Us Girls
A simple guide to marketing your project
Introduction

This book shows you how to use marketing to get Leannes along to your groups and classes. You don’t need to learn any marketing jargon. Just follow the proven techniques explained in this book.

I will help you identify what you need to do and what you can forget about. This contains many standard marketing techniques translated into plain English. It also covers techniques that I’ve learnt over the years.

It’s important to understand that you don’t need to be a marketing ‘expert’. You just need to follow the proven techniques in this book.

You can write your basic marketing plan in under an hour. And in fact I’d suggest that you do write one quickly, try stuff out and then come back and re-write it based on what works, rather than trying to get it perfect first time round. Marketing isn’t a science, it’s a collection of techniques. You have to get stuck in and try stuff out. You can’t do it all academically and expect it to work. Try stuff – if it works do it again, if it doesn’t then change it in some way.
It works

This guide is based on the most practical and useful tricks and techniques from:

- Commercial marketing
- Social marketing (e.g. stopping smoking, eating more fruit and vegetables)
- Make Sport Fun’s sports and activity marketing campaigns
- The sports and activity marketing campaigns of others from around the UK and around the world.

None of it is revolutionary or new. It’s just what works.

Marketing here means anything that gets more people into your groups, classes or project. It covers:

- Partnership work
- Referrals and word of mouth
- Facebook
- Competitions
- Outreach work
- Search Engine Optimisation
- Advertising
- Email marketing
- Texting
- Twitter
- PR
In this book I will show you how to plan out your marketing using the standard 5 stages of marketing plans. However the planning makes up only a small part of this book, and most of it is focussed on tools, tips and tricks for implementing your promotion.
About me

I’m John Ainsworth from Make Sport Fun.

We run fitness, sports and activity marketing campaigns. We’re obsessed with fitness marketing, sports marketing and activity marketing.

We believe sport should be fun (hence the name – Make Sport Fun). We don’t preach. We don’t lecture. We just help people find an activity they want to do, somewhere close to them, at a time that fits with their schedule. And it works. In a recent campaign 70% of people we talked to started an activity.

Our campaigns are incredibly targeted and fantastically cost-effective and because of this we’re hired by the Department of Health, PCTs, National Governing Bodies, personal trainers, local councils, Transport for London and many more organisations to help them get people active.

Karen Keohane from StreetGames asked me to write this guide to help Us Girls projects to improve their marketing. I hope you find it useful.

John Ainsworth
Make Sport Fun
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Situation analysis

It’s harder to get to where you want to be without having figured out where you are now. The good news is that this isn’t complicated. It’s just a matter of jotting down information you already know and deciding which bits are important and relevant.

SWOT analysis

The first thing to do is to conduct an analysis of your strengths, weaknesses, opportunities and threats (SWOT). The strengths and weaknesses are things about you or your organisation, and the opportunities and threats are things about the wider environment.

If you’re stuck trying to identify your strengths, weaknesses, opportunities and threats then here are a few ideas of where to start:

- New technology or products that are being introduced
- The priorities of key stakeholders
- Partnerships you have
- Groups outside your organisation who have an actual or potential impact on your campaign
- Resources including level of funding, staffing and expertise
- A look at past performances and the success and failures of campaigns including the image and reputation.
Step two is to match your Strengths and Weaknesses with relevant Opportunities and Threats.

Strengths with Opportunities  look for how you can maximise on these
Strengths with Threats  look at how you can use your strengths to minimise these threats
Weaknesses with Opportunities  think of outsourcing these areas to people who have strengths in this area
Weaknesses with Threats  think about outsourcing or whether you really need to be providing this service or offering.

This SWOT work will inform the next stage of your marketing plan.
Situation Analysis for a local kickboxing club

Macro-environmental analysis
- 36,000 people took part in Chinese martial arts in the past 4 weeks
- Interest in martial arts is increasing
- Beijing Olympics was taking place Summer 2008

Micro-environmental analysis
- 20 students per club at the moment
- 26 clubs in London, Bristol, Oxford, Reading, Herts, Milton Keynes, Watford, Ireland, West Kent and Sweden
- 50% conversion rate of first time visitors to the club into permanent members
- Good standard of teaching

SWOT analysis

Strengths
- Great teaching
- Great website
- Good skills amongst

Weaknesses
- Low budget
- Low Google ranking at the moment for some key terms

Opportunities
- Increase interest in Chinese martial arts
- Beijing Olympics

Threats
- Other clubs
- Lack of awareness amongst potential members
Target audience

You can’t afford to communicate with each person as an individual, and communicating with everybody as one group doesn’t work. Segmentation is a very useful halfway house as it groups people together into segments which have similar attitudes and behaviour with regards to sport. This is by no means perfect, but is the best approach in many situations.

The best example of segmentation nowadays is Tesco who have used the information from the Tesco clubcard to help them dominate the market.

In 2007 Sport England created the market segmentation which the Us Girls project has used to identify our target audience as Leannes. They created this segmentation model based on an enormous amount of data, and it is very robust. On top of that there has been a lot more research into what about activity particularly appeals to Leannes.
What Leanne is like
Leanne is 23 and lives with her parents and her daughter, Carly, in a small terrace house. She is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn’t get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, down the Local or at bingo.

We’re very fortunate because nearly 72% of Leannes would like to do more activity. We need to show these groups how sport can be fun, easy and popular, rather than boring, difficult and lonely.

We also know which activities most appeal to Leannes, what marketing messages to use and what marketing media to use (e.g. online, word of mouth, Facebook, etc.). We will go into more detail on each of these later in this guide.

Within the segment you choose you should nearly always target those who are already intending to change. You will get the biggest results from this group, and it works long term too. The technical name for this approach is the stages of change model.

More generally we know that Leannes are:

- 18-25
- Likely to have children (41% of them live in a household with children)
- 21% are students or unemployed, 43% are employed full time and 36% are employed part time
- 23% do activity 3 or more times per week
- 33% do activity once or twice per week
- 44% do no activity.
Maps
It’s now possible to easily and quickly create a map showing where the Leannes in your area live.

First go to www.sportengland.org/segments.
Choose Leanne from the options of segments.
Scroll down and choose your area by using the Local Authority option or by looking at a radius around a central point.
The tool will now show you a map of where the Leannes live in your area. This allows you to focus your efforts in the right area.
Objectives

Communication and marketing objectives should be designed to support existing objectives around getting more people active. Marketing needs to link and help existing projects, clubs, groups and activities, not work on its own.

The first thing to do is to define your campaign objectives and goals, remember they need to be SMART (Specific, Measurable, Achievable, Realistic and Timely). E.g. get 15 Leannes to each of our 4 groups (Zumba, Boxercise, Dance fitness and Gym).

It is very helpful if your marketing objectives are crystal clear before you start work on trying to reach them.

 Kickboxing club
I identified that my Kickboxing club had a great website with a good Google ranking. There were about 3,000 visitors to the website each month.

Most people stayed on the website for less than 30 seconds and there were only 4-5 new visitors to the club each month.

I therefore identified the objective as an increase in the number of visitors to the website who then visited the club.
Marketing mix

Promotion
There are two elements to your promotion.

- Key messages - what you say
- Media - marketing materials you use to say it.

Key messages
Research has shown that we see 3000 marketing messages every day. A web page only has 10 seconds attention on average and an advert only has 2.5 seconds to get someone’s attention. It’s therefore key that we get our messages right on our marketing materials, because we don’t have much time to get someone’s attention.

The most effective way to promote your activity is to show that it is fun, easy and popular. These are the everyday words for some very well-tested and effective marketing concepts (improving perceived benefits, increasing self efficacy and changing social norms). What these boil down to is:

Fun “Will I enjoy doing it?”
Easy “Can I do it? Is it close enough? Can I afford it?”
Popular “Will I get on with the other people there? Will they welcome in a new member? Will I look stupid, or will I fit in?”

We’ve done years of research into what messages are most effective for promoting activity to Leannes, and have summarised the results of that research here.
**Headlines**
The most important part of your marketing materials is your headline.

The most effective headline that we have ever tested is “Free activity taster sessions”. This has got double the results of any other headline we’ve tested. We therefore suggest you use this, or something similar. Other similar options include:

- Free activity session for 16-25 year old women
- Free swimming taster session
- Free aerobics taster session
Fun and popular
Depending on the space you have in your marketing materials you then need to get across 1-3 extra benefits of taking part, and make it very easy for them to get started. When you’re promoting benefits you should focus on benefits that Leannes are interested in.

- Losing weight
  - You could mention that your sessions burn a certain number of calories, or give an example of how someone in your class has lost weight
- Social aspects
  - Let people know that your session is friendly and welcoming
- Women only sessions
  - If your sessions are women only then this is a key benefit for most Leannes so make sure to mention this.

Easy
In order to make it easy for Leannes to get started in your activity you’ll need to give them some key information:

- Where is it?
  - Is it in a convenient location, near to where they live, study or work?
- How much does it cost?
  - Most Leannes will pay a reasonable amount for an activity (up to £3/ session) but it’s a very good marketing idea to make the first session free so they can try it with no risk.
Swimming
In a variety of Google Adwords campaigns we found that the most effective messages were:
- Swimming pools near you
- Disability gyms near you

Hounslow
The Hounslow marketing materials had a picture of a young woman having fun on the front, and the text was focused on fun, friends and fitness because this is what the marketing plans said they should focus on. It also talked about getting back into doing an activity you’d done before (in this case netball).

Girls get going in Brent
They were careful to make sure that the kind of information they were putting on the intranet was similar to what they had on the posters. So it would have the same wording, colouring, image as on the poster. Then they would have a contact email at the bottom. To contact Marc or a student liaison contact.
I have run dozens of activity marketing campaigns and researched dozens more. Some of them have been successful and some haven’t. One of the common themes amongst the successful campaigns was that they had four stages:

**Know**
The Know stage is about catching someone’s attention. You can’t communicate with someone if they don’t know you exist. We use this attention to capture their contact details (e.g. email address, phone number, address or getting them to follow us on Facebook).

**Link**
Now we link people who are interested in doing sport or activity with somewhere to do the activity of their choice.

**Try**
The try stage is based around a low barrier to entry opportunity for someone to try the activity in a taster session.

**Repeat**
The repeat stage is your regular activity. You’re probably much more accomplished at putting on regular, high-quality activities than I will ever be, so I won’t say much about this.
Media - Know

The Know stage is about catching someone’s attention. You can’t communicate with someone if they don’t know you exist. The normal thing to do at this point is to try and give someone too much information. Instead what is successful is to capture someone’s contact details at this point.

This helps in two ways.

- It stops people from stopping paying attention from information overload
- It gives us the ability to communicate with them again for much less cost.

The reason that this gives us the ability to communicate with them again for much less cost is because we don’t need to work nearly so hard to get their attention the next time. They've asked us to communicate with them, we have their permission. Therefore we don’t need to spend nearly so much time and money the next time to get their attention. And getting people’s attention is what most marketing money is spent on (just think about how much of the adverts you see on TV are really about the product, and how much are funny, attention grabbing pieces).

