



What works when promoting local activity opportunities?

Chris Norfield

Today.

- 1 What works when advertising local sport and physical activity sessions?
- 2 How to pick the right channels to reach your audience
- 3 Top tips on content and offers.

What works when advertising local sport and physical activity sessions?



Your 4 step marketing plan

Digital marketing can
make each of these
steps easier

1

Identify who your most likely or ideal customers are.

2

Advertise your session in the places they are.

3

Ads should grab their attention and make it easy for them to express an interest in your session.

4

Support them to turn up and take part.

Why the focus on paid social ads?

- All marketing activity has a cost to it (time, effort, money)
- Within digital marketing there is so much you *could* do
- But when starting out its better to focus on one or two approaches that you can quickly test if it works for you
- For promotion of local activity opportunities - we think paid social is the easiest place to start

Your 4 step marketing plan

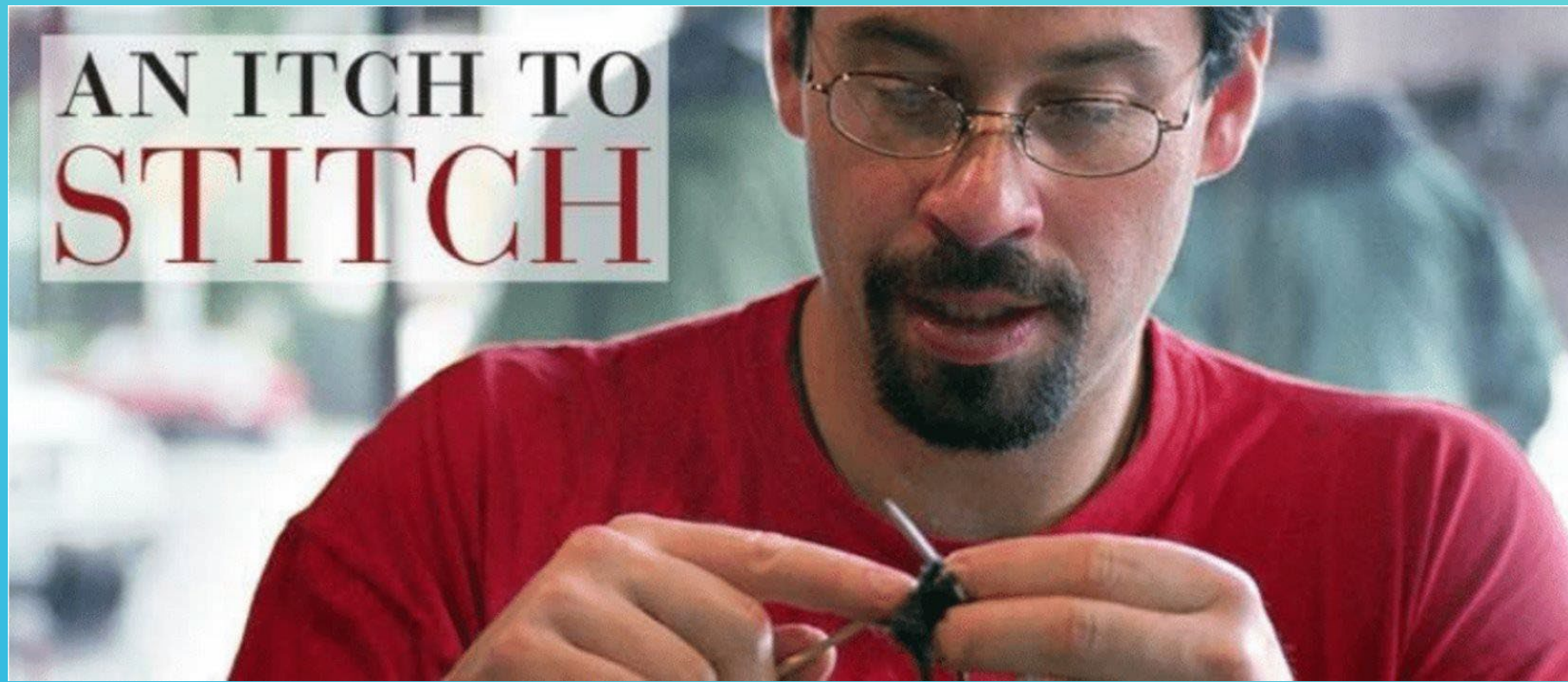
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- 2** Advertise your session in the places they are.
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- 4** Support them to turn up and take part.



1. Who are your customers?

- What is the profile of your current attendees?
- Do you have any specific target audiences in mind?
- If your session is for younger people, who is actually responsible for booking and getting them to the session?

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

Custom Audiences: Add Custom Audiences or Lookalike Audiences

Exclude | Create new

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

Detailed description: This is a screenshot of the Facebook Ads 'Create a saved audience' interface. The 'Audience Name' is 'Example audience - walking groups'. The 'Potential audience' is 'Potential Reach: 11,000 people'. Under 'Custom Audiences', there is a search bar and an 'Exclude | Create new' link. The 'Locations' section is highlighted with a red circle and contains a dropdown menu set to 'People who live in this location'. Below this, a location is selected: 'United Kingdom' with coordinates '(51.5010, -0.2032) + 2 km'. A map shows the location of Kensington in London. At the bottom, the 'Age' range is set to '55 - 65' and the 'Gender' is set to 'Women', both of which are also circled in red. The 'Create Audience' button is at the bottom right.

