

Us Girls

A simple guide to marketing your project



Introduction

This book shows you how to use marketing to get Leannes along to your groups and classes. You don't need to learn any marketing jargon. Just follow the proven techniques explained in this book.

I will help you identify what you need to do and what you can forget about. This contains many standard marketing techniques translated into plain English. It also covers techniques that I've learnt over the years.

It's important to understand that you don't need to be a marketing 'expert'. You just need to follow the proven techniques in this book.

You can write your basic marketing plan in under an hour. And in fact I'd suggest that you do write one quickly, try stuff out and then come back and re-write it based on what works, rather than trying to get it perfect first time round. Marketing isn't a science, it's a collection of techniques. You have to get stuck in and try stuff out. You can't do it all academically and expect it to work. Try stuff – if it works do it again, if it doesn't then change it in some way.

You don't
need to be a
marketing
'expert'

It works

This guide is based on the most practical and useful tricks and techniques from:

- Commercial marketing
- Social marketing (e.g. stopping smoking, eating more fruit and vegetables)
- Make Sport Fun's sports and activity marketing campaigns
- The sports and activity marketing campaigns of others from around the UK and around the world.

None of it is revolutionary or new. It's just what works.

Marketing here means anything that gets more people into your groups, classes or project. It covers:

- Partnership work
- Referrals and word of mouth
- Facebook
- Competitions
- Outreach work
- Search Engine Optimisation
- Advertising
- Email marketing
- Texting
- Twitter
- PR

Stages of activity marketing plan



In this book I will show you how to plan out your marketing using the standard 5 stages of marketing plans. However the planning makes up only a small part of this book, and most of it is focussed on tools, tips and tricks for implementing your promotion.

About me

I'm John Ainsworth from Make Sport Fun.

We run fitness, sports and activity marketing campaigns. We're obsessed with fitness marketing, sports marketing and activity marketing.

We believe sport should be fun (hence the name – Make Sport Fun). We don't preach. We don't lecture. We just help people find an activity they want to do, somewhere close to them, at a time that fits with their schedule. And it works. In a recent campaign 70% of people we talked to started an activity.

Our campaigns are incredibly targeted and fantastically cost-effective and because of this we're hired by the Department of Health, PCTs, National Governing Bodies, personal trainers, local councils, Transport for London and many more organisations to help them get people active.

Karen Keohane from StreetGames asked me to write this guide to help Us Girls projects to improve their marketing. I hope you find it useful.



John Ainsworth
Make Sport Fun



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Situation analysis

It's harder to get to where you want to be without having figured out where you are now. The good news is that this isn't complicated. It's just a matter of jotting down information you already know and deciding which bits are important and relevant.

SWOT analysis

The first thing to do is to conduct an analysis of your strengths, weaknesses, opportunities and threats (SWOT). The strengths and weaknesses are things about you or your organisation, and the opportunities and threats are things about the wider environment.

If you're stuck trying to identify your strengths, weaknesses, opportunities and threats then here are a few ideas of where to start:

- New technology or products that are being introduced
- The priorities of key stakeholders
- Partnerships you have
- Groups outside your organisation who have an actual or potential impact on your campaign
- Resources including level of funding, staffing and expertise
- A look at past performances and the success and failures of campaigns including the image and reputation.

Step two is to match your Strengths and Weaknesses with relevant Opportunities and Threats.

Strengths with Opportunities	look for how you can maximise on these
Strengths with Threats	look at how you can use your strengths to minimise these threats
Weaknesses with Opportunities	think of outsourcing these areas to people who have strengths in this area
Weaknesses with Threats	think about outsourcing or whether you really need to be providing this service or offering.

This SWOT work will inform the next stage of your marketing plan.

Situation Analysis for a local kickboxing club

Macro-environmental analysis

- 36,000 people took part in Chinese martial arts in the past 4 weeks
- Interest in martial arts is increasing
- Beijing Olympics was taking place Summer 2008

Micro-environmental analysis

- 20 students per club at the moment
- 26 clubs in London, Bristol, Oxford, Reading, Herts, Milton Keynes, Watford, Ireland, West Kent and Sweden
- 50% conversion rate of first time visitors to the club into permanent members
- Good standard of teaching

SWOT analysis

Strengths

- Great teaching
- Great website
- Good skills amongst

Weaknesses

- Low budget
- Low Google ranking at the moment for some key terms

Opportunities

- Increase interest in Chinese martial arts
- Beijing Olympics

Threats

- Other clubs
- Lack of awareness amongst potential members



Target audience

You can't afford to communicate with each person as an individual, and communicating with everybody as one group doesn't work. Segmentation is a very useful halfway house as it groups people together into segments which have similar attitudes and behaviour with regards to sport. This is by no means perfect, but is the best approach in many situations.

The best example of segmentation nowadays is Tesco who have used the information from the Tesco clubcard to help them dominate the market.

In 2007 Sport England created the market segmentation which the Us Girls project has used to identify our target audience as Leannes. They created this segmentation model based on an enormous amount of data, and it is very robust. On top of that there has been a lot more research into what about activity particularly appeals to Leannes.

What Leanne is like

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terrace house. She is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, down the Local or at bingo.

We're very fortunate because nearly 72% of Leannes would like to do more activity. We need to show these groups how sport can be fun, easy and popular, rather than boring, difficult and lonely.

We also know which activities most appeal to Leannes, what marketing messages to use and what marketing media to use (e.g. online, word of mouth, Facebook, etc.). We will go into more detail on each of these later in this guide.

Within the segment you choose you should nearly always target those who are already intending to change. You will get the biggest results from this group, and it works long term too. The technical name for this approach is the stages of change model.

