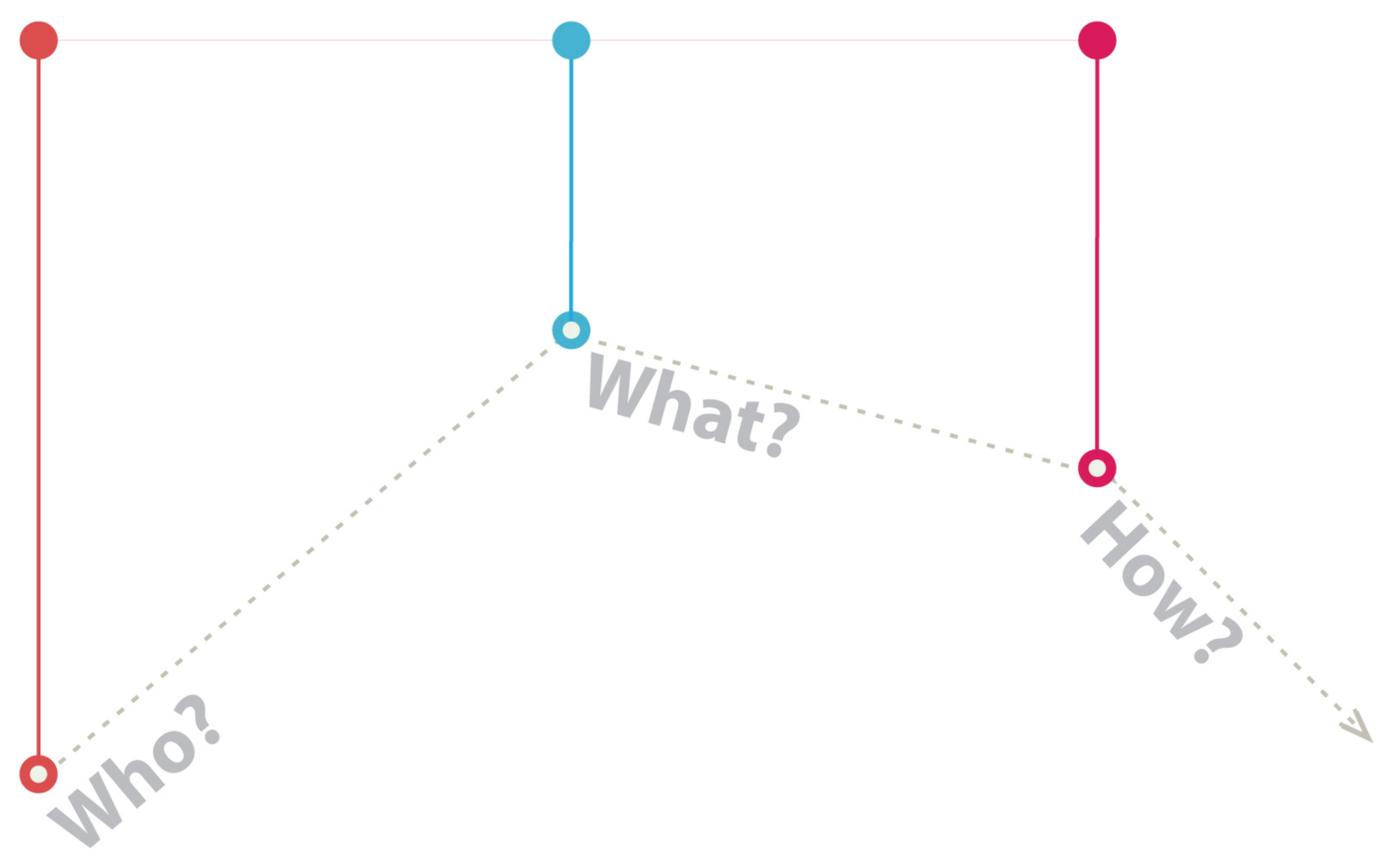
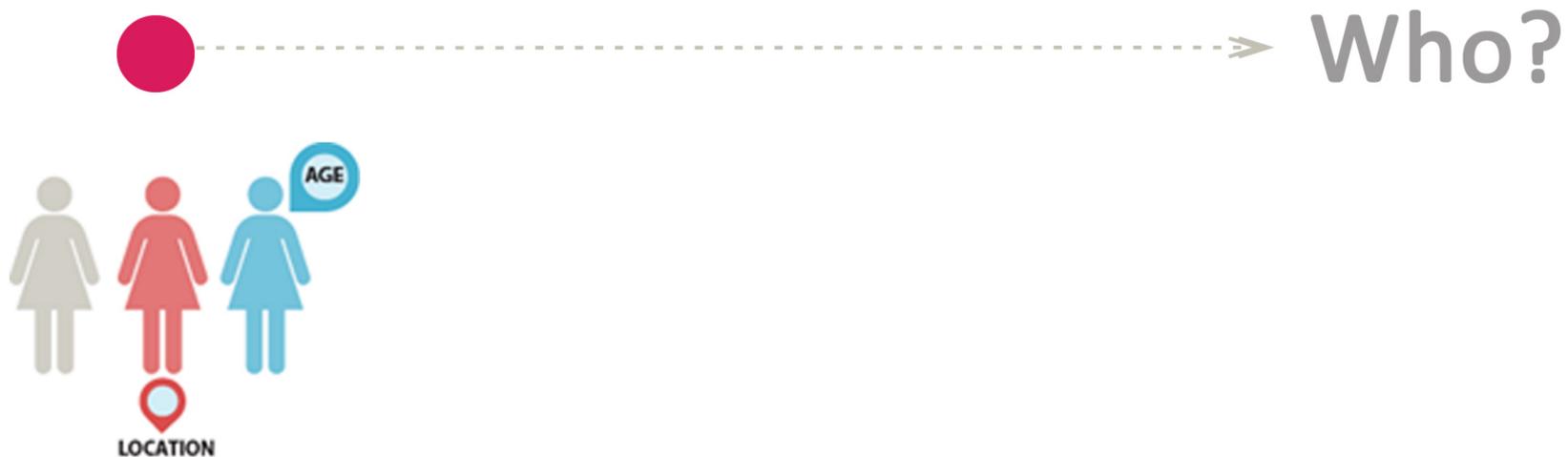