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...](https://hounslow.gov.uk/summer20...)
Find free and low cost sessions near you [LEARN MORE](#)

Like Comment Share

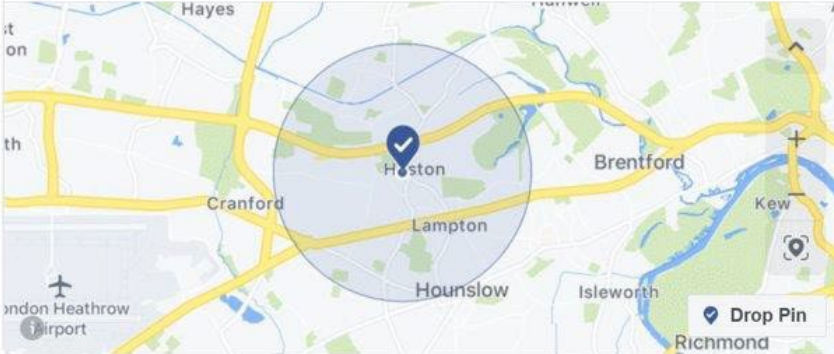
Locations

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 live in Heston

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 - GDPR)
- Customer list targeting (uploading customer email lists - GDPR)
- Lookalike audiences

Activity

- Post in the chat your activity and your most likely attendees
- *Walking Group: Women, aged 55+, within 1km of Regents Park*
- *Preschool gymnastics: Parents of children under 5, living within 5km of Woking Leisure Centre*

What works when advertising local sport and physical activity sessions?

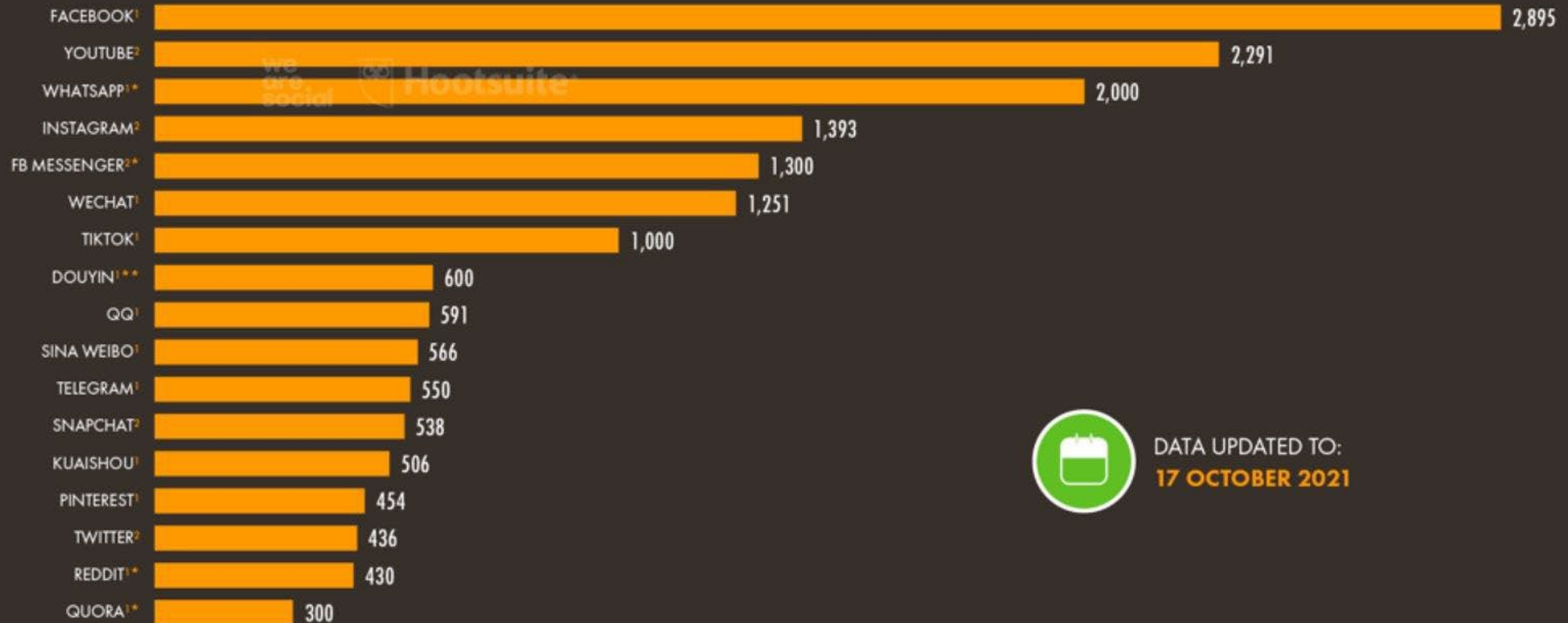
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Social media channels users

OCT
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
17 OCTOBER 2021

Recommendation: If you are trying to reach adults



Facebook

Good reach, great for targeted advertising + you get Instagram ads as well.

Full Facebook Ads webinar available for free on the Digital Marketing Hub - digital.cimspa.co.uk

The basics of the Facebook approach

- Create posts with an eye-catching image or video.
- Your call to action should include a registration form, or sending a message.
- ‘Boost’ the post to show it to people who live within 2km of the venue.
- Follow up with everyone who registers to answer questions and remind them to attend the session.

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



HOUNSLOW.GOV.UK/SUMMER20...

