

# Magazines & their role in a Communications Strategy of a Car Club

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**NEXT STEP HERITAGE**



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Hothouse Media is a collaboration of experts across all areas of media – content, advertising, production, data management, subscription / membership development, website optimisation, direct marketing, event management and design.



## What role have Club magazines in a digital world?

- Do Clubs still need a regular frequency printed magazine?
- How do Magazines complement the Club website?
- What role do other tools play in a Club communications strategy?
- How can a Club optimise the value of a magazine and reduce the cost burden?
- How can Clubs increase commercial revenues from a magazine?
- How often should a Club publish a magazine?



# Communication Platforms

### What roles do each of your communication platforms play for your Club?

Each communication / content platform should have specific roles to play - and the content / communication delivered on that platform needs to best utilise the strengths of that platform.

**Facebook:** Member recruitment ,content driver, brand and awareness building, fan engagement  
**Content types:** Video (longer form) curated posts, images

**Instagram:** Merchandise sales, member recruitment, awareness Building. Fan engagement  
**Content types:** High-res images, videos. stories

**Pinterest:** Awareness building, fan engagement  
**Content types:** Images, Infographics, photo guides,

**Twitter:** Communication, brand awareness  
**Content types:** News, blog posts,

**YouTube:** Brand awareness, fan engagement, recruitment  
**Content types:** Video

Ensure you are on the social platforms that you feel you should be.



## Communication Platforms

### What roles do each of your communication platforms play for your Club?

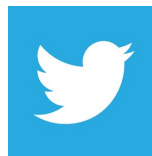
Each communication / content platform should have specific roles to play - and the content / communication delivered on that platform needs to best utilise the strengths of that platform.

**Website:** Member recruitment, awareness building, trusted resource, repository of content, electronic diary, merchandise, revenue generation (Ads), member engagement hub, trusted resource, quality information provider

**Magazine:** Regular member communication, provider of inspiration, merchandise, revenue generation (Ads) ego boost for members, monthly link to the Club, Historical record in its own right

**Newsletters:** Call to action, driver to content, communication tool

Understand how each communication platform it's within your overall marketing / communications / content strategies and ensure you are delivering the appropriate content onto each platform. In the appropriate manner



# Content and services available

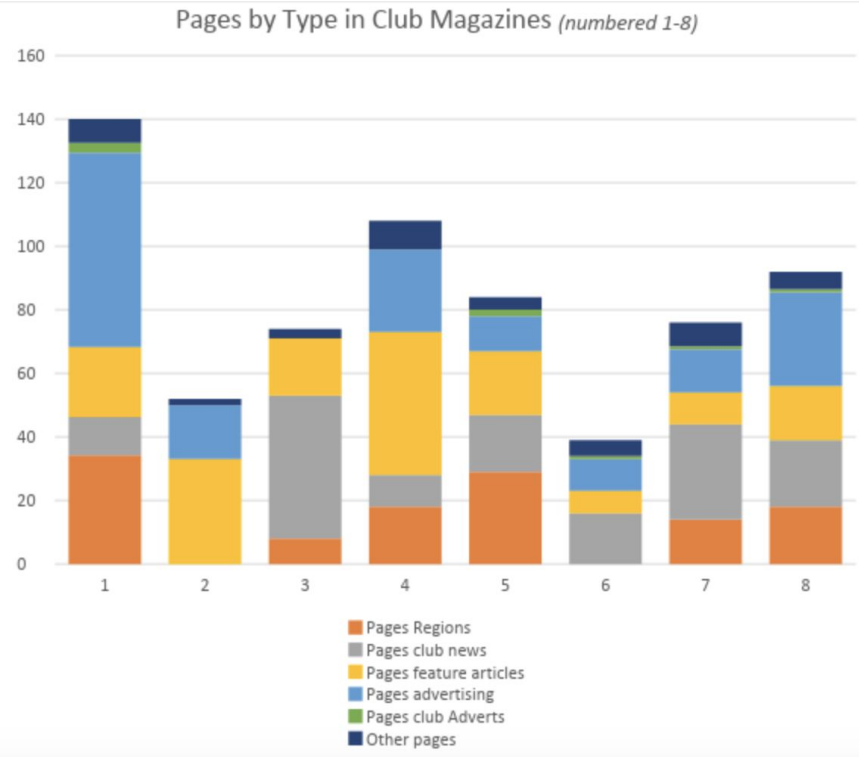
A Car Club has many types of content / information / services it offers. It is important to understand the breadth of these, and to identify which platform is most appropriate to deliver them, and what balance between platforms. The following is not exhaustive, but provides a comprehensive view of potential content areas to consider

