



BMW Car Club
of America
Golden Gate Chapter



How to re-energize your members

Brian Ghidinelli, MotorsportReg

Jeff Cowan, Golden Gate Chapter BMW CCA



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**

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 club name and a navigation menu with links for Home, About GGC, Calendar, Classifieds, Contacts, Driving Events, Forums, Stores, and Membership. Below the header, there are sections for 'Upcoming Driving Events' and 'Upcoming Social Events'. The email, from Jeff Cowan, is titled '[GGC] Upcoming Events' and contains a monthly reminder of upcoming events for the Golden Gate Chapter BMW Car Club of America (GGC BMW CCA). The email lists several events, including a Car Control Clinic, an Autocross event, and a Cars & Coffee event. The website also features a 'We Understand.' banner with a scenic road image and a login form with fields for Username, Password, and Remember me, along with a Login button and links for Forgot login? and Register.

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Email Management

Repeatable, customized templates


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




MailChimp

Email Analytics



 Campaigns Templates Lists Reports Automation

M Membership Golden Gate Chapter, BMW... Help 

Upcoming Events: January 2015

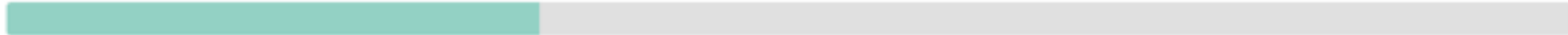
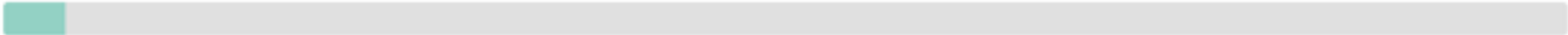
[Switch Report](#) ▾

[Overview](#) [Activity](#) ▾ [Links](#) [Social](#) [eCommerce360](#) [Conversations](#) [Analytics360](#)

7,453 Recipients

List: GGC Eblast
Subject: Upcoming Events: January 2015

Delivered: Mon, Jan 26, 2015 08:00 pm
[View Email](#) · [Download](#) · [Print](#) · [Share](#)

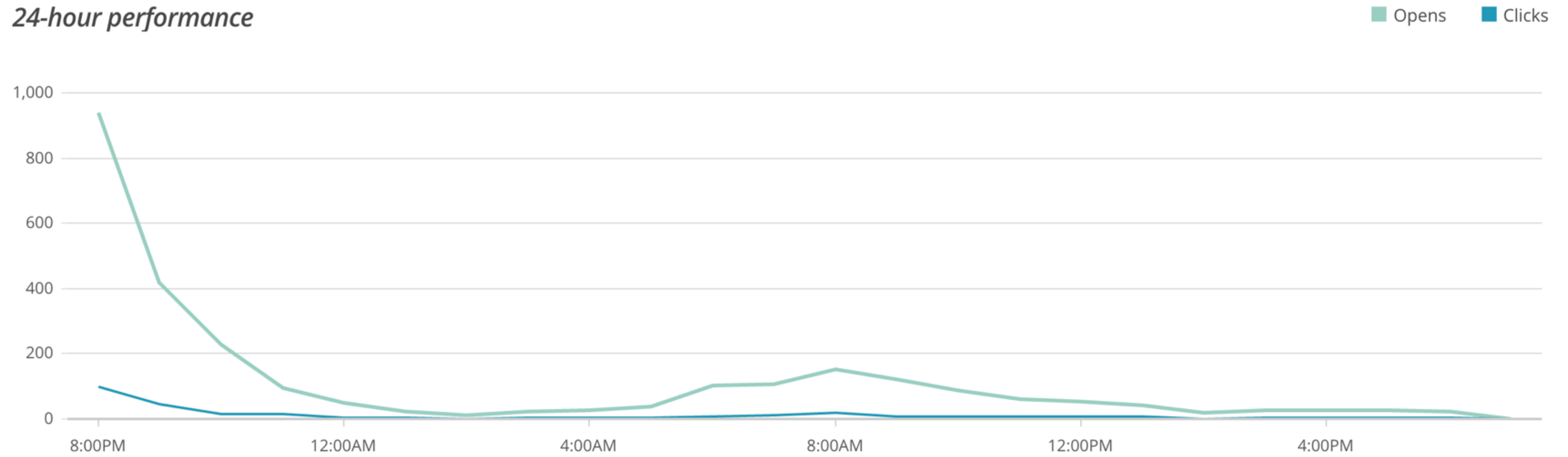
Open rate	34.0%	Click rate	4.2%
			
List average	28.4%	List average	2.8%
Industry average (Non-Profit)	21.3%	Industry average (Non-Profit)	2.4%

