



Get more clients and members NOW

5 Steps to Success



**Digital
Marketing
Hub**



This guide is designed for coaches, trainers and anyone who runs a club.

“We’ve taken the learning from over 8,000 business owners and professionals, and advice from hundreds of experts to bring you tried and tested advice.”

Learn the steps that will get immediate results with your digital marketing.





1 Be Visible Online

You don't have to spend all your time on digital marketing to be visible online. In fact spreading yourself too thin in too many places makes you less visible, and is unsustainable. To be visible online you need to choose the best places for you, and then be seen in those places.

If you are a trainer, coach or club that wants to attract local clients and members there are three places you need to be online.

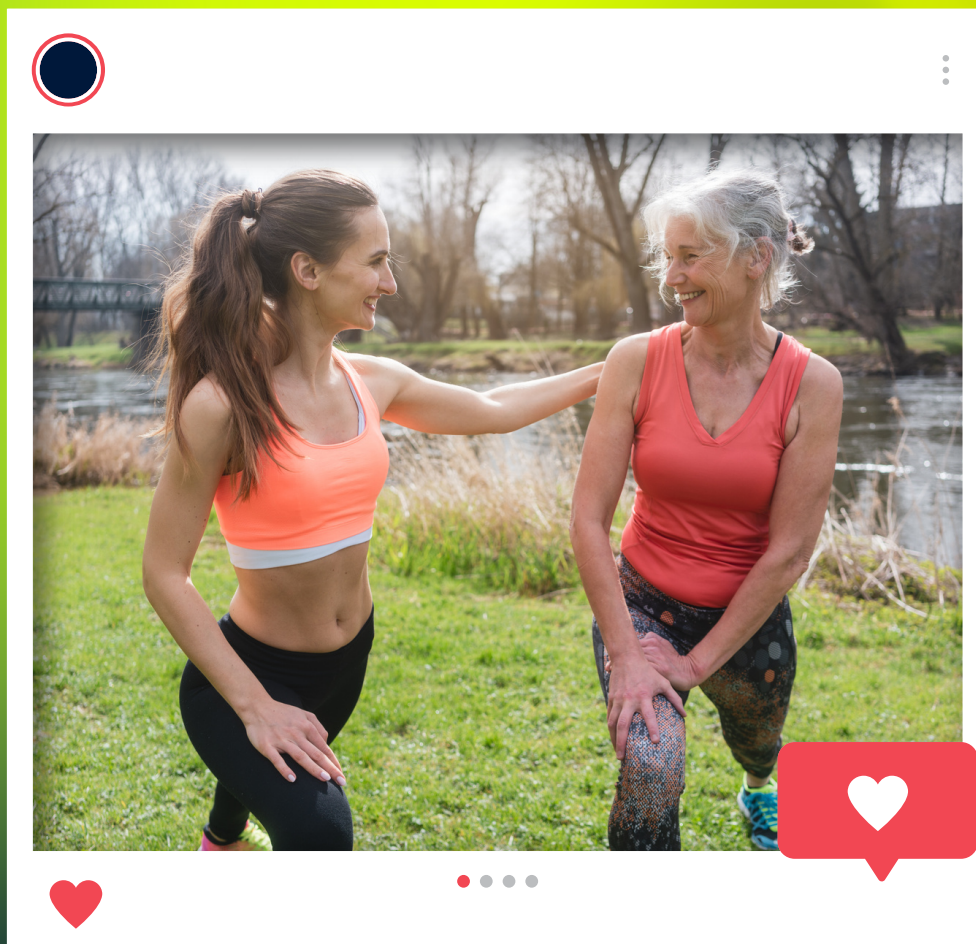
Facebook is still the most used social media platform in the world and the UK. So having a Facebook page is an absolute must. This is where more people spend their time on social media than anywhere else.

A Google Business Profile puts you on the map - literally. You will feature on Google Maps and the profile page is an excellent way to promote what you do. The reviews feature is very important.



And finally a website. This can be a single page with information about you and your business. Over time more pages can be added, giving you options to add different types of content. You can also create pages for specific campaigns such as a summer sale or Black Friday deals.

