

digital marketing

# **SUPERCARGE YOUR MARKETING STRATEGY**

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**motorsport**digitalmarketing



**CIM**

The Chartered  
Institute of Marketing

1. What is Digital Marketing?
2. Motorsport relevance?
3. Attract Sponsorship?
4. Does it work with B2B?
5. Can you improve your digital performances?



About you

Newsletter?

Social Media?

E-commerce?

Website?



## 1 DIGITAL MARKETING: Relevant?

2.1m

BLOGS  
Daily

(Source: [www.go-gulf.com](http://www.go-gulf.com))



3.17bn

Internet users  
worldwide

(Source: [www.statista.com](http://www.statista.com))



4.55bn

Mobile users

(Source: eMarketer)



4.2bn

Social media  
update

(Source: [www.aci.info](http://www.aci.info))



## 1 DIGITAL MARKETING: What is it?



## 1 DIGITAL MARKETING: What is it?



## 1 DIGITAL MARKETING: 3 keys aspect

1. Manage **complex customer relationships** across a variety of digital channels.
2. Respond to and initiate **dynamic customer interactions**.
3. Extract value from **big data** to make better decisions faster.



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## 2 DIGITAL MARKETING: Motorsport?



## 2 DIGITAL MARKETING: Motorsport?

**1977**

***Team Tyrrell***

***P34/2***



## 2 DIGITAL MARKETING: Data Collection

### DIGITAL MARKETING



### MOTORSPORT



## 2 DIGITAL MARKETING: Sensors

### DIGITAL MARKETING

- Google Analytics
- Mailchimp
- Social media
- mdm

### MOTORSPORT



## 2 DIGITAL MARKETING: Data Analysis

### DIGITAL MARKETING

Valentino Rossi - Facebook Page Statistics



Number of fans: 11,147,000  
Official page of Valentino Rossi

Valentino Rossi - Distribution of fans

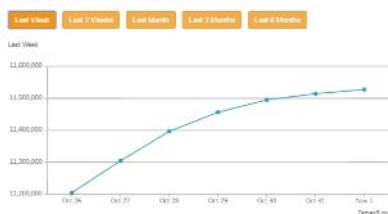
#	Country	Local Fans	% of Fan Base
1	Italy	3,100,000	28.7%
2	Spain	2,807,000	25.1%
3	Spain	2,607,000	23.4%
4	United Kingdom	350,000	3.1%
5	France	254,000	2.3%
6	India	200,000	1.8%
7	Malaysia	200,000	1.8%
8	Russia	200,000	1.8%
9	Argentina	200,000	1.8%
10	United States	151,000	1.4%
11	Germany	147,000	1.3%
12	Colombia	147,000	1.3%
13	Indonesia	147,000	1.3%
14	Mexico	127,000	1.1%
15	Portugal	100,000	0.9%
16	Brazil	100,000	0.9%
17	Australia	94,000	0.8%
18	Indonesia	17,000	0.1%
19	Thailand	17,000	0.1%
20	Thailand	14,000	0.1%

Instagram

Valentino Rossi - Fan Overview



Valentino Rossi - Fan Overview



### MOTORSPORT



## 2 DIGITAL MARKETING: Speed

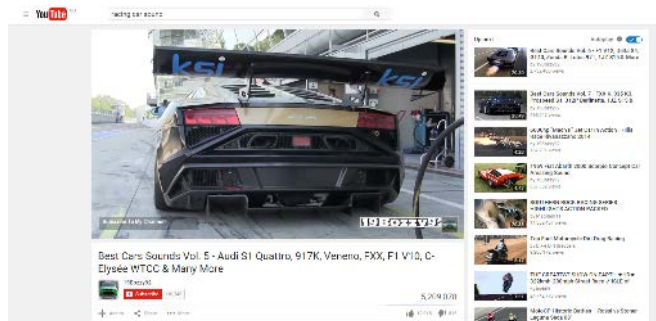
- Campaign Set-up
- Campaign Delivery
- On the fly tracking
- Reach
- Awareness





## 2 DIGITAL MARKETING: Content

- Picture
- Video
- Audio



- Engagement: Technology (car)
- Emotion: Personal (driver)

