

RACE LIKE A GRRL!

Get Funded!

Erica Sietsma

Founder, AutoFluencer | Ep01: Why You're Not Getting Sponsored & How to Impress Every Sponsor

■ Watch the full episode

For the latest news, videos, and information about women in motorsport: racelikeagrll.com

Home for this video series: racelikeagrll.com/getfunded

(These timecodes are hot-linked to the video — click on the timecode to go to that moment in the video.)

0:11

AutoFluencer intro

Erica introduces AutoFluencer as a platform that helps both brands and racers manage and measure sponsorships, with a particular focus on the social media side of those partnerships.

2:38

Earned media value, explained

AutoFluencer tracks posts that mention a sponsor and assigns them a dollar value called earned media value, essentially what a brand would have had to spend on advertising to get the same exposure.

6:37

What are "sponsor bricks"?

A sponsor brick is when a racer lists several sponsors together in one post. Erica says this is fine and does not hurt reach, though the value assigned should be adjusted lower than a dedicated post.

8:34

Full social reporting, made easy

Before tools like AutoFluencer, tracking sponsor mentions meant manually downloading data from every platform and combining it in a spreadsheet, a slow process even top racers only did for their biggest sponsors.

9:07

Pre-tagging sponsors

Erica recommends tagging a brand before ever reaching out, then sending them a report showing the earned media value already generated for free, proof of value before making any ask.

11:18

Followers vs. podiums

For motorsports sponsors, cash sponsorships depend on either a large social following or strong podium results. Having just one of the two can still work if a brand's own marketing highlights the win.

12:43

Social size vs. impact

A racer with a smaller following who posts consistently can generate far more earned media value than someone with a million followers who rarely posts, since consistency drives real engagement.

13:35

The media play option

Racers can also get paid to produce content itself, hiring a media person to film race-day footage, then selling that footage to sponsors as ready-to-use commercials, training videos, or ad content.

18:19

Be a racer AND an influencer

Erica encourages racers to build a social media following independent of any team, so their income and brand deals do not disappear if they ever leave that team.

19:33

Common mistakes racers make

The biggest mistake is cold outreach to sponsors you do not already know. Instead, start posting about a brand you genuinely want to work with and show them the value before ever asking for money.

24:02

The most useful to-dos

Erica's top recommendation is to sign up for a free AutoFluencer account to start tracking social media performance, and to simply begin posting consistently if you are not already.

24:44

Social media guide

For racers wanting direction on what and how to post, Erica points to Megan Meyer's Motorsports Marketing Tips website and her YouTube series, Creators and Coffee, as strong starting resources.

25:21

Megan Meyer's site

Megan Meyer's Motorsports Marketing Tips site is described as a total wealth of information on sponsorships and brand partnerships, with an emphasis on how relationships drive this industry.

26:08

Working with an agency

Larger creators may get approached by agencies offering quick, one-time brand deals. Erica warns these partnerships often do not renew unless the racer can prove real, ongoing value to that brand's audience.

27:55

Best social platform

There is no single best platform. It depends on the sponsor's goals and where the racer naturally performs well. Erica's advice for beginners is to start on whichever platform they personally enjoy most.

29:40

The impact of AI search

Instagram and Facebook posts are now indexable by AI search tools like Google Gemini and ChatGPT, showing up as cited sources, meaning YouTube is no longer the only platform that matters for search visibility.

30:59

Closing & free signup

Erica thanks Frank and encourages racers to sign up for a free AutoFluencer account to start tracking their social media and build a stronger case to potential sponsors.

Resources Mentioned in This Episode

AutoFluencer

<https://autofluencer.com/>

Erica's platform, mentioned throughout the episode, that helps racers and brands track and measure sponsorship performance across social media, including free personal tracking accounts.

Megan Meyer — Motorsports Marketing Tips

<https://motorsportsmarketingtips.com/>

Recommended by Erica as a wealth of information on sponsorships and social media for racers. Megan Meyer is featured in the next episode of this series.

Creators and Coffee (AutoFluencer's video series)

<https://www.youtube.com/channel/UCWXDaypppuMXrjF3-xrkvlQ>

AutoFluencer's own YouTube series covering sponsorships, brand partnerships, and the creator economy in motorsports, mentioned by Erica as a resource with a lot more detail on these topics.