



**LONDON
SPORT**

Using paid Facebook Ads to promote your local activity classes

Chris Norfield

SUPPORTED BY
MAYOR OF LONDON



Hello.



Chris Norfield

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@chrisnorfield

- Head of Digital Behaviour Change at London Sport
- 10 years working in Public Health and Leisure

My experience trying a new activity for the first time



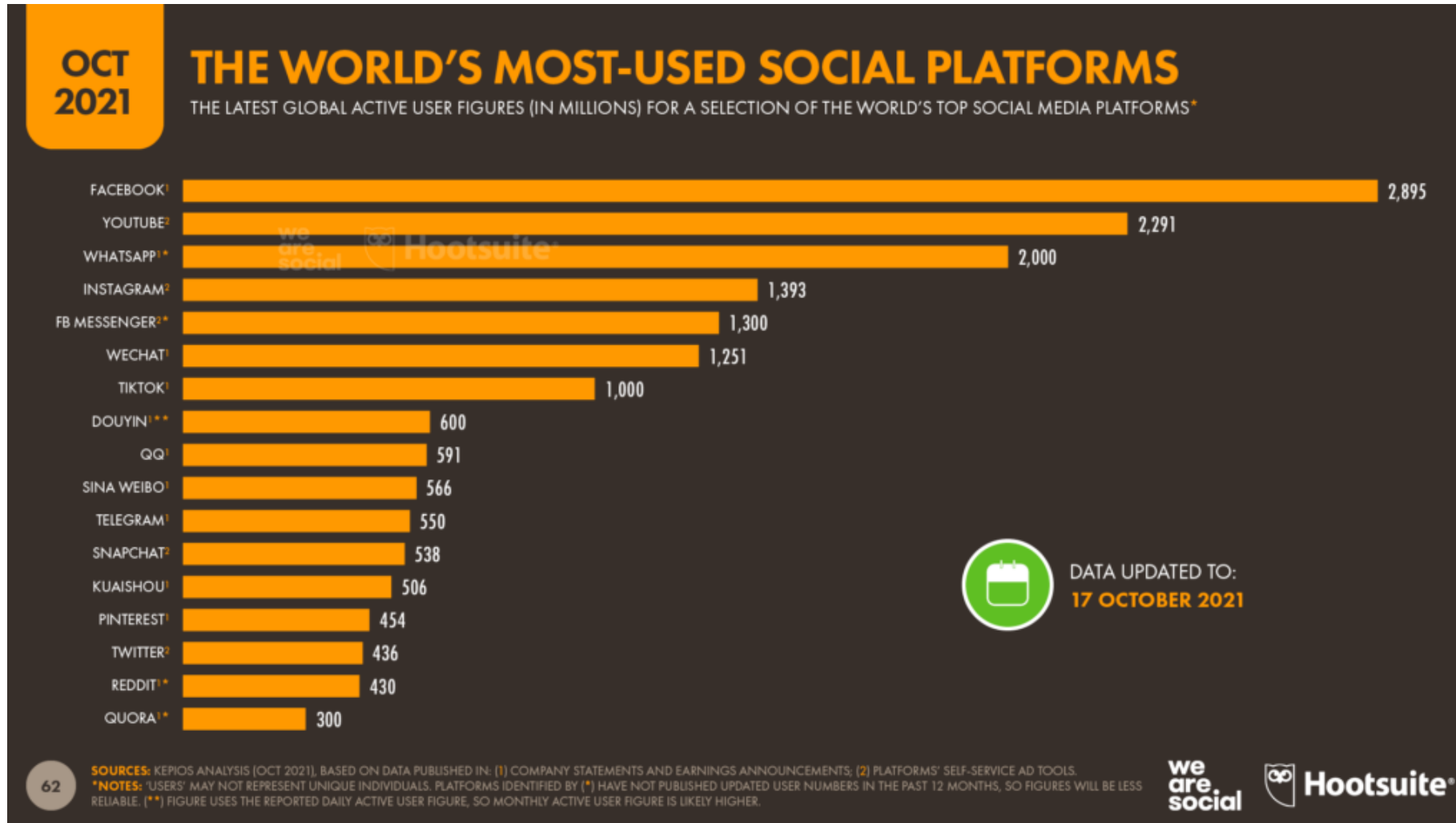
Today.

- Why Facebook ads are still my 'go to' option for promoting local activities
- The two-step approach that always gets the best results
- How to quickly set up and test if Facebook Ads are right for you

Isn't everyone leaving Facebook?



