

**CATEGORY:**

**SOCIAL CRM**

**DIVISION: CORPORATE**  
**CATEGORY: SOCIAL CRM**

## **PHOENIX INTERNATIONAL RACEWAY**

### **PROBLEM OR CHALLENGE TO BE ADDRESSED**

Phoenix International Raceway — the oldest and largest NASCAR facility in the American Southwest — holds two NASCAR event weekends annually. While these events are wildly successful and draw more than 250,000 people annually, they allow for only two opportunities each year to mix with fans (customers) in person: April and November. Seeking a way to create on-going dialogue with its fan base, Phoenix International Raceway (PIR) implemented a large-scale social media program at the start of the 2009 NASCAR season.

We wished to create a true, on-going dialogue with our fan base so we could learn more about them and better served them. Additionally, we wanted to make sure and nurture this fan base by providing updates on NASCAR as a whole, so they maintained their interest in our sport and kept Phoenix International Raceway in their mind. With that in mind, we began placing announcements and releases on Twitter and Facebook, as well as our home page. Additionally, we began a daily NASCAR/PIR news item (Around the Track Daily), posted on Facebook and promoted through Twitter.

With fans now able to comment on our announcements and daily news/musings, we were able to create online conversations that have become valuable in A) reaching our fans and B) knowing our fans.

Drawing crowds well-over 100,000 for most of its events, NASCAR rivals the NFL and college football as the biggest spectator sport in America. Additionally, NASCAR's television ratings are second only to the NFL in all of sports. This rabid fan base is Phoenix International Raceway's target audience.

### **SOLUTION/TOOLS USED/RESULTS**

Our goals and objectives were/are:

- To reach as many Phoenix International Raceway and NASCAR fans as possible
- To create real interactive relationships online with these fans.
  - To learn more about what our fan base wanted to see at Phoenix International Raceway, and in NASCAR overall

- To gain real demographic knowledge about our fan base
- The plan was to create [twitter.com/phoenixraceway](https://twitter.com/phoenixraceway) and [facebook.com/phoenixraceway](https://facebook.com/phoenixraceway). We would use Twitter almost as a PIR/NASCAR newswire announcing relevant news, events and purchase opportunities. Twitter would be a quick, to-the-point way to keep our fan base informed about PIR and NASCAR. With Facebook, the goal was to build a vibrant, interactive community made up primarily of those that attend NASCAR events at PIR. By interacting with the Facebook community, we hoped to gain real knowledge of who attended our events and what they liked/disliked from our facility and in the sport overall.
- Our two-man public relations team initiated the program: Setting up Twitter and Facebook sites for Phoenix International Raceway. For the first couple of months we created an online brand — making sure fans/friends/followers knew who we were and what we do. Next we involved our consumer marketing/sales team in the process. Through the interaction on Facebook and Twitter, they gain a greater perspective on what fans wanted from PIR. With that in mind, they began to engage fans with special offers, events and contests.
- The obvious obstacle was that we were starting from scratch. We had exactly zero fans/friends/followers on our social networking site when they were set up in February. How would we build a community? Fortunately, through our home page ([phoenixraceway.com](http://phoenixraceway.com)) we had a built a database of 10,000. Our launch solicited this group to become a fan of PIR on Facebook and a follower of PIR on Twitter. Our next challenge was providing regular, relevant content. With that in mind, we created our Around the Track Daily so we always had NASCAR/PIR news to share and distribute — news that hopefully created dialogue.
- Facebook, Twitter, our own home page, media distribution lists and man/woman power.
- Paul Corliss — Director of Communications — Created overall plan and oversaw program. Paul attended multiple seminars on social media, solicited the advice of friends in the technology business and worked with colleagues in the Public Relations Society of America to find best practices that could/would work for Phoenix International Raceway

Griffin Hickman — Manager of Communications — Served as primary editor for Facebook presence and created the now-popular Around the Track Daily for fans to gain insight/knowledge on NASCAR/PIR

Kristie Maggs — Senior Manager of Consumer Marketing — Created activation plan for PIR's social media network. Kristie's group implemented special contests, events and offers based on studying the attitudes and demographics of our new communities.