At this know stage nearly all our efforts (in our advert, poster, flyer, mail drop, etc.) should be put into catching someone’s attention and convincing them to sign up to receive future marketing from us. This could use any of the following:

- Search Engine Optimisation
- Search Engine Marketing (online advertising)
- Posters
- Leaflets
- Flyers
- Social media
- Partnership working
- Referrals
- PR
London Tigers
In order to promote the classes they have given out flyers in schools and shopping centres and have posted information on their existing social media outlets. They’ve found that so far word of mouth has been the most effective type of marketing, with friends telling each other about the classes available.

By October 10th 2011 the fitness classes have about 5 new 16-25 year olds turning up so far. The Football programme started 2 weeks ago and had 11 people turn up, but the numbers have dwindled since. The badminton sessions can take a maximum of 10 people and have 8 participants at the moment.

Girls get going in Brent
Marc says “from speaking to students it’s quite obvious that some students buy into different promotional techniques.” He’s therefore used a few approaches for his promotion. He used the student intranet, posters, texting, sport ambassadors, announcements in classes, information at induction time, the young people’s fair and the sports fair.
Positive Futures
Most of the people they’re reaching aren’t in to traditional sports like football, hockey and tennis. They don’t like idea of it. So in her marketing Nikki’s focussing on the fact that they’re classes aren’t sport, they’re physical activity.

The taster sessions have been a fantastic promotional tool for them. The next most successful marketing tactic has been word of mouth. It’s been a slow build. Since then they’ve also started putting up posters around local colleges and schools, leisure centres, partners and in other local venues.

Partnerships have been effective for them. Good partnerships have included community centres, youth provision, local leisure centres, housing associations and schools. For example - the local housing associations have agreed to put something in their newsletter. Other partnerships have included work with leisure centres. Positive Futures will put on a class as a taster at a leisure centre and if enough people turn up then they’ll set up a regular session.

Some community centres have asked Positive Futures to put classes on there. At Anfield community centre Positive Futures have put on classes and both they and the community centre have invited people to attend. Promotion here has included putting up posters and presenting to existing groups.

They’re now trying to work with schools too. They go into schools and run 6-week programmes which include a variety of activities. Then they signpost people to where they can do the activity they enjoyed the most.

After people have attended classes Positive Futures then stay in touch via newsletter about what else is going on.
**Trelya**

One of their key approaches is to hang out on the street to get to know young women. They have workers whose job it is to find groups of girls on the street, say hello and have a chat and a bit of a laugh. They have a skateboard park near a local estate, where there are normally some girls that happen to be watching. It’s quite easy to get started talking to them. Then after seeing them a few times and getting know them a bit they will try and engage them in one of their activities.

They also attend high profile events like the health fair at local college. They ran a workshop at the recent health fair, managed to reconnect with some women that they hadn’t seen for a while and to connect with some new young women. They managed to get the contact details of 60 young women from that. 10 of them have already come to sessions and they are planning to follow up with the rest of them when they run their own big event.

In order to get this kind of results they had to put lots of time and effort into the health fair. They took 30 people to it, had music in the background and had 3 different activities going on including a wobble board challenge, a step up challenge and a drug quiz. They also gave out fun prizes that appealed to teenage girls, such as nail varnish and pencil cases. If they’d just turned up with some leaflets then they wouldn’t have got such great results.

To attract women in they’ve used existing relationships with women in the community. For example a deputy head from a local school points them to girls who might be right for this programme who they then follow up with.
**NE Music Factory**

They focus on publicising events first, then give people the chance to sign up at the events.

To publicise the events NE Music Factory’s tactic has been to go through schools and community organisations. Because they’re a community organisation themselves they’ve been able to build good relationships with other community organisations. They also send out flyers through other orgs and get into other people’s newsletters.

They tell the young people they already see to tell their friends and family about the events. This gets them referrals turning up.

They work with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events. With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event’s coming up they go back and let them know the event is soon and ask them to put the poster up. Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire’s accessories. Anna says “you need to put on your Leanne goggles when you’re out and imagine where she’s going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful.”

The events themselves are big events, for example fundraising for breast cancer. They have a crew that come in and does performances, that gives people an idea of the kind of level they can achieve. Then they run taster sessions so people can try dance out for themselves. They ask for people’s contact details, what area they live or work in and what activity they’re interested in doing. So if women are saying they want dance in an area that they have one then they let them know. If they say they want it in an area where they don’t have anything, then they’ll set something up there.

To follow up with people after the event they’re sending text alerts. This is the most effective approach they’ve found. They always send an email with attachments too. The email includes all the info they need, but the text helps make sure people are aware of it and remember to check the email.

Even after a session is started they have to carry on getting new people to replace old ones. Some people bring their friends to sessions, they advertise in a monthly What’s On brochure. And they have a Facebook page. However with Facebook they’ve found that people want to connect with their instructor rather than the official page. When they talk to Naomi they know it’s their tutor, not just whoever’s answering questions on the Facebook page.
Partnership working

This is a great outlet for getting your messages out. It will probably need to be used in conjunction with other marketing materials.

This about what the other person/ organisation is getting. How can both of you benefit from this.

List of potential partners and what benefits they want.

- Sports Development Teams
- Council youth teams
- County Sports Partnerships
- Children’s centres
- FE colleges
- Schools
- Community Centres
- Shops
- Council
- NGBs
- Also think who else you have in your network. Any partners can be useful.
Things these partners might do for you include:

- Story about you in their email newsletter
- Story about you in their paper newsletter
- Refer people on
- Give out your flyers or posters
- Retweet your message to their network
- Put up a story about you on their website
- Put details of your classes in their event listings
- Let you put on a taster session for their existing members.

**Bristol Council and 2nd Chance**

A major part of their promotion is partnerships and referrals. The goal is to create a lot of referrals and word of mouth through partners. A range of organisations are involved in the project, all of whom disseminate information out to their networks. They also work with community workers in the area to get referrals.

The existing neighbourhood partnerships are helping, who have ways of reaching Leannes that the council doesn’t because they’re part of the community.

They’ve created a leaflet with details of all their groups in it to help partners to signpost people to them rather than for direct promotion. “Paper leafleting on its own isn’t the best way of getting Leannes or any young people to sessions,” says Nicola.

Getting mentions in other people’s e-bulletins, newsletters, and an article in a community newspaper called Up Our Street.

Another way they get referrals is by going to existing groups at community centres (e.g. young mums groups, girls groups) and helping to link them up with existing activities or putting on new ones for them. They even take in taster sessions to the groups.
**Hackney Us Girls project**
Sarah worked with the council’s Youth service to bring in people for one of their classes. This was particularly effective because people were walked over to the classes, so it was easier to get everyone there. It was the most effective of their promotions.

Sarah’s planning on doing more work with partners as this has been so effective. She’s also planning on making the sessions more social, getting everyone to walk to a session together and then going for a coffee afterwards.

For the mums class Sarah’s now working with children’s centres, midwives and the Hackney Family project to promote the classes.

**Girls get going in Brent**
Last year they did mass student inductions. At these they talked to the students about all of the activities that were on offer. However the students are bombarded in the first 2 weeks. So they’re trying to streamline that. If they’re targeting 16-19 year olds then they’ll just go into classes where those people are. A linked technique they’re going to try is to start with student sport ambassadors. The ambassadors will work alongside the events team, they’ll go into tutorials and tell people about the activities on offer. This would be an official role in the college for them.
Referrals – word of mouth

Word of mouth is the best kind of marketing you can get – if you can get it.

The biggest thing that can help with getting word of mouth is having a great offer that people want to talk about. But there are some things you can do to help increase the word of mouth you get.

Ask for it
You will get some referrals without asking as long as you’re providing something that people enjoy, but it’s easier to get referrals if you actively ask for them. Get your instructors to ask people each week to tell their friends about the class and to bring their friends and family with them to the next session and you’ll see an increase in the results you get, even without using the other tips in this section.

Also ask people to promote the classes to their friends on Facebook. By asking people to tell their friends about it on Facebook you’ll be reaching their whole network in one go.

People you should ask include
- Existing members
- Friends and family
- Employers.

Provide give-aways
Offer a free prize to anyone who brings a friend along. This could be a cheap class for them, some equipment or something non-sport related.
**Hackney Us Girls project**
Lot of people have heard about it through word of mouth, people have brought a friend or sister with them. They also provide a free swimming voucher, and that’s worked well for referrals. Lots of people are telling their friends about the free swimming voucher.

**Badders in the City**
They’ve been giving away a free badminton racquet to anyone who brings a friend. They started off by planning a maximum of 70 racquets to give away, but have found it works so well that they’re continuing with the offer.

**Zumba class fills up with Facebook**
NHS Trafford run a Zumba class during term time. They had just started running it, and there weren’t that many participants. Someone who came thought it was a great class, and told all their friends about it on Facebook. The next week they had a full class.
Facebook

Facebook is the best social networking site for connecting with potential participants – this is where most of your social media effort to link with people should go. It’s the largest social network by far, with over 750 million active users.

Ways to use Facebook
There are two main ways of using Facebook for promoting your club:

1. Getting referrals from your existing participants (doesn’t require a Facebook page)
2. Set up a Facebook page and run promotions on there.

Getting referrals from your existing participants
If you ask your current participants to tell their friends about your groups on Facebook you’re simply encouraging Word of Mouth marketing, but online. And what’s wonderful about this is that it’s free, doesn’t require you to even set up a Facebook page, and works fantastically well.

Zumba class fills up with Facebook
NHS Trafford run a Zumba class during term time. They had just started running it, and there weren’t that many participants. Someone who came thought it was a great class, and told all their friends about it on Facebook. The next week they had a full class.

It won’t always be as easy as that, but if all your instructors always ask all the participants to tell their friends about the great class on Facebook, then you’ll definitely get more people turning up. This requires you promoting this approach to your instructors and checking up with them that they’re actually doing it.
Run promotions on your Facebook page
To take it a step further you can run promotions on your own Facebook page. This requires you building a following on Facebook, and then promoting classes and any offers on there.

Westway climbing wall are a good example of how someone’s using Facebook as part of their overall marketing. http://www.facebook.com/westwayclimbing?v=wall

They have nearly 700 people who “like” their Facebook group, and that’s only growing. So everything that they write on their Facebook wall appears on these people’s news feeds. In terms of what to put up – they take photos when they have a new climbing route, and updates of upcoming events which you can accept if you’re coming to them, and even details of the fact that the climbing wall will no longer be in the London Congestion zone. Then when people write something on the wall – they respond to it to show they’re paying attention.

One of the most important things is that they’ve been consistent – with new posts every couple of weeks. Not every day, but every couple of weeks – when they have something to say.
Setting up a Facebook page
There are two options you might consider at this point. A page or a group.

Like a friend's profile, Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

Groups range widely, from members of a church group or athletic team organizing activities to serious topics on politics and world events or even more light-hearted themes.

Pages are more appropriate for promotion of your club, venue or sports development work.

A key question here – should sports development have their own page, or should you use the council one? My suggestion is that if you have a council page then you should use that, as you’ll reach more people, and it won’t irritate the communications team. If you don’t have, then possibly set up your own, but try and work with your communications team first.
If your communications team is unsure about using social media then you can see more about how Southwark Council got started using social media at the link below. Southwark Council are quoted as an example of good practice for their use of social media by the Local Government Communications Group, and have won awards for their work.

http://aliceainsworth.com/?p=70

To create a page for your organisation you go to www.facebook.com/pages/create.php.
How to set up a landing page on Facebook

I’m going to show you how to set up a landing page on Facebook. Now this is a really useful technique because it means that anyone who goes to your Facebook page is much more likely to click on the like button. And if they click on the like button they’re going to see all your updates in future. So it means that all the traffic you send there you’ll get a lot more from them. So it’s really, really worthwhile.