2,525 Opened	315 Clicked	22 Bounced	25 Unsubscribed
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Email Analytics

24-hour performance





Email Analytics

Overview Revenue

GGC Eblast ▾

Open Rate Click Rate Industry Avg. Open Rate

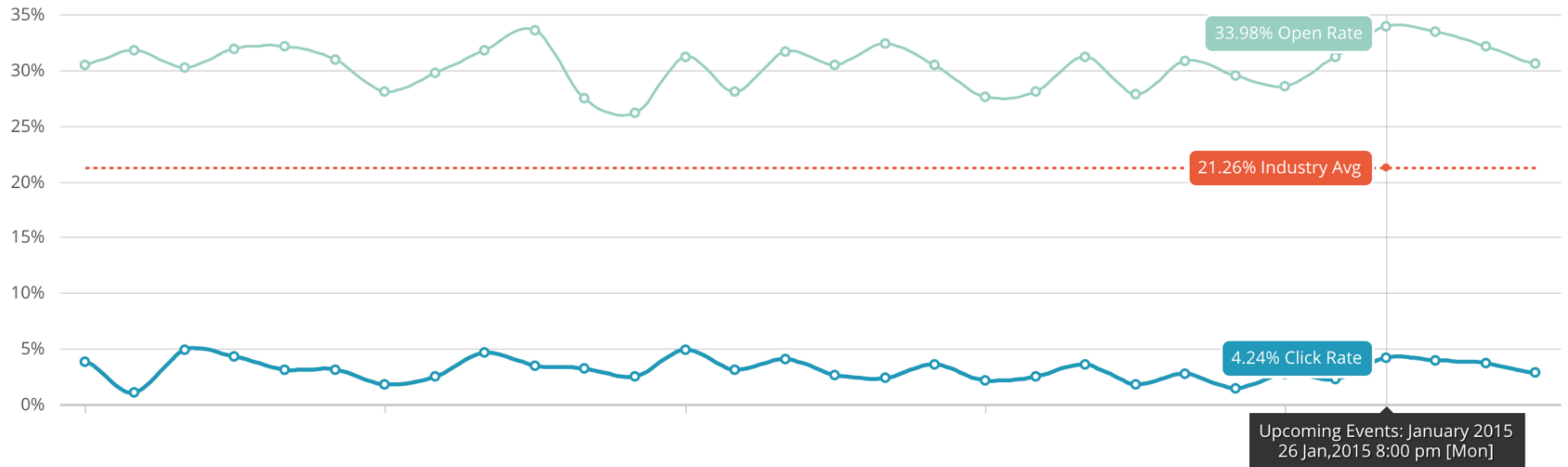


Image-driven Email Templates



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

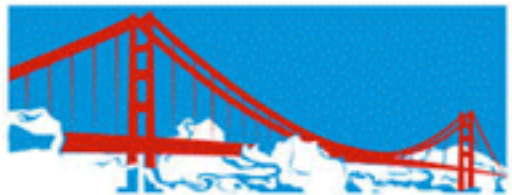
Repeatable, customized templates

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



WORDPRESS

Image-driven Website Templates



« 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



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
16	17	18	19	20	21	22

Driving Tour – East Bay

Cars & Coffee – East Bay

Driving Tour – San Luis Obispo

Cars & Coffee – South Bay

Autocross #2 at Marina Airport



Name, date, time

Image

Description & links

Event and organizer details

Venue details/map

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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