<ul style="list-style-type: none"> <li>Forum</li> <li>Agreed valuations</li> <li>Cars for sale</li> <li>Advertising - in market</li> <li>Advertising - Luxury / lifestyle</li> <li>Member benefits explanation</li> <li>Parts for sale</li> <li>Exclusive member resources</li> <li>Image gallery</li> <li>Club news</li> <li>Manufacturer news</li> <li>General classic car news</li> <li>General automotive news</li> <li>Trusted resource</li> <li>Technical assistance</li> <li>Historic archive repository</li> <li>Buyers guides</li> <li>Events diary</li> </ul>	<ul style="list-style-type: none"> <li>Member stories</li> <li>Membership communications tool</li> <li>Product reviews</li> <li>Inspirational features</li> <li>Questions and Answers</li> <li>Letters / correspondence</li> <li>Registry content</li> <li>Regional content</li> <li>Obituaries</li> <li>Ego enhancers</li> <li>Motorsport</li> <li>Trackdays</li> <li>Event previews / reviews</li> <li>Promotion of club events / tours</li> <li>Specialist services directory</li> <li>Sponsor promotions</li> <li>Club notices (AGM, financial reports)</li> </ul>	<ul style="list-style-type: none"> <li>Chairmans communications</li> <li>Club contact details</li> <li>Merchandise</li> <li>Videos</li> <li>Columns</li> <li>Member car profile features</li> <li>Event features</li> <li>Personality features</li> <li>Restoration features</li> <li>Technical advice / features</li> <li>History / archive features</li> <li>Model / range reviews</li> <li>New model first drives</li> <li>Drive features</li> <li>Interviews</li> <li>Advice features</li> <li>Product testing</li> </ul>
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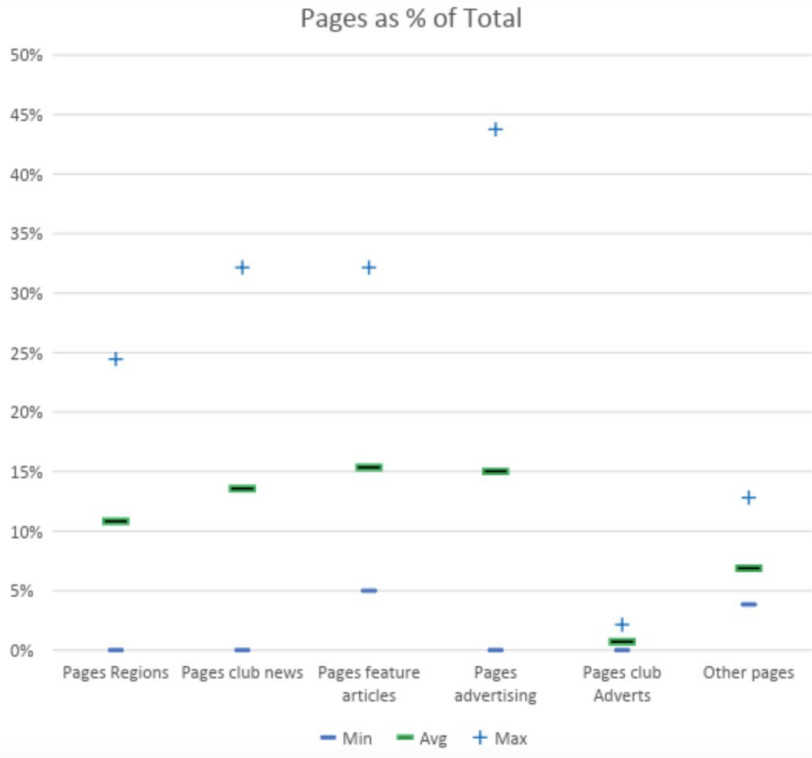
Balancing the available content and the audience is not easy and requires a proactive approach to content acquisition not a reactive one. For websites, building content around what people are searching for will deliver growth in web traffic



