



Using Social, Web, and Email To Improve Membership Engagement

**BMW Car Club
of America**
Golden Gate Chapter



Agenda

BMW Car Club
of America
Golden Gate Chapter



- ❖ **Looking back (2010-2012)**
- ❖ Email | Website | Social Platforms
- ❖ Communications & Events
- ❖ Results & Take Aways
- ❖ Questions



Looking back (2010-2012)

- ❖ Competition everywhere
 - ❖ C&C, HPDE, Forums, Social
- ❖ Tight leash on communications
- ❖ Text-heavy website & email
- ❖ Electronic distribution of newsletter
- ❖ Hadn't figured out social
- ❖ Struggled with relevance

BMW Car Club
of America
Golden Gate Chapter



The image shows a screenshot of the BMW Car Club of America Golden Gate Chapter website and a Gmail email. The website header includes the chapter name and a navigation menu with links: Home, About GGC, Calendar, Classifieds, Contact, Driving Events, Racing, Store, and Membership. Below the header, there are two columns: 'Upcoming Driving Events' and 'Upcoming Social Events'. The 'Upcoming Driving Events' section lists 'Autocross at Marina Municipal Airport' for Saturday, June 15th, 2013, at 8:00am, and 'Autocross at Marina Municipal Airport' for Saturday, July 13th, 2013, at 8:00am. The 'Upcoming Social Events' section lists 'Cars & Coffee at Starbucks - Santa Clara' for Saturday, June 8th, 2013, at 9:00am, and 'Board Meeting at Round Table Pizza' for Tuesday, June 18th, 2013, at 7:00pm. The Gmail email is from 'Jeff Cowen - jcowen@bmc.com' to 'jcowen@bmc.com' dated June 30, 2013, at 9:08 PM. The subject is '[GGC] Upcoming Events'. The email body contains a monthly reminder of upcoming events for the Golden Gate Chapter BMW Car Club of America (GGC BMW CCA). It lists several events: 'Driving Events' (April 6 - Car Control Clinic), 'Social Events' (February 9 - Cars & Coffee, February 9 - Canoe Design Tour & Lunch, February 11 - San Jose Eat & Meet, February 19 - Board Meeting), and 'Chapter Announcements' (Cars of GGC 2013 Calendar, GGC Merchandise & Apparel, and Our Facebook page).

Agenda

BMW Car Club
of America
Golden Gate Chapter



- ❖ Looking back (2010-2012)
- ❖ **Email | Website | Social Platforms**
- ❖ Communications & Events
- ❖ Results & Take Aways
- ❖ Questions