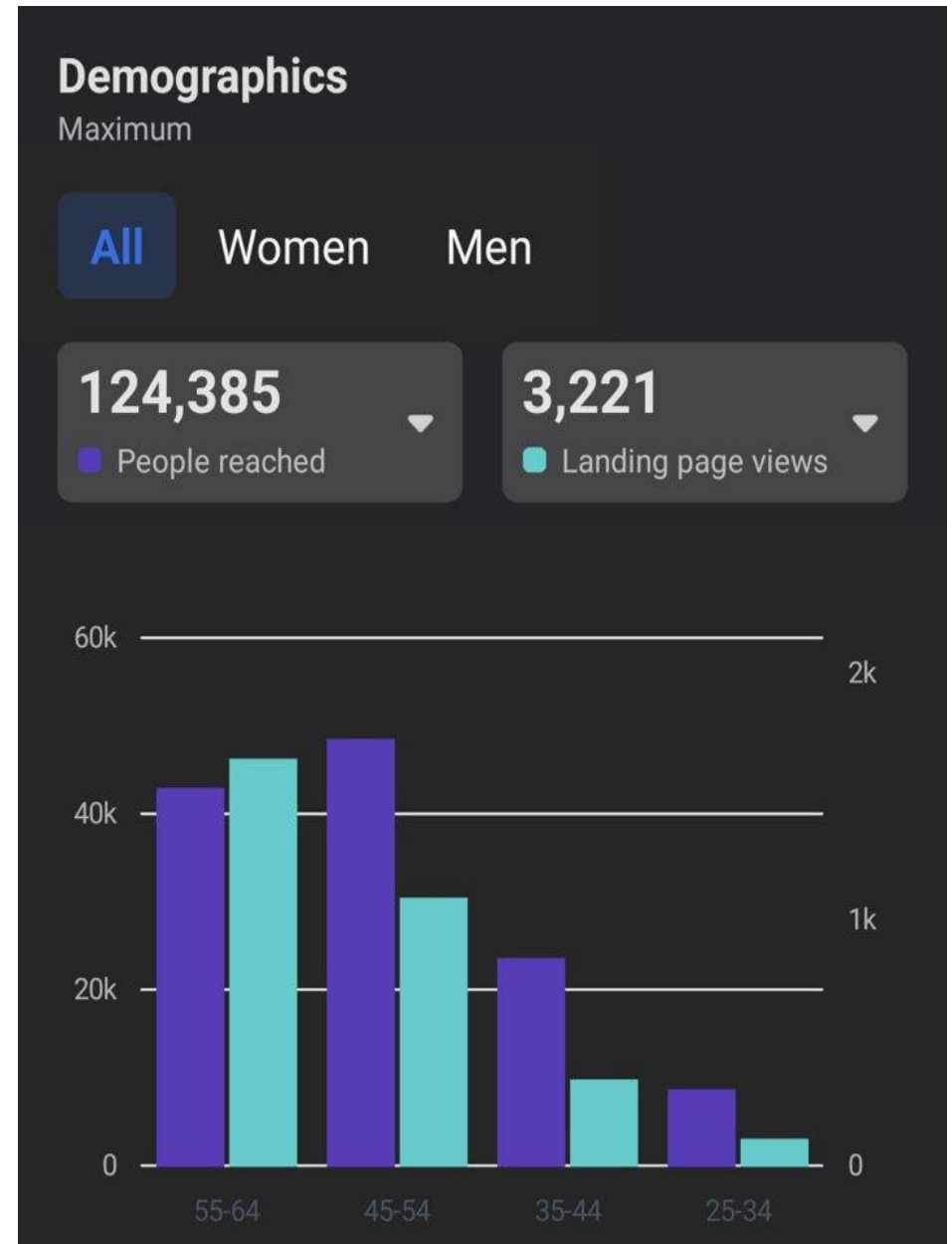
Find free and low cost sessions near you

[LEARN MORE](#)



But the Facebook approach doesn't work as well for under 35s!

- Lower reach, fewer people engage and so it costs more to reach the younger audiences on this platform.



Why doesn't our Facebook approach work for younger audiences?



Use of Facebook by younger people is declining (but only by 2%).

Why doesn't our Facebook approach work for younger audiences?

1

Use of Facebook by younger people is declining (but only by 2%).

2

Younger users scroll faster, and are less likely to respond to this direct marketing approach.



Why doesn't our Facebook approach work for younger audiences?