The first time I heard about Facebook landing pages was from the Walking for Health project. Daniel Kemp was the web manager for this project. He told me how they’d been running a Facebook ad campaign and driving people to their Facebook page. Some people had clicked on the like button and some hadn’t. Then they installed this Facebook landing page. So this means the page you first go to isn’t the standard wall. The wall has plenty of content and pictures which can distract people from the like button. It does have the like button at the top, but it’s easy to miss that.
Instead of that it takes you to the landing page. Landing pages are about one specific thing that you want visitors to do, instead of having all the content like on a regular page.

Walking for Health’s landing page

This page still has the menu on the left and the ads on the right, but the centre is much more focussed. You’ve got this big arrow telling you what you need to do. Click like to follow walking for Health. This hugely increased the percentage of people who were clicking on the Like button. Therefore this hugely increased the value for money and cost effectiveness of their Facebook ad campaign.

Now I’m going to show you how to do the same thing for your own Facebook page.

1. Login to Facebook.
3. Click on the button marked “Add Static HTML to a page”.
4. This should now add the welcome page to your menu on the left.
5. If you click on that welcome button then you’ll have a blank box

6. Put the code below into that empty box and click “Save and view tab”


7. Click view your tab as a non-fan.
8. You should now see your welcome page. It will look something like the page below.

If you want to change that image to be more relevant to what people will get when they like you on Facebook then you might need to talk to a web designer, but this is a good starting point.

This page should now be used in your marketing campaigns and any online links instead of the link to your wall.
Marketing your Facebook page

In order to build a following that you can promote to and that can spread the word about your page you’ll need to market your Facebook page. So let’s look at a few ways you can market your Facebook page in order to build that following.

- Promote on your website
- Promote by email to your existing Facebook network
- Promote by email to your existing email contacts
- Promote in your email newsletter
- Get partners to promote your page
- Share interesting content so your fans will share with their friends
- Use Facebook ads.
**Promote on your website**
Facebook gives you some code for adding a Facebook like button to your website. If you do this, then anyone who visits your website and clicks on the like button will instantly become a fan of your page on Facebook.

**Go to your Facebook page**

Copy the website address of your Facebook page

Paste your Facebook page website address into the Facebook Page URL space.
Make any changes to the height, width, etc. if you want.

Then click Get Code
If you manage your website’s code yourself you can now add this onto your website directly. Otherwise you’ll need to send this code to your web master.
Promote to your existing network

Facebook offers a way for you to let your existing connections know about your new page. This could be people who are on your email newsletter, whose emails you have or people you Skype with.

It finds who you know by looking at their email addresses and comparing those to the ones it has on record for people. So it works best with people’s personal accounts.

Go to your Facebook page and click on edit page
Choose resources from the left hand menu
Choose tell your fans under the Connect with people heading
Use the tools there to either connect with the appropriate service, or to upload a spreadsheet of email addresses from Outlook or another email service.
This will now appear as a notification to your contacts on their Facebook page next time they log in, it will suggest to them that you like their page.
Put a link in your email signature

You might also want to put a Facebook logo in your email signature and make it a link to your Facebook page. Not a problem – here’s how.

1. Open Outlook
2. Choose Tools in the menu at the top
3. Choose Options
4. Choose the Mail Format tab at the top
5. Click the signatures button
6. Edit your signature (depending on what version of Outlook you’re using you might need to choose advanced edit here)
8. Select the Facebook logo in your signature and while it’s selected choose the hyperlink button (this looks like a small globe with a chain across the front)
9. Add the website address of your Facebook page to the box which comes up and choose ok
10. Choose ok again
11. You’re done. The link won’t work until the email is received, so don’t try testing it in an email you’re writing, so to test your signature try sending yourself an email and clicking on the logo.
Promote in your email newsletter

Most email newsletter systems allow you to add a Facebook like button to stories nowadays.

Here you can see how it looks in our email newsletter system.
Get partners to promote your page
You probably have lots of organisations you partner with (council, County Sports Partnership, leisure trusts, leisure centres, National Governing Bodies) who would be willing to promote your Facebook page on their own page, or on their website. By just asking nicely you’re often able to get a good promotion which drives lots of new people your way.

Hackney Us Girls project
Sarah promoted their project through the Hackney Council Leisure Facebook page. This was just the press release put as a link on the status update page, and went out to their 128 fans on Facebook.

Provide interesting content so your fans will share it
There are two ways someone can share your content on Facebook. They can click on like or on share. The ideal is for them to click share as then it will be shared with their network of friends.

Ask your Facebook followers to share your content
Every time someone shares your content on Facebook it’s seen by their network of friends in their news stream, so make sure to ask people to share the content.
Ten Tips for producing great Facebook Content
A wonderful thing about Facebook is that there are so many applications that are already created that can be customized for your sports club or organisation. Here are some tips for creating great content and using existing applications to benefit your sports organisations.

1. Create interactive content. People enjoy social networking sites if they can take a poll, upload pictures, watch a video, etc.
2. Allow visitors to post on your company’s “Wall.” This might sound like a no-brainer, but you would be surprised at how many organisations are afraid of letting people publicly comment about them. In order for this to be successful, you will need to have someone monitor the wall and respond to any customer complaints, kudos or questions.
3. Publish RSS feeds from your sports club blog on your Facebook page. That will allow people to keep up with the latest news from you in one place.

4. Do not spam your “fans” with updates. If you infrequently update your fans, they are much more likely to listen to what you have to say.

5. Host contests. Everyone loves contests, and you can learn a lot about what your members want or need, depending upon how you structure the contest. For example—if you host a contest for a member to plan an event they would like to see you host, you will get a lot of new information about what types of activities your customers would like to participate in.

6. Include coupons. You will want to send coupons to both your “fans” and potential fans. You can email updates with coupon codes to your fans, and include coupon codes as “events” on your fan page.

7. Be sure to update your Facebook calendar to include all events that are happening with your sports centre or sports club.

8. Create funny videos and allow your fans to upload videos. A Facebook page is a much less formal method of communication with your members. You do not need to be as formal with a Facebook page as you would with other websites.

9. Encourage each of your staff members or organizers to participate on the Facebook page in order to add personality to the page.

10. Create a page badge that your members can put on their profiles to show others they are part of your organization.
Use Facebook ads
This is the only option we’ll cover here which costs money, but even so it can still be more cost effective than creating leaflets or posters.

The Facebook ads system allows you to be incredibly targeted in your marketing. You can choose:

- What areas you want to show adverts to
- What age groups see your adverts
- Interests of people who you’ll show your adverts to.

Go to your Facebook page and click on Edit Page
Click on Resources
Choose Advertise on Facebook
If you’ve set up a landing page as mentioned in this guide then choose Welcome from the destination link drop down.

Add in your advert text to the Body section. I suggest using Free activity taster sessions for 16-25 year old women.

Choose an image to match your advert. I suggest using a picture of a 16-25 year old woman enjoying some activity. Look on www.promotingactivity.com if you don’t have images of your own.

Click continue
Choose your area, so that ads only show to people in your area. It’s normally easiest to use City here.

Choose age 16-25 and tick Require exact age match.

Choose women.

Leave the setting as Only people who are not fans of yours.

Scroll down and click continue.
Give your campaign a name, maybe Us Girls

Choose a daily budget, I suggest starting with just £1 or £2 a day while you’re testing it out

Un-tick Run my campaign continuously and set a finish date of a week while you’re testing it

Leave the pricing at the simple suggested click per bid

Click Review advert
Review your advert and if you’re happy with everything then click Place Order.
Walking for Health on Facebook

Daniel Kemp (Natural England’s National Website Manager) recently managed a Facebook campaign for Natural England. I was lucky enough to have a chance to catch up with him recently.

- 6 campaigns ran from 1 January to 18 March 2011 (77 days).
- The adverts were displayed on Facebook 23,583,561 times during this period.
- Across all 6 campaigns, we paid an average of 33p per click. In that period, we received as many clicks just from this campaign as we would normally receive in a whole month from all other sources. During this period, 22% of our total traffic came from Facebook.
- Fans of our Facebook page at the start of the campaign: 254
- Fans at the end of our campaign: 2,130
- After clicking on adverts, what the user did next:
  - Liked our Facebook page = 37%
  - Searched for walks with WalkFinder = 23%
  - Found out about becoming a walk leader = 19%
  - Found out how to join a health walk = 6%
  - Clicked on the ‘subscribe to our e-newsletter’ link = 0.3%

Full case study at
http://www.makesportfun.com/casestudy/walking-for-health-on-facebook/
Facebook Spreads the Word in Rural Norfolk

The team at Active Norfolk have recently been using social networking site Facebook as part of their marketing activity. The Active Norfolk Facebook page contains news and information about forthcoming events and activities as well as links back to the Active Norfolk website. Facebook has been particularly useful to the team in promoting the recent Village Games project, which is giving thousands of villagers in rural Norfolk new opportunities to play sport on their doorstep. Active Norfolk received over £570,000 of National Lottery funding by Sport England to set up and run the Village Games, which brings sport to rural communities by pitting village against village in a mixture of activities including 5 a-side football, golf, tug of war, bowls, badminton, archery and table tennis. Successful competitors can qualify for a nationwide County Games that will take place in 2011 and 2012.

An Active Norfolk roadshow has been touring the area to hold the Games in a variety of rural locations so marketing has been crucial in making as many people as possible aware of the event. Facebook has been a big part of the marketing drive, with the Active Norfolk team investing in a Facebook advertising campaign to drive interested parties to the Village Games section of their website. Facebook advertising costs are worked out on a pay per click basis, so Active Norfolk were charged each time someone clicked on the Village Games page from the advert. Facebook advertising allows you to set certain parameters, such as location, so that the adverts only appeared to people who live in Norfolk. In total, the Village Games campaign saw the advert appear 4 million times, which led to 945 clicks at a total cost of £620.00.

“Using Facebook for the Village Games has proved to be a great success,” says Vicki Hall, Marketing and Communications Officer at Active Norfolk, “it was crucial to get potential competitors to come along to the roadshow and we saw Facebook as the perfect tool to reach a young, rural audience who are interested in sport. It was a major part of our marketing campaign and the Games have been a huge success so it definitely did the job! From a financial point of view it was very cost effective and we were able to control the budget by limiting it to a maximum spend of £20.00 per day.”

The Village Games is one of many specific events that Active Norfolk promotes using Facebook and the organisation is currently marketing the Corporate Games, a business version of the Village Games project, using the site.
Definitions

- Facebook pages - for an organisation, business or other entity
- Facebook groups - around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content
- Liking on Facebook – when someone clicks like a small line appears on their news feed showing that they liked your story
- Sharing on Facebook – this is the good one. When someone shares your story on Facebook it appears on their wall, so their friends will see it too.