Isn't everyone leaving Facebook?



- Facebook has **44.84 million users** in the UK
- Facebook is used **daily by 44%** of the UK population
- Users spend an average of **23 minutes** on Facebook every day

But, how to get results has changed

The ability to reach people with your Facebook Page has been declining for years.

To maximise your ability to reach potential customers – Facebook wants you to pay for Ads.

The good news...

London Sport research found that it was 15 times cheaper than traditional methods of advertising.

Facebook Ads work because..

- 1. You can show ads to a group of people who are most likely to be interested in your activity**
- 2. If someone engages with your advert, you can follow up with them**

The two-step marketing strategy

Step 1 - Drive enquiries through marketing

- Target the right people
- Imagery that captures attention
- Messaging that prompts action

Step 2 - Respond to enquiries

- Address people's uncertainty and give them reassurance

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Facebook Ads makes each step of this process easier

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Targeting the right people



Targeting the right people



Targeting the right people



Create a saved audience

Audience Name: Example audience - walking groups

Potential audience: Potential Reach: 11,000 people

Audience details:

- Location – Living in:
 - United Kingdom: Latitude 51.50 Longitude -0.20 London (+2 km) England
- Age:
 - 55-65+
- Gender:
 - Female

Custom Audiences: Add Custom Audiences or Lookalike Audiences

Locations: People who live in this location

United Kingdom
51.5010, -0.2032 + 2 km

Age: 55 - 65+

Gender: All Men Women

Cancel Create Audience

Targeting the right people

GET ACTIVE Get Active with London Borough of Hounslow. Sponsored ·

Find out about your nearest school holiday camps, activities and one off events throughout this summer!



HOUNSLOW.GOV.UK/SUMMER20...

Find free and low cost sessions near you

LEARN MORE

Like Comment Share

Locations

People living in or recently in this location

United Kingdom

Heston + 2 km

Include Search Locations Browse

Add locations in bulk

Age

30 50

Gender

All genders

Detailed targeting

Include people who match

Demographics > Parents > All parents

Parents (All)

Audience definition



Your audience selection is fairly broad.

Potential reach: 54,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated daily results

Reach

5.5K-16K

Link clicks

49-143

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Advanced targeting options

- **Location**
- **Age**
- **Gender**

- **Parental status**
- **Life events**
- **Language**

- **Interests**
- **Behaviour**

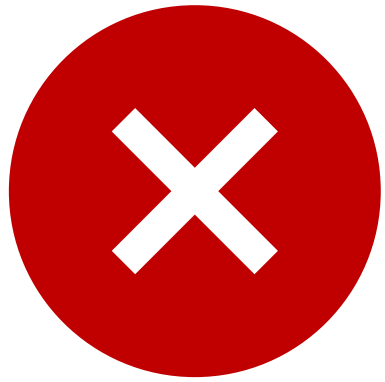
- **Web visitor retargeting** (requires a pixel on your site)
- **Customer list targeting** (uploading customer email lists)

- **Lookalike audiences**

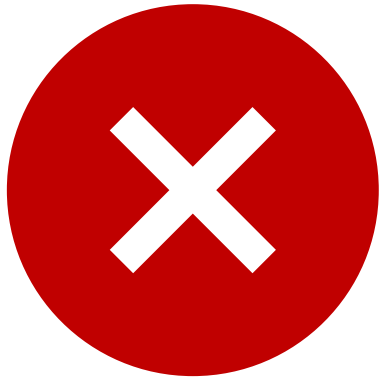
Imagery that captures attention



Imagery that captures attention



Imagery that captures attention



Imagery that captures attention



Imagery that captures attention



Imagery that captures attention



Extra tips on imagery

DO ✓

- Use real pictures and video (if you have them)
- For video, try to keep length <30s.
- Include captions in video with speech.

