

MARKETING FOR MOTORSPORT COMPETITORS



BOOK 6
WRAPPING IT ALL UP



INTRODUCTION

We have gone full circle and are back to where we started, namely the importance of building a strong brand image.

As a brand ambassador for your sponsor, you are continuously in the view of the public, representing the sponsor and their brand. When you perform well, it builds a positive image for the sponsor, but also remember the opposite is true too.

Don't try to reinvent the wheel, look at the examples all around you, from the best in your sport locally to the best internationally and continuously improve what you have to offer.

Also give thought to what you can cope with and where you can get the best results as quickly as possible.

This is the sixth and final booklet in this series. Content is as follows:

- Prioritising
- Working smarter, not harder
- Learning from the best.

We hope you'll find the information useful. Please provide us with feedback and let us know if there is anything we should cover in more detail or if there are topics we haven't addressed that you feel will help you.

All the best,



Adrian Scholtz
CEO - Motorsport South Africa



PRIORITISING

*The key is not to prioritise what's on your schedule,
but to schedule your priorities*

Stephen Covey

You cannot do everything at once so work out what is most important to you and your sponsor and make those things happen first. Once you have them in place, slowly address the rest of your list.

Your marketing list probably looks something like this:

1. Branding
2. Events or activations
3. Marketing Strategy
4. Media releases
5. Newsletters
6. Photography
7. Social media
8. Social media strategy
9. Sponsorship seeking presentation
10. Sponsor newsletter & reporting
11. Uniform (own and team)
12. Web site

The big challenge is deciding what to do first, the key question is:

Where is the 'low-hanging fruit' (a commonly used metaphor for doing the simplest or easiest work first or for a 'quick fix' that produces really great results).



Recommended First Steps

1



Make the sourcing of **GOOD QUALITY PICTURES** a priority. Once you have access to good images, you can address almost everything on your list – put out media releases, post on social media, set up a website etc

2



Write a **POWERFUL MEDIA RELEASE** at the start of the season, before each event and after each event. This will not only help with generating publicity but also form the basis of your social media posts, newsletter and your website.

3



Get **ONE SOCIAL MEDIA PLATFORM** working well, then add more. Facebook is recommended. Setting up a page will take you less than half an hour – just make sure you set up a 'Artist, Band or Public Figure' page and select the 'Athlete' category. Adapt copy from your press release as content.

4



If you feel a **WEBSITE** is a priority, create a 1-pager. Use the content from your pre-season release and a great image or two. Add your sponsor strip, social media icon/s and your contact details and you're open for business. You can come back to this when your other priorities have been addressed.



5



Make a plan to get you and your team into a **UNIFORM** of sorts – even if you resort to unbranded T-shirts, shorts and caps until you can finalise proper kit. The visual impact is immediate.

Build an email distribution list for your newsletter and media releases including:

- For your NEWSLETTER
 - All of your friends
 - Your whole family
 - Your crew (ask them to forward it to all their friends and family)
 - All of your team or personal sponsor representatives (anyone you deal with in the organisation)
- For your MEDIA RELEASE
 - Your local newspaper
 - Independent online
 - Any magazines or sites that cover your category
 - All of your team or personal sponsor representatives (anyone you deal with in the organisation)
 - The organisers of your sport

There is no guarantee that anyone listed above will publish your article but if it is well written and accompanied by a good image, there is always a chance.

Ask your sponsor about the format of your release and newsletter to make sure they're easy for them to use or share.



WORKING SMARTER NOT HARDER

We discussed the elements of a media release in Booklet 3 but let's take a look at **possible content** and **how you can reuse a pre-event release** in multiple ways:

POULTER AND COETZEE STEAMROLLER RACES ONWARD AND UPWARD

- Leeroy Poulter and Elvéne Coetzee have one hand on the championship
- Ernie van der Walt claims career-best 2nd overall
- Richard Leeke and Henry Kohne take maiden S1600 victory

HEIDELBERG, SOUTH AFRICA: 20th AUGUST, 2016.

1 The Toyota Gazoo SA Racing juggernaut continued unabated on the Heidelberg Rally this weekend with Leeroy Poulter and Elvéne Coetzee taking their fifth straight victory of the year and moving into a virtually unassailable lead in the SA Rally Championship. The inaugural Heidelberg Rally was the 9th round of the SA Rally Championship and received praise from most of the competitors.

2 "The weekend was great but not without its challenges. There was a lot of dust and some big rocks just lying around", said Poulter of his first event in the area. "We encountered a spectator vehicle in stage 5, cattle and a pack of dogs on Saturday, all of which cost us time but the people are very friendly and we got big cheers wherever we went".

3 The 2014 champions powered their factory Toyota Yaris S2000 to the fastest time on ten of the fourteen stages with Ernie van der Walt and Gerhard Snyman taking three stage wins in their ex-works Vecto Toyota Yaris S2000. Van Der Walt surprised all with his sheer pace and ran ahead of the former Dakar winner Giniel de Villiers, moving into 2nd as early as stage 3.

4 Van der Walt had a scant 2.5 seconds in hand over De Villiers after Friday's five stages, leaving the throngs of spectators relishing a "hunt-and-hunted" scenario, but it wasn't to be. De Villiers, in the second Gazoo Racing Yaris S2000 retired after Saturday's first stage with a double puncture.

1. When and where the next event is happening.
2. What you know about it – new route/track, old route/track, potential for good or bad conditions (weather etc), anything the organisers have mentioned (use info from their release/site or posts where possible).
3. What you have done to prepare for the event – changes to your vehicle, special testing sessions, rebuilds, repairs or new techniques.
4. How you did in the same event last year and what you're hoping to achieve this year.

You will have to tweak language but all of this can form the basis of a newsletter and each of the sections can be broken down into a number of Facebook posts to use in the build-up to the event.

You can't pre-plan your on-event posts because you can't predict an outcome but if you take time over these posts, they can be combined to formulate your post-event release.

JUST REMEMBER... you don't have to go into the event without a plan. See our suggestions in booklet 4.

FINAL THOUGHTS

A goal without a plan is just a wish – the key to success is hard work and determination!

None of what we're proposing is an exact science. Expect some things to work and others to fail but keep trying. If you're tracking your activities, you'll quickly see what you should STOP, START or CONTINUE doing.

Constantly look for opportunities to learn – from your sport, from other competitors and even from other sports – locally and internationally.



Be a spectator and then take the time to find out how they brand themselves, their teams, their pits, their events. Find out how they get sponsorship. Look at their collateral – posters, signature cards, everything. Learn as much as you can.

You never know where your next good idea might come from.





Look out for people you admire and emulate them. Just remember though that you could be the person someone else is looking up to so always conduct yourself in a way that sets a good example (look the part, use language that suits the part and act like the hero you are to some)!

Finally, look after your promoters and sponsors. You need them more than they need you. **Help out** when they need you to promote the sport. **Share** their social media posts. **Thank them** for their efforts and **tag them** in your own posts. Not only do you benefit from their following but you spread the work and help the sport.

Success comes in life when you simply refuse to give up, with goals so strong that obstacles, failure and loss only act as motivation.



Other booklets in the series:

- Back to Basics
- Building a brand
- Promotions
- Social Media
- Reporting and feedback

If you have any comments or queries, please contact:

Jaco Deysel

jaco@motorsport.co.za