TOP TIPS FOR MARKETING SPORT AND FITNESS TO **WOMEN** AND **GIRLS**



How women communicate and how they relate to sport differs greatly from men, which is why **understanding the female market** is key to having a successful marketing strategy.



To launch a successful campaign it's important to define your audience in a way that is meaningful. Think about why some women play sport and others don't before considering basic demographics.

It is important to consider women's previous experiences of sport and how that may have shaped their attitudes towards sport. WSFF research found that girls today are still largely being put off sport due to their experiences of PE.

It can be helpful to consider certain demographics, particularly different life stages, and how those life stages would shape your offer and messaging. For example, new mums are going to shape their daily timetable around baby's schedule.

Research is key and the best way to learn about your target audience is by directly consulting the individuals you want to reach. Aim to learn how you can pitch your offer to meet their needs, motivations and interests.

If you don't have the chance to talk to them directly, listen in to what they may be saying elsewhere on blogs, forums and social channels e.g. mumsnet.com, Facebook groups and Twitter feeds using key words to search for conversations.



"WSFF Research has found a wide variation of demographics between highly active women (**doing at least three, 30 minute sessions a week**). That is, sporty women are of all ages and come from all backgrounds; it's their love of being active **that is their commonality.**"



"Sporty women are also more likely to be to **doing more than just one activity and participate in a range of activities.**"

What?

Once you've decided who you want to target, you need to determine what message will resonate with them.



How women and girls communicate?

The image and voice you use must be meaningful and engaging to your audience as well as convey the content of your message. And be sure to consider how compatible that message is with the channels you choose to promote through. E.g. conveying your message largely through visuals won't work if you wish to connect through radio!

Stereotypically, men and women communicate differently – men are more systematic whereas women are more empathetic, expressing feelings, gossip, and relate to real life experiences. Don't believe us? Compare poster adverts for Dove and Gillette to see the difference.