DON'T ✗

- Just create one size of ad and expect it to perform well across every placement (include at least grid and story format for Facebook).
 - Grid 1080 x 1080 px
 - Stories 1080 x 1920 px

Messaging that prompts action

Make them an offer they can't refuse

- Claim your voucher for a free session

Give them an easy way to register an interest

- Sign up and we'll match you to your nearest walk

Extra tips on messaging

DO ✓

- Create a sense of urgency (time limited or scarcity)
- Social proof
- Including questions or addressing a problem often work wells.
- Include concrete figures to back up your claims if relevant.
- Keep as clear and concise as possible.
- A/B test different copy variations

DON'T ✗

- Waste time with unrelated offers.
- Be too vague - tell audience specifically how they will benefit.
- Try to include every single detail

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Follow up

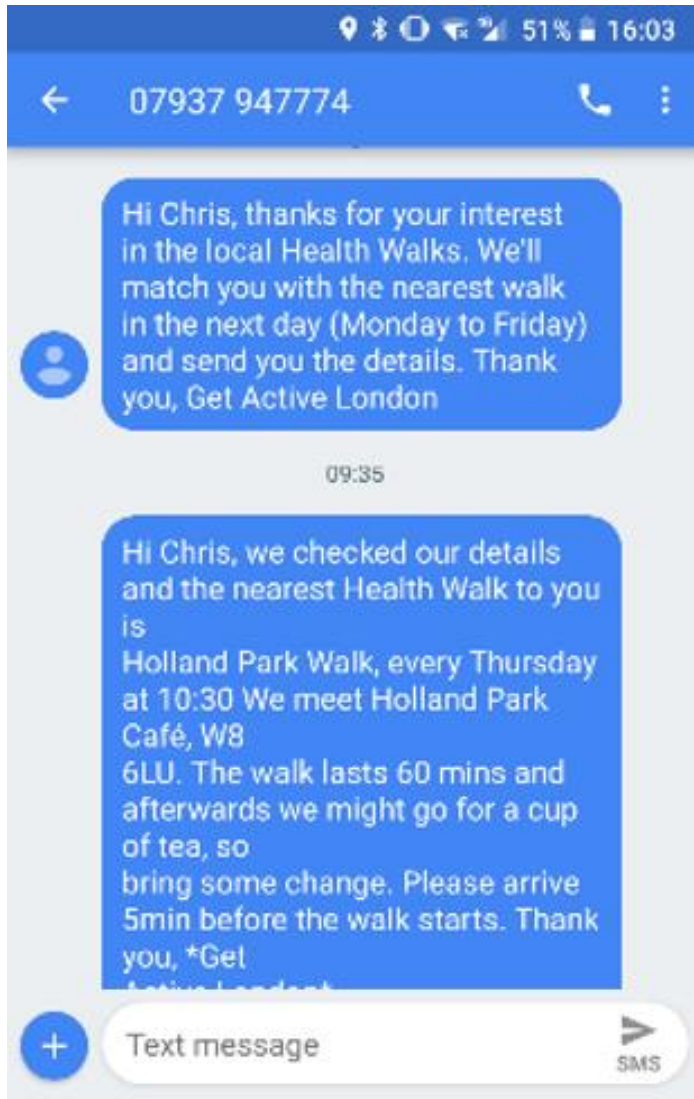
- **Respond promptly**

Text message, email, WhatsApp or Facebook Messenger

- **Send them all the information they need to feel comfortable attending**

Time, location, instructor name, picture, FAQs, etc

Follow up



Hi FIRST NAME,

Thanks for your interest in the Freestyle Martial Arts trial session!

Martial arts is a great way for your child to develop essential life skills like discipline, respect, confidence and fitness. It also helps them stand up to bullying and peer pressure at school and be more safety aware when out with friends.

The sessions take place every **Monday, Wednesday and Thursday 6.15pm to 6.55pm** in the Performance Hall at The Cooper School, Churchill Road, Bicester OX26 4RS (<https://goo.gl/maps/WpwzD8VNRHx>).

Please turn up 15 min earlier at 6:00pm so we can show you the basics and fill out an insurance form before the class starts.

If you haven't booked your free session yet, you can do it by replying to this email. Just let me know what date works for you and I'll reserve your spot.

Please wear comfortable clothing and bring a bottle of water.

I look forward to seeing you!

Thanks

Elliot

Freestyle Martial Arts Director and Master Instructor (5th Dan)

Example

Step 1 - Drive enquiries through marketing

GET ACTIVE Get Active London
Sponsored · 🌐

Get more out of your day!

Join a free and friendly Health Walk near you. You'll meet lovely people, get fitter, enjoy a cup of tea and a chat. You'll feel refreshed both in your body and mind.

Sign up to get more details!