More generally we know that Leannes are:

- 18-25
- Likely to have children (41% of them live in a household with children)
- 21% are students or unemployed, 43% are employed full time and 36% are employed part time
- 23% do activity 3 or more times per week
- 33% do activity once or twice per week
- 44% do no activity.

Maps

It's now possible to easily and quickly create a map showing where the Leannes in your area live.

First go to www.sportengland.org/segments.

Market Segmentation



[Home](#) [Segments](#) [Sports](#) [Characteristics](#) [Raw data](#) [Case studies](#) [Resources](#) [FAQs](#)

Choose segments from the menu

Welcome to the Sports Market Segmentation web tool

Why do some people play sport? And why do some simply not want to join in? Sport England has developed nineteen sporting segments to help us understand the nation's attitudes to sport, their motivations and barriers. For more detail on the development of these segments click [here](#).

Using this site you can:

- Find out more about [Segments](#) and answer questions such as 'what is the dominant segment in my local authority area' or 'which segment lives within the catchment of my sports centre' or 'where can I find Leanne?'
- Explore a particular [Sport](#) and answer questions such as 'which segments are more likely to play my sport' or 'which segments play team sports' or 'in this area, where are the people located who are more likely to play tennis?'
- Investigate further [Characteristics](#) about the segments and answer questions such as 'where are people located who would like to play sport to lose weight?'

Possible output formats include:

-  Maps of your area of interest with query results overlaid.
-  Bar charts showing results within chosen catchment areas.
-  Tables containing the query results.

Additionally you may download a tabulated export of the raw data in order to perform your own analysis and plots.

Percentage of population from chosen segments

- above 80
- 40 to 80
- 20 to 40
- 10 to 20
- 0 to 10
- 2 to 5
- 1 to 2
- 0 to 1
- equal to 0
- none
- other
- unknown
- none



Map showing the percentage of population from chosen segments in the Oxford area. The map is color-coded according to the legend, with Oxford city center showing a high percentage (red/orange) and surrounding areas showing lower percentages (yellow/green).

[Filters](#) [Options](#) [Print](#) [Export](#)

[View map](#) [View bar chart](#) [View tabular data](#)

Market Segmentation

Home Segments Sports Characteristics Raw data Case s

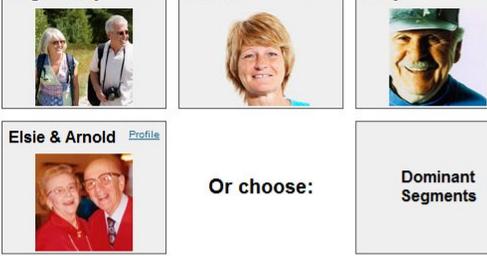
Choose Leanne from the options of segments



Select one or more segments to analyse

 Ben Profile	 Jamie Profile	 Chloe Profile	 Leanne Profile	 Helena Profile	 Tim Profile
 Alison Profile	 Jackie Profile	 Kev Profile	 Paula Profile	 Philip Profile	 Elaine Profile
 Roger & Joy Profile	 Brenda Profile	 Terry Profile	 Norma Profile	 Ralph & Phyllis Profile	 Frank Profile
 Elsie & Arnold Profile	Or choose:	Dominant			

Roger & Joy [Profile](#) Brenda [Profile](#) Terry [Profile](#) [Name](#) [Profile](#) [Deborah & Phillip](#) [Profile](#) [Frank](#) [Profile](#)



Elsie & Arnold [Profile](#)

Or choose:

Dominant Segments

Scroll down and choose your area by using the Local Authority option or by looking at a radius around a central point