An empathetic communications strategy should encourage community as much as competition; speak like a normal, friendly person; and use visual language that reflects feminine aesthetics (**though everything need not be pink!**).

Employ connecting media channels by utilising brands that are talking with women (e.g. Dove), women talking with women (e.g. online forums and social channels) and third parties talking to women (e.g. style and health media).

Establishing a bank of content that can be used across various channels is very useful, so you'll always have things to hand such as individual and community case studies, quotes from spokespeople and visual references that reinforce your message.



What will resonate?

To tailor your message, it's important to understand what the motivations and other interests of your target audience may have. A successful message should appeal to your audience's key motivations and appeal to complimentary interests.

WSFF research has found that many women are motivated by fitness, having fun and social engagement. And girls' main motivations aren't too different but with a greater emphasis on being able to have fun with their friends.

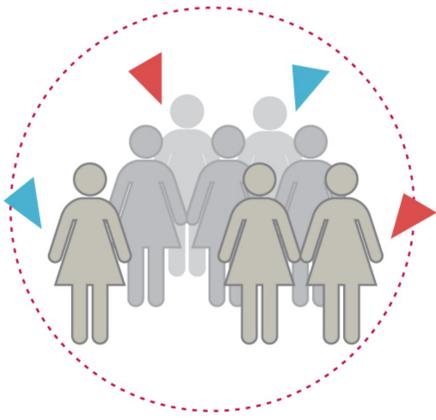
Depending on your offer and target audience, you may need to consider addressing some misperceptions about your activity. WSFF research found that many women and girls simply think 'sport' is only for the talented.

In addition to many culture barriers, teenage girls are telling us that they find school sport with limited choices in activities and don't enjoy participating alongside boys who tend to monopolise sporting activities and are aggressive in their play.

Considering your target audience's demographics can help you pinpoint some logistical barriers that they may face. Eg. working mums will think there is no time; students may prioritise study and be cost sensitive

BARRIERS

How?



The next step is deciding **how** best to get your message out to your intended audience.



Using the correct channels

Identify channels that will reach your audience en masse. In Great Britain, 21 million households (83%) had Internet access in 2013 and 36 million adults (73%) accessed the Internet every day, 20 million more than in 2006. But also consider where else your audience 'hangs out' and how they access information.

Be sure to vary the mediums you employ – on average, you need to repeat your message a minimum of seven times to be noticed but be sure to strike a balance between annoyingly repetitious and reinforcing your message by using different styles and formats (e.g. blogs, video clips as well as traditional advertising).

A website, reflecting an image and using a voice understood by all potential audiences, is a communication minimum. Even after being recommended by a friend, women said that they would still look online for more information. Therefore, it is imperative to ensure that the user experience is considered and information easily accessible.

Aim to build a community, bringing together like-minded people, and create a relationship with your audience – Facebook pages easily facilitate this. Be sure to collect email addresses from your audience, you're giving yourself a direct channel through which to engage with them and steadily build a database.

Role models play an important part in inspiring women and girls to participate in sport, illustrating **'if I can do it, you can too'** and can endorse women and girls' participation in sport.

You must ensure that the role models you choose to promote your activity are appropriate for your audience and their motivations.

Role models for women and girls are like-minded people who are both inspiring and **"real"**. E.g. both Jenny Craig and Weight Watchers promote stories that their target audience can identify with.



Role Models



Pricing

Women are bargain hunters so it is important to think about a pricing structure that represents value for money and incentivises your participants to keep coming back... and perhaps bringing along new participants with them!

Consider how you can package your pricing to overcome barriers like childcare or parking expenses, as well as missed sessions.

However, avoid making your activities free as this undervalues your service and simply isn't sustainable.

We Need Case Studies!

We're looking for excellent examples of sports delivery programmes and would love to hear how you, or others you may know, have marketed and promoted your initiatives.

We want to know what worked well for you, what didn't work so well and what could be done better. We'd love to hear from you.

Whether you're a teacher working to get children more active, you've started a running club, a football team or a rambling group we want to hear about what you are doing and how you're engaging women and girls in sports and fitness using excellent marketing and promotions practices.

To submit your case study please take the survey [here](#). We'll then be in touch for more details.