WWW.GETACTIVE.IO/LONDON/SPORT/WALKING

We'll match you with your nearest free Health Walk! [Sign Up](#)


👍 🤗 😊 and 350 others 47 Comments 73 shares

👍 Like 💬 Comment ➦ Share

GET ACTIVE Get Active with Walking for Health.
Sponsored · 🌐

Health walks are short walks that take place every week.

- 📖 Led by a qualified instructor
- 🚶 Walk at a pace that is right for you
- 💰 All walks are free... [See more](#)



WWW.GETACTIVE.IO/LONDON/WALKING

Free weekly walking groups in London [Learn More](#)


👍 Diana Christodoulou, Tahira Qureshi and 3 others 2 shares 53K views

👍 Like 💬 Comment ➦ Share

GET ACTIVE Get Active
Sponsored · 🌐

If you would like to meet people, get healthier and fitter then come and join us on a health walk!

All walks last less than an hour, we don't walk too fast, and the groups are very friendly and welcoming.



Walks are free and there is no need to book
Just turn up at the meeting point

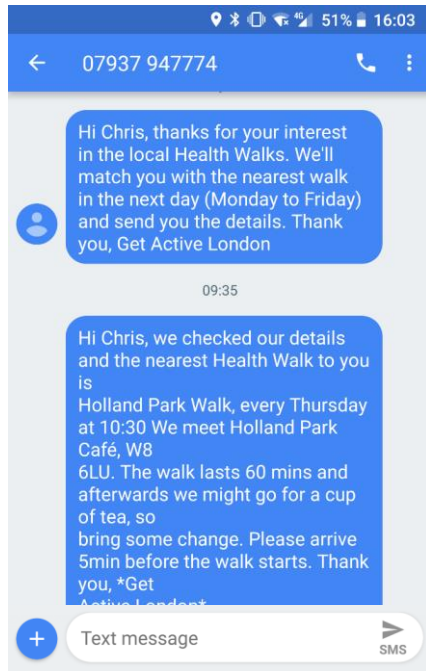
All health walks are led by friendly volunteers
To make sure no one gets left behind

👍 🤗 📍 Sylvia Donaldson, Anne Wilson and 23 others 7 Comments 10 shares

👍 Like 💬 Comment ➦ Share

Example

Step 2 - Respond to enquiries



Hi Chris,

Thank you again for registering to receive information and support on walking groups in your local area!

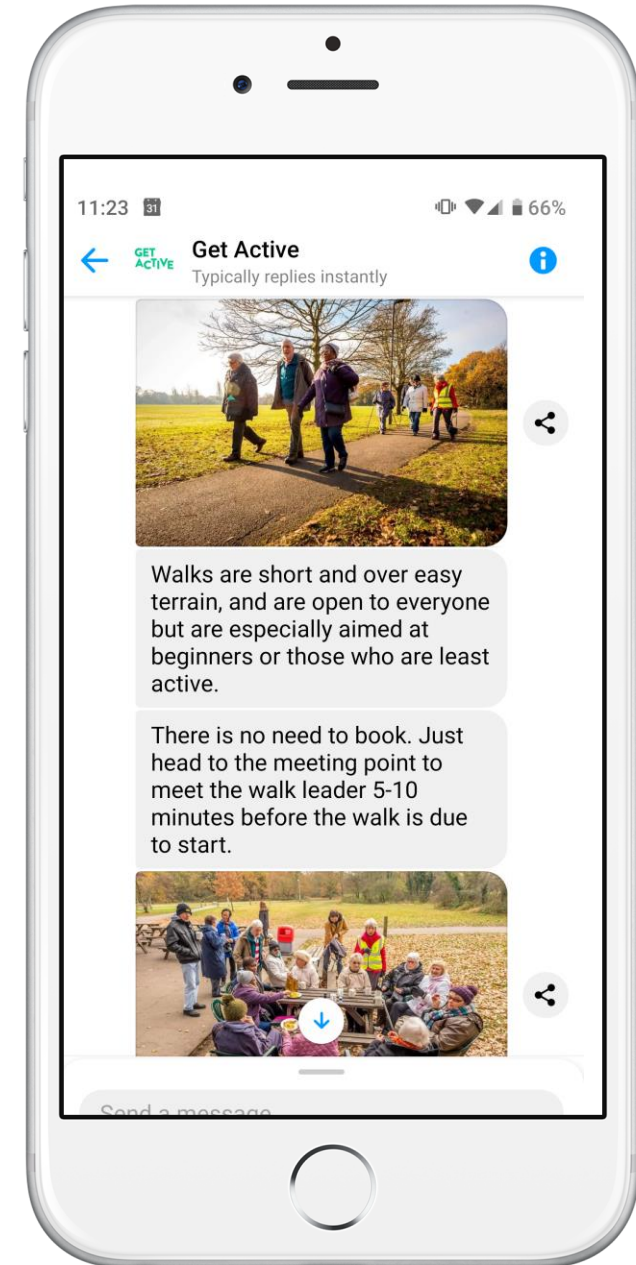
If you haven't answered the survey yet can you, [please do it now](#) - this will help us improve our service for you and others. Your answers will be used anonymously, and we will not share your data with anyone else.

