



Using Social, Web, and Email To Improve Membership Engagement

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





Agenda

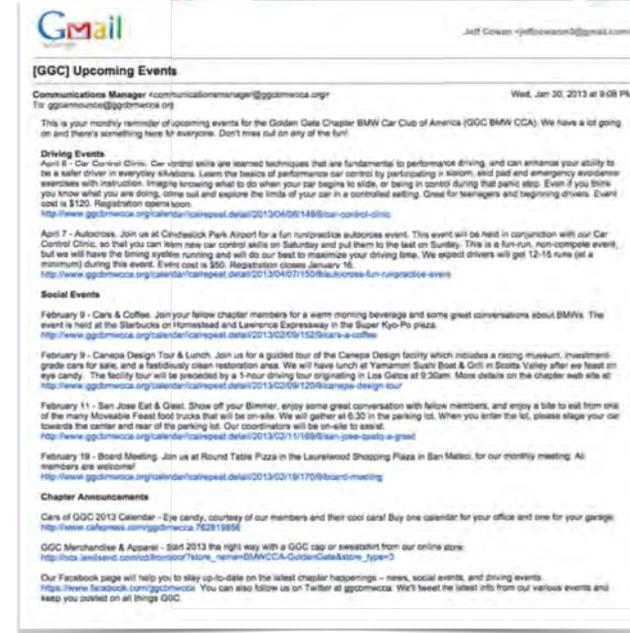
- ❖ **Looking back (2010-2012)**
- ❖ Email | Website | Social Platforms
- ❖ Communications & Events
- ❖ Results & Take Aways
- ❖ Questions





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

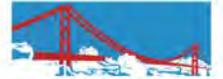


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- ❖ **Email | Website | Social Platforms**
- ❖ Communications & Events
- ❖ Results & Take Aways
- ❖ Questions