## 2 DIGITAL MARKETING: Cheap (aka cost effective)!

- Newsletter = 50\$ monthly (5.000 addresses)
- Video = Youtube promotion 50\$ (about 2000 views)
- Social = Facebook promotion 0.020\$ / like
- PPC = Google adwords 0.50 to 1\$ / click



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### 3 SPONSORSHIP: **WHY BRANDS SPONSOR?**

- NETWORKING
- COMMERCIAL DEALS
- TAX RELIEF



- **PROMOTION**
- **CSR**



### 3 SPONSORSHIP: **WHY BRANDS CHOOSE MOTORSPORT?**

- ENGAGEMENT
- EMOTION
- EXPERIENCE



- **TECHNICAL**
- **GLADIATOR EFFECT**



### 3 SPONSORSHIP: **YOUR DIGITAL TOOLKIT**

- NEWSLETTER
- SOCIAL MEDIA
- WEBSITE



3 SPONSORSHIP: AUDIENCE

60K



### 3 SPONSORSHIP: AUDIENCE DEVELOPMENT



### 3 SPONSORSHIP: PAID AUDIENCE

#### NEWSLETTER

- buy e-mail addresses

#### SOCIAL

- Facebook promote
- Youtube promote

#### WEBSITE

- SEO consultancy
- Google Adwords





### 3 SPONSORSHIP: **ORGANIC AUDIENCE**

#### Leverage Motorsport

- APPEAL
- ATTRACTION
- ALLURE
- CHARME

to develop

- interested
- engaged
- motivated

audiences





### 3 SPONSORSHIP: QUICK DIGITAL CHECK LIST

#### Do you have:

- ☐ A motorsport real estate (team, driver, race track, etc)
- ☐ On-line presence
  - ☐ Website
    - ☐ Mobile
    - ☐ Appealing content
  - ☐ Social
    - ☐ Frequently updated
    - ☐ Interactive audience
  - ☐ Newsletter
    - ☐ Segmented DB
    - ☐ High Click/Open ratio

#### Can you offer:

- ☐ Key Identity
- ☐ Unique Offer
- ☐ Audience

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#### 4 B2B: **Non END CUSTOMERS**

