



The ultimate Facebook guide for fitness, sport and leisure

 Digital Marketing Hub



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With thousands of Digital Marketing Hub members, we know that Facebook gives the best results of any social media platform. Especially at a local level where it can be used to engage clients and members very effectively.

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If you want to give your local business, club or centre a boost then use this guide to maximise the impact of your Facebook page. Learn the steps that will get results.





1

Create Your Page



Facebook Business Pages, unlike personal profiles, are designed for businesses, groups and organisations.


They allow you to connect with clients or members, reinforce branding, and are packed with unique features like ad creation, scheduled posts, targeted user groups, multiple admins, customer reviews, and performance analytics.


First you need a personal profile, and then you can create your business page from this profile. The name of your business page is incorporated into the page link. So make it the same as your business name. This will make it easier for people when they search for your business name.

You can also edit the URL to make it more memorable or easier to search for.



Just because you are making a business page, doesn't mean it should be formal and boring. Inject loads of personality into your page layout and posts. People love to get a feel for what it's like to take part in your sessions or activities. If someone visited your page, what would their initial reaction be? Would they get a true sense of what it's like to get involved?



 **CrossFit LEICESTER**
3.1K followers • 28 following

[Book Now](#) [Message](#) [Follow](#)



 **Hackney Judo Club**
1.4K likes • 1.6K followers

[Message](#) [Like](#) [Search](#)



2 Build Engagement

The first step to building engagement is getting people to Like and Follow your page, to ensure they see your posts in their feed.

Start with your current clients and members; you want as many of them to be interested in your page.

Also think about any friends, family, businesses or connections you have who are positive about your business and could help promote what you do.

Use your personal profile to invite any of your personal Facebook connections to Like and Follow your page. This is a great way to boost early page engagement especially when you've just started.

Make sure some of your posts tag and mention clients or members. Simply type the '@' symbol and start writing their name. Whoever is tagged in a post will get a notification in their own Facebook feed to take a look at your post.



Facebook allows you to pin one post at the top of your Page feed. Use this feature to keep important or topical messages visible at the top of your page.

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It is estimated that 45 million people across the UK use Facebook, more than any other social media platform.
”



Get Fit Today

1.3K likes • 1.4K followers

[Message](#) [Like](#) [Search](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Services](#) [Followers](#) [More](#)

Intro

The very best in Group Outdoor Fitness. Get Fit Today in Northampton - Putting the FUN back in FIT

- Page · Fitness Boot Camp
- Park Avenue South, Northampton, United Kingdom
- Info@getfittoday.co.uk
- getfittoday.co.uk
- Closed now
- Price Range · \$
- Rating · 4.6 (67 Reviews)

Featured

Get Fit Today

June 26, 2022 · 🌐

The air conditioning is always on and the sun is (normally) shining! Register now for a FREE taster session: bit.ly/GFT4Free





3 Eye catching Visuals

Maximise the use of images and visuals to draw people in. The human brain finds certain things irresistible, especially images of people and their faces, anything bright and colourful, and movement (basically videos!).

So the more you can incorporate these into your posts the more people will want to engage.