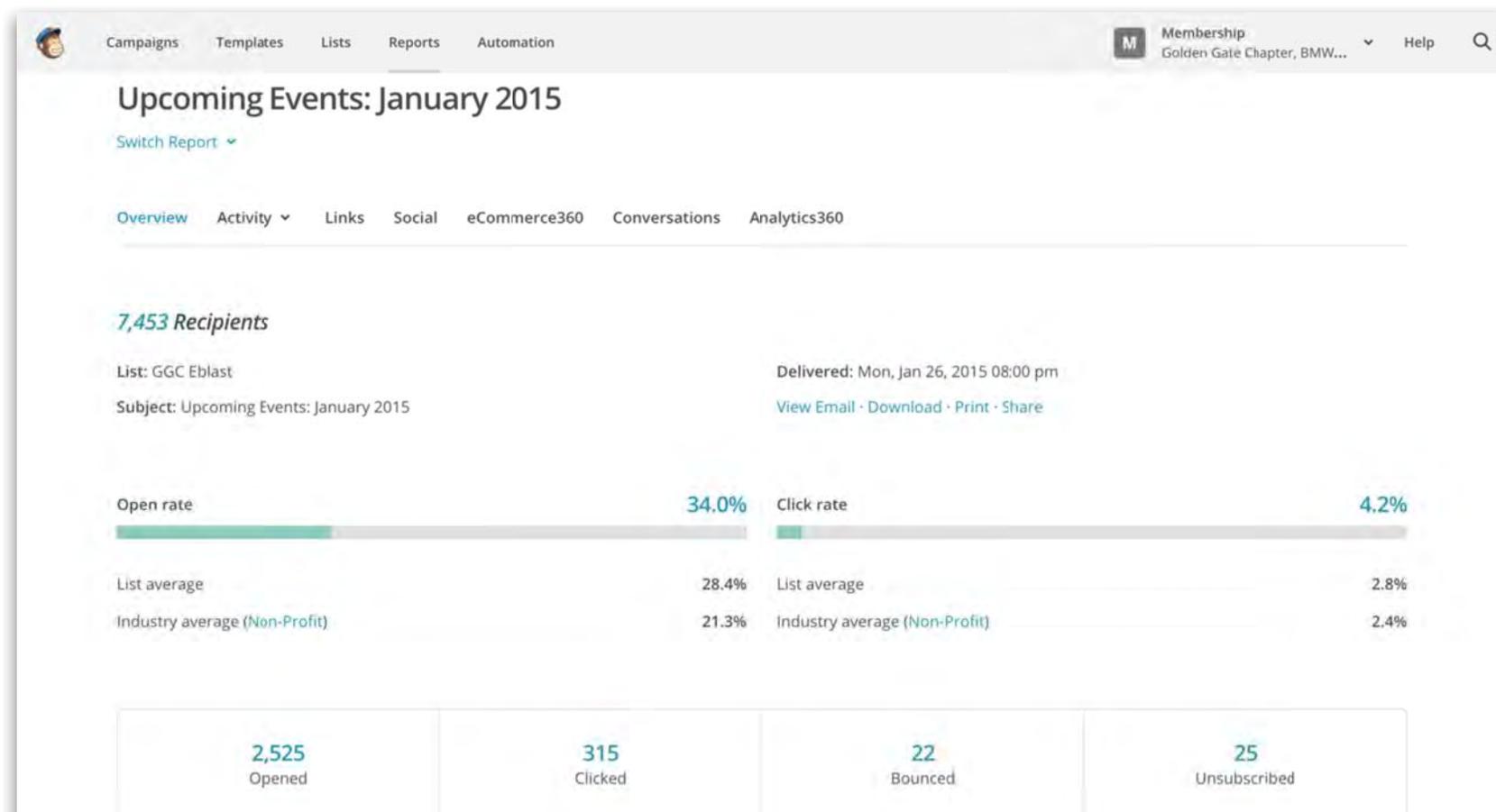
Email Management

Repeatable, customized templates

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

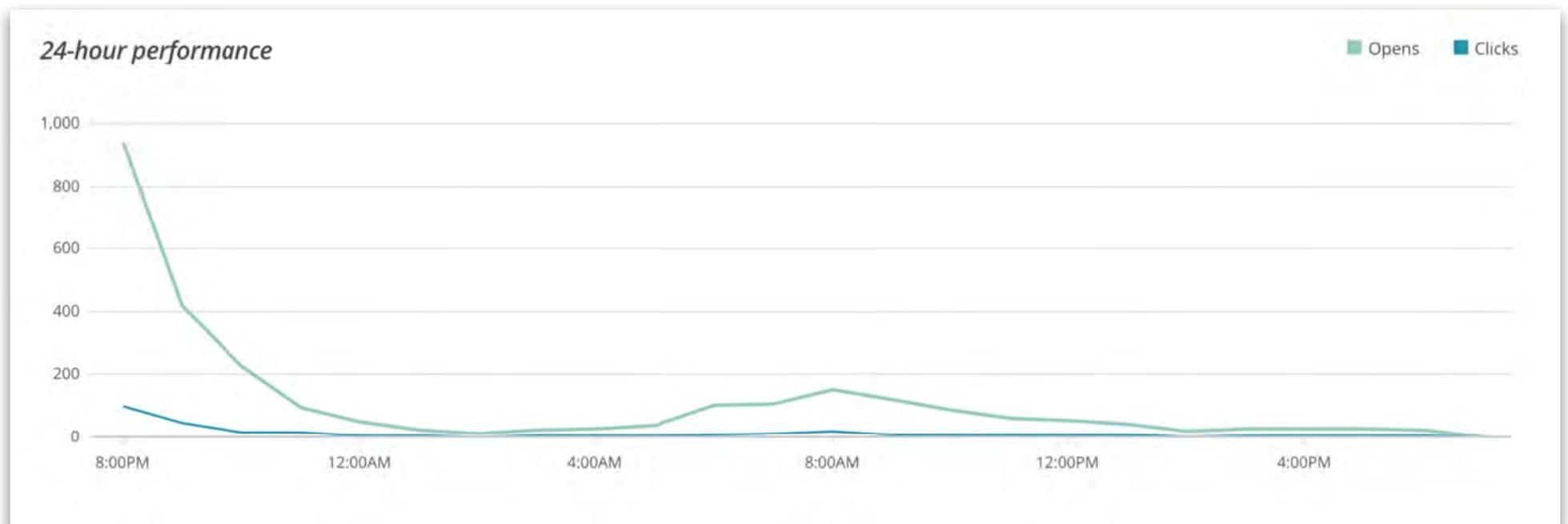


Email Analytics





Email Analytics





Email Analytics

Overview Revenue

GGC Eblast ▾

Open Rate Click Rate Industry Avg. Open Rate

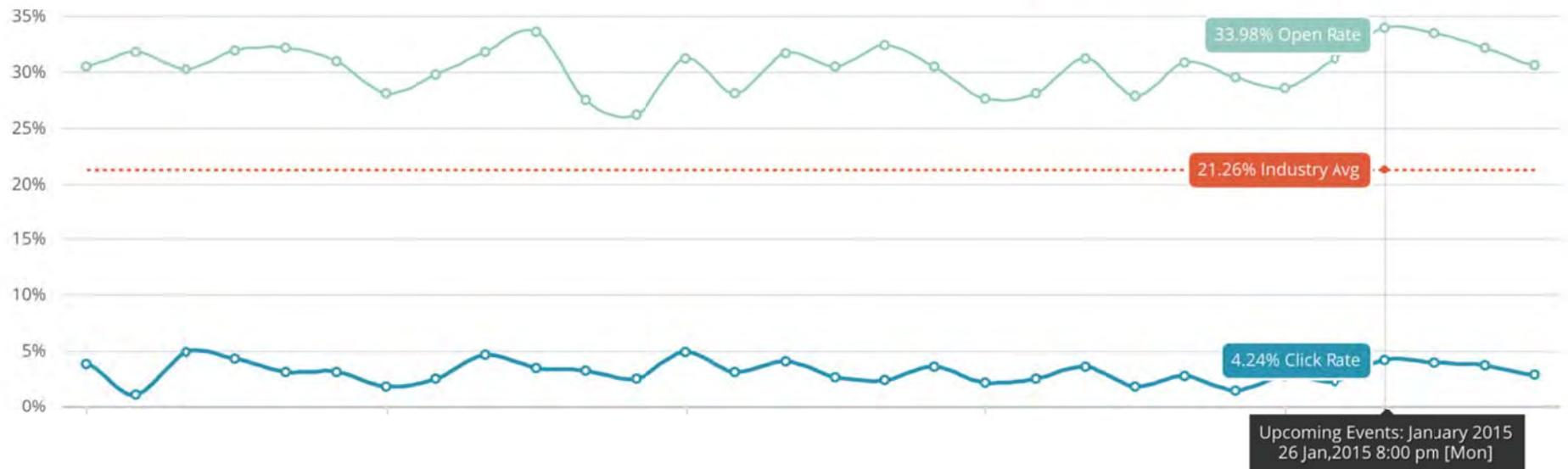




Image-driven Email Templates

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!

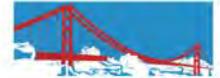


March 7 | [San Luis Obispo Driving Tour](#)

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



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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

March 7, 2015 @ 8:15 am - 12:00 pm



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...

Events for March 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	3	4	5			
	10	11	12	13	14	15
	17	18	19	20	21	22
						Autocross #2 at Marina Airport

- Driving Tour – East Bay
- Cars & Coffee – East Bay
- Driving Tour – San Luis Obispo
- Cars & Coffee – South Bay
- Autocross #2 at Marina Airport



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Driving Tour – East Bay

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

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[Cars & Coffee - East Bay »](#)



Name, date, time

Image

Description & links

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](#)

Event and organizer details

Details

Date:
March 7
Time:
8:15 am - 12:00 pm
Event Category:
[Tours](#)