Email Management

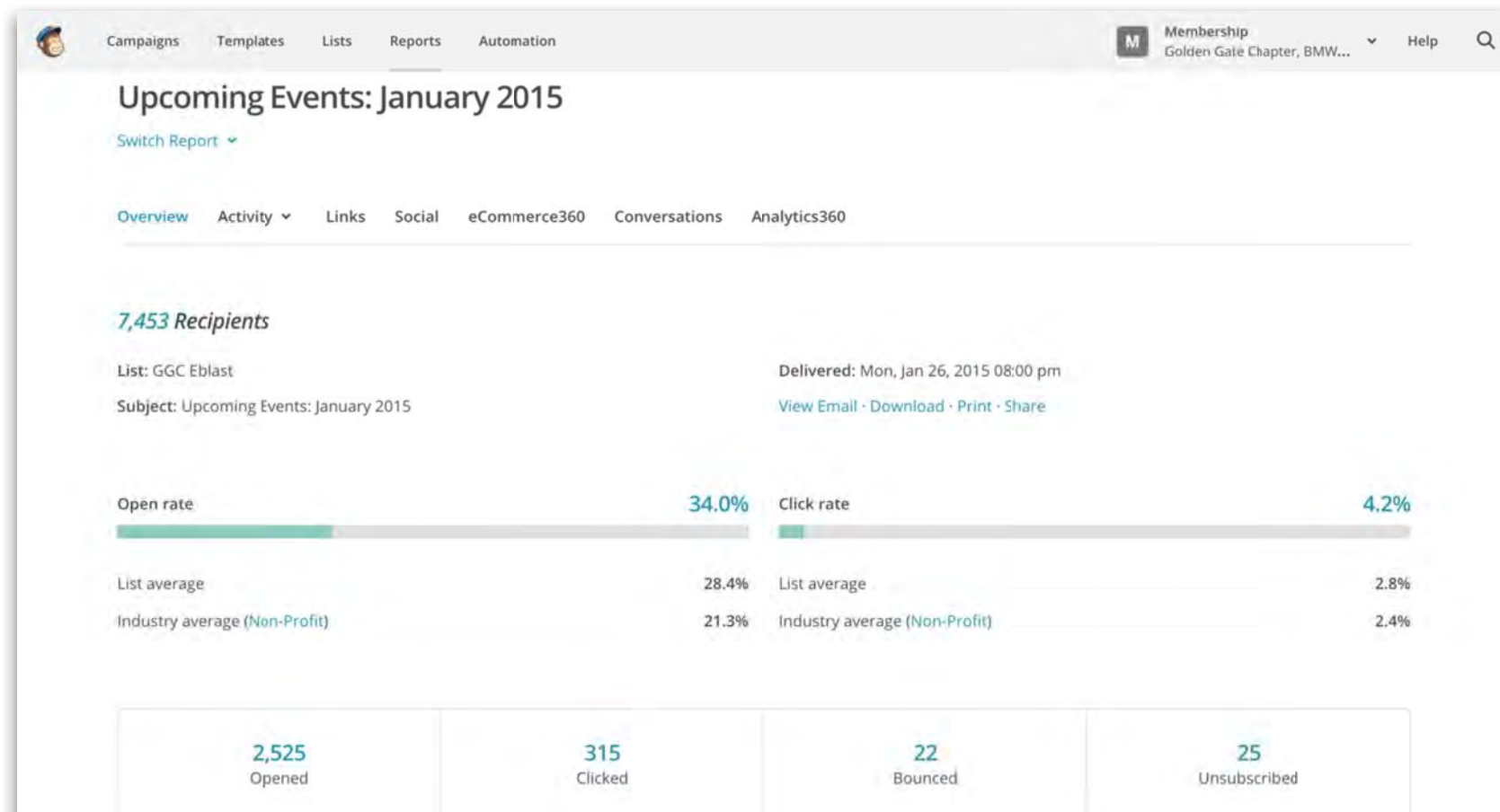
Repeatable, customized templates

- ❖ Monthly Upcoming Events
- ❖ Dedicated Event
- ❖ Welcome New Members
- ❖ Renewing Members