Always make sure you keep things up to date. Include recent photos and topical content. People who visit a Facebook page in summer and see Christmas photos will assume you don't have much going on or aren't interested in appealing to new people.





2

Stand out

It's very common to think that specific messaging will reduce the number of potential clients or members. So we are often guilty of making our marketing vague in order to keep our options open; to appeal to a bigger group of people.

We shy away from sharing what it is that makes our offer different or better than anyone else's. In practice this approach has the opposite effect.

When making a decision to buy something or use a service you would want to know what makes it different or better than another option. Imagine you want to buy a TV and the description says 'this TV is just like other ones you can buy'. You are very unlikely to buy that TV because nothing stands out about it.

So when people are considering your service or business, they want to know what makes you stand out.



Share what you do better than anyone else. What is your top strength or the thing which can provide the most value? Maybe your club is open 24/7? Or maybe you specialise in strength training? Whatever it is for you or your business, let people know what you do best.

Highlight what you do differently than anyone else. It might be that your service is different (eg we are the only gym with 5 classes every day). Or it might be that how people access your service is different (eg flexible booking through an app for people with busy schedules).



A background image showing a group of diverse people, including women and a man, smiling and talking in what appears to be a community or fitness setting. The image is slightly blurred and has a blue tint.

3 Community Community Community

Community focused content is authentic, and allows you to demonstrate your personality. This naturally draws people in because you are relatable.

Generic content that lacks any reference to real community comes across as suspicious. People will find your content colder and less appealing.

The good news is that creating warm and friendly community content is easy to create. It is literally on your doorstep!

To attract more clients and members use images of local places and settings.

Think about a generic picture of people running outdoors compared to people from your community running in a local park that other local people will recognise. The second picture is so much more powerful.

If you run a club, use pictures from your club and not generic ones. As a trainer or coach, use images from your sessions.



“

Talk about your local area or places by name. Show people that you know your local area, and that you care about where your clients and members come from.

”

Celebrate the local area and what you love about it. Think local sites, open spaces, special events, community groups, the wildlife or other businesses or services you use. Basically anything that you want to celebrate from the community.





4 Testimonials and Reviews

As humans we are suspicious if someone tells us they are good at something, but have no way of checking that ourselves.

Are they exaggerating their abilities? Perhaps they are lying to come across better than they really are? How can we be sure they are as good as they say?

We are much more trusting if someone different recommends or endorses a person, service or business. And the more the better.

We are more likely to trust a business with ten 5-star reviews than a business with two 5-star reviews.

Ask as many of your current clients or members for testimonials or reviews.



Not only will testimonials provide you with powerful, trust building content, you will gain insights into what people value the most.

Refine other areas of your marketing with this insight to grab even more attention.

“

Publishing testimonials and reviews is one the best ways to attract new clients and members. Do this to build trust with people before you have even met.

”





5

Repeat What Works

One of the best things to attract more clients and members is actually the easiest.

Every time you gain a new client or have a new member join make sure you know why. Ask them how they found out about you.

It might have been a referral, or perhaps a piece of marketing caught their attention. Or your 5-star reviews clinched it for them.

Then all you have to do is repeat what works. Amplify your success and do more of it!

With digital marketing go a layer deeper and use the analytics from platforms and pages to understand what has performed the best.

Maybe you want to get more engagement with your posts on Facebook? Identify the types of posts which perform best. Build more of these into your content plan.



Review your Google Business Profile insights. How many people are looking at your business? Have views been going up or down? Have you had any recent reviews?

What has been your most successful page or piece of content on your website? How can you learn from this to create a winning formula for more visits and interactions on your website?

A photograph of a diverse group of people in a gym setting, all smiling and high-fiving each other. The scene is energetic and celebratory. The text is overlaid on a semi-transparent dark grey band across the middle of the image.

Our best advice is to get started and improve as you go!



Take your digital marketing to the next level

The Digital Marketing Hub is fully funded and just a click away.

community.cimspa.co.uk/

Provided by



CIMSPA

Funded by



**THE
NATIONAL
LOTTERY**



**SPORT
ENGLAND**