1

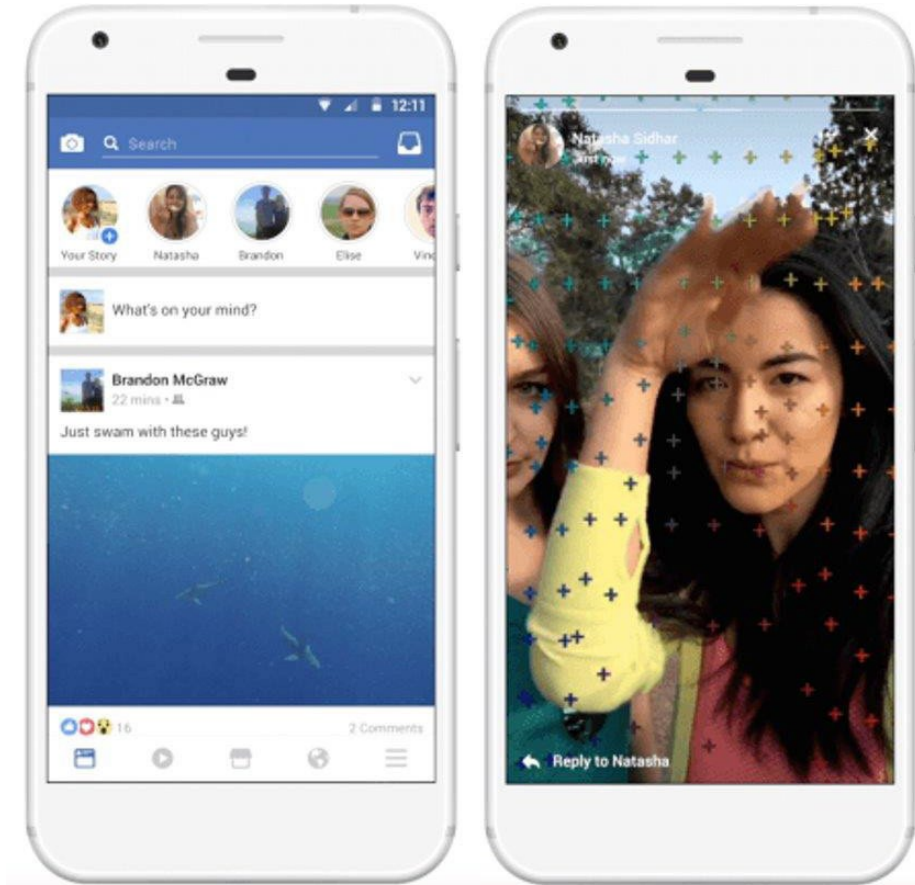
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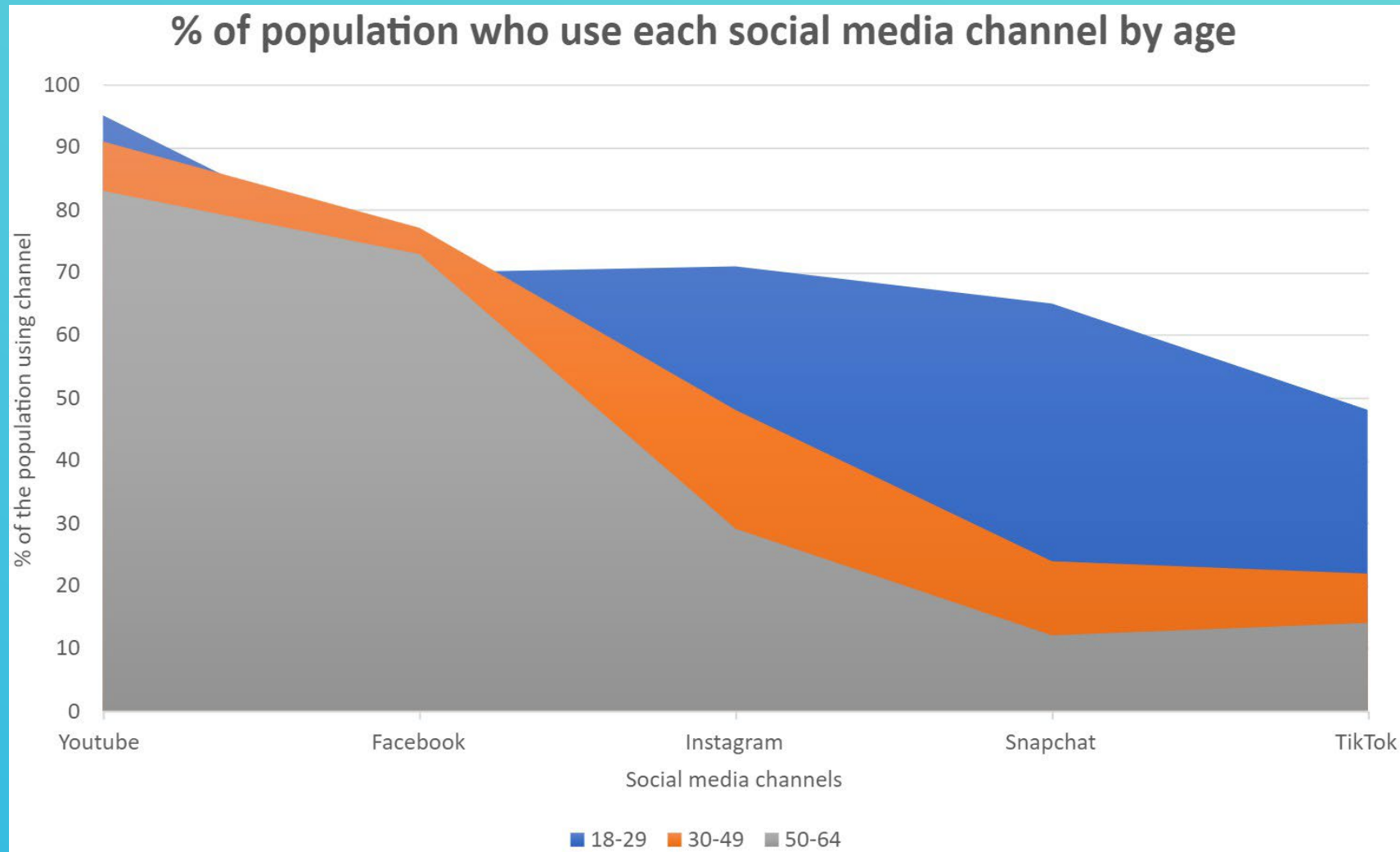
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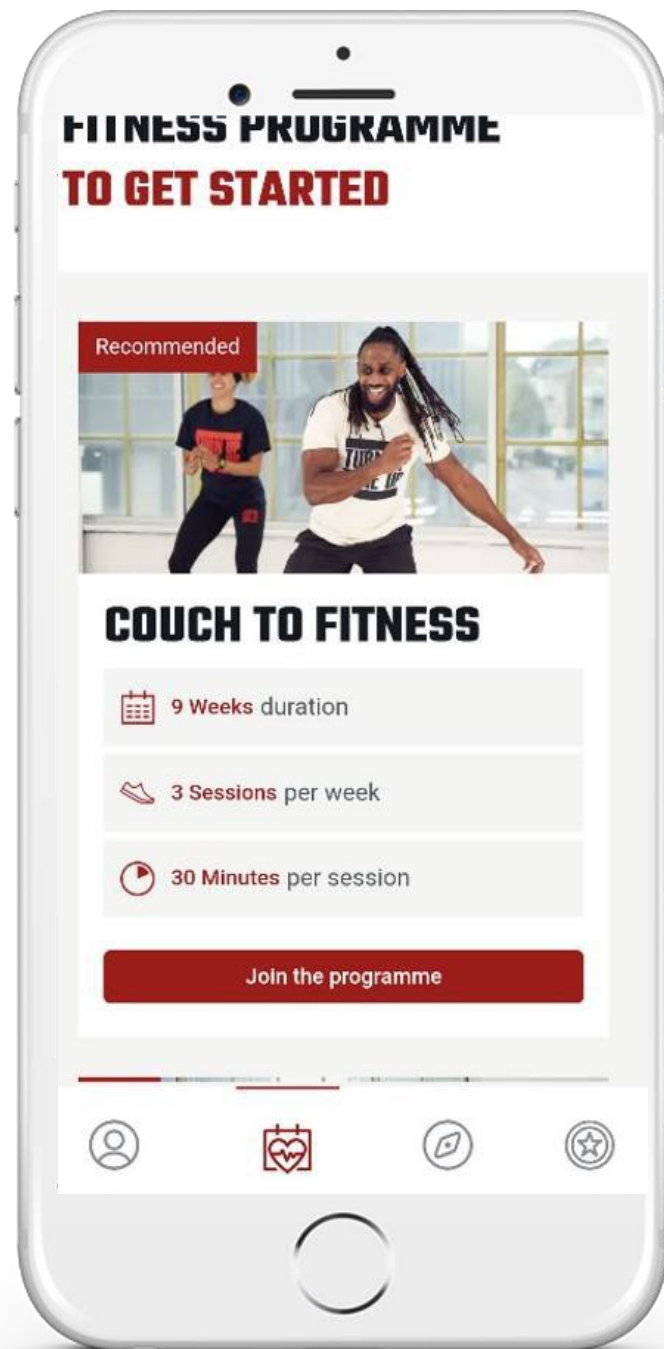
3

Newsfeed vs Stories and Reels entertainment format.