Email Analytics

BMW Car Club
of America
Golden Gate Chapter

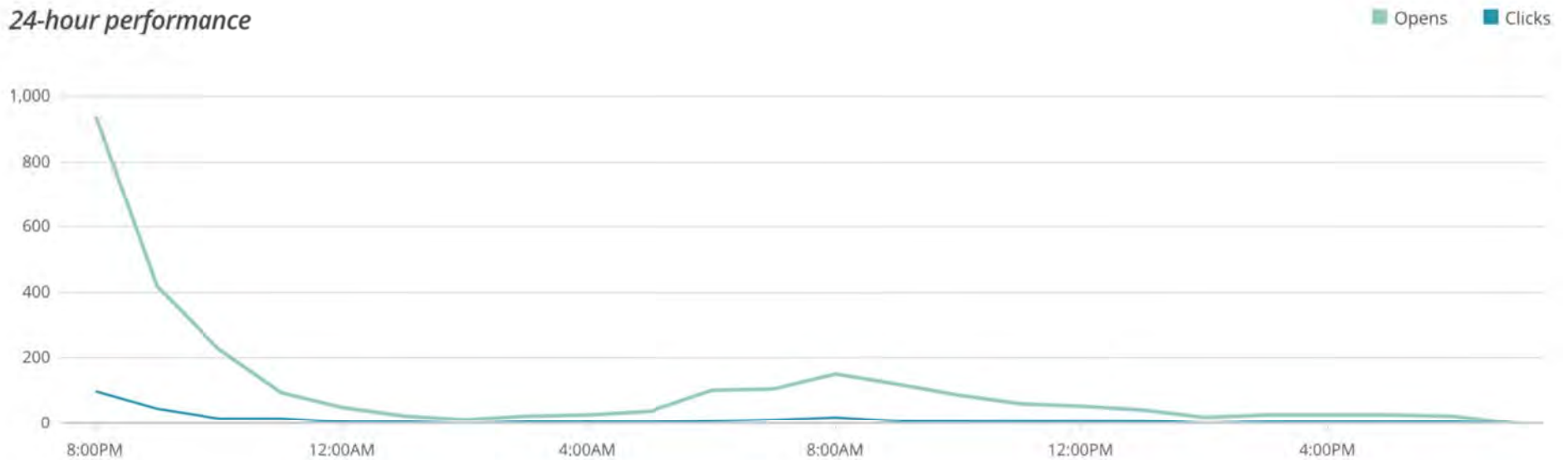


Email Analytics

BMW Car Club
of America
Golden Gate Chapter



24-hour performance



Email Analytics

BMW Car Club
of America
Golden Gate Chapter



Overview

Revenue

GGC Eblast ▾

Open Rate Click Rate Industry Avg. Open Rate

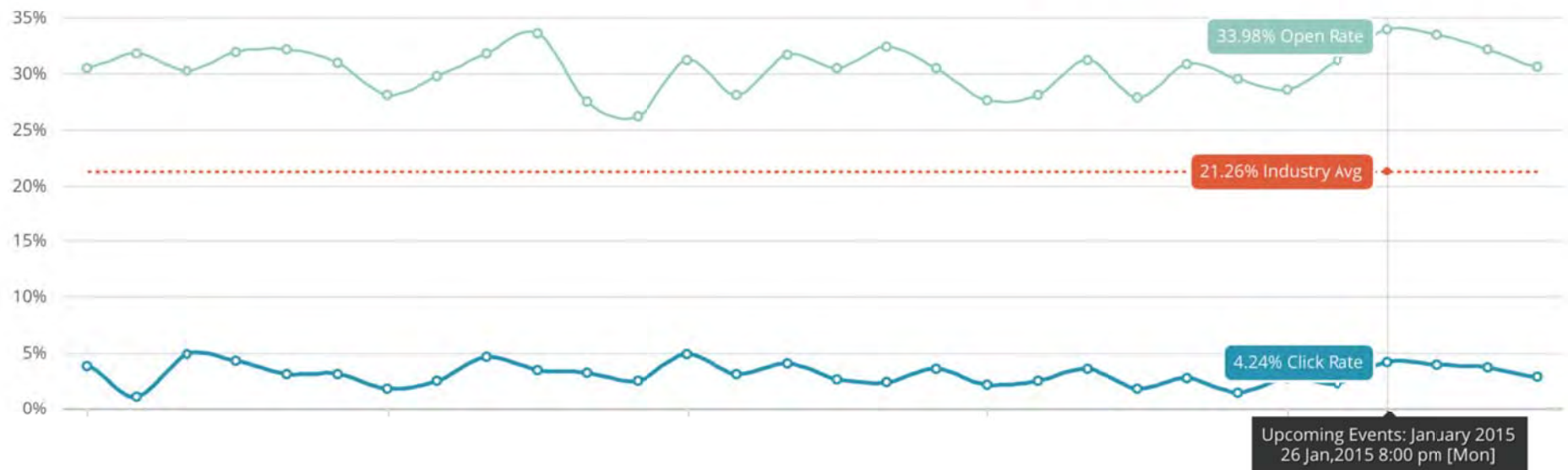


Image-driven Email Templates

BMW Car Club
of America
Golden Gate Chapter



BMW Car Club
of America
Golden Gate Chapter



Upcoming Events February 2015

These are the upcoming events & news for the Golden Gate Chapter BMW Car Club of America (GGC BMW CCA). We host everything from meet ups to high-performance driving events and we can't wait to have you join us.