Set location / area of interest

England

Local Authority

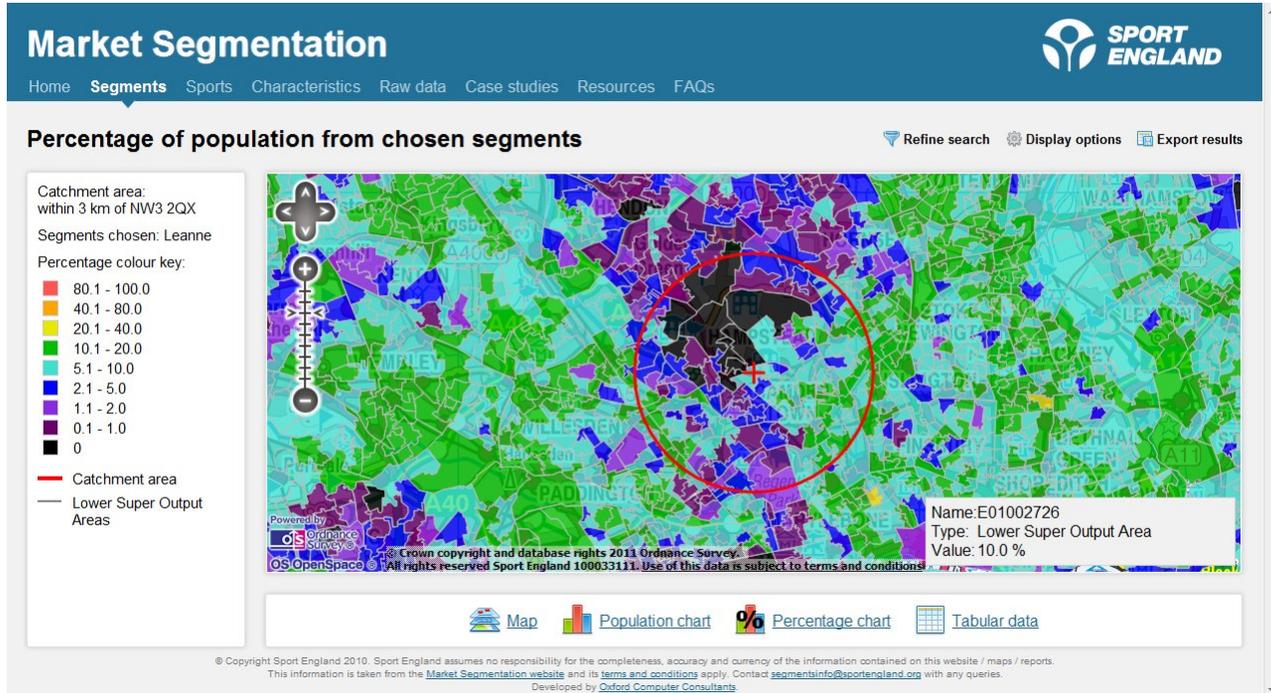
County Sport Partnership

Postcode E.g. OX1, OX1 2, OX1 2EP.

Sports Facility Begin typing to find your place.

For sports facilities and full postcodes, please specify the radius of interest around the location
(Note that this is ignored for partial postcodes)

Radius km



The tool will now show you a map of where the Leannes live in your area. This allows you to focus your efforts in the right area.



Objectives

Communication and marketing objectives should be designed to support existing objectives around getting more people active. Marketing needs to link and help existing projects, clubs, groups and activities, not work on its own.

The first thing to do is to define your campaign objectives and goals, remember they need to be SMART (Specific, Measurable, Achievable, Realistic and Timely). E.g. get 15 Leannes to each of our 4 groups (Zumba, Boxercise, Dance fitness and Gym).

It is very helpful if your marketing objectives are crystal clear before you start work on trying to reach them.

Kickboxing club

I identified that my Kickboxing club had a great website with a good Google ranking. There were about 3,000 visitors to the website each month.

Most people stayed on the website for less than 30 seconds and there were only 4-5 new visitors to the club each month.

I therefore identified the objective as an increase in the number of visitors to the website who then visited the club.



Marketing mix

Promotion

There are two elements to your promotion.

- Key messages - what you say
- Media - marketing materials you use to say it.

Key messages

Research has shown that we see 3000 marketing messages every day. A web page only has 10 seconds attention on average and an advert only has 2.5 seconds to get someone's attention. It's therefore key that we get our messages right on our marketing materials, because we don't have much time to get someone's attention.

The most effective way to promote your activity is to show that it is fun, easy and popular. These are the everyday words for some very well-tested and effective marketing concepts (improving perceived benefits, increasing self efficacy and changing social norms). What these boil down to is:

Fun "Will I enjoy doing it?"

Easy "Can I do it? Is it close enough? Can I afford it?"

Popular "Will I get on with the other people there? Will they welcome in a new member? Will I look stupid, or will I fit in?"

It's all about
showing that your
activity is fun, easy
and popular

We've done years of research into what messages are most effective for promoting activity to Leannes, and have summarised the results of that research here.

Headlines

The most important part of your marketing materials is your headline.

The most effective headline that we have ever tested is “Free activity taster sessions”. This has got double the results of any other headline we’ve tested. We therefore suggest you use this, or something similar. Other similar options include:

- Free activity session for 16-25 year old women
- Free swimming taster session
- Free aerobics taster session

Fun and popular

Depending on the space you have in your marketing materials you then need to get across 1-3 extra benefits of taking part, and make it very easy for them to get started.

When you're promoting benefits you should focus on benefits that Leannes are interested in.

- Losing weight
 - You could mention that your sessions burn a certain number of calories, or give an example of how someone in your class has lost weight
- Social aspects
 - Let people know that your session is friendly and welcoming
- Women only sessions
 - If your sessions are women only then this is a key benefit for most Leannes so make sure to mention this.

Easy

In order to make it easy for Leannes to get started in your activity you'll need to give them some key information:

- Where is it?
 - Is it in a convenient location, near to where they live, study or work?
- How much does it cost?
 - Most Leannes will pay a reasonable amount for an activity (up to £3/ session) but it's a very good marketing idea to make the first session free so they can try it with no risk.

Swimming

In a variety of Google Adwords campaigns we found that the most effective messages were:

- Swimming pools near you
- Disability gyms near you

Hounslow

The Hounslow marketing materials had a picture of a young woman having fun on the front, and the text was focused on fun, friends and fitness because this is what the marketing plans said they should focus on. It also talked about getting back into doing an activity you'd done before (in this case netball).

Girls get going in Brent

They were careful to make sure that the kind of information they were putting on the intranet was similar to what they had on the posters. So it would have the same wording, colouring, image as on the poster. Then they would have a contact email at the bottom. To contact Marc or a student liaison contact.

Media

I have run dozens of activity marketing campaigns and researched dozens more. Some of them have been successful and some haven't. One of the common themes amongst the successful campaigns was that they had four stages:



Know

The Know stage is about catching someone's attention. You can't communicate with someone if they don't know you exist. We use this attention to capture their contact details (e.g. email address, phone number, address or getting them to follow us on Facebook).

Link

Now we link people who are interested in doing sport or activity with somewhere to do the activity of their choice.

Try

The try stage is based around a low barrier to entry opportunity for someone to try the activity in a taster session.

Repeat

The repeat stage is your regular activity. You're probably much more accomplished at putting on regular, high-quality activities than I will ever be, so I won't say much about this.

Media - Know

The Know stage is about catching someone's attention. You can't communicate with someone if they don't know you exist. The normal thing to do at this point is to try and give someone too much information. Instead what is successful is to capture someone's contact details at this point.