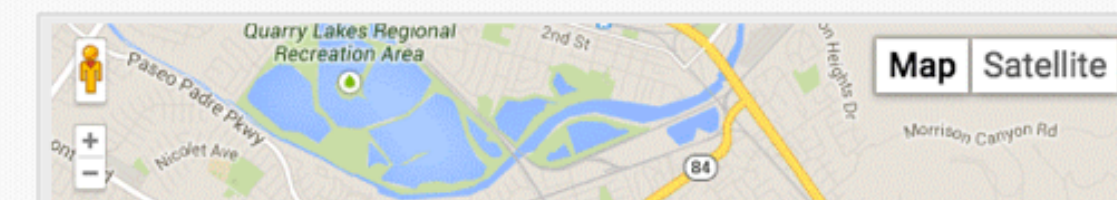
Email:

tours@ggcbmwcca.org

Venue

Pete's Coffee – Fremont

2780 Mowry Avenue, Fremont, CA

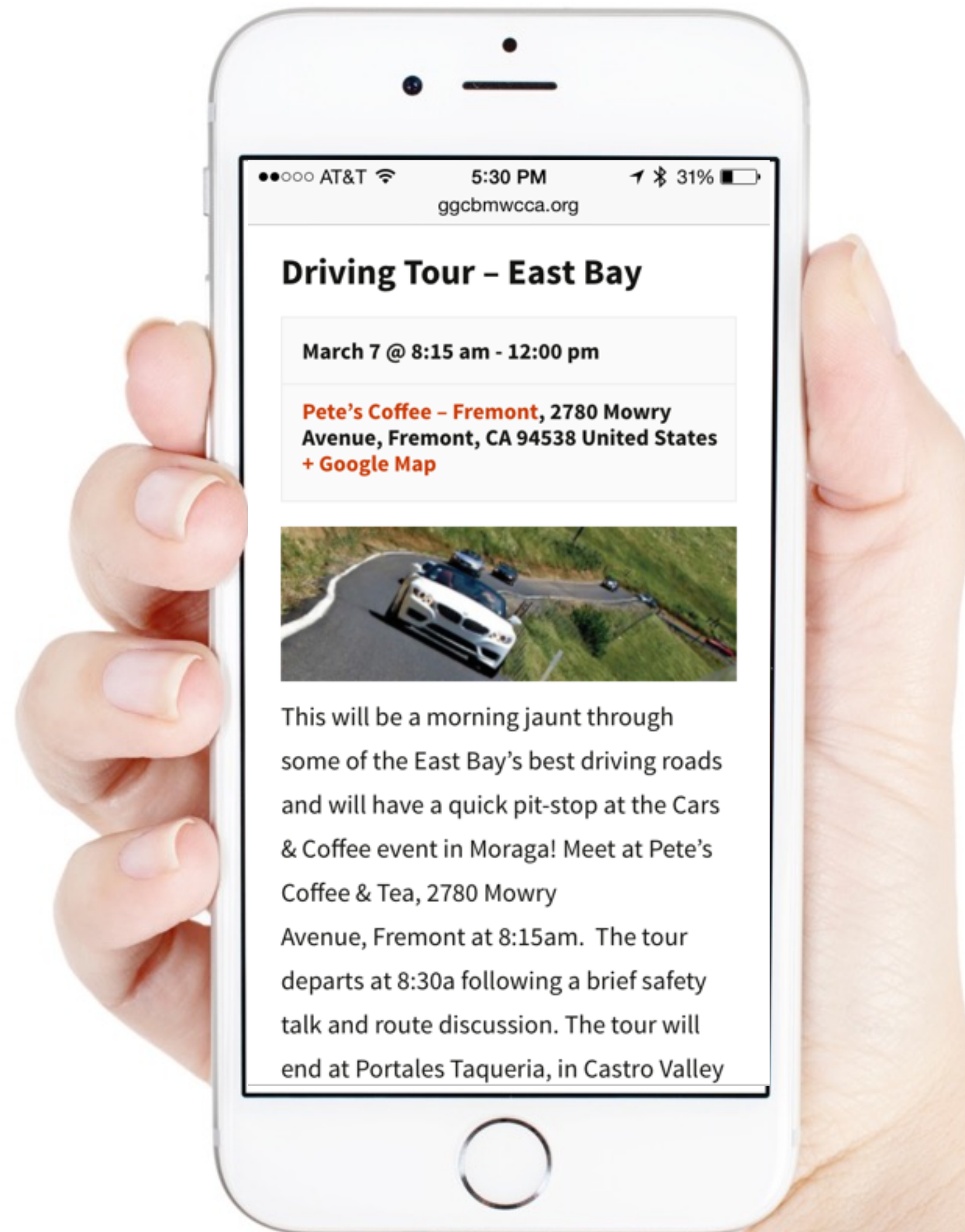




Mobile Optimized

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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Golden Gate Chapter BMW CCA