February 21 | [Car Control Clinic](#)
(sold out, next event 4/22)
8:00am-5:30pm - Marina Airport



March 7 | [East Bay Driving Tour](#)

8:15am-12:00pm - Pete's Coffee, Fremont ([map](#))

Join us for a morning jaunt through some of the East Bay's best driving roads; includes a quick pit-stop at the Cars & Coffee event in Moraga!



March 7 | [San Luis Obispo Driving Tour](#)

10:00am-2:00pm - Panera Bread, Santa Maria ([map](#))

Join us for a beautiful drive from Santa Maria to Deer Park area.





Web Content Management

Repeatable, customized templates

- ❖ 2014 = 74 events posted to site
- ❖ 2015 = 45 events posted and growing
- ❖ 10 event coordinators
- ❖ 1 communications manager
- ❖ Secure platform, widely supported



Image-driven Website Templates

BMW Car Club
of America
Golden Gate Chapter



BMW Car Club
of America
Golden Gate Chapter



[Home](#) [Calendar](#) [About GGC](#) [Contacts](#) [Driving Events](#) [Forums](#) [Membership](#) [Stores](#)

« All Events

Driving Tour – East Bay

March 7 @ 8:15 am - 12:00 pm

« CCC: Annual Instructor & Staff Meeting

[Cars & Coffee - East Bay »](#)



This will be a morning jaunt through some of the East Bay's best driving roads and will have a quick pit-stop at the Cars & Coffee event in Moraga!

Meet at Pete's Coffee & Tea, 2780 Mowry Avenue, Fremont at 8:15am. The tour departs at 8:30a following a brief safety talk and route



[About GGC](#) [Contacts](#) [Driving Events](#) [Forums](#) [Membership](#) [Stores](#)

SEARCH
Search

NEAR
Location

FIND EVENTS
Driving Tour - East Bay

VIEW AS

Events for March 2015				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	
	3	4	5	
				<div><p>This will be a morning jaunt through some of the East Bay's best driving roads and will have a quick pit-stop at the Cars & Coffee event in Moraga! Meet at...</p></div>
				<div><p>Driving Tour - East Bay</p></div>
				<div><p>Cars & Coffee - East Bay</p></div>
				<div><p>Driving Tour - San Luis Obispo</p></div>
	10	11	12	13
				<div><p>Cars & Coffee - South Bay</p></div>
16	17	18	19	20
				<div><p>Autocross #2 at Marina Airport</p></div>
				21



Name, date, time



Image


Description & links

Event and organizer details

Venue details/map

BMW Car Club
of America
Golden Gate Chapter






[Home](#) [Calendar](#) [About GGC](#) [Contacts](#) [Driving Events](#) [Forums](#) [Membership](#) [Stores](#) [Q](#)

[« All Events](#)

Driving Tour – East Bay

March 7 @ 8:15 am - 12:00 pm

[« CCC: Annual Instructor & Staff Meeting](#)[Cars & Coffee - East Bay »](#)



This will be a morning jaunt through some of the East Bay's best driving roads and will have a quick pit-stop at the Cars & Coffee event in Moraga!

Meet at Pete's Coffee & Tea, 2780 Mowry Avenue, Fremont at 8:15am. The tour departs at 8:30a following a brief safety talk and route discussion. The tour will end at Portales Taqueria, in Castro Valley.