This helps in two ways.

- It stops people from stopping paying attention from information overload
- It gives us the ability to communicate with them again for much less cost.

The reason that this gives us the ability to communicate with them again for much less cost is because we don't need to work nearly so hard to get their attention the next time. They've asked us to communicate with them, we have their permission. Therefore we don't need to spend nearly so much time and money the next time to get their attention. And getting people's attention is what most marketing money is spent on (just think about how much of the adverts you see on TV are really about the product, and how much are funny, attention grabbing pieces).

At this know stage nearly all our efforts (in our advert, poster, flyer, mail drop, etc.) should be put into catching someone's attention and convincing them to sign up to receive future marketing from us. This could use any of the following:

- Search Engine Optimisation
- Search Engine Marketing (online advertising)
- Posters
- Leaflets
- Flyers
- Social media
- Partnership working
- Referrals
- PR

London Tigers

In order to promote the classes they have given out flyers in schools and shopping centres and have posted information on their existing social media outlets. They've found that so far word of mouth has been the most effective type of marketing, with friends telling each other about the classes available.

By October 10th 2011 the fitness classes have about 5 new 16-25 year olds turning up so far. The Football programme started 2 weeks ago and had 11 people turn up, but the numbers have dwindled since. The badminton sessions can take a maximum of 10 people and have 8 participants at the moment.

Girls get going in Brent

Marc says "from speaking to students it's quite obvious that some students buy into different promotional techniques." He's therefore used a few approaches for his promotion. He used the student intranet, posters, texting, sport ambassadors, announcements in classes, information at induction time, the young people's fair and the sports fair.

Positive Futures

Most of the people they're reaching aren't in to traditional sports like football, hockey and tennis. They don't like idea of it. So in her marketing Nikki's focussing on the fact that they're classes aren't sport, they're physical activity.

The taster sessions have been a fantastic promotional tool for them. The next most successful marketing tactic has been word of mouth. It's been a slow build. Since then they've also started putting up posters around local colleges and schools, leisure centres, partners and in other local venues.

Partnerships have been effective for them. Good partnerships have included community centres, youth provision, local leisure centres, housing associations and schools. For example - the local housing associations have agreed to put something in their newsletter. Other partnerships have included work with leisure centres. Positive Futures will put on a class as a taster at a leisure centre and if enough people turn up then they'll set up a regular session.

Some community centres have asked Positive Futures to put classes on there. At Anfield community centre Positive Futures have put on classes and both they and the community centre have invited people to attend. Promotion here has included putting up posters and presenting to existing groups.

They're now trying to work with schools too. They go into schools and run 6-week programmes which include a variety of activities. Then they signpost people to where they can do the activity they enjoyed the most.

After people have attended classes Positive Futures then stay in touch via newsletter about what else is going on.

Trelya

One of their key approaches is to hang out on the street to get to know young women. They have workers whose job it is to find groups of girls on the street, say hello and have a chat and a bit of a laugh. They have a skateboard park near a local estate, where there are normally some girls that happen to be watching. It's quite easy to get started talking to them. Then after seeing them a few times and getting know them a bit they will try and engage them in one of their activities.

They also attend high profile events like the health fair at local college. They ran a workshop at the recent health fair, managed to reconnect with some women that they hadn't seen for a while and to connect with some new young women. They managed to get the contact details of 60 young women from that. 10 of them have already come to sessions and they are planning to follow up with the rest of them when they run their own big event.

In order to get this kind of results they had to put lots of time and effort into the health fair. They took 30 people to it, had music in the background and had 3 different activities going on including a wobble board challenge, a step up challenge and a drug quiz. They also gave out fun prizes that appealed to teenage girls, such as nail varnish and pencil cases. If they'd just turned up with some leaflets then they wouldn't have got such great results.

To attract women in they've used existing relationships with women in the community. For example a deputy head from a local school points them to girls who might be right for this programme who they then follow up with.

NE Music Factory

They focus on publicising events first, then give people the chance to sign up at the events.

To publicise the events NE Music Factory's tactic has been to go through schools and community organisations. Because they're a community organisation themselves they've been able to build good relationships with other community organisations. They also send out flyers through other orgs and get into other people's newsletters.

They tell the young people they already see to tell their friends and family about the events. This gets them referrals turning up.

They work with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events. With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event's coming up they go back and let them know the event is soon and ask them to put the poster up. Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire's accessories. Anna says "you need to put on your Leanne goggles when you're out and imagine where she's going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful."

The events themselves are big events, for example fundraising for breast cancer. They have a crew that come in and does performances, that gives people an idea of the kind of level they can achieve. Then they run taster sessions so people can try dance out for themselves. They ask for people's contact details, what area they live or work in and what activity they're interested in doing. So if women are saying they want dance in an area that they have one then they let them know. If they say they want it in an area where they don't have anything, then they'll set something up there.

To follow up with people after the event they're sending text alerts. This is the most effective approach they've found. They always send an email with attachments too. The email includes all the info they need, but the text helps make sure people are aware of it and remember to check the email.

Even after a session is started they have to carry on getting new people to replace old ones. Some people bring their friends to sessions, they advertise in a monthly What's On brochure. And they have a Facebook page. However with Facebook they've found that people want to connect with their instructor rather than the official page. When they talk to Naomi they know it's their tutor, not just whoever's answering questions on the Facebook page.



Partnership working

This is a great outlet for getting your messages out. It will probably need to be used in conjunction with other marketing materials.

This about what the other person/ organisation is getting. How can both of you benefit from this.

List of potential partners and what benefits they want.

