



SPOTTER TIPS

VIDEO 2: Branding & Marketing

SPOTTER TIP: 1:22 Your Brand will stay with you forever.

- ⇒ That's why it's so important that you start the process of building it the way you want to be seen as young as you can.

SPOTTER TIP: 1:40 You need tools for marketing just like tools for the car.

- ⇒ Two important tools:
 - Social Media: Provides real time conversations with your fans & potential sponsors. It points to your website where they can learn more about you.
 - Website: Serves as your online history, creating your story with pictures and info. This is the hub from which everything flows.

SPOTTER TIP: 4:02 Marketing tools establish credibility.

- ⇒ Potential sponsors will take you more seriously if you have a website.
- ⇒ The more screens (smart phone, laptop, pc, notebook, tablet) people see you on, the better!
- ⇒ Video is another excellent marketing tool, whether shot from your phone or professionally.

SPOTTER TIP: 6:15 Your website is your online toolbox, your business card.

- ⇒ It's a one-stop shop where your fans can find everything about you in one place.
 - By linking all your social media sites and your youtube channel, you make it much easier for your fans can really get to know you.
- ⇒ If you don't have a big budget yet, you can start small and add to it as funds allow.
- ⇒ Having things like a website and videos to show a sponsor can be a big selling point

SPOTTER TIP: 8:54 Become competitive off the track with your Marketing and Branding.

⇒ This will help you attract more sponsors and add more dollars to help build your racing team.

SPOTTER TIP: 9:25 Reinvest 20% of sponsorship dollars back into marketing.

- ⇒ Your partners are going to expect you to invest part of the money they give you to promote their product.
- ⇒ This helps you show your partners what they got for their investment during your off-track hours and gives them reasons to want to continue to partner with you.

SPOTTER TIP: 13:45 Have a plan: what can you do for the sponsor?

- ⇒ First, educate yourself about any sponsors you are targeting. How do they market their product & how can you help them with that? Look for ways to tie in to their marketing goals.
- ⇒ Second, focus on getting the attention of 3-4 sponsors at a time rather than a large number using a scattershot approach.
- ⇒ Third, create a plan. If they are an energy drink, suggest doing demos or taste testings at the race track.
- ⇒ Most importantly, show them what's in it for THEM.

SPOTTER TIP: 15:10 Do some research at your local track; know who the audience is.

- ⇒ Walk around the parking lot & pay attention: what types of cars do you see, what bumper stickers, what work decals?
- ⇒ The more you know about WHO your audience is, the better you can match them to a sponsor that targets them and might want to sponsor you.

SPOTTER TIP: 17:23 Visit a potential sponsor's business, website, social media in advance.

- ⇒ The more you do your homework on them, the better chance you have at succeeding.
- ⇒ Look for sponsors that make sense with what you are doing. For example, if you race a Chevy in Late Models, go check out the local Chevy dealership.
- ⇒ Get involved with them on social media. Like and follow their pages and interact with them. The more you build the interaction BEFORE you ask them for a check, the better your chances are.
- ⇒ This is also preparing you as you move up the ranks to be able to confidently ask for those bigger checks.