[Click here to RSVP with Jared Petrie and to receive the route map!](#)

[+ GOOGLE CALENDAR](#) [+ ICAL EXPORT](#)

Details

Date:
March 7

Time:
8:15 am - 12:00 pm

Event Category:
Tours

Organizer


[Driving Tours – Jared Petrie](#)

Email:
tours@ggcbmwcca.org

Venue

[Pete's Coffee – Fremont](#)

2780 Mowry Avenue, Fremont, CA

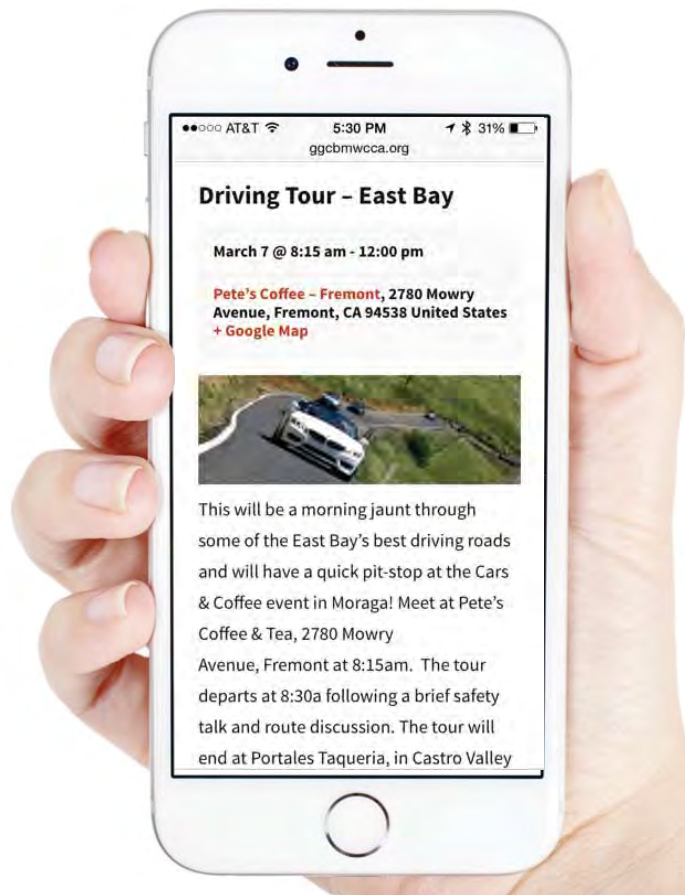




Mobile Optimized

GGC Device Metrics:

- ❖ Desktop
65% 2015 (decrease)
72% 2014
- ❖ Mobile
25% 2015 (increase)
16% 2014
- ❖ Tablet
~10%