- Sports Development Teams
- Council youth teams
- County Sports Partnerships
- Children's centres
- FE colleges
- Schools
- Community Centres
- Shops
- Council
- NGBs
- Also think who else you have in your network. Any partners can be useful.

Things these partners might do for you include:

- Story about you in their email newsletter
- Story about you in their paper newsletter
- Refer people on
- Give out your flyers or posters
- Retweet your message to their network
- Put up a story about you on their website
- Put details of your classes in their event listings
- Let you put on a taster session for their existing members.

Bristol Council and 2nd Chance

A major part of their promotion is partnerships and referrals. The goal is to create a lot of referrals and word of mouth through partners. A range of organisations are involved in the project, all of whom disseminate information out to their networks. They also work with community workers in the area to get referrals.

The existing neighbourhood partnerships are helping, who have ways of reaching Leannes that the council doesn't because they're part of the community.

They've created a leaflet with details of all their groups in it to help partners to signpost people to them rather than for direct promotion. "Paper leafleting on its own isn't the best way of getting Leannes or any young people to sessions," says Nicola.

Getting mentions in other people's e-bulletins, newsletters, and an article in a community newspaper called Up Our Street.

Another way they get referrals is by going to existing groups at community centres (e.g. young mums groups, girls groups) and helping to link them up with existing activities or putting on new ones for them. They even take in taster sessions to the groups.

Hackney Us Girls project

Sarah worked with the council's Youth service to bring in people for one of their classes. This was particularly effective because people were walked over to the classes, so it was easier to get everyone there. It was the most effective of their promotions.

Sarah's planning on doing more work with partners as this has been so effective. She's also planning on making the sessions more social, getting everyone to walk to a session together and then going for a coffee afterwards.

For the mums class Sarah's now working with children's centres, midwives and the Hackney Family project to promote the classes.

Girls get going in Brent

Last year they did mass student inductions. At these they talked to the students about all of the activities that were on offer. However the students are bombarded in the first 2 weeks. So they're trying to streamline that. If they're targeting 16-19 year olds then they'll just go into classes where those people are. A linked technique they're going to try is to start with student sport ambassadors. The ambassadors will work alongside the events team, they'll go into tutorials and tell people about the activities on offer. This would be an official role in the college for them.



Referrals – word of mouth

Word of mouth is the best kind of marketing you can get – if you can get it.

The biggest thing that can help with getting word of mouth is having a great offer that people want to talk about. But there are some things you can do to help increase the word of mouth you get.

Ask for it

You will get some referrals without asking as long as you're providing something that people enjoy, but it's easier to get referrals if you actively ask for them. Get your instructors to ask people each week to tell their friends about the class and to bring their friends and family with them to the next session and you'll see an increase in the results you get, even without using the other tips in this section.

Also ask people to promote the classes to their friends on Facebook. By asking people to tell their friends about it on Facebook you'll be reaching their whole network in one go.

People you should ask include

- Existing members
- Friends and family
- Employers.

Provide give-aways

Offer a free prize to anyone who brings a friend along. This could be a cheap class for them, some equipment or something non-sport related.

Hackney Us Girls project

Lot of people have heard about it through word of mouth, people have brought a friend or sister with them. They also provide a free swimming voucher, and that's worked well for referrals. Lots of people are telling their friends about the free swimming voucher.

Badders in the City

They've been giving away a free badminton racquet to anyone who brings a friend. They started off by planning a maximum of 70 racquets to give away, but have found it works so well that they're continuing with the offer.

Zumba class fills up with Facebook

NHS Trafford run a Zumba class during term time. They had just started running it, and there weren't that many participants. Someone who came thought it was a great class, and told all their friends about it on Facebook. The next week they had a full class.



Facebook

Facebook is the best social networking site for connecting with potential participants – this is where most of your social media effort to link with people should go. It's the largest social network by far, with over 750 million active users.

Ways to use Facebook

There are two main ways of using Facebook for promoting your club:

1. Getting referrals from your existing participants (doesn't require a Facebook page)
2. Set up a Facebook page and run promotions on there.

Getting referrals from your existing participants

If you ask your current participants to tell their friends about your groups on Facebook you're simply encouraging Word of Mouth marketing, but online. And what's wonderful about this is that it's free, doesn't require you to even set up a Facebook page, and works fantastically well.

Zumba class fills up with Facebook

NHS Trafford run a Zumba class during term time. They had just started running it, and there weren't that many participants. Someone who came thought it was a great class, and told all their friends about it on Facebook. The next week they had a full class.

It won't always be as easy as that, but if all your instructors always ask all the participants to tell their friends about the great class on Facebook, then you'll definitely get more people turning up. This requires you promoting this approach to your instructors and checking up with them that they're actually doing it.

Run promotions on your Facebook page

To take it a step further you can run promotions on your own Facebook page. This requires you building a following on Facebook, and then promoting classes and any offers on there.

Westway climbing wall are a good example of how someone's using Facebook as part of their overall marketing. <http://www.facebook.com/westwayclimbing?v=wall>

They have nearly 700 people who "like" their Facebook group, and that's only growing. So everything that they write on their Facebook wall appears on these people's news feeds. In terms of what to put up – they take photos when they have a new climbing route, and updates of upcoming events which you can accept if you're coming to them, and even details of the fact that the climbing wall will no longer be in the London Congestion zone. Then when people write something on the wall – they respond to it to show they're paying attention.

One of the most important things is that they've been consistent – with new posts every couple of weeks. Not every day, but every couple of weeks – when they have something to say.

Setting up a Facebook page

There are two options you might consider at this point. A page or a group.

Like a friend's profile, Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

Groups range widely, from members of a church group or athletic team organizing activities to serious topics on politics and world events or even more light-hearted themes.