As a thank you for your time, all completed entries will be entered a prize draw for the chance to win a £100 Amazon voucher.

You will be asked to provide your email address if you choose to enter the free prize draw. Your email address will only be used for this purpose. Please note the survey closes on the 31st August 2018.

[Answer the survey here.](#)

The Get Active London team



Get started quickly with Facebook Ads

Test your offer by boosting a post

Get Active
Published by Holly Smith · 1 June 2021 ·

Interested in taking part in a fun six-week wheelchair basketball Inspire a Generation course in your local community? Use the link below to find out more and sign up.

If you cannot find a course near you, no need to worry, simply fill out the form at the bottom of the page and register your interest.

<https://inspireageneration.com/participant-register.../>

INSPIRE A GENERATION
FIND YOUR LOCAL SESSION

BRITISH WHEELCHAIR BASKETBALL · SPORT ENGLAND

Local IAG
wheelchair bas...

Participant - Register for your Local IAG Course - Inspire A Generation
Register now for a fun six-week wheelchair bas...

INSPI

440 People reached 1 Engagement - Distribution score

Boost a Post

Like Comment Share

Comment as Get Active

**Decide on
your offer**



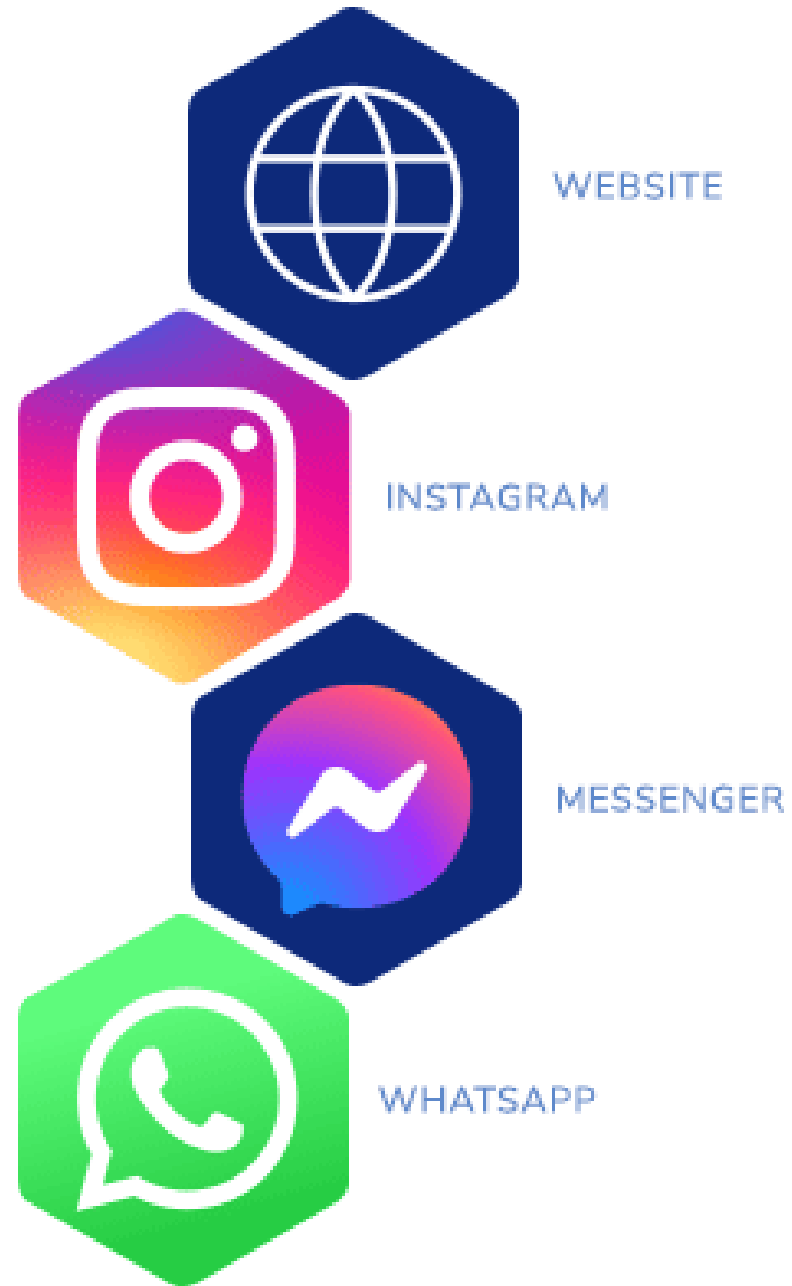
1st class FREE

**click here to download
your free class voucher**



offer only applies to one voucher per person.
Voucher must be presented at the class.
This offer is valid for your first class with JoJo's only.

How will you follow up enquiries?



Create your post like normal... then click boost


Need to edit an image?
Try canva.com

Get Active
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<https://inspireageneration.com/participant-register.../>



Local IAG
wheelchair bas...

Participant - Register for your Local IAG Course - Inspire A Generation
Register now for a fun six-week wheelchair bas...

440 People reached 1 Engagement - Distribution score **Boost a Post**

Like Comment Share

Comment as Get Active

Add a button

The image shows a configuration panel for a button. At the top, it says "Button" with a help icon. Below is a dropdown menu labeled "Button label" with "No button" selected. A list of options is shown below the dropdown, with "No button" checked. The options are:

- No button (checked)
- Book Now
- Learn More