# Magazine Basics - Pages by Type



# Magazine Basics - Pages by Type





## What drives your publishing decisions?

- In-house versus outsourced Publishing
  - Advertising sales
  - Design
  - Content
  - Pagination
- Paper Quality
- Frequency
- Content strategy

Challenge all aspects of what you are currently doing, and measure extensively to monitor improvements.



## Club Magazine Survey Results

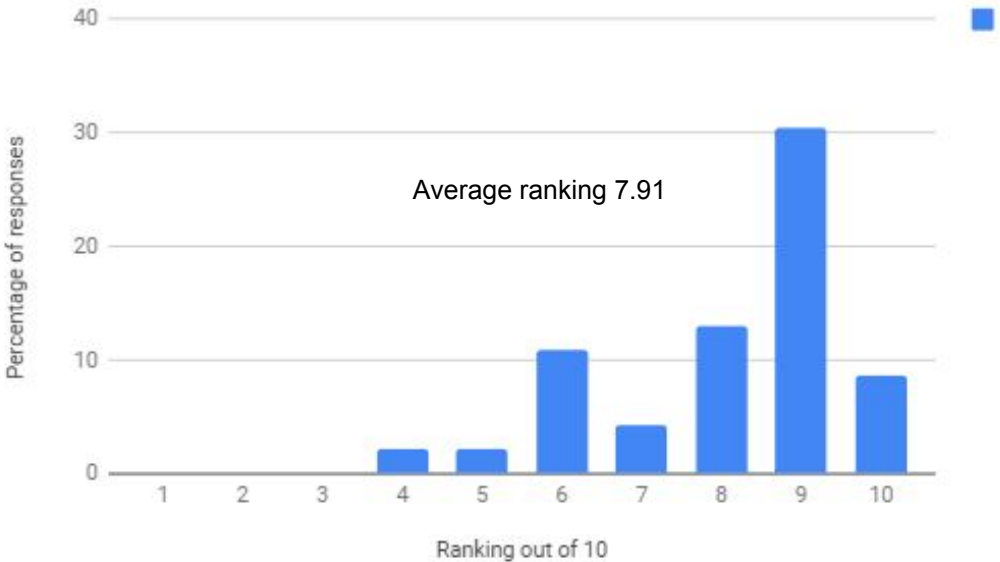
Limited results to date

- BMW, Mercedes-Benz, MX-5, TR Register, Jaguar Enthusiasts
- 90% of respondents belong to a Car Club
- 85% own a classic car
  - 55% own one
  - 17% own two
  - 13% own three or more
- 100% receive a magazine as part of their membership
- Survey Monkey Survey with responses 12 October through to 20 October