Pages are more appropriate for promotion of your club, venue or sports development work.

A key question here – should sports development have their own page, or should you use the council one? My suggestion is that if you have a council page then you should use that, as you'll reach more people, and it won't irritate the communications team. If you don't have, then possibly set up your own, but try and work with your communications team first.

If your communications team is unsure about using social media then you can see more about how Southwark Council got started using social media at the link below. Southwark Council are quoted as an example of good practice for their use of social media by the Local Government Communications Group, and have won awards for their work.

<http://aliceainsworth.com/?p=70>

To create a page for your organisation you go to www.facebook.com/pages/create.php.

How to set up a landing page on Facebook

I'm going to show you how to set up a landing page on Facebook. Now this is a really useful technique because it means that anyone who goes to your Facebook page is much more likely to click on the like button. And if they click on the like button they're going to see all your updates in future. So it means that all the traffic you send there you'll get a lot more from them. So it's really, really worthwhile.

The first time I heard about Facebook landing pages was from the Walking for Health project. Daniel Kemp was the web manager for this project. He told me how they'd been running a Facebook ad campaign and driving people to their Facebook page. Some people had clicked on the like button and some hadn't. Then they installed this Facebook landing page. So this means the page you first go to isn't the standard wall. The wall has plenty of content and pictures which can distract people from the like button. It does have the like button at the top, but it's easy to miss that.

The screenshot shows the Facebook page for 'Walking for Health'. The page is designed as a landing page, featuring a prominent header with the organization's name and a 'Like' button. Below the header, there are several images and a 'Wall' section with a 'Write something...' text box. The right side of the page contains a 'You and Walking for Health' section, 'People you may know', and 'Sponsored' ads. The bottom of the page shows a post from 'Walking for Health' with a 'Like' button and a 'See all' link.

Walking for Health's Facebook wall

Instead of that it takes you to the landing page. Landing pages are about one specific thing that you want visitors to do, instead of having all the content like on a regular page.



Walking for Health's landing page

This page still has the menu on the left and the ads on the right, but the centre is much more focussed. You've got this big arrow telling you what you need to do. Click like to follow walking for Health. This hugely increased the percentage of people who were clicking on the Like button. Therefore this hugely increased the value for money and cost effectiveness of their Facebook ad campaign.

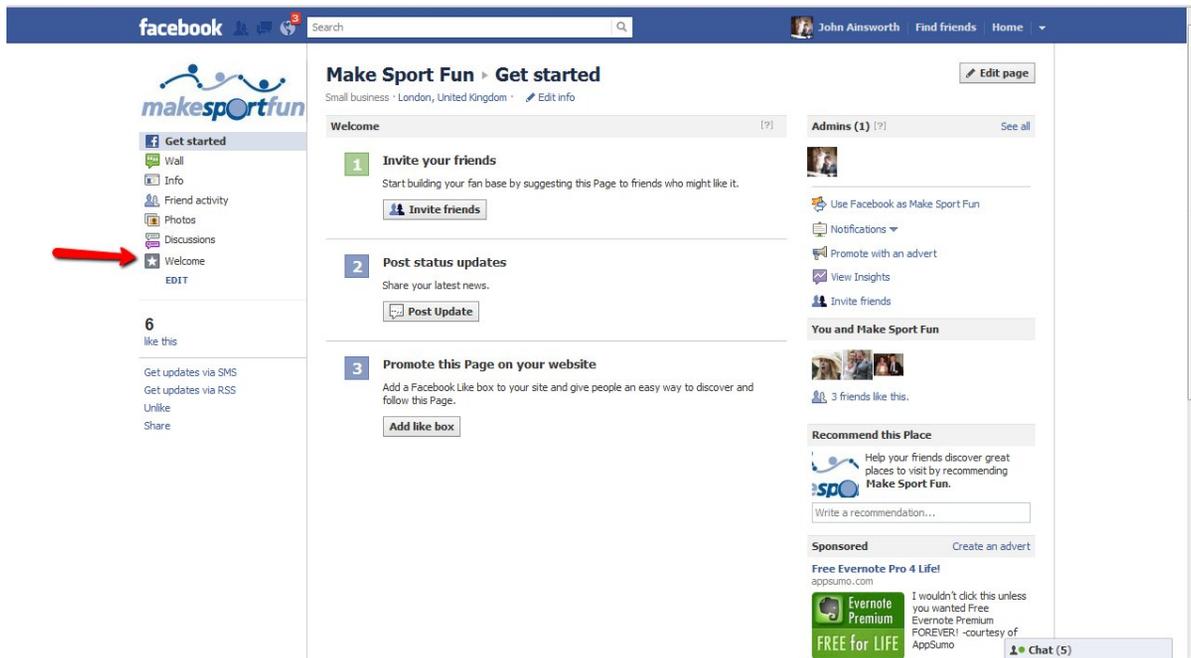
Now I'm going to show you how to do the same thing for your own Facebook page.

