make sure your posts are quality, thought-provoking and likely to start a conversation. Then reply to comments, answer questions, engage with your followers.

When setting up your Facebook profile, keep it separate from your personal page. This means there is no limit to the number of followers you can have, you don't have to approve all followers, you can keep personal stuff on one page and your sport on the other, you can get someone to manage your profile if it gets really busy and you get the benefits of all the 'business' functionality Facebook has to offer. Go to 'Create page' and select 'Artist, Band or Public figure'. Choose the 'Athlete' category.

Think low volume/high value

Minimum: 3x per week (but more often on race weekends)

Maximum: 10x per week



Twitter is about fast-paced conversations, it's about real-time updates, it's about RIGHT NOW. Create your own content or share content from other sources – as long as it's relevant to your audience. Make sure you use meaningful hashtags

Think high volume/low(er) value

Minimum: 5x per day (or more if relevant)

Maximum: Not applicable





Instagram is about visual storytelling. It's your gallery. Select the best quality pictures (that are relevant to what you're trying to convey), add a strong caption and a few meaningful Hashtags. Just go easy on the Hashtags, it isn't a competition to see how many you know!

Think low volume/HIGH value/quality

Minimum: Debatable but probably 1x per day (maybe more on race day)

Maximum: 2/3x per day (don't overdo it)



LinkedIn is your digital resume. It is your portfolio and it's all about professionalism. Make sure your profile is always 100% up to date and refreshed frequently. Share formal and technical content about your industry or profession but keep it subtle – you don't want to dominate news feeds.

Think low volume/high value

Minimum: 1 or 2x per week

Maximum: 3 – 5x times per week





YouTube is no longer just a tool for watching cool videos, it's not even a website, it's an industry. It has built brands, sold product and made people famous.

Educational topics are extremely powerful - think 'how-to's' and tutorials. Content doesn't have to be limited to your core topic so think product reviews, fitness regime, behind the scenes, support crew at work etc.

Ideally get someone to create an opening and closing animation so that, even if the content isn't 'professional', the overall impression is.

Think low volume/high value

Minimum: Not really relevant

Maximum: Dependent on capacity



Just because SnapChat posts are short-lived doesn't mean you should be reckless or irresponsible. Somehow, anything 'bad' always finds it's way out there

SnapChat is about living in the moment. It is primarily for creating multimedia messages referred to as "snaps". These can consist of a photo or a short video, and can be edited to include filters and effects, text captions, and drawings. Images are explicitly short-lived and self-deleting. The temporary nature of the pictures encourages frivolity and emphasizes a more natural flow of interaction.

Think high volume/low value

Minimum: Not applicable

Maximum: Not applicable



Post Ideas

Quote

- Inspirational or motivational sayings
- Famous, clever or funny people

Share

- Details of someone who inspires you
- A favorite blogger or influencer on social media, for example: “You should follow X on Facebook or Twitter here is their handle...”
- ‘Industry’ news
- Something that is topical/viral
- Your own link to other platforms – maybe ask your Facebook followers to follow you on Twitter /Instagram etc
- A favorite idea/development/article or anything relating to your sport
- Links to your latest blog
- News articles about something interesting and topical
- Information about any other things going on in your sport (locally or globally): TV programmes, conferences, events etc

Teach

- Anything that will help your followers understand your sport better (a competitors perspective but possibly also a fan or spectators perspective too)
- About your sport using behind the scenes info and photos
- Something new or how to do something differently
- Through answering a fan or spectators question

Wherever possible use your own images (unless you're sharing someone else's) and (if it's your own) add your logo or name to it!

*If you're using someone else's pic,
MAKE SURE YOU GIVE THEM CREDIT!*

Show

- Video of all kinds – announcements, how-to's, progress reports on projects etc
- Beautiful videos of your sport, your kart/bike/car/bakkie, yourself or your team
- A “day in the life” of yourself or someone relevant to your sport/team.