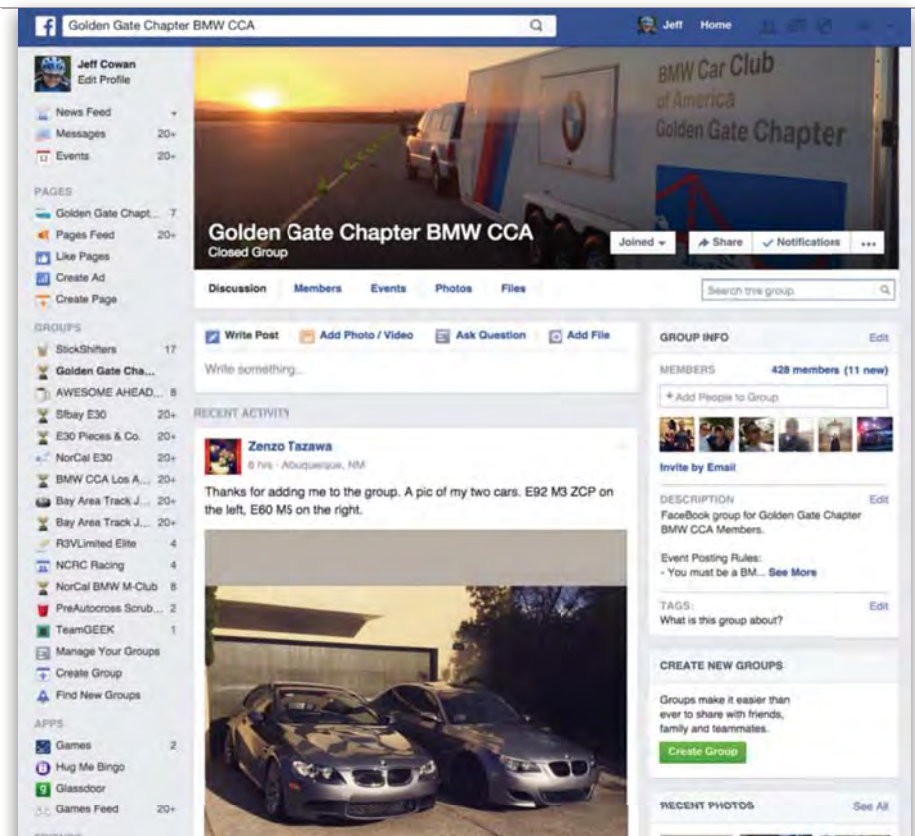


Mobile Device Info ?	Acquisition	
	Sessions ?	
	1,601	% of Total: 34.13% (4,691)
1. Apple iPhone	777	(48.53%)
2. Apple iPad	355	(22.17%)
3. (not set)	47	(2.94%)
4. Samsung SM-N900V Galaxy Note 3	30	(1.87%)
5. Amazon KFAPWI Kindle Fire HDX 8.9	29	(1.81%)
6. Samsung SCH i545 Galaxy S4	26	(1.62%)
7. LG V510 G Pad 8.3 Google Play Edition	20	(1.25%)
8. Samsung SM-G900V Galaxy S5	20	(1.25%)
9. Samsung SGH-I747 Galaxy S III	16	(1.00%)
10. OnePlus A0001 One A0001	15	(0.94%)

Social: How we use



Brand page: chapter-generated announcements



Private Group page: member-generated discussions

Agenda

BMW Car Club
of America
Golden Gate Chapter



- ❖ Looking back (2010-2012)
- ❖ Email | Website | Social Platforms
- ❖ **Communications & Events**
- ❖ Results & Take Aways
- ❖ Questions





Communication Flow by Platform





March 7 | [East Bay Driving Tour](#)

8:15am-12:00pm - Pete's Coffee, Fremont ([map](#))

Join us for a morning jaunt through some of the East Bay's best driving roads; includes a quick pit-stop at the Cars & Coffee event in Moraga!



BMW Car Club of America
Golden Gate Chapter



Home Calendar About GGC Contacts Driving Events Forums Membership Stores


All Events

Driving Tour - East Bay

March 7 @ 8:15 am - 12:00 pm

CCC Annual Instructor & Staff Meeting

Cars & Coffee - East Bay



This will be a morning jaunt through some of the East Bay's best driving roads and will have a quick pit-stop at the Cars & Coffee event in Moraga!

Meet at Pete's Coffee & Tea, 2780 Mowry Avenue, Fremont at 8:15am. The tour departs at 8:30a following a brief safety talk and route discussion. The tour will end at Portales Taqueria, in Castro Valley.


Click here to RSVP with Jared Petrie and to receive the route map!

+ GOOGLE CALENDAR + ICAL EXPORT

Details
Date: March 7
Time: 8:15 am - 12:00 pm
Event Category: Tours

Organizer
Driving Tours - Jared Petrie
Email: tours@ggcbmwcca.org

Venue
Pete's Coffee - Fremont
2780 Mowry Avenue, Fremont, CA

**Map** **Satellite**



BMW Car Club of America
Golden Gate Chapter



Golden Gate Chapter BMW CCA
Social Club · Sports Club

Create Call-to-Action Liked Message

Timeline About Events Photos More

13 Page Likes
537 Post Reach
UNREAD
5 Notifications
0 Messages

PEOPLE

★★★★★
2,306 likes
20 visits

Paul Betancourt, Cameron Silva and 144 other friends like this or have been here.

Promote Your Page
Reach up to 1,100,000 people near San Francisco

Promote Page

ABOUT

Join BMW Car Club of America now and start taking advantage of benefits that the BMW CCA has to offer: <http://bit.ly/w6R4VP>

<http://www.ggcbmwcca.org/>

Promote

PHOTOS

What have you been up to?

Golden Gate Chapter BMW CCA
Posted by Sino Pless · March 6 at 2:47pm ·

We have a lot going on this weekend! Join us for the East Bay Driving Tour and Cars & Coffee. The East Bay Driving Tour will make a brief stop at the Cars & Coffee - East Bay so you can do both!