1. Login to Facebook.
2. Go to <http://www.facebook.com/apps/application.php?id=190322544333196>

3. Click on the button marked "Add Static HTML to a page".

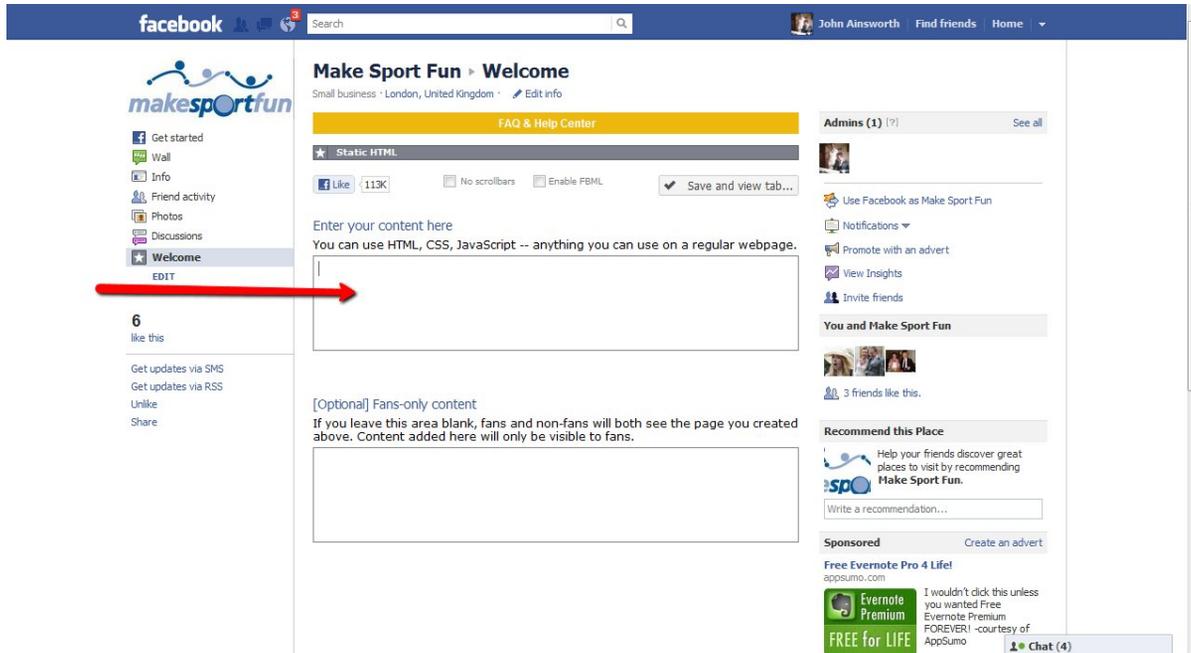
The screenshot shows a Facebook page for an app titled "Static HTML: iframe tabs". The page features a blue header with the Facebook logo, a search bar, and the user's name "John Ainsworth". The main content area has a large white star icon on a dark blue background. Below this, the text reads "Static HTML" and "Make a custom iframe tab in one step". A prominent blue button labeled "Add Static HTML to a Page" is highlighted with a red arrow. The page also includes a "Step 1: Add Static HTML to your page" section, a "Review summary" showing a 4.4 out of 5 star rating, and a "Category" of "Other". The right sidebar contains various sections: "Account protection" (Medium status), "People you may know" (Eric Ryding), "Sponsored" ads for "Facebook Marketing Solutions" and "1 MINUTE RESPONSE", and a "Free Evernote Pro 4 Life!" offer.

4. This should now add the welcome page to your menu on the left.



The screenshot shows the Facebook interface for a page named "Make Sport Fun". The page is categorized as a "Small business" in "London, United Kingdom". The left-hand navigation menu is visible, with the "Welcome" option highlighted by a red arrow. The main content area displays a "Welcome" section with three numbered steps: "1 Invite your friends", "2 Post status updates", and "3 Promote this Page on your website". The right-hand side of the page features various options such as "Admins (1)", "Use Facebook as Make Sport Fun", "Notifications", "Promote with an advert", "View Insights", "Invite friends", "You and Make Sport Fun", "Recommend this Place", and "Sponsored" ads.