Page Messages Notifications Insights Posts Settings Help

BMW Car Club of America Golden Gate Chapter

Golden Gate Chapter BMW CCA Social Club · Sports Club

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/w6R4VF>

http://www.ggcbmwcca.org/ Promote

PHOTOS

Recent

2014

2013

2012

2011

2010

2009

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

Brand page: chapter-generated announcements

Golden Gate Chapter BMW CCA

Jeff Cowan Edit Profile

News Feed Messages 20+ Events 20+

PAGES Golden Gate Chapt... 7 Pages Feed 20+ Like Pages Create Ad Create Page

GROUPS StickShifters 17 Golden Gate Cha... AWESOME AHEAD... 8 Sf bay E30 20+ E30 Pieces & Co. 20+ NorCal E30 20+ BMW CCA Los A... 20+ Bay Area Track J... 20+ Bay Area Track J... 20+ R3VLimited Elite 4 NCRC Racing 4 NorCal BMW M-Club 8 PreAutocross Scrub... 2 TeamGEEK 1 Manage Your Groups Create Group Find New Groups

APPS Games 2 Hug Me Bingo Glassdoor Games Feed 20+

FRIENDS

Golden Gate Chapter BMW CCA Closed Group

Discussion Members Events Photos Files

Write something...

RECENT ACTIVITY

Zenzo Tazawa 8 hrs · Albuquerque, NM

Thanks for adding me to the group. A pic of my two cars. E92 M3 ZCP on the left, E60 M5 on the right.

GROUP INFO Edit

MEMBERS 428 members (11 new)

+ Add People to Group

Invite by Email

DESCRIPTION FaceBook group for Golden Gate Chapter BMW CCA Members.

Event Posting Rules: - You must be a BM... See More

TAGS: What is this group about? Edit

CREATE NEW GROUPS Groups make it easier than ever to share with friends, family and teammates. Create Group

RECENT PHOTOS See All

Private Group page: member-generated discussions

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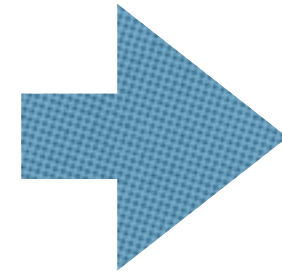
Communication Flow by Platform



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!



13 Page Likes
537 Post Reach
UNREAD
5 Notifications
0 Messages

PEOPLE

★★★★★
2,306 likes
20 visits

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Promote Page

ABOUT

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

Promote

PHOTOS

Status

What have you been up to?

Golden Gate Chapter BMW CCA

Posted by Eric Ries (7) · 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-8/>



Recent

2014
2013
2012
2011
2010
2009

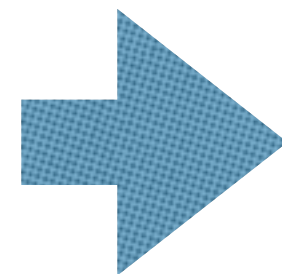
See Your Ad Here



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Promote Page



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+ GOOGLE CALENDAR + ICal EXPORT

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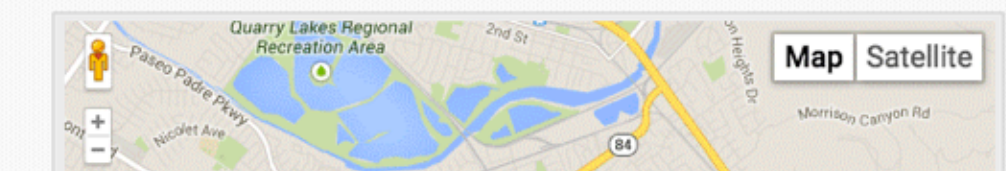
Email:

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 event emails:

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

New and renewing member emails

- ❖ Every month, following reports from National

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

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

- ❖ 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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- ❖ **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



Questions?

BMW Car Club
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jeffcowan@ggcbmwcca.org
brian@pukkasoft.com

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