Social media channels (younger audiences)





Testing these channels to reach younger audiences - Couch to Fitness

May 2022 campaign

- Facebook + Instagram
- YouTube
- SnapChat
- TikTok

Facebook / Instagram

Results

- £2,251 spent
- 1,924 people clicked
- 1.17% click through rate

Pros/cons

- Used postcode targeting to reach specific audiences
- Ads run on Instagram and Facebook by default
- Multiple placements (i.e. newsfeed / stories / etc)



Couch to Fitness

Sponsored · 🌐



If you want to get active but don't want to be locked into a gym contract, then why not try our FREE at home online fitness programme funded by the National Lottery.



couchtofitness.com

Try Couch To Fitness

Get active from the comf...

Learn More

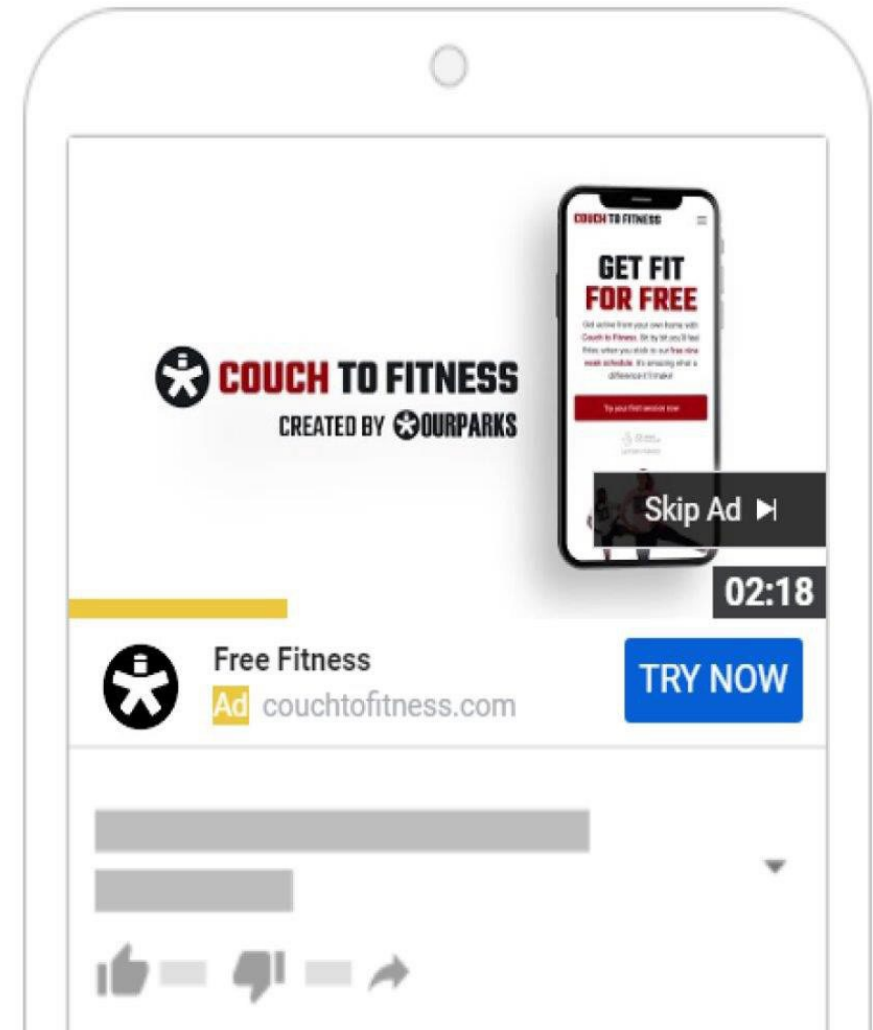
YouTube

Results

- £1,500 spent
- 934 people clicked
- 0.16% click through rate

Pros/Cons

- Skipable instream placement
- Lowest click through rate
- Acts as an awareness driver - rather than a direct response campaign