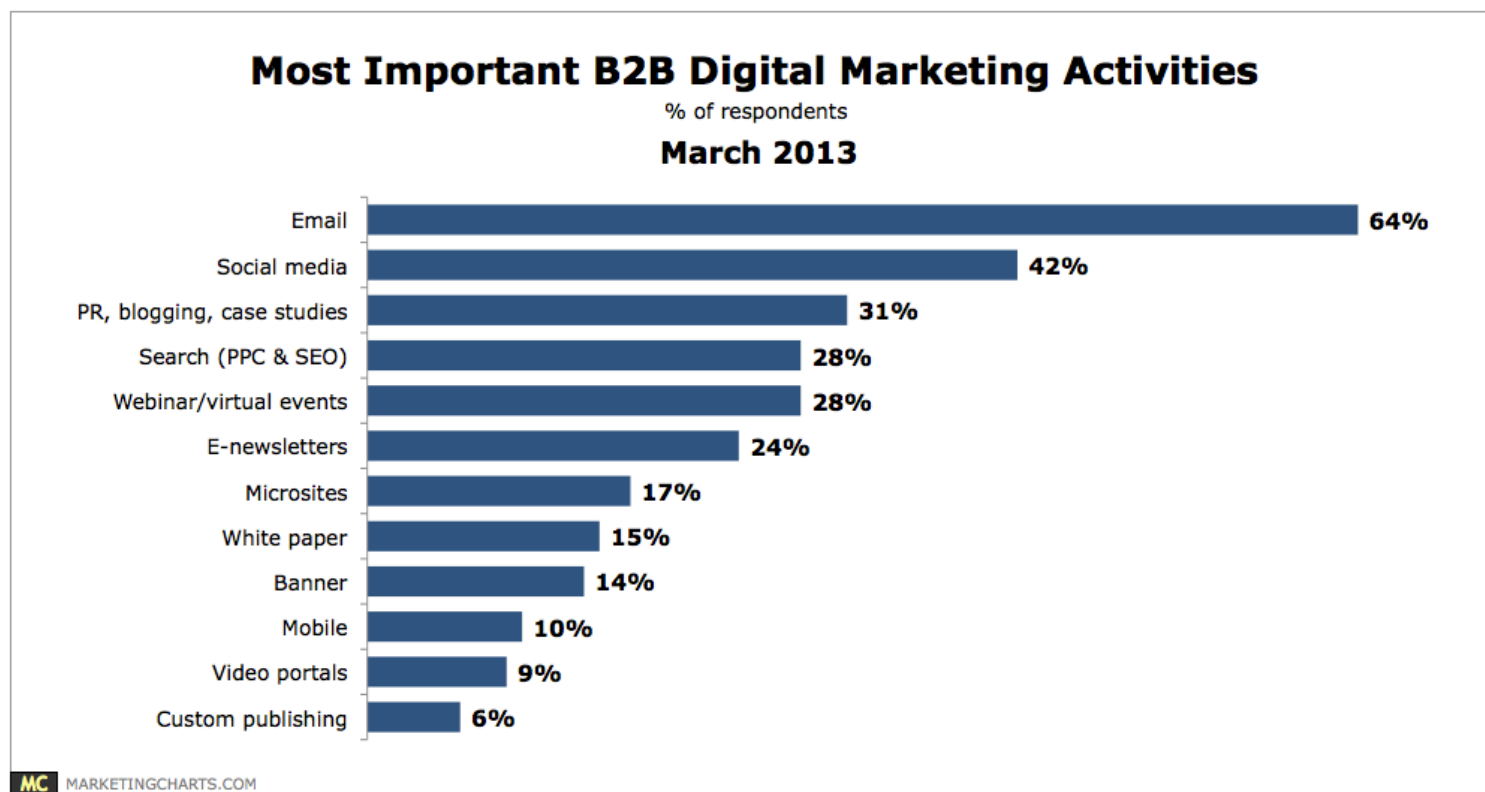
- Do you have a target Market?
- Do you have Clients?
- Do you need awareness?
- Technical Products
- Train Distributors
- Customer Service



#### 4 B2B: WHY?

- Not understand or partially know about what is digital marketing
- Digital marketing is only Facebook or Twitter
- Digital marketing is only for B2C due to the users are individual not business entity.
- Digital marketing is merely a Cost Center
- Not knowing where the customers are, where they can be reached and by what new channels.

## 4 B2B: Non END CUSTOMERS



Source: BtoB Magazine/Eloqua

#### 4 B2B: Non END CUSTOMERS


- Digital Marketing is Cost Effective
- Online Marketing is more Easily Trackable
- Online Advertising Allows You to Build a Direct Contact with Your Audience

## 4 B2B: Non END CUSTOMERS

Performance Friction Brakes  
@PFCBrakes


- Home
- About
- Events
- Photos
- Store
- Videos
- Join My List
- Posts
- Shop
- Community

Like Follow Share ...

 Performance Friction Brakes  
11 December 2017 at 15:06 · 🌐

#SponsorMePFC18 has officially OPEN! Click the link below to go to our page, and enter! Remember--share the hashtag and tag us in your social posts to better your chances of winning! Ends on 1/12/2018, winners announced 1/26/2018

<https://goo.gl/fLsHDq>



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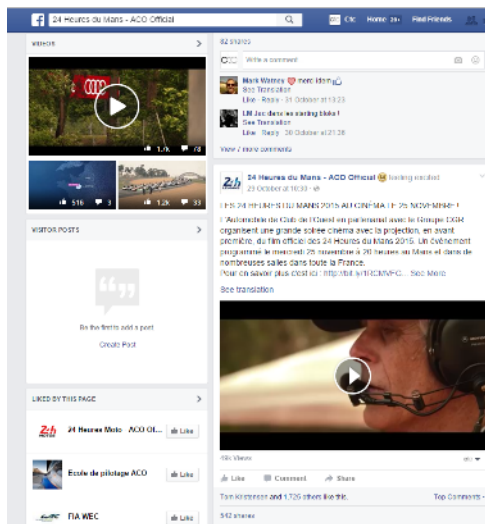