More Facebook case studies

- Visit Britain - http://ads.ak.facebook.com/ads/FacebookAds/Visit_Britain_CaseStudy.pdf
Twitter

Twitter is nowhere near as large as Facebook, but it’s growing very fast. The big advantage for it over Facebook for promoting activity is that it’s very easy to ask people to retweet your promotional messages.

If you’re only going to use one social networking site, then it should be Facebook. I think Twitter is best used for connecting with stakeholders (e.g. councillors, coaches, volunteers, even some parents). It’s not as important to your overall social media marketing as Facebook, but if you have the time then it’s a nice extra.

Adding Tweet button to your email newsletter

In order to add a tweet button to your email newsletter (when using the Make Sport Fun email newsletter system) you need to choose the insert Tweet option. Simple as that.

There’s normally a similar way to do it if you use a different email marketing system.

Getting people to tweet your message when not on Twitter

There’s a great service called Click to Tweet. Here’s how you use it:

1. Write the message you want to share in the box
2. Click the “Generate” button to create a custom link
3. Share the link.

Now, whoever clicks on the link will have the message automatically added to their Twitter status box, then they simply click to tweet. So you can email this link to your existing users, or your partners and ask them to click on the link if they’re on Twitter. This will make it incredibly easy for them to spread the word about your scheme.

http://clicktotweet.com/
Getting people to retweet your message

Sometimes people will retweet your messages for you. This means that they take what you’ve written and send it out to their followers as well. It’s possible to ask people to retweet something for you by writing the following thing:

@username [YOUR OFFER]. Just [HOW TO CLAIM YOUR OFFER] - please retweet

For example, here’s the one used by Surrey Golf:

@sport_england FREE beginners golf lessons across Surrey – just email ‘golf tweet’ to sgp@surreygolf.org – please retweet!
Who to get to Retweet your promotion
You should look at who would be willing to retweet your message for you, and also who has enough followers themselves to be worthwhile.

- Your existing partners if they’re on Twitter
- Local celebrities
- Any local professionals in the sport or activity that you’re trying to promote
- Other sporting organisations
- Sports clubs
- Sports organisations whose venues you’re using (e.g. sports centre)
- Sports development team.

Golf in Surrey
Surrey Golf recently decided to test out Twitter to help them increase participation and have had some fantastic results. This was surprising to me because most people in sport and activity have had much better results with Facebook. I asked Richard Shaw from Surrey Golf to give me an update on what’s worked for them so we could all learn from him.

We were trying to spread our message and capture a new audience. I set up a Twitter account online (@golfsurrey), started to tweet on daily events, competitions and my work. I then started to advertise our free beginner golf lessons with a tweet “FREE beginner golf lessons across Surrey (*or specific area e.g. Redhill). Please retweet! Just email ‘golf tweet’ to (my email)” My major success was interacting with Annika Sorenstam, Justin Rose (top professionals) etc, by adding their name to the tweet and asking them to retweet the offer. I am working on others so that they retweet our offer – most commonly friends of players have started to take up the game.

I started this in February and in 4 months I have had 100 people email ‘golf tweet’ and attend the sessions. Retweets are now going through various networks as I now have 500 followers. I have learnt that it is probably the most powerful marketing tool that we have and I can’t believe it is free!
More Case studies
- Dell - http://econsultancy.com/uk/blog/6090-case-study-dell-s-evolution-on-twitter

Further Twitter Resources
- Twitter search – http://search.twitter.com
  - Twitter search allows you to see who’s talking about you or a particular topic on Twitter
- Hootsuite - http://hootsuite.com/
  - Hootsuite allows you to set up a series of columns with useful searches, mentions of you and more always updated. Saves time on going and checking, as it brings the information to you.
PR

How can leisure centres, with no budget for PR and events, get their message out through the media?

It’s vital to view your local journalists as a target audience. What do they want? How can you help them get that while also getting your centre in the papers? How can you build a relationship with your local journalist?

My brother and sister both worked as local journalists, and I never used to hear the end of how difficult it was to find a good story, and good local sources.

Both of them found the job much easier after working there for a few months. Yes, partly because they were better writers, but mostly because they knew more local sources. Journalists are incredibly secretive with their sources because they know that’s where their value lies.

If you make sure you’re the local source then who do you think the journalist will come to when he needs a quote?
Don’t panic
One of the most important things is to not be afraid of approaching journalists, says Norma Johnston, director of Charity Comms, which advises charities on how to work with the media.

“You don’t need a big strategy to approach the media,” she says, “You just need a few basic things. Journalists are usually willing to help.

“Just make sure you know what they do – read their newspaper, listen to their show. Make sure that they’ll be interested in what you do.”

Remember journalists’ names and look to develop individual relationships, she says. Getting to know a reporter is often more effective than approaching a busy editor.

“And use the national news agenda,” she says. “If a subject is topical, and it affects your organisation, journalists will be glad to have you approach them with a comment.”

Give them something free
Local journalists will do an enormous amount of work for a surprisingly small amount of free stuff. I cannot emphasise this enough. Local journalists don’t earn a huge amount and love the fact that their job gets them freebies.

As a leisure centre manager you are in an amazingly good position to provide journalists with free exercise classes and tuition as a way of building a relationship. They can also write a story about it.
Become an expert
If you make sure you’re the local source then who do you think the journalist will come to when he needs a quote?

By providing information which the journalist finds useful when you don’t need them you will find it much easier to get them to write about something when you need it.

Have an opinion which they will write about. Say something interesting, funny, clever or different. Be brave. Be prepared to deal with your press office. They’re not normally interested in increasing coverage of your centre, but are more interested in damage control. Don’t let them take the lead or you’ll never get anything done.

Ask the papers what they want
It’s normally best to go to the local journalist for your area rather than the overall paper editor. Ask them what they’d like from you and use that to get them to write about you. So you might invite them to one of your activity sessions for free training, or help them get a chance to do the activity of their choice for free through one of your partners if they write about you.
Think local
The local media should be the first port of call for a small charity, says Lisa Pettifer, communications manager at Jeans for Genes, who specialises in helping the charity’s supporters get local coverage.

“Approach media at quiet times,” she says. “Ring a paper just after press day, and a radio station shortly after an hourly bulletin.”

Stress the story’s local importance, she says. And for a paper, offer images of local people doing something interesting. For radio, offer a loquacious local supporter for interview.

“And never forget that journalists are people too,” she advises. “Try offering simple perks.

“Local reporters will go a surprisingly long way for some free food. And if you send in a cake to a local radio station to celebrate your charity’s birthday, it’s likely to get you a mention.”
Do something eye-catching

Sport centres are often short of cash, but long on goodwill, and this is something they can use to their advantage.

You can stage publicity events for very little cost. Quite likely, as a charity, you can get everything you want for free, including manpower.

And you can start small. Don’t think you have to do something huge and extravagant.

Crucially, tell everyone. Invite every media organisation you can think of.

Make sure you’re also clear on what people should do next. Make sure you’ve got a call to action. Tell people what you want from them.

Everyone likes to do a bit for charity, especially if it doesn’t cost them anything.

And finally – make sure there’s a good photo opportunity.
Attract high-profile supporters
Celebrities love publicity, they work for nothing, and they have time on their hands. If you can fight your way through all the other people clamouring for their attention, they can boost your coverage enormously.

Colin Osborne, who founded male cancer charity Orchid after his own illness, said he used networking and personal connections to recruit snooker legend Steve Davis and Wimbledon winner Pat Cash.

But he also recruited others through approaching agents and writing letters. He recommends asking everyone involved in your charity to look for celebrities with personal connections, with a known interest in what the charity does, or with a local link.

“I got several supporters because I wasn’t afraid to ask,” he says. “A surprising number of people said yes.”

“And once you’ve got a high-profile supporter, be sure to make the most of them,” says Jo Inskip, of charity media advice service Community Newswire. “Take plenty of pictures of them. And make sure they spend time talking about your charity. Remember, they’re expecting it, that’s why they’re there.”
Get help
Several organisations exist to help charities with the media, often by using industry professionals.

Community Newswire helps draft press releases and distribute them on charities’ behalf, and the Media Trust will match PR volunteers with people who need services. Charity Comms have several services, including free monthly seminars with major media figures.

“When I first started out, it was absolutely terrifying, so I asked the Media Trust for help,” says Sarah Green, legal and communications officer at MDAC, a small charity promoting human rights for the mentally ill in Eastern Europe. “They put me in touch with an agency, PR Dogs, who helped enormously. They rewrote press releases for free, met with me to give advice, and used their contacts book to make sure the right people got our messages.”

Further PR resources
- [http://www.charitycomms.org.uk/](http://www.charitycomms.org.uk/) - provides advice, guidance and support for charity communicators
- [http://www.mediatrust.org/](http://www.mediatrust.org/) - provides a media matching service to put charities in touch with media experts
- [http://www.askcharity.org.uk/](http://www.askcharity.org.uk/) - sign up here to get your name known to media professionals
- [http://communitynewswire.org/](http://communitynewswire.org/) - helps charities write good, effective press releases and get them to the right audience
**Shape Up Notts!**
The Shape Up Notts! campaign with local media generated in excess of £1m media coverage in 2007 and received endorsement from Gordon Brown. Over 2600 have signed up to the campaign and the website is currently averaging over 20,000 visitors each month and 325k+ hits each month. A Workplace Challenge has been established to find the most active Workplaces in the county with 2 prizes of £2500 to give away, thanks to GMB sponsorship.

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**Good example of PR from Ramblers**
Here’s a good example of some PR in physical activity. The Rambler’s have managed to get the Evening Standard to write a half page article about their upcoming walks, with a call to action at the end.

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*Set of walks that feature Bridget’s place and 500 star locations*
Great PR from Northampton Trampoline Centre!
Northampton Trampoline Centre is one of the fastest growing clubs in Northamptonshire, and its no surprise when you see the approach they’ve taken to marketing themselves. Young gymnasts from Northampton appeared in an episode of LazyTown, one of the most popular programmes on children’s TV recently.

A film crew from the CBeebies TV show spent a day at the Northampton Trampoline Centre in Moulton Park in July and the footage was shown in late October. Harvey Smith, business development director of the Trampoline Academy said: “All the children involved were elated.

“They could not believe they were going to be in a production and were all chuffed to bits. The film crew took over the centre for a day and it was really good seeing how everything was done. LazyTown has certain themes and this episode is about trampolining. They did an interview with two gymnasts and they showed them the basic skills of trampolining.”

All the children who took part were aged less than 11 years old and were part of the young development squad which trains six to eight hours a week.

Mr Smith said it was not the first time trampolinists from the academy had appeared on TV, as gymnasts had also appeared in episodes of Blue Peter and You Bet.

The academy has gained accreditation from British Gymnastics and Sport England. It is a premier club in the UK with a world-class coaching team producing success at national, European, World and Olympic level.

The academy aims to offer the correct development and training for members of all ages from the grass roots development programme to world class level.

In this year’s European Championships, three gymnasts from the academy, Jaime Moore, James Higgins and Steve Walsh were finalists in the senior categories.

If you would like to find out more details about the Northampton Trampoline Centre go to www.ntga.co.uk or call Northampton 01604 645 120.
Hackney Us Girls project
Sarah managed to get a story in the local paper when the project was announced. She cleverly asked people to register by emailing her, and so even before the project started she had 70 people register their interest.