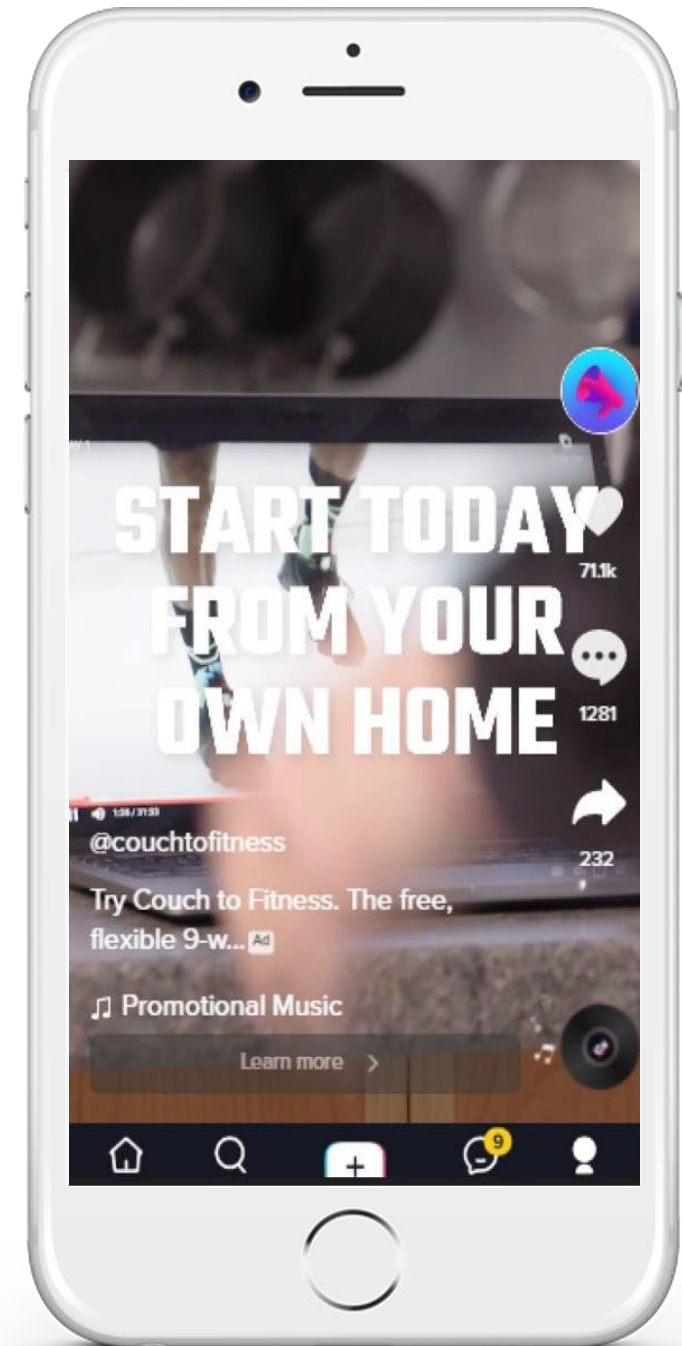
TikTok

Results

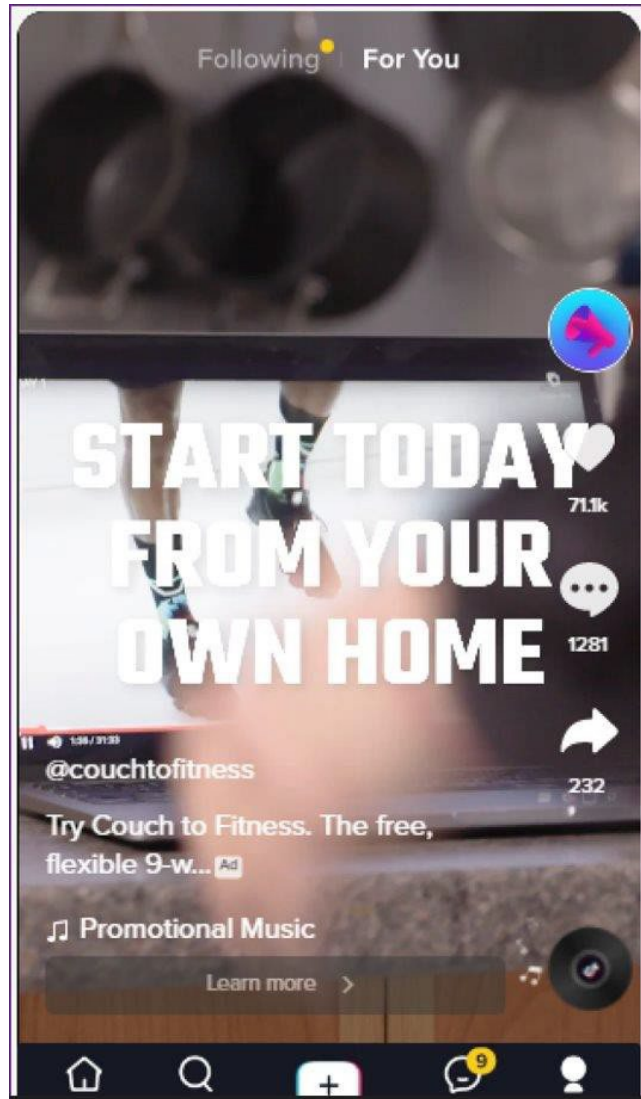
- £1,500 spent
- 6,665 people clicked
- 0.93% click through rate

Pros/cons

- Comparable click through rate to Facebook/Instagram
- Lowest cost per click across campaign
- Location targeting ability limited



TikTok



Location ?

United Kingdom x

🔍 Please select your target territories.

▼ 🇬🇧 England

- Bristol
- Greater London
- ▶ Greater Manchester
- ▶ Merseyside
- Nottingham
- ▶ West Midlands
- ▶ West Yorkshire