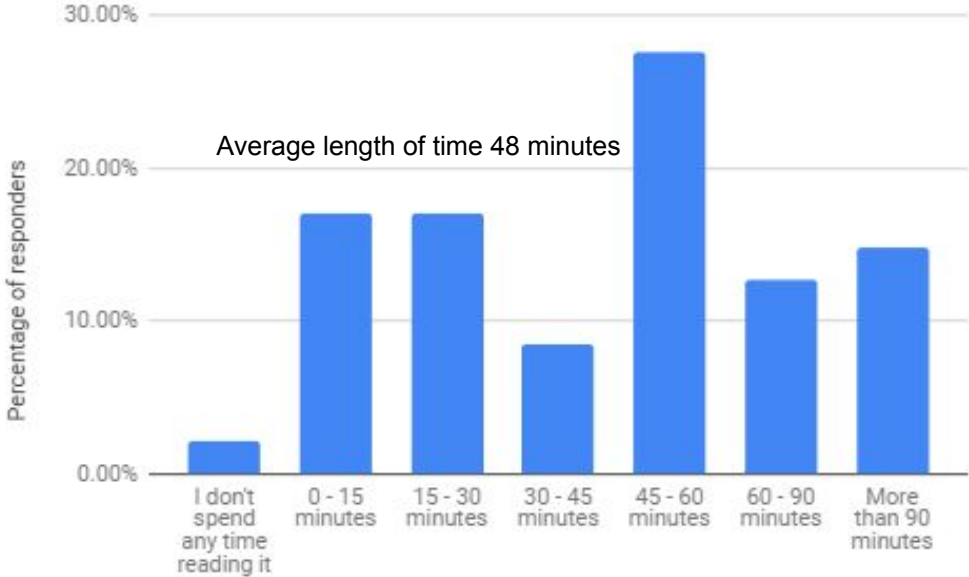
# Club Magazine Survey Results

How would you rate your Club magazine?



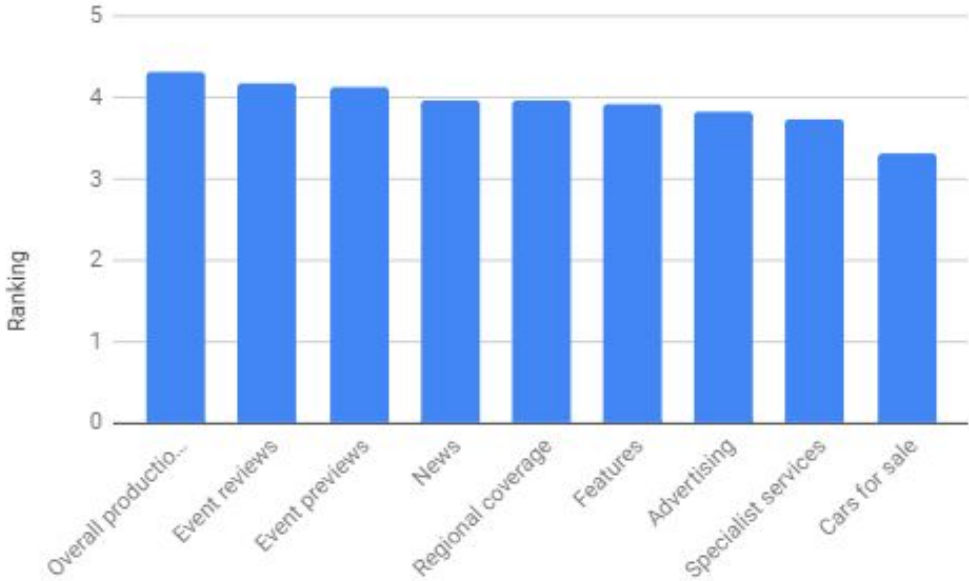
# Club Magazine Survey Results

How many minutes do you spend reading your Club magazine?