## 4 DIGITAL PERFORMANCE: Motorsport overall – FB FANS

#	Name	Fans
1	 Valentino Rossi	13 361 515
2	 Moto GP	12 424 082
3	 Nitto	11 550 636
4	 Mercedes F1	11 091 298
5	 Red Bull Racing	7 813 057
6	 FALKEN	7 632 180
7	 Volkswagen Motorsport	6 848 575
8	 Nascar	5 129 604
9	 Michelin	4 583 059
10	 Jorge Lorenzo	4 241 536

## 4 CASE STUDY: PICS



#### 4 CASE STUDY: KEY ASPECTS

1. Adjacent content
2. Behind the scene
3. Engagement
4. Fun



## 4 CASE STUDY: ADJACENT CONTENT



7 Likes  
0 shares



1400 Likes  
45 shares

## 4 CASE STUDY: BEHIND THE SCENE

Land MTS  
200 AUDI R8 LMES  
2017 ADAC



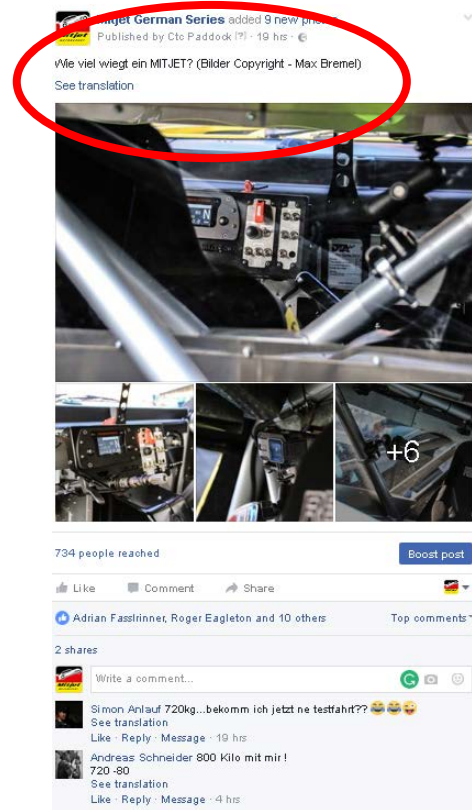
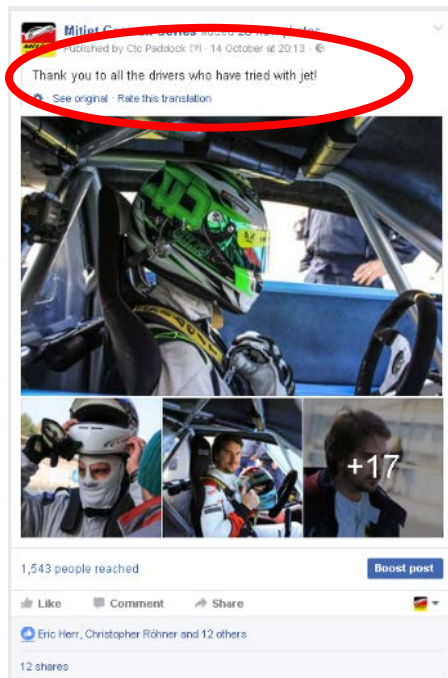
483 Likes  
16 Shares

Land MTS  
2016 CHAMPION



517  
3 Shares

## 4 CASE STUDY: ENGAGEMENT





1. What is Digital Marketing?



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## THE COMPANY: CalleaTechCenter



 **calleatechcenter** [CONTACT US](#)

# EVERYTHING YOU KNOW ABOUT MOTORSPORT IS WRONG

Your way my tools. From a brochure to an international show, from product internationalisation to PR, from the livery of your race truck to running a complete championship, from a one man company to a multimillion organisation. I like small customised projects and big international clients. Consultancies are not only what we can do for you but what value we can bring to your company. Yes we are a marketing agency. Yes we are a logistic and event management company. You have a problem? We fix it. You have an idea? We make it happen. You want some promotion? We do it for you.