Not all of these 70 people came to sessions though, for a variety of reasons such as them not being free at that time on that day, or the session was too far from them, or they didn’t want to do the activity which was available near them.
Competitions

By running a competition you can increase the effectiveness of a lot of the rest of your marketing materials. You can use those prizes to get more PR coverage, to get partners to promote your offers, to encourage people to register because of the chance to win. All round it boosts the effectiveness of your other work.

For a recent charity event we got loads of free prizes just by asking. These included free nights at posh hotels, spa treatments, bottles of wine, meals at local restaurants and much more. You can do this too.

Contact any local businesses you can think of and ask them if they would be willing to donate a prize to support your scheme. This will probably work particularly well for charities or social enterprises running projects.

People you can ask:

• Council or Leisure Trust run leisure centres for lots of free passes for gym or swimming.
  Swimming vouchers seem to work particularly well
• Manicurists
• Masseurs
• Spas
• Hotels
• Private gyms.

Bristol Council and 2nd Chance
They’re managed to get free swimming passes for their audience to help with promotion.
Search Engine Optimisation (SEO)

Search Engine Optimisation or SEO is the work getting your website to appear high in Google and other search engines (e.g. Bing, Ask) so that people searching for that term (e.g. climbing Solihull or walking Hove) find you.

90% of personal search in the UK is done with Google so we’re going to focus on that.

As an example of how much of an impact ranking high in Google can have on your marketing let’s look at Aerobics.

165,000 people search for the term aerobics in the UK each month. 49,500 search for aerobics classes and 6,600 search for aerobics course. However if you go to Google and search for aerobics NW3 2QX then the nearest result which comes up is over 20 minutes walk away.

Google knows that NW3 2QX is a postcode, so they show results on a map which are near to that postcode.

So there are lots of people searching for aerobics (and various other activities which you might offer) on Google, but they’re not finding good results. Luckily it’s simple to add your listing to Google Places and show up when people are searching.
The top three results in the main listings are from the map on the right hand side.
How to add your club to Google Places

If you enter your club/facility into Google Maps directory then you can appear top for certain Google searches. This is free and easy to do.

This can make you appear top for location-specific searches. For instance if you put in Kung Fu NW6 2NR then the top result is a map of London showing Kung Fu clubs. One of them is my old Kung Fu club which used this exact technique (Fujian White Crane Kung Fu).

To do this is quite simple, just follow the instructions below:
1. Go to www.google.com/places

2. Under the headline “Get your business found on Google” click on the button marked Get Started.
3. Choose Country as United Kingdom and enter the main phone number for your group/class or club.
4. Fill in the form with details of your club then click submit.

5. Google will automatically contact you to confirm. They vary how they do this, but recently it’s been by sending a postcard to the address you enter so they can verify that you’re really based at that location.
Activity databases

In order to help people find you when they’re searching online you need to make sure your project appears in the various activity search tool databases. For instance there are national databases at www.change4life.com and www.nhs.uk/letsgetmoving which have thousands of people searching on them.

To upload your details on to these two databases go to: www.makesportfun.com/activity-search-tool.

There are probably other databases in your area which people are searching on. You should make sure that your project appears on all of these. People to contact include:

- Sports Development Officer at the local council
- What’s on section at local paper
Your website

Google keep the system they use for deciding what appears top in the search results top secret, but the two fundamentals of SEO are:

- Number of links to your site and where those links come from
- Where the words people are searching for appear on your website.

1. Be certain to mention your location in your text. Don’t just say “our location,” say “our Manchester location.” This will help your website be located by potential customers within your immediate area.

2. Get partners to link to your website. Find nonprofits and educational organizations to partner with, so that they will link back to your website. Having a link on their pages will elevate your site’s status. Do not just create back-links to your main page, but also link to pages within your website.

Sources for More Information

http://www.seomoz.org/beginners-guide-to-seo
Google Ads

Google Adwords is a great system because it allows you to target adverts to people who are searching for what you’re offering. You choose what search terms (known as keywords) you’d like your advert to appear against, and it will only appear against those. You can also choose how much you’re prepared to pay per click, per day and for the whole campaign, so you’ll never pay more than you’re happy with.
**Free credit**
You can often get £50 of free Google Adwords credit by searching online for “free google adwords voucher”.

Google Grants is an in-kind donation programme that awards free AdWords advertising to selected charitable organisations. They support organisations that share their philosophy of community service to help the world in areas including public health.

You can apply for this at [www.google.co.uk/grants](http://www.google.co.uk/grants).
Getting started
Go to www.google.co.uk/adwords

Choose create your first campaign
Give your campaign a name

Choose the Let me Choose option under location

Enter the name of your town
Click add next to your town name on the drop down.
Choose the Let me Choose option under Networks and un-tick the display network.

Enter your maximum budget per day. I suggest starting with no more than £1 or £2 per day till you feel comfortable with the system.

Expand the schedule under advanced settings and set an end date of a week or two to give you a chance to evaluate your campaign.

Choose save and continue.
Here's what I suggest you use as your advert.

**Free activity sessions**
Free sessions for 16-25 year old women in Newcastle
[www.yourwebsite.com](http://www.yourwebsite.com)

Obviously tweak it to match your offer (e.g. add activity type offered, add your location).

I also suggest that you point people to a page on your website which makes it as easy as possible for them to register. See the landing page section for more details on this.
Add keywords which you think are relevant to your campaign. So for instance if you’re advertising your aerobics sessions then add words like aerobics, aerobics sessions, aerobics classes, women’s aerobics sessions.

One keyword per line.

Click save and continue to billing.
Choose your area for billing then click continue.
Set up your billing details. This needs to be by credit or debit card.
You’re now up and running and can monitor how your ads are doing.
Website forms

Your website is also a great resource to take advantage of. Obviously you want to have information about your project, upcoming classes and how people can get involved. But some people will want to ask more questions. For those people it’s a good idea to have a form on your website that people can fill in to say that they’re interested. Then you can get back to them with more information.

In order to add a form to your site you can use a service called Formstack.

Formstack makes it easy for businesses & organizations to create online forms for collecting and managing data.

Existing database

If you have an existing database then that’s one of the best places to start. This could mean your database of contacts for your email newsletter, or people who’ve registered for previous programmes you’ve run.

This isn’t something that everyone will have, but if you do then it’s a fantastic resource.

**Girls get going in Brent**
Marc Andrews sent a mass text alert about the football and badminton to female students between 16 and 19, as they had a database of those people. With texting, it’s difficult because the company they used they can’t get responses. For example they get a text saying that a session is coming, but they change their mobile numbers very often, so some numbers were out of date. Also fact that they couldn’t reply. So if they wanted to find out what kit they’d need or what equipment to bring they’d have to turn up in person.
Email signature

Put a link in your email signature

You might also want to put a Facebook logo in your email signature and make it a link to your Facebook page. Not a problem – here’s how.

1. Open Outlook
2. Choose Tools in the menu at the top
3. Choose Options
4. Choose the Mail Format tab at the top
5. Click the signatures button
6. Edit your signature (depending on what version of Outlook you’re using you might need to choose advanced edit here)
8. Select the Facebook logo in your signature and while it’s selected choose the hyperlink button (this looks like a small globe with a chain across the front)
9. Add the website address of your Facebook page to the box which comes up and choose ok.

10. Choose ok again.

You’re done. The link won’t work until the email is received, so don’t try testing it in an email you’re writing, so to test your signature try sending yourself an email and clicking on the logo.
Landing page

You can make your online marketing more effective by setting up a landing page.

A landing page is a page on your website specifically designed to convince people to take up your offer. Good ways to do this are:

- Take off everything from the page which isn’t to do with your offer (if you know how you should even take off the navigation menu!)
- Put a headline which explains very clearly what your offer is (e.g. free activity taster sessions) and explain what’s available as part of the offer
- Put a simple call to action at the bottom (a way for them to sign up). This should be very clear and simple, and there should be no way they could be mistaken about what they should do next. Your call to action could be to tell them to go to the next session, to call you, or to register for more information. When I ask someone to register I like to use a website forms, where they just fill it in, rather than asking them to email me. You can use Formstack (www.formstack.com) to create simple website forms that you can embed into your website.

Once you’ve set up a landing page you should use the link to this page in all your online marketing, whether that’s in adverts, on Facebook, on Twitter or in your emails.
YouTube

YouTube is now the Internets second biggest search engine, behind Google (who own YouTube). People are watching 2 billion videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute 24 hours of video is uploaded to YouTube. So it’s great for being found, both on YouTube and on Google. It’s a great way to show what your activities are really like, or how to get started in an activity.

You can also use free YouTube videos from other people to show people how they can get started in doing your activity.

There’s so much that can be done with YouTube, and whilst its the platform which may take the most time, with editing and filming etc, it can also be the most rewarding and fun. Nowadays you can pick up a decent quality video camera fairly cheap, or someone you know may already have one you can use and most computers include some free, easy-to-use video editing software. Filming games, social events and people making mistakes on the field or generally making a fool of themselves can provide priceless material and hours of enjoyment.

YouTube can be used in many ways and you don’t simply have to point your users over to YouTube to watch your videos. You can share your videos on Twitter and Facebook, and you can even embed your videos into your own website using the ‘embed’ code provided by YouTube.

Once you’ve made a video - maybe some highlights from a game, a coaching video, or an ‘own goals and gaffs’ style video - head over to YouTube.com, click the ‘Sign Up’ button and follow the simple on screen instructions. Once you’ve set up your account and uploaded a video you’ll need to write a description, remember to include keywords related to your team and the video here. As I mentioned earlier YouTube is the worlds second largest search engine, so it’s important to make sure you can be found.
Tools for YouTube

- Flip Camera
- Camera phone
- Transcripts of videos

You can make your own videos very simply with a flip camera, or even just using a camera phone. However I suggest you start by just linking and embedding other useful videos.

Orienteering for beginners

- Alexander Lines (aged 11) has made a short introduction to orienteering. It features his brother Edward. They made it in one afternoon.
- So far it’s had 114,358 views.
- http://www.youtube.com/watch?v=OZOI9kKuA4I
- That then points you to how to find more information about orienteering, and back to their club website (www.southdowns-orienteers.org.uk).

Sport Essex

- http://www.sportessex.com/sports_a-z.php
- Sport Essex have used YouTube without creating any of the content themselves by taking videos from YouTube and embedding them into their website. This means that anyone coming to their site can easily see how to get started in that sport and they’ve then put their club search below so someone can easily search for the nearby clubs after getting interested in that sport or activity.

This means that if you type “Parkour Essex” into Google then their website comes up top
Posters

Posters aren’t the most effective way of reaching Leannes, so don’t focus too much work on them. However sometimes your partners have poster space which is too good an offer to turn down.

When you produce posters remember to keep them simple and targeted. What do you want someone to do. Give a really clear call-to-action on them. This could be that they text a number to register, or a fantastic technique is to use a QR code. You might have seen one of these codes recently and been wondering what it is.

It’s a QR code (abbreviated from Quick Response code). This is a type of code made up of black modules arranged in a square pattern on a white background.

The technology has seen frequent use in Japan; and is fast becoming popular in the UK as well.