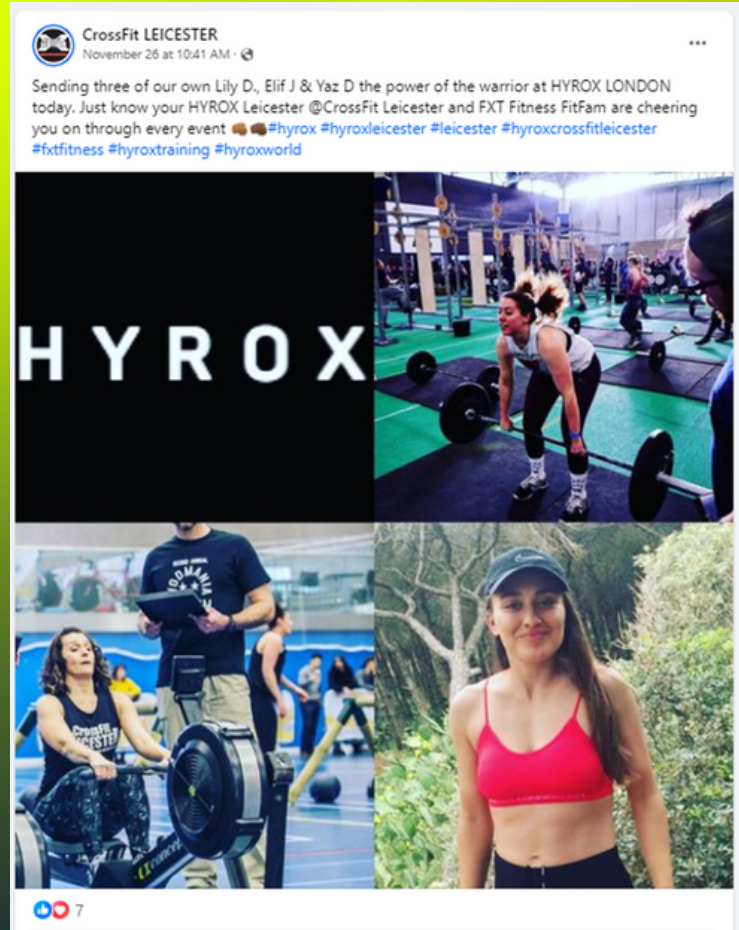
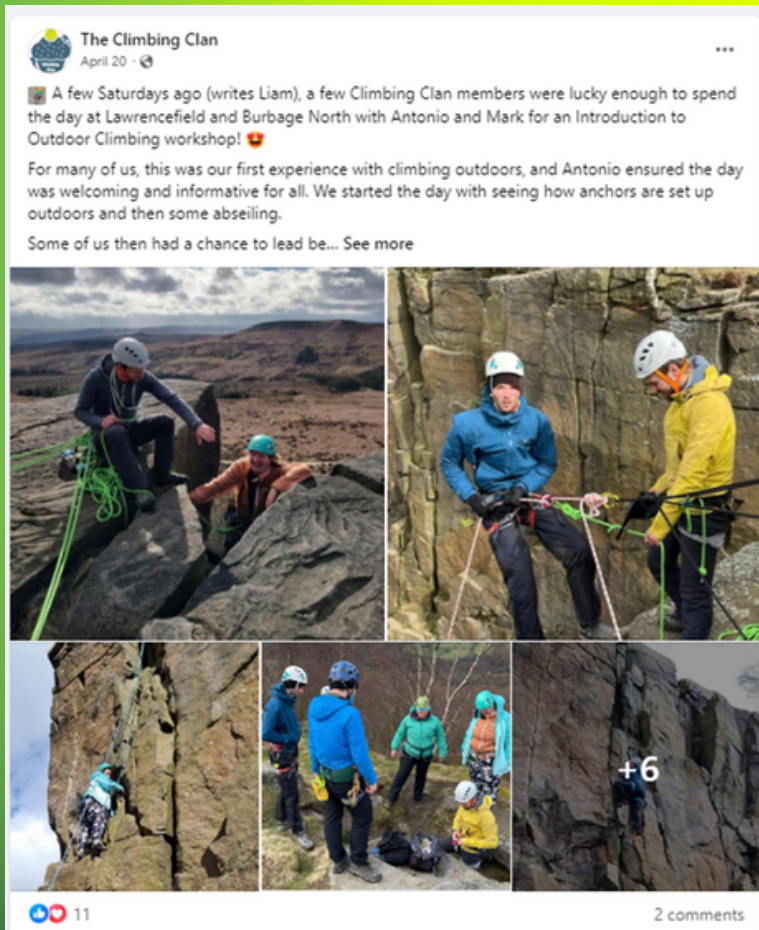
Post a range of photos that showcase what you do. These should include clients and members before, during and after taking part. Show people smiling, interacting and having fun, as well as being physically active.

Make sure you represent people at the different levels of ability you cater for. If you have beginner's classes, make sure you feature these in posts as well as more experienced ones.



Design a banner for your page which includes your club or business name, and a colourful image with people that showcases what you do. Use a profile picture that works with the banner so people can tell they are associated together.

Short videos, aka Reels, can also be excellent for boosting engagement. Try mixing in some of these along with photos and images.





4 Invite Action

Use the features of your Facebook page to encourage people to take action. Encourage your followers to share a post. This is effective for growing your audience and getting new people to find out about you.

Ask clients and members to leave you a review on your Page. Testimonials and star ratings are very powerful at convincing people that you are credible, and can highlight what people like best about your service.

Activate Facebook Messenger on your page so that your audience can contact you directly and privately. This feature is a great way for any new clients or members to reach out and ask questions.

You can also look into creating automated replies and using Facebook Chatbot to improve customer service.



There are lots of things you can get people to do with your Facebook Page. Keep your Call To Actions (CTAs) clear. For anyone new, give them one clear CTA such as 'if you want to find out more then send me a message'. For anyone who follows you, invite them to comment, or share a post. Perhaps ask your most loyal clients and members to leave a review.

The screenshot displays the Facebook profile for 'The Fitness Experts Harwell'. The profile picture is a circular logo with a stylized 'X' shape in green and blue. The page name is 'The Fitness Experts Harwell' with 885 likes and 961 followers. Navigation tabs include Posts, About, Mentions, Reviews (selected), Followers, Photos, and More. The 'Reviews' section shows a question: 'Do you recommend The Fitness Experts Harwell?' with 'Yes' and 'No' buttons. Below this, the overall rating is 4.7 (42 Reviews). A specific review from Jon Churchill, dated December 22, 2022, is visible, stating: 'TFE is not your run of the mill gym ! Fun, Fabulous and challenging classes with staff who love what they do and help you every step of your fitness and strength journey!'. The review has options to Like, Comment, and Share.



5 Get Professional

Make full use of your page's Professional dashboard. Review insights to understand how well your page is performing, and what content has been successful. Once you reach over 100 followers you can get audience specific analytics.

To help grow your audience explore the Ad Center and the Invite friends function. These are great options if you want to reach new people and grow your business following.

There are lots of different tools you can explore to enhance the experience of your Page for your followers. Use Fan Engagement to recognise your most loyal followers.

Get inspiration for your Reels and gain achievements for posting them. Use A/B testing to learn which Reels get the best engagement. Explore Messenger Settings with options for automated replies. Use the templates provided or design your own.



Don't feel pressured into using every function all at once. Get the basics in place first and then enhance your page according to your goal. Maybe you have enough followers but you'd like more engagement?

Or you might have good engagement from a small number of followers, so your aim would be to grow your audience. Always focus your efforts on what is best for your business.

A photograph of a woman with a pink headband and a black tank top, smiling and talking to someone whose back is to the camera. The scene is outdoors, possibly near a pool or a park.

Our best advice is to just get started!



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