## THE CLIENTS:



## MEMBERSHIP:



THE PROJECT: **motorsportdigitalmarketing**



**motorsportdigitalmarketing**

4 DIGITAL MARKETING: [motorsportdigitalmarketing.com](https://motorsportdigitalmarketing.com)

300 + MTS company listed

142	GOODYEAR
141	HANNOCK
138	IVOR
137	TRS Motorsport
136	Schroth Racing
134	FREEM
133	PUMA
132	Adidas Motorsport
131	Stand 21
130	H&R
129	Subolt
128	OMP
127	MOMO
126	Sparco
125	SIMPSON
124	ADAC GT Master
123	Mistral
122	Page
121	Parco
120	Wolfin
119	Project Mu
118	BTCC
117	British GT
116	Cooper
114	Pirelli
113	Kubrick
112	Hilte
111	Yokohama
110	Michelin

## 4 DIGITAL MARKETING: [motorsportdigitalmarketing.com](http://motorsportdigitalmarketing.com)

4 Social

facebook

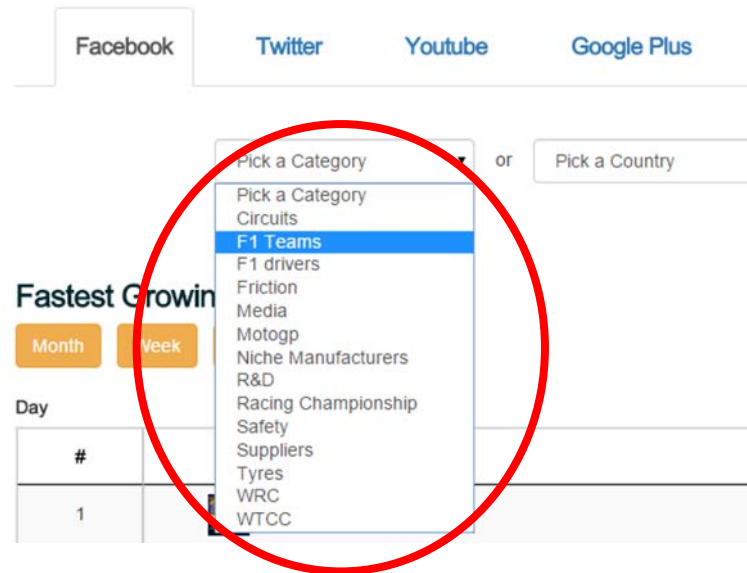
twitter 

Google+

You **Tube**

## 4 DIGITAL MARKETING: [motorsportdigitalmarketing.com](http://motorsportdigitalmarketing.com)

14 Mts categories



The screenshot shows the website's navigation and search area. At the top, there are links for Facebook, Twitter, Youtube, and Google Plus. Below these is a search bar with a dropdown menu for 'Pick a Category' and a text input for 'Pick a Country'. The dropdown menu is open, showing a list of categories: 'Pick a Category', 'Circuits', 'F1 Teams' (highlighted in blue), 'F1 drivers', 'Friction', 'Media', 'Motogp', 'Niche Manufacturers', 'R&D', 'Racing Championship', 'Safety', 'Suppliers', 'Tyres', 'WRC', and 'WTCC'. A red circle is drawn around the dropdown menu. Below the search bar, there is a section titled 'Fastest Growing' with buttons for 'Month' and 'Week'. Below this is a table with the following structure:

Day	#	
1		

## 4 DIGITAL MARKETING: **motorsportdigitalmarketing.com**

12 “sensors”

facebook

checkins

likes

talking\_about\_count

You Tube

subscribers

total views

videos

twitter

followers

plus count

Google+

favorites

followers

following

tweets

## 4 DIGITAL MARKETING: [motorsportdigitalmarketing.com](http://motorsportdigitalmarketing.com)

# ENDLESS

in depth analysis

Nico Rosberg - Facebook Page Statistics



Nico Rosberg - Distribution of fans

#	Country	Local Fans	% of Fan Base
1	India	208,301	18.3%
2	Germany	127,288	11.6%
3	United Kingdom		
4	Brazil		
5	Italy		
6	France		
7	United States		
8	Mexico		
9	Spain		
10	Hungary		
11	Malaysia		
12	Australia		
13	Argentina		
14	Austria		
15	Poland		
16	Belgium		
17	Catalonia		
18	Portugal		
19	Indonesia		
20	Romania		