Anyone with a Smart Phone (iPhones, android phones, blackberries, etc.) can scan this code with a QR reader app (available for free). They’re then redirected to a website, sign up form, video, picture, a twitter follow page or a Facebook like button.

The benefit
It makes it very easy for you to redirect people to the exact place online you want them to go without them having to type in a long website address.

Where to get them from
Just Google QR code generator to find lots of options. I used http://qrcode.kaywa.com/ to generate the one above.
NE Music Factory
To publicise their events NE Music Factory have worked with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events.

With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event’s coming up they go back and let them know the event is soon and ask them to put a poster up.

Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire’s accessories. Anna says “you need to put on your Leanne goggles when you’re out and imagine where she’s going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful.”
**Media - Link**

Now that we have collected people’s contact details we are able to write to, email or text the people in our area who are interested in our sport or activity and link them with our project. A key thing here is that we need to find them somewhere that’s close to where they live or work, and is on a day or time that suits them.

This list of people who are signed up to receive communication from you is known as your marketing list. And building a marketing list is one of the simplest and most effective things that you can do in your marketing. Wandsworth council is an example of an organisation which has done this really well – [http://www.makesportfun.com/casestudy/keeping-older-people-active-in-wandsworth/](http://www.makesportfun.com/casestudy/keeping-older-people-active-in-wandsworth/).

The two main tactics to initially link someone with where to do activity are:

- Email
- SMS

To increase the number of people who turn up you can then use text messages to remind them on the day.

You can also do more widespread sending of an offer to large numbers of people in one go via email marketing. This can be done extremely cheaply using an email marketing system online.
Personalised follow up

This personal contact can be by email or SMS.

It’s very simply a way of linking people with the ideal activity group or class that you have for them. Things to be aware of are that people are interested in:

- Time
- Day
- Activity type
- Level of class.

So you might not have something that matches everyone’s needs. However we’ve found that if you can match all 4 of these requirements to what someone wants to do, and if you are very friendly in your approach, then up to 70% of people will turn up to your sessions.

Phone calls are the most effective way of getting people to turn up, but they are obviously much more time-consuming than emails.
Example email

Hi Leanne,

Thanks for registering your interest in our activity sessions. We’ve got Zumba, Aerobics and Netball sessions going on at the moment.

- Zumba is on Tuesdays at 7pm at Swiss Cottage Leisure Centre, 1 Adelaide Rd, London NW3 3NF
- Aerobics is on Thursday at 7pm at the Kingsgate Leisure Centre, 107 Kingsgate Road, NW6 2JH
- Netball is on Wednesday at 6:30pm at Abbey Community Centre, 222c Belsize Road, NW6 4DJ

Which of those sessions would you like to attend? If you let me know then I’ll make sure the instructor is expecting you.

If you’ve got any other questions then please email me back or give me a call on 01234 567 890.

Thanks,

Jo Wight
Sports Development Officer
01234 567 890
Text message

Texts are great to use as a reminder for people on the day of their session. This will increase the number of people who were supposed to be coming and then actually turn up.

You can even set up in advance messages to go out at a set time to a group of people.

I recommend Esendex (www.esendex.co.uk). It’s a very easy to use online system. I’ve included screenshots on the next few pages so you can see how it works.

Once you’ve logged in you’ll see this homepage. Just choose send via echo on the left hand side.
If you’re sending to just one person then you send from this page
Enter the phone number or name you want the message to go from and the message you want to send. You can choose anything for the Alias name it goes from (e.g. Camden Council, Us Girls, Sarah)
If you want to send to multiple people at once then choose the bulk option (arrow pointing to this above). Then upload your Excel spreadsheet.
Email marketing

Email marketing is incredibly effective and incredibly cost-effective. You can email people with a properly branded template for as little as 1p per recipient. It’s very effective for reminding people about upcoming sessions.

And email use is only going up with the rise of social media. It’s the central hub where you find out what’s going on elsewhere.

You can link this with your CRM system and only email people interested in a particular activity or of a certain age.

If you keep track of email addresses of your members then you can promote any special offers to them very easily.

Key thing is data capture. In our business I ask people every time I present if they’d like to sign up to our email newsletter. This has helped us build 1600 people who receive it now.

Options

- Outlook
- Mailchimp allow you to send up to 2000 free emails per month
- Your host organisation might have an email marketing tool
- Make Sport Fun email marketing tool.
Here’s a great email newsletter from British Gas about a swimming promotion they’re running. It’s attractive, simple, personalised, the design matches all their existing advertising and drives people to actually try out this activity. They’ve got links to find where you can go within the email itself, which makes it simple. And there’s a call to action in the form of the Book Now button at the bottom right.

Very impressive.
Tracking who’s interested

It’s worth keeping track of who’s shown an interest in doing an activity, even if you’re not offering that activity yet. If enough people want to try dance then you might decide to put it on. And if you’ve kept people’s details then you’ll have a list of people to promote it to.

The simplest way to do this is to use an Excel spreadsheet, with the headings:

- Name
- Email
- Phone
- Activities they want to do
- Postcode

If you enter everyone’s details in here as you go then you’ll find that your promotion will get much easier over time as you can promote any new sessions to people you know are interested. You can also email everyone with offers and asking them to refer friends and family.
**Media - Try**

The try stage is based around a low barrier to entry opportunity for someone to try the activity for the first time (or at least the first time in a while). Common examples of these are:

- Taster sessions
- Come and Try It events
- Open days.

All of these are fantastic ways to give someone a fun, friendly and free way to try out your activity, club or venue. There are two main ways of running these taster sessions:

- You get them to come to you
- You go to them.

Both of them are important and have their uses.

**Going to them**

This can involved running a session at a community group or in a school. A great deal of work is involved in doing this, but it can get great results.

**Them coming to you**

This kind of taster session should be run constantly. Any marketing you do to people should include a voucher which entitles them to a free session. The voucher is important. It means that people give a value in their mind to the session even though they’re getting it for free.
Get Back Into
Get Back Into is run by County Sports Partnerships (Regional Sport England) and their Partners to bring you a choice of activities to help you get fitter and healthier. All activities are for adults over 16 years old.

The classes are fun and friendly, plus with qualified coaches and instructors, you'll also learn something new or improve what you already have.

As part of the Get Back Into programme they learnt that if you offer taster sessions for free then you might get a lot of people turning up, but they won’t all come back. To try and increase the percentage of people who came back to take part in another session they said that the sessions had a value of £5 each, but that with a voucher you were able to get access for free. This small change gave the sessions value in people’s minds, so when the free sessions were finished people would now continue taking part when they had to pay.
**Media - Repeat**

The repeat stage is your regular activity. Most people reading this are much more accomplished at putting on regular, high-quality activities that people will enjoy than I will ever be, so I won’t say much about this.

However, even with the best activity sometimes people drop out and won’t come back. Try to look at your centre from the point of view of your ideal customer. Is there anything that’s stopping them from becoming a happy repeat customer?

- Are the changing rooms clean enough?
- Are you open when they want to come?
- Are you too expensive, or conversely – could you charge some of your customers more?
- Are your staff friendly and polite?

Is there anything else you could do cheaply which would exceed their expectations?

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**Hounslow**

“The results have been fantastic! All the classes were really well attended and spinning has now been fully incorporated into our leisure programme – we are also hoping to offer netball on a regular basis when we can find a suitable venue.”
Email newsletter

Now that they’ve gone through your 12-week course you can also promote ongoing activities by email. This could be promoting existing women’s only groups as well as regular activities.

I suggest that you find out from people who’ve been to one of your courses what activity they would like to do, and then send more targeted emails letting people know where the activity of their choice is available.

Options

- Outlook
- Mailchimp
- Communications team
- Make Sport Fun email marketing tool

Hackney Us Girls project

As a result of the initial 12-week course they’ve set up a regular football session. A bonus of this is that although the sessions are still women only they’re not restricted to 16-25 year olds, so they’re able to invite the 26 and 27 year olds who couldn’t come to the initial sessions.

They also offer a pay-and-lay membership for a year which makes it £1 to go swimming. Also provide email updates about other sessions they have to link them up with. All their leisure centres have women only sessions during the week, and the cards they get give them discounted rates for that too.
Product

Your product is what you have available for people to do. If people don’t want to do the activities that are available then however good your promotion people won’t turn up or stick around.

The key thing is to make sure that your sport or activity is fun, easy and popular.

According to Sport England’s segmentation data the top activities that Leannes do are:

1. Walking
2. Swimming
3. Gym
4. Cycling
5. Aerobics
6. Running
7. Football
8. Badminton
9. Tennis
10. Yoga

So it makes sense that these are the activities you offer if you want to attract Leannes to take part.

Another fantastic way of improving the product from the point of view of your audience is to introduce a sociable aspect to it as well. Cycling clubs tend to have a stop for tea and toast at a café during a long ride. Walking for Health groups often all go for a tea at the end of their sessions. In fact I know of one walking group which is sponsored by a local café.

London Tigers

Sulthana Begum runs the Us Girls project for London Tigers (www.londontigers.org). They have targeted 16-25 year old girls and women and are running a mixture of fitness classes, football and badminton across Westminster, Redbridge and Tower Hamlets.
Girls get going in Brent
The team set up four activities – hip-hop skipping, aerobics, badminton, and girls’ football. The activities were decided upon after looking at the marketing communication plan on promotingactivity.com.

The team wanted to come up with a range of activities that would suit Leanne’s. Two of these are fairly typical – aerobics and badminton – but by offering girls’ football and hip-hop skipping, the team is also offering something a little bit new; the football is aimed at teaching girls the basics of the game and includes a link-up with a local ladies league, whilst the skipping teaches basic skipping-dance moves accompanied by hip-hop beats.

The activities were decided upon after using the strategic planning tool available on promotingactivity.com, which helped the team identify the ‘Leanne’ demographic as its target market – females aged 18 to 25, often with children, who have little time to exercise.

After starting they have amended the aerobics to a Legs, Bums and Tums type session. Since then it’s been changed again to a Zumba class. This has definitely been the most popular of the activities.

The female football has carried on as it was, but they’ve joined up with a girls school, with people coming from both the college who’s organising the sessions and the school.

The badminton had to be slightly amended because numbers were low, so they’ve opened it up to men too.

The skipping was only run as a taster session because the company who ran the session stopped running skipping sessions.
Hackney Us Girls project
The project offers mostly gym and dance, with sport thrown in now and again in 12 week blocks.

In the first 12-week block they had 4 sessions going on.

- One was open that anyone could come to, it ran once a week for 2 hours but they changed to 1 hour because it was too long for most people. This also gave access to the gym as well.
- One was a closed targeted session run with the Council’s youth service.
- One was for young mums. Went to a housing association with hostel for teenage mums. Opened it out to other young mums because they weren’t going often enough. Had a crèche for them.
- One was boxing – sport for social change at local leisure network. Has expanded out into actual club.

Sarah’s also planning on making the sessions more social by all going for a coffee afterwards.

NE Music Factory
All the sessions that they’re offering are dance, and they’re really open minded as to what kind of dance. However there are three types of dance which have proved to be most popular with their audience - Street Dance, Street Cheer (a mix of hip-hop and cheerleading) and Zumba.