More Information Here:
Driving Tour: <http://ggcbmwcca.org/event/driving-tour-east-bay/>
Cars & Coffee: <http://ggcbmwcca.org/event/cars-coffee-east-bay-6/>



See Your Ad Here

Golden Gate Chapter B...
Join BMW Car Club of America now and start taking advantage of benefits that the BMW CCA h...

Like Page - 2,306 people like this page

Promote Page

Event Variety



Low commitment/cost gets NEW and 1st-TIME members out:

- ❖ Cars & Coffee, Meet Ups, Happy Hour

Tech sessions:

- ❖ Detailing, Repair, Dyno, Tech Talks

Driving:

- ❖ Tours
- ❖ CCC, Autox
- ❖ HPDE



NOTE: Always take photos—smartphones have great cameras!



Communication Frequency

Bi-monthly email cadence:

- ❖ Upcoming Events (3rd week of month following board meeting)
- ❖ Dedicated Event (1 week of month)

Cross-post URL to social:

- ❖ Brand page for chapter announcements only (1-2 per month); managed by Chapter officers
- ❖ Group page for news, polls, discussions, events (several per week); member-generated content and event coordinators

Pay attention to copy tone, style, have a sense of personality

Do not miss the National regional email blasts!



We need volunteers!

Do you love these emails? Think you can help create them? We have an opening for a Communications Manager to take over email, web, and facebook updates. It's super fun. Really. We're not joking (well, maybe a little). [If interested, click HERE and let us know!](#)



Communication Frequency

BMW Car Club
of America
Golden Gate Chapter

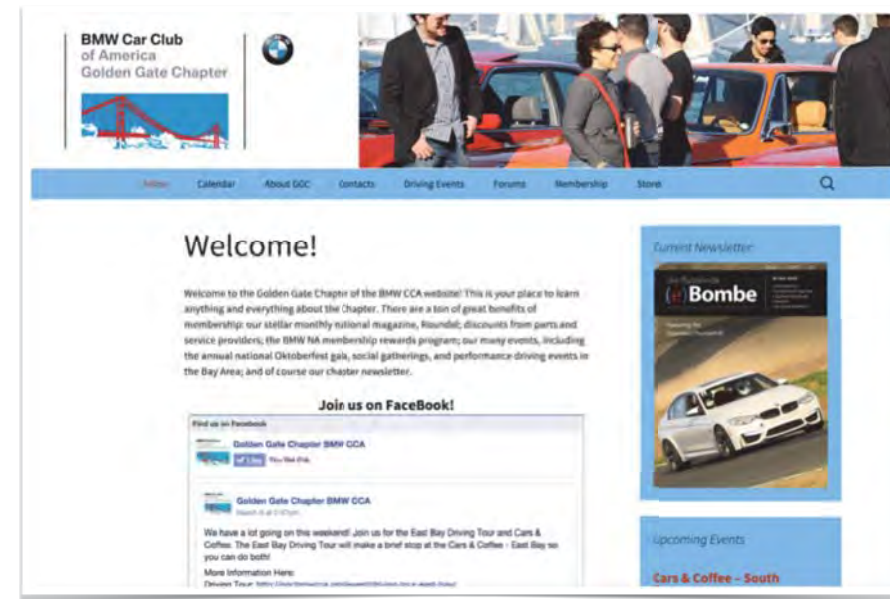


New and Renewing Member emails

- ❖ Every month, following reports from National

Newsletter:

- ❖ Quarterly PDF; promoted in monthly emails; prominently featured on home page of website
- ❖ Annually produced and printed Membership Guide; distributed to new members quarterly in calendar year





Brand Awareness Events

Staff a tent at other events to raise brand awareness of your chapter's activities:

- ❖ Dealer Events
- ❖ Tuner Open Houses
- ❖ BMW Service Shops
- ❖ Exhibition Events
- ❖ Foster relationships with these businesses
- ❖ Note: Tuners have 14-20k facebook followers