- Shop Now
- Sign Up
- Send Message (with subtext: "Get messages on Messenger, Instagram and WhatsApp")
- Send WhatsApp Message
- Call Now

Other visible elements in the background include a toggle switch labeled "issues," and a radio button.

Select your target audience

Edit audience ✕

Select the location, age, gender and interests of [people](#) you want to reach with your ad.

Gender ⓘ

All Men Women

Age ⓘ

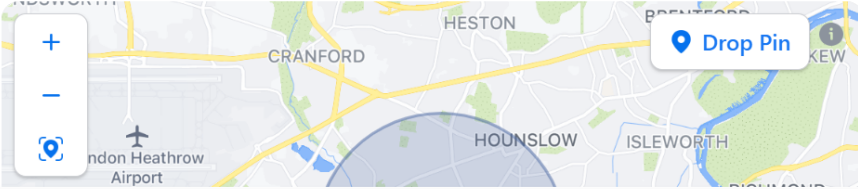
18 65+

Selecting an audience under 18 will limit your targeting options to location, age and gender. [Learn more](#)

Locations ⓘ

Locations
Type to add more locations

United Kingdom
(51.4547, -0.3809) + 2 km ✕



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 40.4K-47.5K ⓘ

★ Potential reach is now estimated audience size

Select when you want the ad to run

Duration [?](#)


Days 7 ⊖ ⊕ 📅 End date 5 May 2022

Total Budget [?](#)



Country, currency
GB, GBP Change

Estimated 242-700 people reached per day





£ 14.00 ✎



Add payment method and click “Boost Post”!

 Payment method 

You may receive more than one bill for this ad. [Learn more](#)

[Add Payment Method](#)

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#)

 [Need help?](#)

[Boost Post Now](#)

Get ready to respond to enquiries



Hi Susan, your nearest walk is on a Friday at 11am it starts at North Harrow underground station, HA2 7SR.

Would you be interested in attending this walk?

Yes!



Great, I'll send you some more information over the next few days and a reminder the day before.

1 DAY LATER



Hi Susan, here is a short video about our walking groups.

Watch video



You won't need any specialist clothing or equipment. Aim for comfortable clothes and sturdy, comfortable shoes or trainers 🧦. We have tea and a chat afterwards, so it's not all just about walking! ☕



Our walking groups are open to everyone, so you might want to ask a friend to come along with you.

Oh yes, I'll ask Jean if she can make it



Extra tips

Reporting - key metrics

Reach: the number of people who have seen the ad.

Impressions: number of times your ad has been viewed.

Frequency: average number of times an ad has been viewed by an individual. Generally an ad frequency of 3-5 is optimal, any higher than this and an ad loses its effectiveness and gets creative fatigue.

Clicks: the number of clicks an ad receives.