To figure out what kind of sessions people would want they always ask people and provide them with a variety of tasters, then they let the girls and women pick.

Street cheer is most popular with the 16-18 year olds as it’s very competitive. For the older women it’s more about fitness not competing. That competitive element is helping them to keep attendances high for Street Cheer, as people get excited about upcoming competitions. One of their groups is now national champions, and they’ve got two crews competing in November.
Positive Futures
They’ve already got an audience of 16-25 year old women, because that’s who they work with. So they started by offering taster sessions for a variety of activities to their existing groups. These were one-off-sessions to get people interested. It included circuit training, Zumba, dodge ball, aerobics and bouldering. At the end of the taster sessions they did a survey to find out what activities people wanted to do.

The circuit training, multi-sports, personal training and bouldering have all continued since. They’ve now also started a running club and a hoop and tone class. They found that people wanted to try running, but weren’t confident enough to join a club, so they’re all starting together, and all running at the same pace. The hoop and tone has been a great success and people are really loving it. They’ve even got an ultimate frisbee course starting soon. They’re really keen to try out fun and new sports.

The focus in all of these classes is on fun. People might want to be healthy and lose weight, but they don’t see this as any reason that they shouldn’t have a great time too.

Hounslow Helps Women Back Into Exercise
Research has shown that aerobics and netball are preferred sports for Leannes and Chloes (two segments they were focussing on), so the decision was made to offer a Back to Netball course and some new fitness classes that concentrate on core stability and spinning.
Bristol Council and 2\textsuperscript{nd} Chance
They provide a wide range of activities including netball, basketball, Zumba, women’s only swimming, walking, tennis and football. They found that some people don’t want to do any club sport, but instead want something more social, more fun. And for a lot of their audience they need to provide women-only sessions.

Trelya
In order to make the sport more attractive they offer it within a range of activities. Initially young women might come in to do something like cooking or a nails course. Then they’ll also run a multi-sports session every so often. When they find something they the girls like they turn that into a regular session, circuits has proved quite popular.

In order to keep the girls interested they’ve connected with a charity walk. Doing that kept them on board and keep motivation high. People liked it because they were working towards something.
Marketing mix
Price

Us Girls courses are generally offered for free to begin. In my experience most sports and activity is offered at a good price already. In fact some of it is offered too cheaply. If your sessions are offered for free as a result of funding then you run the risk that you’ll have to stop delivering them when the funding runs out.

From a marketing point of view the only time you should offer a discounted price is for the first session someone comes to. However, I have found that if you offer the first session for free then many people won’t come back to future sessions as they resent paying more than it cost them the first time. So rather than simply offering this session for free you can tell people it costs £3, £5, £7 or whatever you normally charge, but that with a voucher they can get in for free the first time. This simple tactic has been shown to increase the percentage of people who come back after the initial session.

Hounslow
I think the fact that we offered free taster sessions was crucial in developing such a high attendance – a lot of the people who joined the classes wouldn’t have attended if they had to pay, but now they are involved in sport and activity again and are keeping on with it, which is the exactly the result we were looking for.”

Hackney Us Girls project
All sessions were provided for free for 12 weeks.

Girls get going in Brent
The sessions are subsidised as students are able to use one of their weekly vouchers to get access to the session. Typically a voucher is valued at £2.50 for external partners to invoice the college.
**NE Music Factory**

“Our break-even cost is £2.50 per person per session,” Anna told me. “And the goal is to charge that much for every session by the time we withdraw from funding it.” They haven’t been able to charge for all sessions yet. One was started in a high school, and they’re not charging initially. But after a while they’re going to make it £1, or £1.50 and then gradually increase it until by the time they withdraw it will be £2.50 so that it’s sustainable.

**Bristol Council and 2nd Chance**

For a lot of the sessions, if you take the voucher from the back of the leaflet you get your first session free. The regular prices aren’t controlled centrally, and range from free to £4/ session. Even though price comes up as an issue when people are saying why they won’t pay they’ve found that when people are actually into something they will pay, as long as it’s a reasonable amount.

**Trelya**

All for free.
Place

Where will the target audience play sport or do activity? We live in a convenience-oriented world where time is precious. People will evaluate the convenience of your offering against competing offerings. Most people will only travel up to 20 minutes to do sport or activity, so how can you make sure that there’s something available to people within this distance?

Develop strategies which enable your target audience to conveniently perform the desired behaviour. Increase the number of locations, frequency and opening hours, or make the physical location more appealing and inviting to the target audience.

Some Leannes who have not done activity before will be intimidated by attending sessions at a leisure centre.

Ideas

Consider holding the first 3-4 sessions in a community centre.
Think about putting on an initial taster session at their location (e.g. in their office).

**Girls get going in Brent**

Using the marketing communication plans they identified that Leannes tend to be enrolled on full or part-time courses. So most of the activities are being offered at the College of North-West London (CNWL) to allow for direct access to a large number of these women. CNWL also offers advice and support for students with childcare issues, so this makes the sessions more accessible for young mothers who may not have been participating in sport and physical activity for this reason.

Some of the sessions however are not run on site, and they’ve found that this has had a really negative impact on attendance. Marc Andrews, the sports coordinator at CNWL says that ideally all sessions would be run on site. They’ve set up badminton court markings in their dance studio, so they can now run their badminton sessions there.
Hackney Us Girls project
All sessions were run in the leisure centre to begin with. The most popular activities that people have requested are swimming and gym, so they need to be done in a leisure centre. However they’re looking at trying out sessions in the community centre for the first 3-4 weeks as leisure centres are too intimidating for some of their audience.

Hounslow gets women active
“Promotingactivity.com really helped us in shaping our bid for the Play Sport London funds,” explains Community Sports Development Manager Jo Valks, “the market segmentation toolkits were really helpful as they helped us identify just where our target market lived, which is particularly useful in such a diverse area as Hounslow. We found that there was a high density of Chloes and Leannes living in the centre and east of the borough, so we concentrated on activities that not only suited our target market but that also matched the facilities we had available in those areas.

The information also meant that we could carefully target our marketing materials, ensuring that we were more effective in getting our message out to the right people.”

NE Music Factory
One of the sessions is run in NE Music Factory’s studio, lots of them are in 6th forms or in schools.
**Bristol Council and 2\textsuperscript{nd} Chance**

Their sessions are provided in a variety of locations, in community centres, leisure centres, school sites and some walking groups go through parks, though they meet at community centres.

In order to figure out which areas of Bristol to focus on they used maps of Indices of Multiple Deprivation and the Bristol quality of life survey which asks people how easy it is get involved in sport.

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**Trelya**

Trelya are lucky that they have their own venue, which has a big hall that can be used for sports.

They also run swimming sessions in local private pools. They’re in Penzance, so there are hotels with swimming pools which aren’t always busy. Many of the girls are self-conscious and don’t want to appear in public with swimming costume on, so for them this is much, much more attractive. Another benefit is that if they go to a private pool they can have a bit more of a laugh, and play games like water polo.
Monitoring and Evaluation

The last point is to use monitoring and evaluation to check what works so you can do more of it, and what doesn’t work so well so you don’t waste your time doing it.

Questions you should ask:

- How they heard about you?
- What they thought of their first session?
- Whether they’re going to come back?
- What other activities they’d like to do?
- Whether they can refer any of their friends or family who might like to try a session?

Survey Monkey

I suggest you do this evaluation by email after people’s first session, and I suggest using Survey Monkey (www.surveymonkey.com).

It's easy to set up, easy to use and it's free. There is a premium package, but I find that for most occasions the free version is perfect.

Set up your survey with the questions I mention above, then it will give you a link you can email to everyone. You’ll need to make sure that you’ve got the email addresses of everyone attending sessions, but if you’re following the rest of the guide then that won’t be a problem.

To set up a free account just go to www.surveymonkey.com.

Bristol Council and 2nd Chance

In order to track how many people are taking up activity and who they are they’re providing an US Girls membership. Anyone new who comes to any of the sessions fills in an Us Girls membership form (paper or online). They then become a member of Us Girls Bristol Get badge and free watches through Sportivate. Then all the organisations send the forms back to the central office.
**Girls get going in Brent**

“We started the badminton and football programmes earlier on in the year and they are still running, although we’ve tweaked things a bit to make sure they appeal to as many people as possible,” reports Marc Andrews, Further Education Sports Coordinator at CNWL. “The aerobics is set to take place soon, as is the skipping – we have already held a Sport Relief skipping event that was very well attended, so we’re hopeful of a great turn-out for this one!”

By monitoring the female aerobics session they have identified that it needs to be changed again this year. So they’ve changed it to a Zumba session, on the same time and the same day. Numbers they had on aerobics were 10 per week. Similar to what they’ve got now on the dance. Also opened them up to staff as well.

They had to hold the badminton sessions at an external site. They identified that only 2 or 3 students would continually go because it was an external site. So now they’ve marked out a badminton court in their dance studio on site which should help with retention.

**NE Music Factory**

Do consultation weekly. All the tutors are well versed on what to ask week to week. Informal consultation every week then a more formal one every few months.

In first quarter they’ve got 5 sessions set up, though one was closed because it didn’t work well. In the second quarter they’ve set up another 3, so they have 7 at the moment and are aiming for 2 more by Christmas.

**Positive Futures**

It’s all been slow to build it all up. Some people just come now and again. But on average they have 8-12 people attending each of their classes, with a maximum capacity for most of them of 15 people.
**Hounslow Helps Women Back Into Exercise**

With the help of funding from the London Development Agency’s Play Sport London programme, a Fusion Lifestyle team working on behalf of Hounslow Borough Council has recently been able to set up a series of programmes aimed at encouraging women within the borough back into exercise. The funding process was managed by PRO-ACTIVE West London.

The team used the market segmentation toolkits on promotingactivity.com to identify the two most prevalent female demographics in the borough – in this case ‘Leannes’ and ‘Chloes’, young women who may not be doing as much exercise as they could or should be. Research has shown that aerobics and netball are preferred sports for both groups so the decision was made to offer a Back to Netball course and some new fitness classes that concentrate on core stability and spinning.

“Promotingactivity.com really helped us in shaping our bid for the Play Sport London funds,” explains Community Sports Development Manager Jo Valks, “the market segmentation toolkits were really helpful as they helped us identify just where our target market lived, which is particularly useful in such a diverse area as Hounslow. We found that there was a high density of Chloes and Leannes living in the centre and east of the borough, so we concentrated on activities that not only suited our target market but that also matched the facilities we had available in those areas. The information also meant that we could carefully target our marketing materials, ensuring that we were more effective in getting our message out to the right people.”

“The results have been fantastic! All the classes were really well attended and spinning has now been fully incorporated into our leisure programme – we are also hoping to offer netball on a regular basis when we can find a suitable venue. I think the fact that we offered free taster sessions was crucial in developing such a high attendance – a lot of the people who joined the classes wouldn’t have attended if they had to pay, but now they are involved in sport and activity again and are keeping on with it, which is the exactly the result we were looking for.”

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Hounslow Helps Women Back Into Exercise continued
**London Tigers**
Sulthana Begum runs the Us Girls project for London Tigers (www.londontigers.org). They have targeted 16-25 year old girls and women and are running a mixture of fitness classes, football and badminton across Westminster, Redbridge and Tower Hamlets.