HPDE Marketing

BMW Car Club
of America
Golden Gate Chapter



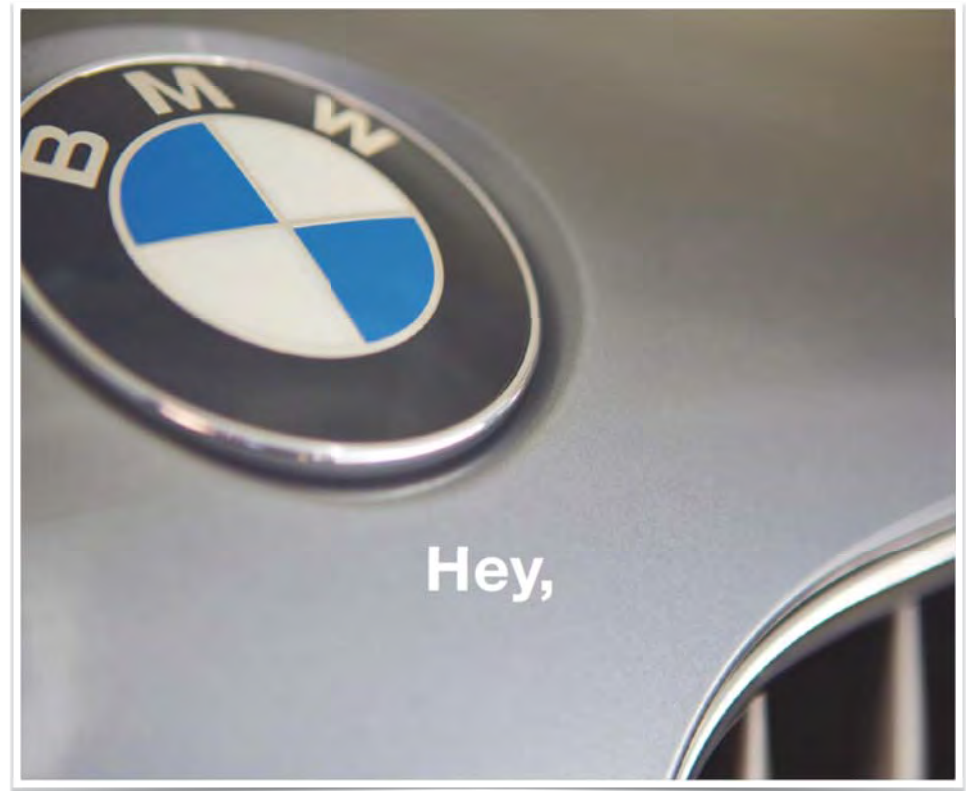
- ❖ Dedicated event emails
- ❖ List in MSR as early as possible
- ❖ Include flyer for next event in packets and distribute to shops
- ❖ Include pro photos for all
- ❖ Advanced Coaching Program (Like A+)
- ❖ Host 'tech talks' at a shop before the event
- ❖ Your differentiators?



Agenda



- ❖ Looking back (2010-2012)
- ❖ Email | Website | Social Platforms
- ❖ Communications & Events
- ❖ **Results & Take Aways**
- ❖ Questions





Observations & Results

- ❖ Event attendance at an all time high
- ❖ Email open rates are good
- ❖ Sold out both HPDE (under 10 days; 30 waitlisted)
- ❖ Sold out Autocross
- ❖ Sold out CCC
- ❖ C&C huge hit; host in several cities/areas now
- ❖ Social events have become feeders to driving events
- ❖ Important to have chapter leadership present at ALL types of events; Members have lots of questions about what we do





Take Aways - The Simple Truth

- ❖ Brand Consistency: images, tone, frequency
- ❖ Take photos/Get photos
- ❖ Be social, it drives event attendance
- ❖ Be present in-person at events
- ❖ Share promotional tasks
- ❖ Broaden event types
- ❖ Outsource
- ❖ Listen





jeffcowan@ggcbmwcca.org

**BMW Car Club
of America
Golden Gate Chapter**