Click-through-rate: the percentage of people who click an ad out of all the people who saw the ad.

Click-through-rate = clicks / impressions

Ways to optimise your ads

- Imagery A/B testing (experiment with different ad formats, messaging etc)
- Messaging A/B testing
- Monitor ad frequency - generally, you want to keep ad frequency below 3-5.

Tools

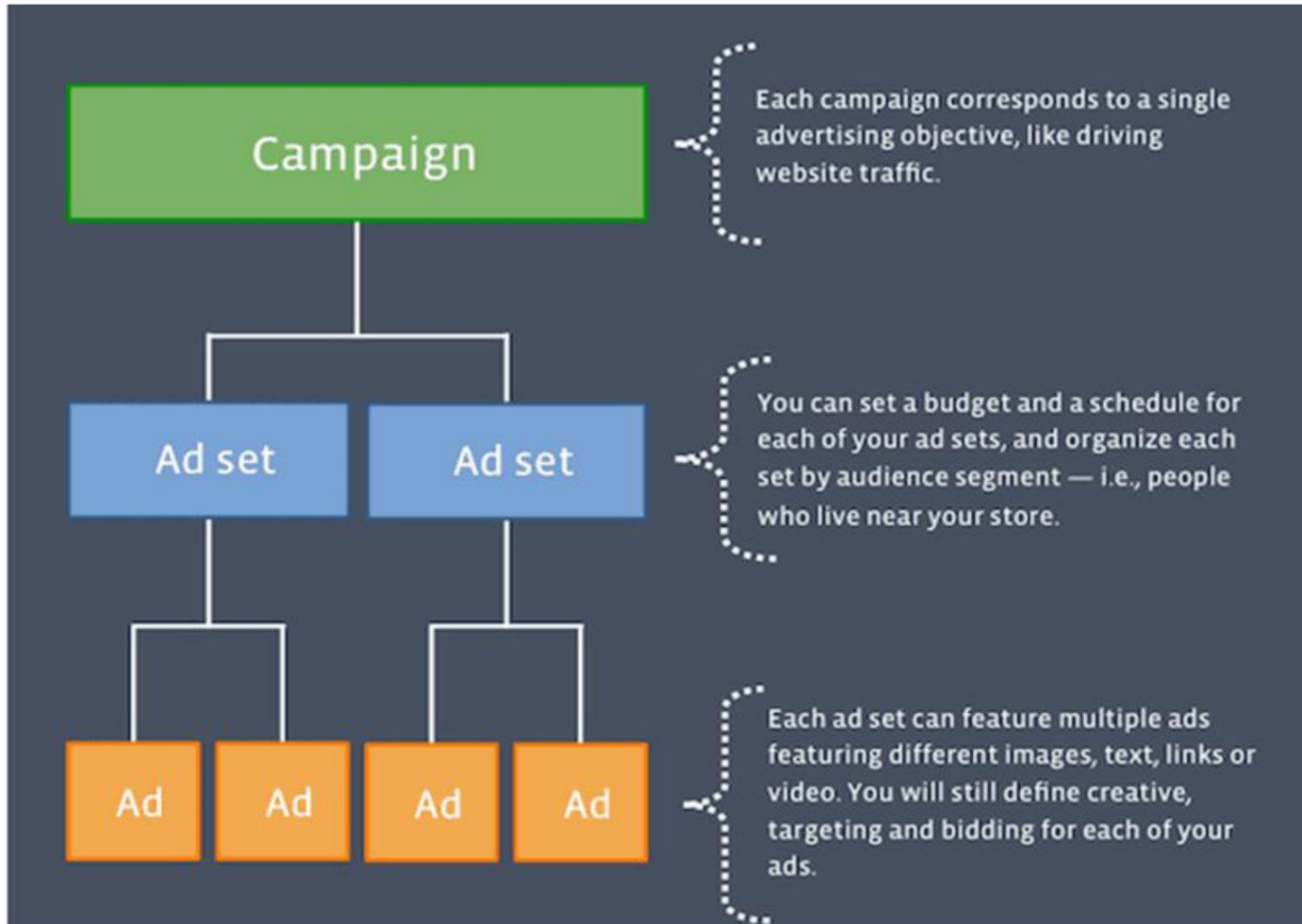
- . Facebook ad library:

<https://www.facebook.com/ads/library>

- . Facebook audience insights:

<https://www.facebook.com/business/insights/tools/audience-insights>

Multiple ad sets



Questions?