Nico Rosberg - Fan Overview





## 4 DIGITAL MARKETING: **motorsportdigitalmarketing.com**

### Website Tools

Find link-building opportunities and website statistics

<p>Pagespeed Performance</p> <p>Analyze and optimize your site performance</p>	<p>✓ Analyze</p>
<p>Mobile-Friendly Test Tool</p> <p>Test how easily a visitor can use your page on a mobile device:</p>	<p>🌐 Analyze</p>
<p>Research Backlinks</p> <p>Find link-building opportunities and discover potentially damaging links</p>	<p>📊 Research</p>
<p>Page Word Count</p> <p>The tool will count the words on the website's page and instantly provide that number to you</p>	<p>✍️ Count</p>

## 5 DIGITAL MARKETING: **2 TIPS (2016)**

### **1** **Mobile Friendly**



### **2** **Newsletter**



## 5 DIGITAL MARKETING: **3 TIPS**

### 1 PLATFORM



### 2 VIDEO



### 3 SPEED



## 5 DIGITAL MARKETING: **1 PLATFORM**

71% of online adults use Facebook

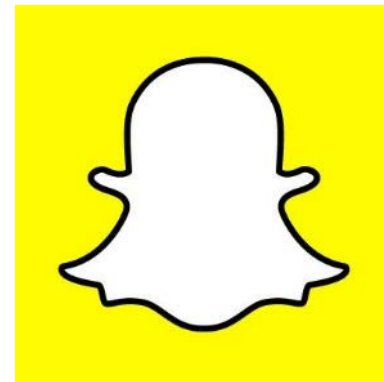
23% of online adults use Twitter

26% use Instagram

28% use Pinterest

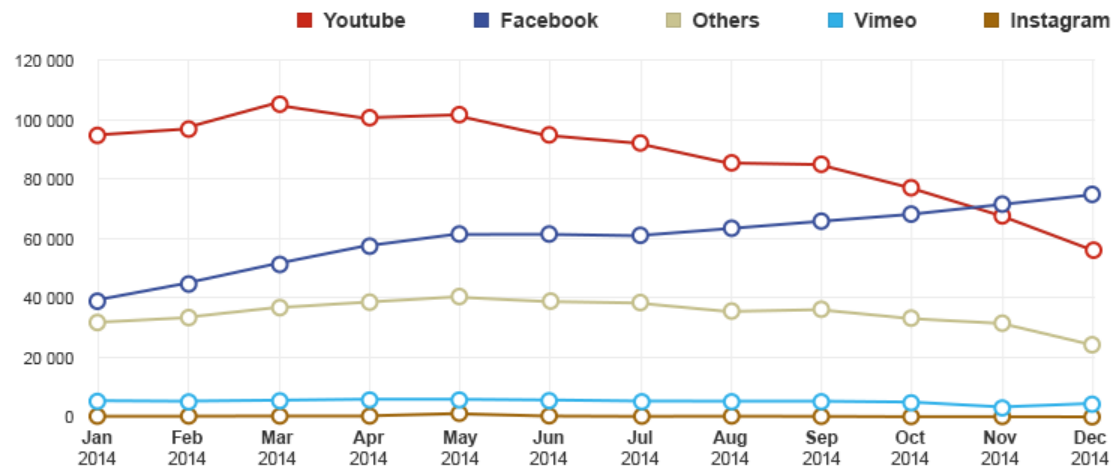
28% use LinkedIn

	Facebook	Twitter	Pinterest
Age Range	25-45	18-29	18-35
Gender	60% female, 40% male	50% female, 50% male	80% female, 20% male



## 5 DIGITAL MARKETING: 2 VIDEO POSTS

Share of Number of Video Posts



5 DIGITAL MARKETING: **3 SPEED**

SEARCH IN GOOGLE FOR:

# SPEED TEST

DIGITAL MARKETING: **THANK YOU!**



**motorsportdigitalmarketing**