Organizer

Driving Tours – Jared Petrie
Email:
tours@ggcbmwcca.org

Venue details/map

Venue

Pete's Coffee – Fremont
2780 Mowry Avenue, Fremont, CA

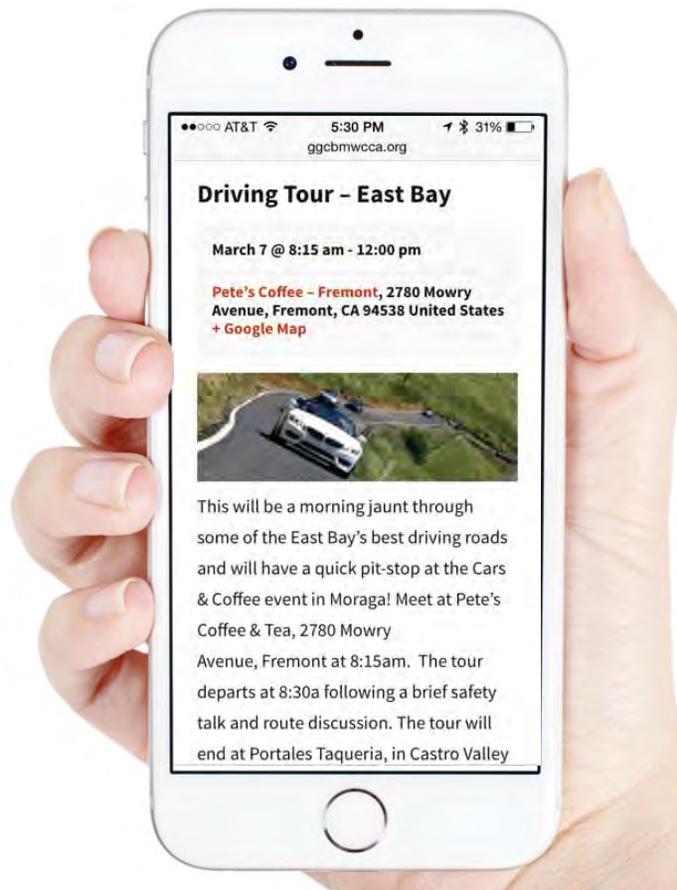




Mobile Optimized

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



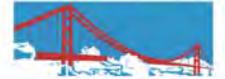
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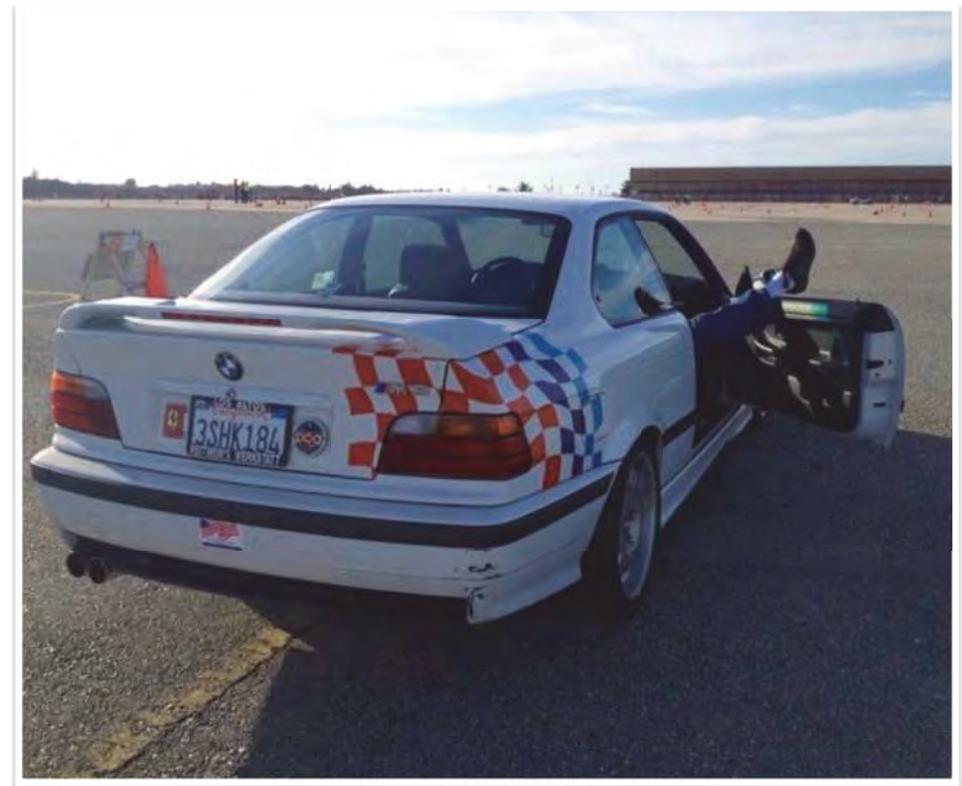
Brand page: chapter-generated announcements

Private Group page: member-generated discussions

Agenda



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- ❖ **Communications & Events**
- ❖ Results & Take Aways
- ❖ Questions



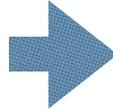


Communication Flow by Platform



March 7 | [East Bay Driving Tour](#)
8:15am-12:00pm - Pete's Coffee, Fremont ([map](#))

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BMW Car Club of America Golden Gate Chapter
Golden Gate Chapter
BMW CCA
Social Club · Sports Club

13 Page Likes
537 Post Reach
UNREAD
5 Notifications
0 Messages

Timeline About Events Photos More

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

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>

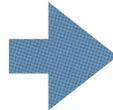
PHOTOS

Status Photo / Video Offer, Event
What have you been up to?