Promote

- Discounts or special offers (your sponsor may be able to assist with this)
- A follower or fan-only offer
- Any freebies you have for your followers
- Any good deals you've found that you think your followers would be interested in.

Other

- Lists (Top tens, Top things, Top places etc)
- Reviews (of products, events etc)
- Industry related jokes (clean!)
- Interviews with people in your sport (organisers, sponsors, previous champions etc)
- Gather information through surveys or polls
- Share interesting charts or graphs
- Hold competitions and give away prizes
- Identify trends
- Get expert opinions etc etc

*Not all of these ideas work for all platforms. Think about **what** you want to post and **where** it will work best.*

*Make sure if you use the idea on all platforms that you use a slightly **different element/angle** on each and that you use, different visuals. No one wants to see the exactly same post multiple times!*

Planning Your Content

Monthly

- Populate a table with the motorsport events. Then decide what themes or content you could run with between events.

Before, during and after

- Decide what you will be posting before, during and after each event. Obviously some of the posts cannot be planned in advance because you don't know how a race weekend will pan out. That said, you can decide more or less what you'd like to post and when. Such as:
 - Preparation
 - Travel
 - Pit set-up
 - Practice
 - Qualifying
 - Round/s
 - Results
 - Next round or back to the drawing board etc

If you have a highlevel plan like this for each platform, you'll know exactly what you need to execute your plan:

- How many pics
- How many video clips
- How many interviews etc

If you add an extra column, into the spreadsheet provided, you can also decide who will be assisting you with each element.

You don't have to do it all yourself.



Content Calendar

- Plan content one month at a time
- Start with an overview on the template provided (1st tab of the spreadsheet)
- Then drill down to day-by-day posts for each platform (2nd tab onwards, depending on the platform/s you have opted to use).

[INSERT MONTH + YEAR]							TYPE
							THEME
							FACEBOOK
							TWITTER
							INSTAGRAM
							PINTEREST
							YOUTUBE
							LINKEDIN
							WEB
							OTHER
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	

Content calendar provided as a separate download



DAY	DATE	TIME	MESSAGE	LINK	THEME	IMAGE
MONDAY	17/01/02	9:00:00				
	17/01/02	12:00:00				
	17/01/02	15:00:00				
	17/01/02	17:00:00				
TUESDAY	17/01/03	9:00:00				
	17/01/03	12:00:00				
	17/01/03	15:00:00				
	17/01/03	17:00:00				
WEDNESDAY	17/01/04	9:00:00				
	17/01/04	12:00:00				
	17/01/04	15:00:00				
	17/01/04	17:00:00				
THURSDAY	17/01/05	9:00:00				
	17/01/05	12:00:00				
	17/01/05	15:00:00				
	17/01/05	17:00:00				
FRIDAY	17/01/06	9:00:00				
	17/01/06	12:00:00				
	17/01/06	15:00:00				
	17/01/06	17:00:00				
SATURDAY	17/01/07	9:00:00				
	17/01/07	12:00:00				
	17/01/07	15:00:00				
	17/01/07	17:00:00				
SUNDAY	17/01/08	9:00:00				
	17/01/08	12:00:00				
	17/01/08	15:00:00				
	17/01/08	17:00:00				

Create a detailed weekly calendar with the following headers:

1. Day of the Week
2. Date
3. Time – especially if multiple posts are planned
5. Message – the actual words to be posted (include length for Twitter posts)
6. Link – the URL being shared (if applicable)
7. Theme – monthly and/or weekly theme
8. Image – file name and a brief description

You'll work out quite quickly if there's anything else you'd like to include on your calendar. If you take the time once a month to plan, actual posting will be really efficient.





Other booklets in the series:

- Back to Basics
- Building a brand
- Promotions
- Reporting and Feedback
- Wrapping it all up

If you have any comments or queries, please contact:

Jaco Deysel

jaco@motorsport.co.za

