



High Gear Success is a motorsports communications and marketing strategy company that seeks to help motorsports businesses, event organizers and riders get noticed and make more money.

Fueled by passion, Heather Wilson, CEO, focuses strategies on engagement and awareness in order to drive results.

Content Creation

- Website copy
- Blog posts
- Feature stories
- Interviews and Q&A
- Event previews/recaps
- Email newsletters and marketing campaigns
- Brochure/flier copy
- Social media posts
- Company or personal bios
- Annual reports
- Write curriculum/training materials
- Develop guides/toolkits

Event Planning & Promotion

- Develop event playbook and timeline
- Create and manage sponsorship proposals
- Oversee sponsorship fulfillment
- Develop event promotion plan:

Social media groups and pages, local businesses, email blasts, website content, guest speakers, coordinate with graphic designer on digital and print assets, etc.

Public & Media Relations

- Write and distribute press releases
- Create media lists and manage media relationships
- Monitor placement
- Pitch company/individual for podcast interviews

Social Media Management

- Schedule content on Facebook, Instagram, Twitter, LinkedIn
- Fan/community engagement and monitoring

Strategy

- Audit business goals and current marketing plan
- Develop messaging
- Determine engagement opportunities
- Craft sponsorship procurement plan
- Strategic partnership planning and relationship management
- Identify avenues for promotion
- Strategize programs or opportunities

Ready to get started?

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