First and foremost, we have learned more about our fans: Where they live, how old are they, male/female, etc. But aside from that hard data, we are having real conversations with these fans through social media. On Facebook, it is not uncommon for us to have 100 interactions per week. On Twitter, our posts frequently are re-tweeted or turned into two-way communication through @phoenixraceway posts by others. This interaction has allowed us to not only ask pointed, detailed questions of our fan base, but it's also allowed us to learn their general attitudes, likes/dislikes, etc. Additionally, we've made real sales through social networking — fans are calling our ticket office and mentioning that they learned of offers and/or events on Twitter and Facebook.

Finally, we've also been able to establish and define our brand through Twitter and Facebook. With this program, more people know Phoenix International Raceway and what we're all about.

We not only met our objectives . . . we accomplished even more than we deemed possible. Twitter isn't just a news wire for PIR, it's a dynamic, two-way interactive community in itself. We've also been able to grow our presence in the sport overall by posting relevant content on Twitter that gets re-tweeted and shared many times over. On the Facebook side we're learning not only hard demographic data, but real trends, likes/dislikes (such as favorite NASCAR drivers/personalities) and what they enjoy about attending races at our facility (as well as what they don't). These interactions through both social networks have now become key parts of our business — and amazingly, this data and interaction was not a part of our overall model until February 2009!

## **BIOGRAPHICAL INFORMATION AND TEAM MEMBERS**

Paul Corliss: Director of Communications  
Phoenix International Raceway  
125 S Avondale Blvd #200  
Avondale, AZ 85323  
(623) 463-5613  
pcorliss@phoenixinternationalraceway.com

**DIVISION: NONPROFIT**  
**CATEGORY: SOCIAL CRM**

**TERRA-1530 FOR “ADEVARUL” (TRUTH) PUBLICATION**

**PROBLEM OR CHALLENGE TO BE ADDRESSED**

One of the most stringent problems of the Moldovan society at the moment, especially of the rural society is the absence of the access to information or limited access to the public information. While the price of subscriptions to periodicals is very high for the majority of the village people, and the Radio and TV are at the disposal of the power, the population from the rural regions stays uninformed about different fields of general interest. And this way those who have the monopoly on the informational market can easily manipulate them the rural people.

The right to information is fundamental, and limiting it, or even enclosing it, is an infraction of the human rights. Even if the official institutions do not declare it, this is the situation of the absolute majority of the rural localities from Republic of Moldova. But in a society that is not informed, the public authorities can easily camouflage the inactivates or even the anti popular actions in the most cases

**SOLUTION/TOOLS USED/RESULTS**

Concrete measures will be undertaken in order to make the citizen of the villages feel its involvement in the actions which will lead to the awareness of the fact that the political, economical, social situation depends on the real participation of each village inhabitant at the respective locality matters.

It is obvious that the village population is not homogeneous, that is why there will be identified the social groups, target groups with common characters and interests, with similar behavior when it is treated with promises by the power organs, identifying the groups with a certain way of thinking and appreciating the decisions taken by the authorities.

These groups are:

- The youngsters who are unsure, that are neglected in the labor sphere, and who do not have an immediate perspective;
  
- Old people who are hopeless and who are ready to elect anyone who promises a symbolic rise to the symbolic pension;

— The village intellectuals (professors, engineers, agronomists, doctors, librarians, etc), who lost out of the respect they once had and they now feel isolated and marginalized, even by former students.

— Employees from different fields who usually do not know the essence of the decisions of the Superior Instances, even if they totally contradict the interests of this group.

— Assurance, due to some well-thought efforts and having the necessary logistic means, of the multilateral information of all the social levels, inclusively of the vulnerable and marginalized groups. In fact, at the moment, the majority of the village people can be treated from this very perspective.

