

Social Media Marketing for SWMS April 2011

SouthWest MotorSport members and friends are invited to assist with marketing the club. One of the least costly means of marketing is the internet. Most SWMS members are also involved in other clubs and organizations. We have over 125 club members from racers to workers to interested people. Imagine the impact of every club member posting just one social network, internet forum, or other online message board posting every month. Remember, the club words of the day are: Carcount and Volunteer.

Doesn't matter which online system you use, we'd make huge numbers of contacts and exposures. I've started a SWMS Facebook fan page. In just a couple months of personal effort, we have almost 80 people who LIKE the page. Here's the address, go check it out, LIKE it if you don't already: <http://www.facebook.com/SouthWestMotorSport/>. I'd bet that we'd grow our followers to far larger numbers if every SWMS member did just a little extra effort to promo the club, our events, our website, and our fan page.

Face it, our events would be a ton more fun for everyone if we grew our participation and entry numbers. It's a lot more enjoyable to work a corner when there are 15 or 20 cars or more in each group. The on track experience with more cars is loads more fun for most drivers. With a consistent committed effort by every club member, we could grow SWMS participation rates by substantial numbers.

Every volunteer run organization suffers from the same marketing, leadership, and operating challenge. Typically, only 10-15% of the membership base works their collective buns off making the club go. If I can encourage, coach, guide, plead with each SWMS member to join us in growing the club by a wide variety of online marketing, maybe we can take a little load off the race organizers and club officers. At the same time improve the job joy for everyone involved.

You can contact me anytime to discuss how to do what I'm suggesting. You can follow my posts on the SWMS FB page. Copy them, link to them, link to the varied pages of the club, that's all I do. If you won't do the above things but want someone else to post to a particular website you think may help us, let me know the website address and I'll try to do so, send it to another member you know is online all the time, as Michael Jordan used to say, "just do it!"

John Slenes