Golden Gate Chapter BMW CCA
Posted by Gina Pines · March 6 at 2:47pm · 0
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



BMW Car Club of America Golden Gate Chapter

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All Events

Driving Tour - East Bay

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

CCC Annual Instructor & Staff Meeting Cars & Coffee - East Bay

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[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



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!](#)





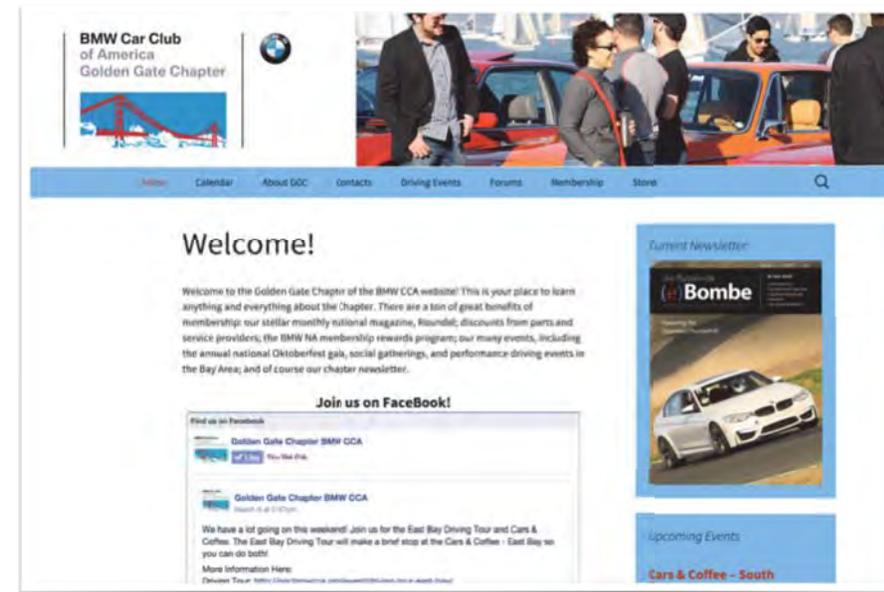
Communication Frequency

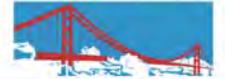
New and Renewing Member emails

- ❖ 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

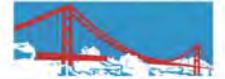
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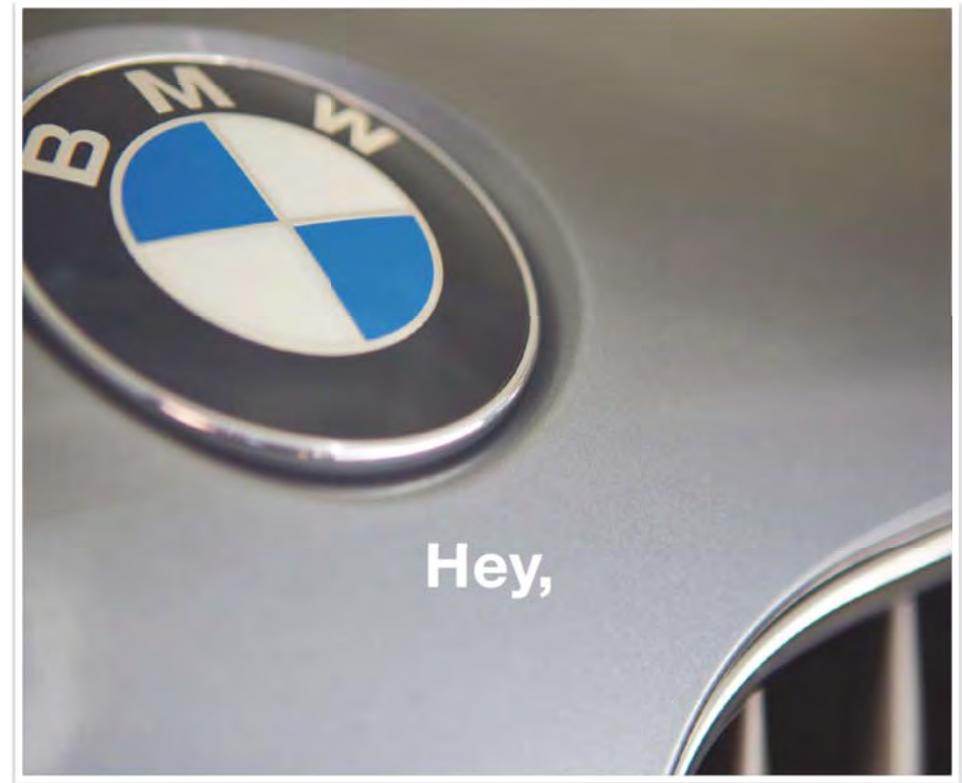
- ❖ Dedicated event emails
- ❖ List in MSR as early as possible
- ❖ Include flyer for next event in packets and distribute to shops
- ❖ Include pro photos for all
- ❖ Advanced Coaching Program (Like A+)
- ❖ Host 'tech talks' at a shop before the event
- ❖ Your differentiators?



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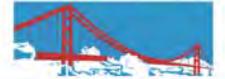




Observations & Results

- ❖ 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





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