

MARKETING FOR MOTORSPORT COMPETITORS



BOOK 5
REPORTING & FEEDBACK



INTRODUCTION

Measurement is what makes marketing a science, rather than a superstition.

To retain a sponsor, you need to prove to them that you are offering them a great return on their investment in you. Right from the start you and your sponsor should agree what you aim to achieve and what is required out of the strategy.

Make the targets realistic, and be sure that you are only held accountable for things that you can control. You don't want to be trying to explain why goals have not been achieved when you have no influence over them. Some of the things you can control are:

- Your participation in the sport
- Growth of your following, such as your social media base and
- Sponsor-specific stats – such as the number of guests you hosted, how many in-car experiences you gave etc.

When putting your measurement program in place, start by deciding on how frequently you'll collect your data, create a spread sheet that documents and tracks everything and do it as you go along. If you get this right, it's not such a huge task. Leave it until the day your report is due and it can be really stressful.

Finally, use some discretion. If numbers are really bad, don't use them. Including every stat you have for the sake of it can sometimes do more harm than good.

This is the 5th in the series of booklets designed to assist you with your marketing efforts. We hope you'll find the information useful. Please provide us with feedback and look out for the next one, which is Wrapping it all up.

All the best,



Adrian Scholtz
CEO - Motorsport South Africa



MEASURING UP

If you can't measure it, you can't manage it

You aren't necessarily in a position to gather all of the measurements necessary to get and keep your sponsors on board but the organisers of your sport should be able to provide certain stats. Ask for the following:

- Event statistics
 - Number of attendees/ticket sales
- PR/media stats (NOT ALWAYS AVAILABLE)
 - Volume and value of coverage – print, digital and broadcast
- Social media stats
 - Number of followers per platform
 - Growth per event
 - Interaction at each event – number of posts, likes and comments (virality or engagement)

In addition, you need to gather your own social media stats (from each platform) and details of any activities, promotions or activations you've been involved in.

It's important to find ways to count the number of participants in your activities. Some ideas are to:

- Run a competition (which requires completion of a form) or
- Get participants to complete a short contact card to get a free poster.

That way you can say you had a shopping centre display and there were X number of people engaged in the activity. It becomes more meaningful to your sponsor – especially if the numbers are impressive!



REPORTING BACK

Facts, figures and graphs tend to be taken more seriously. Make as much of your feedback as scientific as possible

It is important to understand upfront from your sponsors what it is they need from you. Some will do their own research but, even if they say it isn't necessary, agree on the reporting content and frequency. It will strengthen your approach when you return for support for the next season. Some of the options include:

- Physical facts and figures such as ticket sales (from event organiser)
- Social media (your own and the event organiser's)
- Coverage from Newsclip or other (from organiser)



Newspaper Feature on Cape Town Rider Anthony Raynard.

Show your sponsors anything you can that mentions them or displays their logo. Don't forget to take pics of your pit set up as well



SPONSOR COMMUNICATION

There's very little danger of over-communicating with your sponsor/s. If anything we tend to hold back and that doesn't build relationships

Aside from the formal reporting, keep your sponsor informed as often as possible

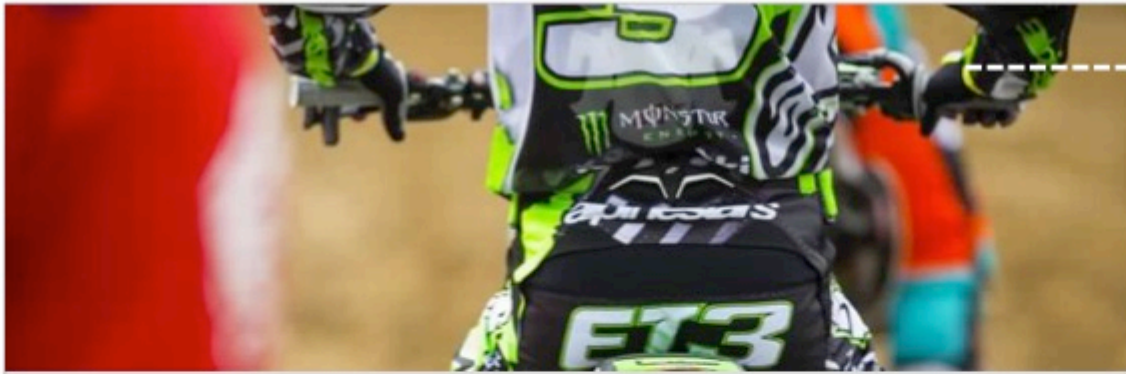
1. Create an email template that you can populate quite easily,
2. Keep a mailing list that you can update as required
3. Send regular messages:
 - Pre and post event news
 - News about events or activations
 - Any new plans in the pipeline
 - News of any coverage you receive

Find out what format would make it easy to share with their staff members and their customers.

Turn the page to see a mock-up of the type of communication you could consider distributing regularly.

Don't forget to mention your sponsor in your social media posts and, where possible, tag them. That way you get the benefit of their followers seeing your post but they also see that you're acknowledging their support!





Have a striking image as a head – it can be the same all season or it can change each time you communicate

CHAD SHOOTING THE BREEZE

Always have a strong headline that compels people to read your message

Hi Guys

I can't believe it's been a month already. So much had happened. We've been to PE, we've done this, we've done that AND we managed to do a 3-day training workshop with a young crew from wherever.

Keep the content short and punchy –LONG stories aren't likely to be read

Check out the links below for results from the last race, details about the upcoming event, pics from the workshop and don't miss my latest blog with some really cool fitness tips!

See you in Tshwane next week!

Chad



@RadChad

Always include your social media icons and handle

PE RESULTS

Not my best day out but can't complain. Results from all the heats.

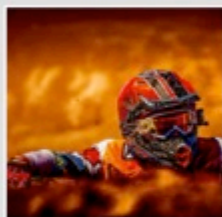


NEXT EVENT

Tshwane is where it's all happening next weekend!



The four blocks link to websites (could be yours or another). If you can't get this 'sophisticated' then you can create something simpler.



WORKSHOP

Gauteng heat and dust, 30 youngsters, picture the scene...



BLOG

Check out my top 5 best core fitness moves!



Add your sponsor strip to ALL communication

TIP

If you really have to keep it simple, then create a template on an A4 PowerPoint slide. When you've completed the content, save it as a picture, drop it into an email and send it. (Attach a copy as well in case it can't be seen in your recipients email package). It won't have links to websites but can still look professional.



Other booklets in the series:

- Back to Basics
- Building a brand
- Promotions
- Social Media
- Wrapping it all up

If you have any comments or queries, please contact:

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