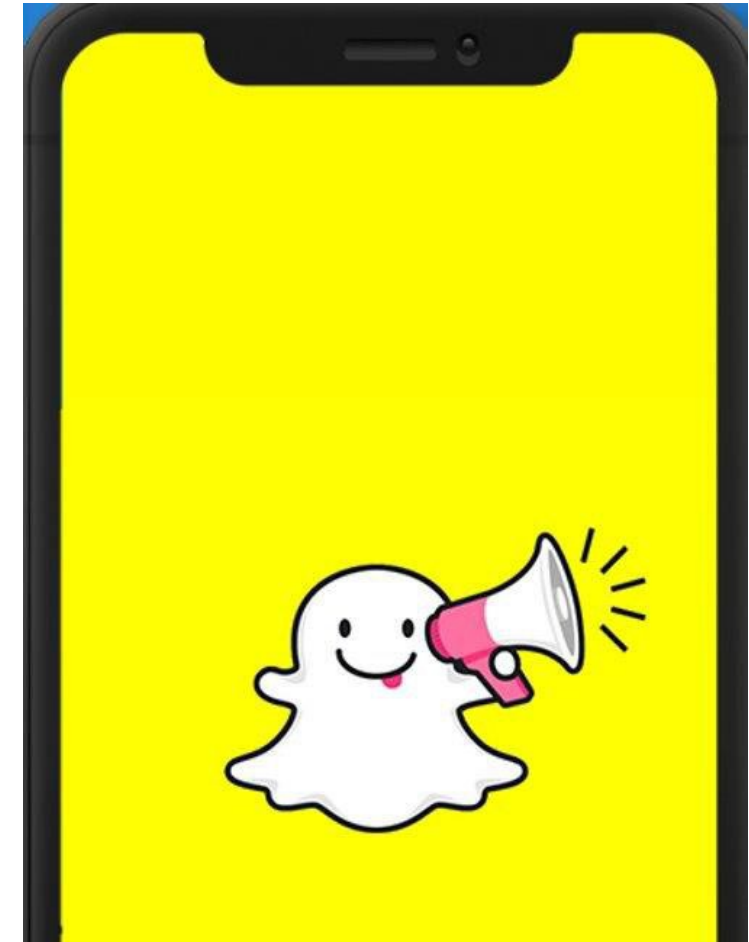
Snapchat

Results

- £1,500 spent
- 6,830 people clicked
- 0.78% click through rate

Pros/cons

- Click through rate slightly lower than other social channels
- On site conversion was much lower
- Audience targeting features less robust than others



Recommendation: If you are trying to reach younger people directly

1

Instagram

Good reach, great for targeted advertising + you get Facebook as well as back up.

2

TikTok

Rapidly growing userbase, Well set up for cheaper advertising (but not hyperlocal yet).

Full 'engaging younger audiences' webinar available for free on the Digital Marketing Hub - digital.cimspa.co.uk

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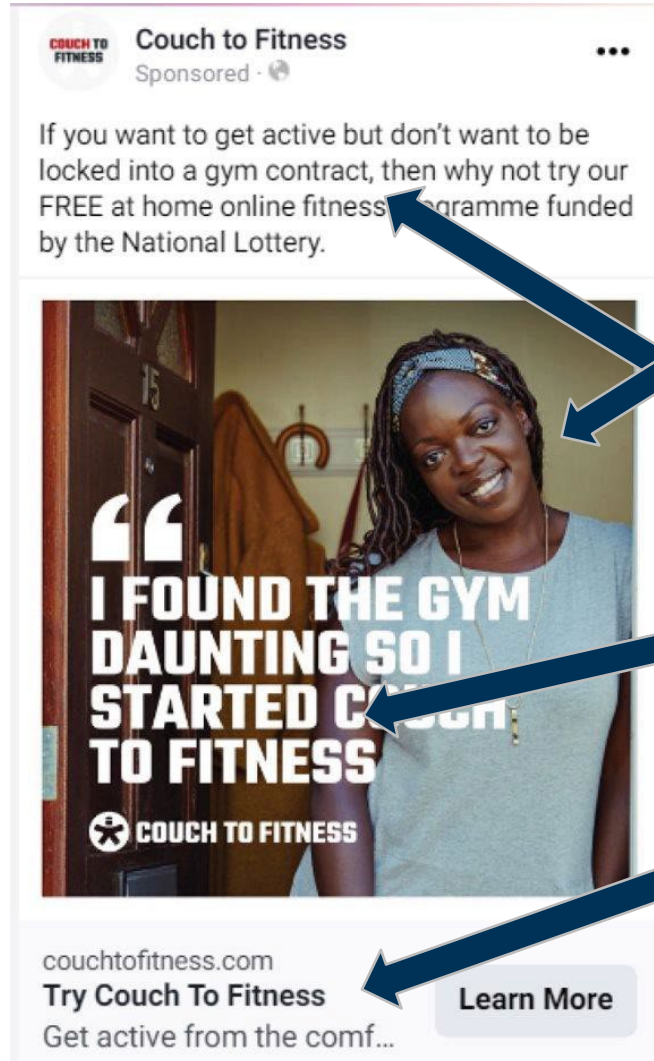
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Grab their attention and make it easy for them to express an interest in your session.

4

Support them to turn up and take part.

What kind of content works? (FB/Insta feeds)



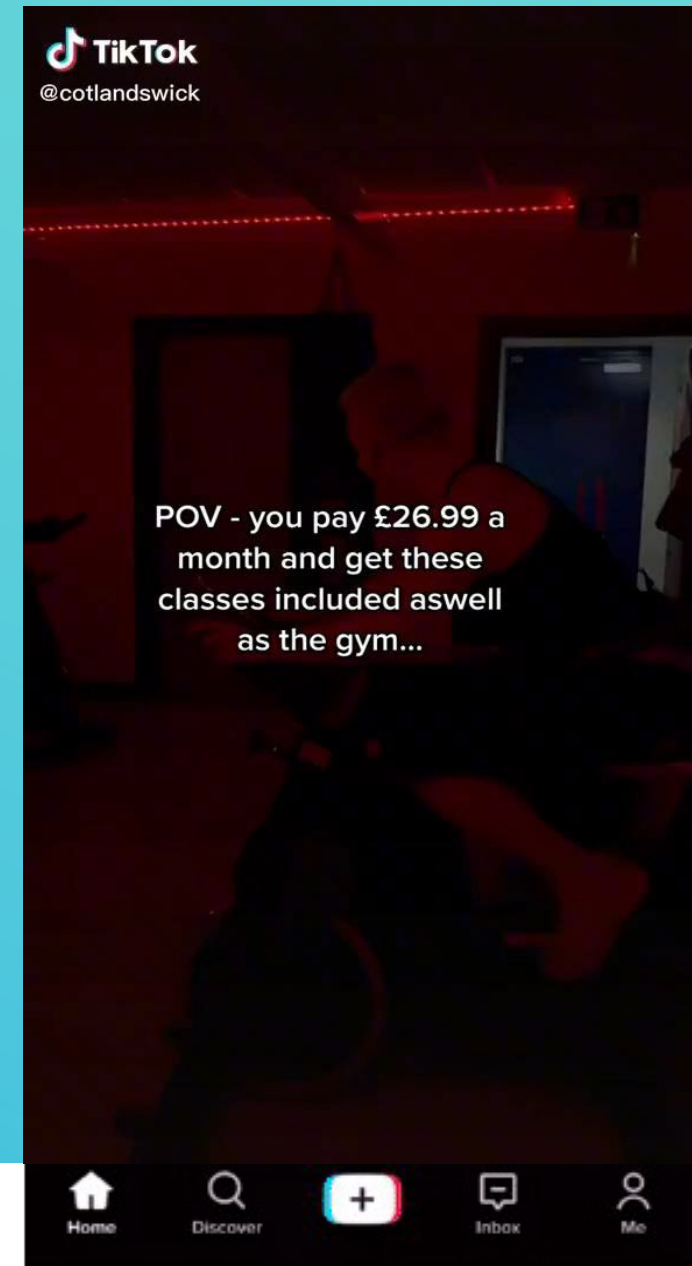
FB/ Instagram Newsfeed/Grid approach:

- 1 Engaging image or video to stop scroll
- 2 Identify the problem your user has
- 3 Show how your session can help
- 4 Simple call to action

What kind of content works? (Video first platforms)

(TikTok / FB Stories / Instagram Reels)

- Sound on
- 15-30 seconds long (first 3 secs important)
- 9:16 aspect ration (i.e. portrait video)
- Trends / cultural moments
- Looks like native content



Other content ideas

1

Challenge trends.



Other content ideas

1

Challenge trends.

2

Contests.



Other content ideas

1

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Contests.

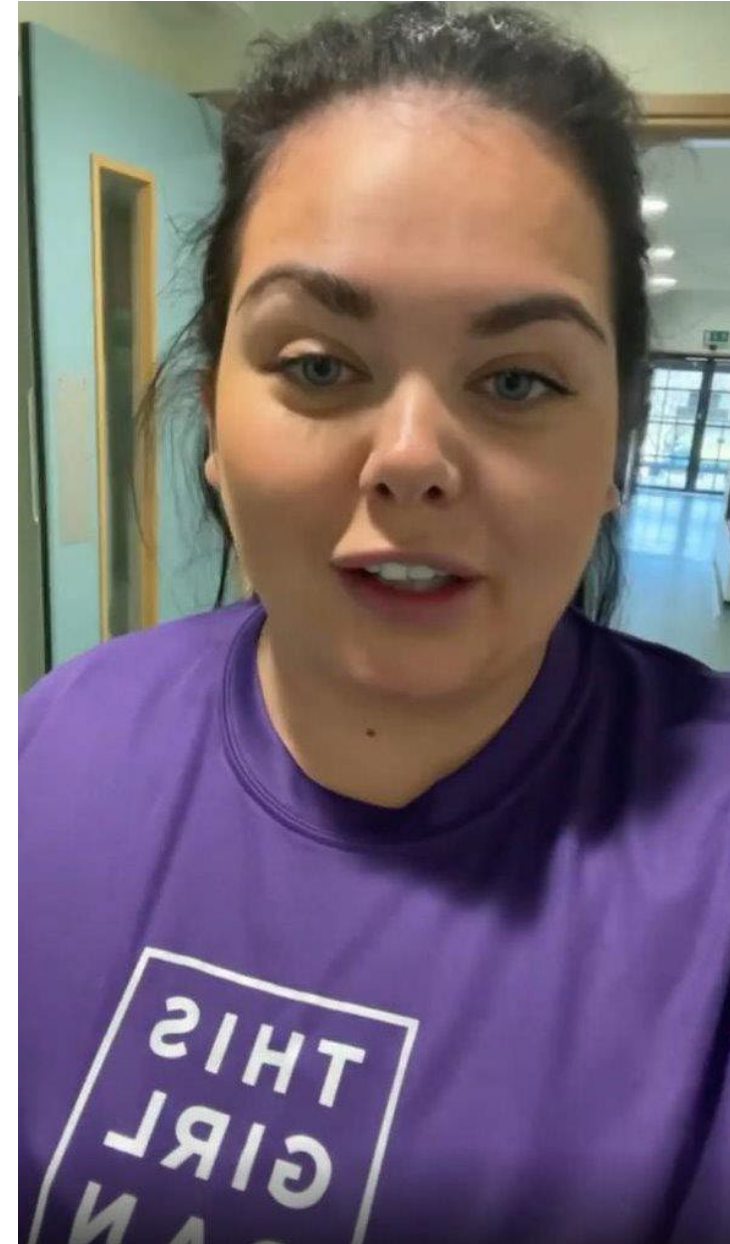
3

Guides.



Other content ideas

- 1 Challenge trends.
- 2 Contests.
- 3 Guides.
- 4 Influencer partnerships.



What works when advertising local sport and physical activity sessions?

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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.

Make it easy to express an interest

Link to external site

- Registration form on your website
- Eventbrite

On social media platforms

- Fill out a lead form on the social media platforms
- Send message
 - Direct
 - Messenger
 - WhatsApp

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Support them to turn up and take part.

Ways to follow up + support

- Email, SMS, Messenger
- Create and send content that answers questions, builds confidence and reminds them to actually attend!



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

Ways to follow up + support

- Email, SMS, Messenger
- Create and send content that answers questions, builds confidence and reminds them to actually attend!

1 DAY LATER



Hi Susan, this is a reminder that your nearest health walk is taking place tomorrow.

Will you be able to attend this walk?

Yes I will attend

No

Yes I will attend



Great, the meeting point is outside the station entrance. Here is a map. You might want to make a plan of how you will get there.



North Harrow
Subway station · Station Rd

Open map

Ways to follow up + support

- Email, SMS, Messenger
- Create and send content that answers questions, builds confidence and reminds them to actually attend!



Your 4 step marketing plan

Who are my most likely or ideal customers?

Where can I reach this audience?

What is the offer I'm asking them to register for?

How will I follow up with them to encourage them to turn up?

Takeaways

1

Paid advertising to reach target audience

2

Pick the channel(s) best work for your audience

3

Create ad content that grabs attention

4

Make it easy for people to express an interest

5

Follow up to support them to get started

Questions?

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