The information will be effectuated via the following directions/objectives:

— Informing on the actions decided by the Central Public Authorities;

— Informing on the actions decided by the Local Public Authorities;

— Initiating an interactive dialog between the decision factors and the simple citizen, according the priority to those who can not get into the “Chiefs” offices;

— Informing on the actions that can be undertaken by each rural citizen -- to be aware of the fact that to be informed means to be protected.

Editing some special supplements to the “Adevarul” (Truth) publication, the topics of which will be fundamental rights and freedoms of the human. The ways of benefiting of these rights will be highlighted; we will assure the public participation at the decision-making process; the third sector strengthening, rural women life, civic education, ethnic and political harmony — all these will be issues for the “Adevarul.”

Activities, content, period of the implementation, responsible person

1. Trips in the territory, meeting with readers, the presentation and the distribution of the newspaper, developing the First issue of the newspaper. Direct contacts with the representatives of the poorest social categories.

Permanently

P. Botnaru, M. Guzun

2. The preparation of a synthesis of the opinions and proposals made by vulnerable social categories and submitting them to the referent organs

The Second issue. The publication “A” will become a connection with the

representatives of the State institutions.

I month

P. Botnaru, M. Guzun

3. The social survey will be undertaken in the community\* 3rd Issue The questionnaire will be published in the “A” newspaper.  
II month  
P. Botnaru G. Budu
4. The creation of Centre for the social groups -- at the editorial office “A” 4th Issue Pages with medical issues written by the doctor V. Timu (NGO “Medicina pentru to”)  
III month  
P. Botnaru
5. Signing a cooperation Agreement with the Galesti LPA The Agreement model is prepared  
IV month  
P.Botnaru, M.Guzun
6. Initiating a dialogue with the LPA in order to solve the problems highlighted in “A” 6th Issue Questions and Answers, the jurist consultations  
V P.Botnaru
7. Narrative and financial report presentation  
VI  
P.Botnaru

— The public survey will be undertaken within the community will have the purpose:

- Identifying the most important problem of the community members;
- Identifying the causes of these problems;
- finding out if there were tries to solve the problem and what was the result;
- finding out if the person will be available to be involved in the problems solution.

We think that the results of the survey will help in finding out the top of the community problems, the motives that generated them and also the availability percentage of the village people to be involved in the solution process.

Poverty in Moldova. "We have the mission to create and consolidate the capacities for a sustainable development of rural communities. That is why we need to accomplish the following objectives: the setting up of an Informative Centre consisting of: a periodical, local television; to strengthen the associative sector in the rural places; the preparation of the public to take decisions concerning the environment etc.

Activities: we publish the independent periodical "Adevarul" (Truth)etc.  
<http://www.academicjournals.org/ingoj/PDF/Pdf2008/August/Botnaru.pdf>

1. Editing some special supplements to the "Adevarul" (Truth) publication;
2. Water quality control permanently.
3. Ecological monitoring of pumps wells etc
4. Volunteers, informational change with abroad partners. 5. To create a European/International Network of Rural Volunteering Centers for Water. 6. To consolidate partnership with NGOs-business-public local administration 7. To consolidate managerial capacities of Association of Water Consumers founders. 8. To organize Local, National Rural Forums for Water (every year). --Information about water quality will be preventing cases of catching disease; it will raise population sanitary culture. More than this poor people will have chance to participate to center's activities and a part of them will have a job. Only after supplying in centralist way and creating a water network, in village the situation will change.

The water supply will give chance to youth to built houses; will appear small and middle factories, new jobs, a better informational network. Rests Centers will be opened which will contribute to ameliorate health situation.

## **BIOGRAPHICAL INFORMATION AND TEAM MEMBERS**

Botnaru Petru, President  
Terra-1530, 5-6 Inculet, Vorniceni, Moldova, MD3737  
37323746565  
[terra1530@gmail.com](mailto:terra1530@gmail.com)

Botnaru Petru, President; Editor  
Terra-1530, 5-6 Inculet, Vorniceni, Moldova, MD3737  
37323746565  
[terra1530@gmail.com](mailto:terra1530@gmail.com)