In order to promote the classes they have given out flyers in schools and shopping centres and have posted information on their existing social media outlets. They’ve found that so far word of mouth has been the most effective type of marketing, with friends telling each other about the classes available.

By October 10th 2011 the fitness classes have about 5 new 16-25 year olds turning up so far. The Football programme started 2 weeks ago and had 11 people turn up, but the numbers have dwindled since. The badminton sessions can take a maximum of 10 people and have 8 participants at the moment.

**Sports centre in Brent**
One of the sports centres in Brent, London is running the Us Girls programme. They went to the College of North West London young people’s fair and sports fair. They came away with about 50 names of people who wanted to do their activities.
Girls Get Going in Brent

In Brent they used the information from promotingactivity.com to identify which audience to focus on and what activities their audience would want to do, and where they would be. They decided to focus on the ‘Leanne’ demographic as its target market – females aged 18 to 25, often with children, who have little time to exercise. They wanted to engage 20 students on a regular basis.

The team set up four activities – hip-hop skipping, aerobics, badminton, and girls’ football. The activities were decided upon after looking at the marketing communication plan on promotingactivity.com. They have amended the aerobics session to a Zumba class. This has definitely been the most popular of the activities, with 10 people regularly turning up.

The female football has carried on as it was, but they’ve joined up with a girls school to increase numbers. The badminton had to be slightly amended because numbers were low, so they’ve opened it up to men too, and moved it to the main college site in the dance studio, and the skipping was only run as a taster session because the company who ran the session stopped running skipping sessions.

The sessions are subsidised as students are able to use one of their weekly vouchers to get access to the session. Typically a voucher is valued at £2.50 for external partners to invoice the college.

Using the marketing communication plans they identified that Leannes tend to be enrolled on full or part-time courses. So most of the activities are being offered at the College of North-West London (CNWL) to allow for direct access to a large number of these women. CNWL also offers advice and support for students with childcare issues, so this makes the sessions more accessible for young mothers who may not have been participating in sport and physical activity for this reason.

They have ensured that the information they have on the intranet is similar to what’s on the posters, with the same wording, colouring and image as on the poster. They also have a contact email at the bottom for more details.

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Girls Get Going in Brent continued
Marc says “from speaking to students it’s quite obvious that some students buy into different promotional techniques.” He’s therefore used a few approaches for his promotion. He used the student intranet, posters, texting, sport ambassadors, announcements in classes, information at induction time, the young people’s fair and the sports fair.

When a student logs in to a computer on campus it tells them about events and sessions that are happening as a reminder. Students can then email for more information. They’d also like to have a registration form electronically. A way for people to register as being interested themselves.

They also sent a mass text alert about the football and badminton to female students between 16 and 19, as they had a database of those people. A problem with this was how often students change their mobile numbers. It was also key that students could reply. So if they wanted to find out what kit they’d need or what equipment to bring they’d have to turn up in person.

Marc says “there are a million and one posters up already so we have to think about where to put them.” For the female only activities they put them in areas where it was mostly female classes, for example hair and beauty classes. Posters and texting was successful, but neither was 100% successful.

At student inductions they talked to the students about all of the activities that were on offer. However the students are bombarded in the first 2 weeks. So they’re trying to target classes where their audience are. They’re also trying working out student sport ambassadors. The ambassadors will work alongside the events team, they’ll go into tutorials and tell people about the activities on offer. This would be an official role in the college for them.
NE Music Factory

**Background**
NE Music Factory is a CIC, a not for profit organisation. They’ve been in existence since 2005. When they started they were focussed on music as a way to engage young people. They now also use dance to help young people develop life skills and social skills.

The music side was established first, then about 4 years ago Sue from StreetGames got in touch with them about offering dance too.

**Promotion**
They focus on publicising events first, then give people the chance to sign up at the events.

To publicise the events NE Music Factory’s tactic has been to go through schools and community organisations. Because they’re a community organisation themselves they’ve been able to build good relationships with other community organisations. They also send out flyers through other orgs and get into other people’s newsletters.

They tell the young people they already see to tell their friends and family about the events. This gets them referrals turning up.

They work with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events. With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event’s coming up they go back and let them know the event is soon and ask them to put the poster up. Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire’s accessories. Anna says “you need to put on your Leanne goggles when you’re out and imagine where she’s going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful.”

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The events themselves are big events, for example fundraising for breast cancer. They have a crew that come in and do performances, that gives people an idea of the kind of level they can achieve. Then they run taster sessions so people can try dance out for themselves. They ask for people’s contact details, what area they live or work in and what activity they’re interested in doing. So if women are saying they want dance in an area that they have one then they let them know. If they say they want it in an area where they don’t have anything, then they’ll set something up there.

To follow up with people after the event they’re sending text alerts. This is the most effective approach they’ve found. They always send an email with attachments too. The email includes all the info they need, but the text helps make sure people are aware of it and remember to check the email.

Even after a session is started they have to carry on getting new people to replace old ones. Some people bring their friends to sessions, they advertise in a monthly What’s On brochure. And they have a Facebook page. However with Facebook they’ve found that people want to connect with their instructor rather than the official page. When they talk to Naomi they know it’s their tutor, not just whoever’s answering questions on the Facebook page.

**Product**

All the sessions that they’re offering are dance, with three types of dance proving to be popular with their audience - Street Dance, Street Cheer (a mix of hip-hop and cheerleading) and Zumba.

To figure out what kind of sessions people would want they always ask people and provide them with a variety of tasters, then they let the girls and women pick.

Street cheer is most popular with the 16-18 year olds as it’s very competitive. For the older women it’s more about fitness not competing. That competitive element is helping them to keep attendances high for Street Cheer, as people get excited about upcoming competitions. One of their groups is now national champions, and they’ve got two crews competing in November.
NE Music Factory continued

Price
“Our break-even cost is £2.50 per person per session,” Anna told me. “And the goal is to charge that much for every session by the time we withdraw from funding it.” They haven’t been able to charge for all sessions yet. One was started in a high school, and they’re not charging initially. But after a while they’re going to make it £1, or £1.50 and then gradually increase it until by the time they withdraw it will be £2.50 so that it’s sustainable.

Place
One of the sessions is run in NE Music Factory’s studio, lots of them are in 6th forms or in schools.
Positive Futures

Promotion

Taster sessions have been a fantastic promotional tool for them. They’ve run these for young women that they’re already engaging with.

The next most successful marketing tactic has been word of mouth. This has been a slow build, but very effective.

Partnerships have been effective for them. Good partnerships have included community centres, youth provision, local leisure centres, housing associations and schools. For example - the local housing associations have agreed to put something in their newsletter. Other partnerships have included work with leisure centres. Positive Futures will put on a class as a taster at a leisure centre and if enough people turn up then they’ll set up a regular session.

Some community centres have asked Positive Futures to put classes on there. At Anfield community centre Positive Futures have put on classes and both they and the community centre have invited people to attend. Promotion here has included putting up posters and presenting to existing groups.

They’re now trying to work with schools too. They go into schools and run 6-week programmes which include a variety of activities. Then they signpost people to where they can do the activity they enjoyed the most.

After people have attended classes Positive Futures then stay in touch via newsletter about what else is going on.

Continued below
Positive Futures continued

Product
They’ve already got an audience of 16-25 year old women, because that’s who they work with. So they started by offering taster sessions for a variety of activities to their existing groups. These were one-off-sessions to get people interested. It included circuit training, Zumba, dodge ball, aerobics and bouldering. At the end of the taster sessions they did a survey to find out what activities people wanted to do.

The circuit training, multi-sports, personal training and bouldering have all continued since. They’ve now also started a running club and a hoop and tone class. They found that people wanted to try running, but weren’t confident enough to join a club, so they’re all starting together, and all running at the same pace. The hoop and tone has been a great success and people are really loving it. They’ve even got an ultimate frisbee course starting soon. They’re really keen to try out fun and new sports.

The focus in all of these classes is on fun. People might want to be healthy and lose weight, but they don’t see this as any reason that they shouldn’t have a great time too.

Place
Sometimes the barrier is to do with transport. They put on sessions in Anfield, West Everton, Kirsdale, Breckfield and the majority of North Liverpool. However a lot of people won’t travel from one area to another, even if it’s not a long way because of territory issues.

Monitoring and Evaluation
It’s all been slow to build it all up. Some people just come now and again. But on average they have 8-12 people attending each of their classes, with a maximum capacity for most of them of 15 people.
Bristol Council and 2<sup>nd</sup> Chance

**Background**

Because the council don’t have a delivery budget for the programme, they need to work in partnership with other organisations. Being the council makes it’s easier for them to do that in many respects.

To figure out what activities to offer they did research about what activities were already out there in Bristol. They then looked at which activities were fully subscribed and which weren’t. Now they’re working to promote the sessions which aren’t full and using small grants and Sportivate to add more funding where needed for offering more sessions.

**Marketing Mix**

**Promotion**

A major part of their promotion is partnerships and referrals. The goal is to create a lot of referrals and word of mouth through partners. A range of organisations are involved in the project, all of whom disseminate information out to their networks. They also work with community workers in the area to get referrals.

The existing neighbourhood partnerships are helping, who have ways of reaching Leannes that the council doesn’t because they’re part of the community.

They’ve created a leaflet with details of all their groups in it to help partners to signpost people to them rather than for direct promotion. “Paper leafleting on its own isn’t the best way of getting Leannes or any young people to sessions,” says Nicola.

They’ve got details of classes on the 2<sup>nd</sup> chance website [http://www.2ndchanceproject.co.uk](http://www.2ndchanceproject.co.uk) and some details are on the Bristol Council website at [www.bristol.gov.uk/streetgames](http://www.bristol.gov.uk/streetgames).

Getting mentions in other people’s e-bulletins, newsletters, and an article in a community newspaper called Up Our Street.

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Bristol Council and 2nd Chance continued
Another way they get referrals is by going to existing groups at community centres (e.g. young mums groups, girls groups) and helping to link them up with existing activities or putting on new ones for them. They even take in taster sessions to the groups.

They’re managed to get free swimming passes for their audience to help with promotion.

**Product**
They provide a wide range of activities including netball, basketball, Zumba, women’s only swimming, walking, tennis and football. They found that some people don’t want to do any club sport, but instead want something more social, more fun. And for a lot of their audience they need to provide women-only sessions.

**Price**
For a lot of the sessions, if you take the voucher from the back of the leaflet you get your first session free. The regular prices aren’t controlled centrally, and range from free to £4/ session. Even though price comes up as an issue when people are saying why they won’t pay they’ve found that when people are actually into something they will pay, as long as it’s a reasonable amount.

**Place**
Their sessions are provided in a variety of locations, in community centres, leisure centres, school sites and some walking groups go through parks, though they meet at community centres.

In order to figure out which areas of Bristol to focus on they used maps of Indices of Multiple Deprivation and the Bristol quality of life survey which asks people how easy it is get involved in sport.

**Monitoring and Evaluation**
In order to track how many people are taking up activity and who they are they’re providing an US Girls membership. Anyone new who comes to any of the sessions fills in an Us Girls membership form (paper or online). They then become a member of Us Girls Bristol Get badge and free watches through Sportivate. Then all the organisations send the forms back to the central office.