# Club Magazine Survey Results

Rate the following elements of the magazine



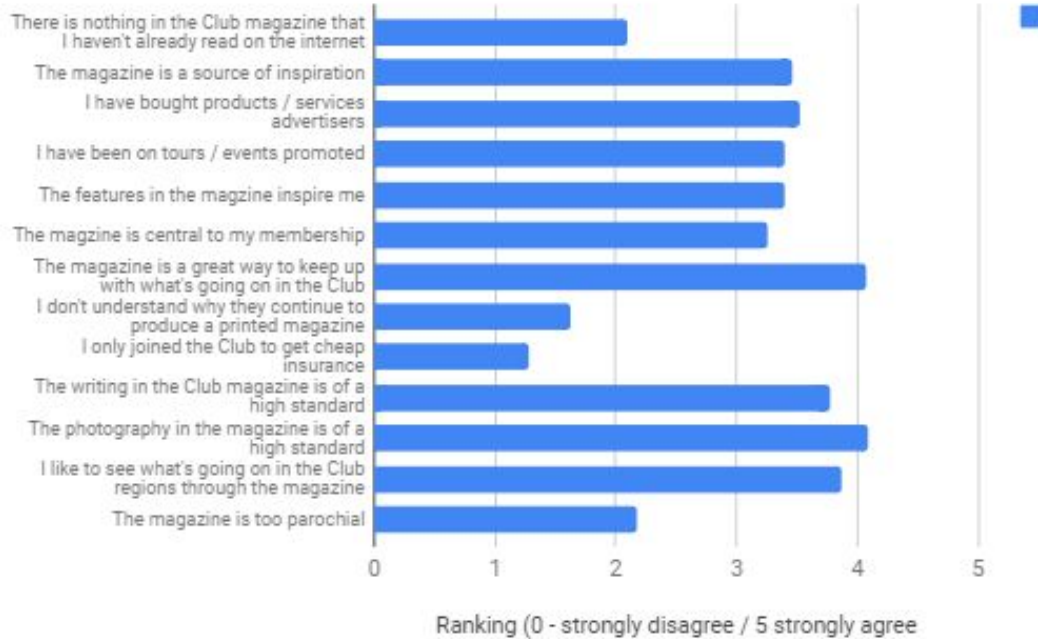
# Club Magazine Survey Results

How valuable is the magazine to your ongoing membership?



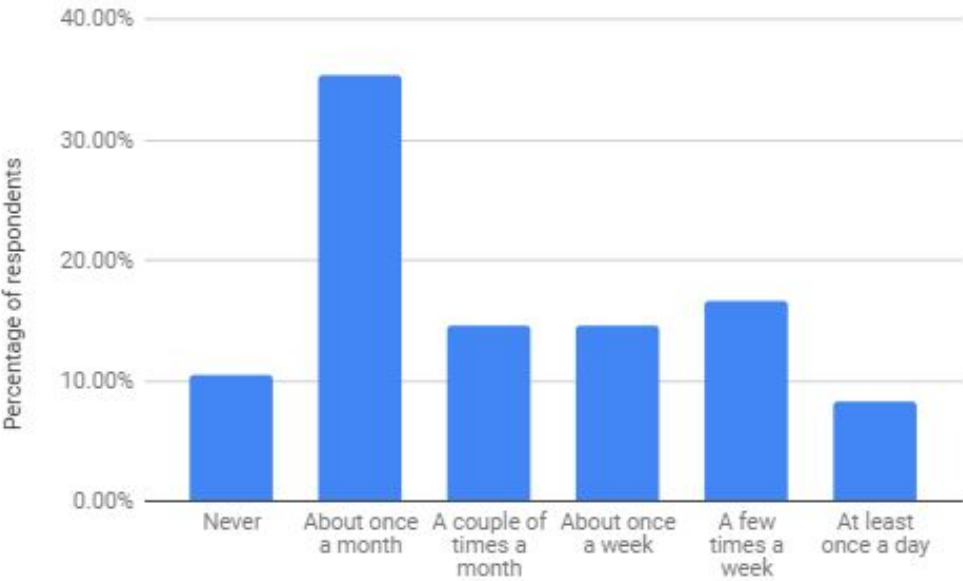
## Club Magazine Survey Results

To what extent do you agree / disagree with the following?



# Club Magazine Survey Results

How often do you visit the Club website?





## Verbatim responses in Survey

- 'Please don't go digital - I love it'
- 'Needs a re-fresh'
- 'Feels a little amateurish alongside evo'
- 'I'd like to see more on how to get involved in events'
- 'Not enough technical articles'
- 'Too many day out articles'
- 'More about accessories and modifications'
- 'More in-depth and original features'
- 'More readers rides and ongoing improvements'



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Any Questions?





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