5. If you click on that welcome button then you'll have a blank box

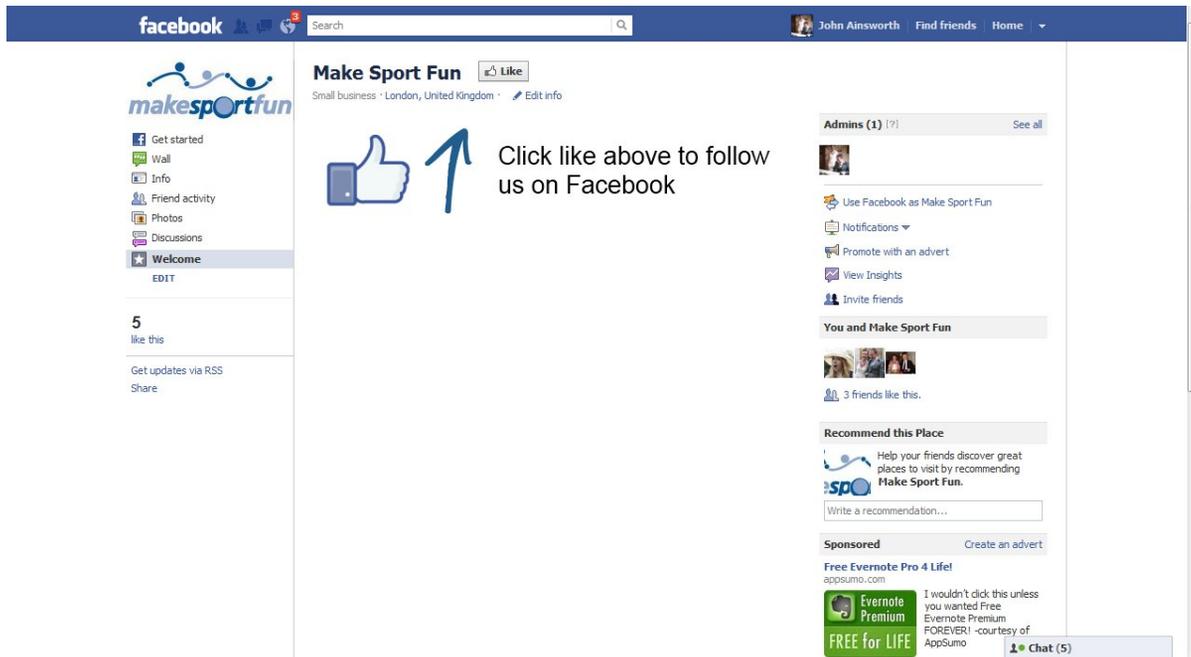


6. Put the code below into that empty box and click "Save and view tab"

```
<a href="http://www.makesportfun.com/wp-content/uploads/2011/09/Like-us-on-Facebook.png"><imgclass="size-full wp-image-4644 alignleft" title="Like us on Facebook" src="http://www.makesportfun.com/wp-content/uploads/2011/09/Like-us-on-Facebook.png" alt=""width="500" height="108" /></a>
```

7. Click view your tab as a non-fan.

8. You should now see your welcome page. It will look something like the page below.



If you want to change that image to be more relevant to what people will get when they like you on Facebook then you might need to talk to a web designer, but this is a good starting point.

This page should now be used in your marketing campaigns and any online links instead of the link to your wall.

Marketing your Facebook page

In order to build a following that you can promote to and that can spread the word about your page you'll need to market your Facebook page. So let's look at a few ways you can market your Facebook page in order to build that following.

- Promote on your website
- Promote by email to your existing Facebook network
- Promote by email to your existing email contacts
- Promote in your email newsletter
- Get partners to promote your page
- Share interesting content so your fans will share with their friends
- Use Facebook ads.

Promote on your website

Facebook gives you some code for adding a Facebook like button to your website. If you do this, then anyone who visits your website and clicks on the like button will instantly become a fan of your page on Facebook.

Go to your Facebook page



The screenshot shows a web browser window displaying the Facebook page for 'Make Sport Fun'. The browser's address bar contains the URL `www.facebook.com/pages/Make-Sport-Fun/132672430131970`. A black callout box with white text and a black border is positioned over the address bar, containing the text 'Copy the website address of your Facebook page'. An arrow points from the callout box to the URL. The Facebook page itself features a blue header with the 'facebook' logo, a search bar, and the user's name 'John Ainsworth'. The main content area includes a 'Welcome' message, a '1 Invite your friends' section with an 'Invite friends' button, a '2 Post status updates' section with a 'Post Update' button, and a '3 Promote this Page on your website' section with an 'Add like box' button. The right sidebar contains various options like 'Use Facebook as Make Sport Fun', 'Notifications', 'Promote with an advert', 'View Insights', 'Invite friends', and several sponsored advertisements for Nokia UK, Levi's, and WordPress.

Go to <http://developers.facebook.com/docs/reference/plugins/like-box/>.

Paste your Facebook page website address in to the Facebook Page URL space

The screenshot displays the Facebook Developers 'Like Box' plugin configuration interface. On the left is a navigation menu with categories like 'Getting Started', 'Core Concepts', 'Advanced Topics', 'SDKs & Tools', 'Plugins', and 'Beta Plugins'. The main content area is titled 'Like Box' and includes a breadcrumb trail 'Core Concepts > Social Plugins > Like Box'. Below the title is a description of the plugin and a list of features: 'See how many users already like this Page...', 'Read recent posts from the Page', and 'Like the Page with one click...'. A note states 'The minimum supported plugin width is 292px.' The configuration form on the left includes fields for 'Facebook Page URL (?)' (containing 'http://www.facebook.com/platform'), 'Width (?)' (set to '292'), 'Height (?)', 'Color Scheme (?)' (set to 'light'), 'Show Faces (?)' (checked), 'Border Color (?)', 'Stream (?)' (checked), and 'Header (?)' (checked). A 'Get Code' button is at the bottom of the form. On the right is a preview of the 'Find us on Facebook' widget for 'Facebook Platform', showing a 'Like' button, a description, and a grid of user avatars.

facebook DEVELOPERS

Documentation/apps

Like Box

Core Concepts > Social Plugins > Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

The minimum supported plugin width is 292px.

Facebook Page URL (?)

Width (?)

Height (?)

Color Scheme (?)

Show Faces (?)
 Show Faces

Border Color (?)

Stream (?)
 Show stream

Header (?)
 Show header

Find us on Facebook

Make Sport Fun
Like You like this.

Make Sport Fun
Just launched our resources page on our website.

Resources | Marketing campaigns and training for sport and activity: Make Sport Fun
www.makesportfun.com
We've pulled together dozens of research reports, dozens of case studies of effective activity marketing campaigns and millions of pounds of research data and we're making it all available for free in this pdf report. [Download report.](#)

16 Impressions

8 people like **Make Sport Fun**.

Linda Rita Marta Marta Linda
Peoples Charlie Charlie Rita Bayu-Boeda

Facebook social plugin

Make any changes to the height, width, etc. if you want.

Then click Get Code

facebook DEVELOPERS Documentation

Getting Started

Core Concepts

- Social Design
- Social Plugins
- Open Graph protocol
- Social Channels
- Authentication
- Graph API

Advanced Topics

SDKs & Tools

Open Graph Beta

Plugins

- Activity Feed
- Comments
- Facepile
- Like Box
- Like Button
- Live Stream
- Login Button
- Recommendations
- Send Button

Beta Plugins

- Activity Feed (Beta)
- Add To Timeline (Beta)
- Facepile (Beta)
- Recommendations Bar (Beta)
- Recommendations Box (Beta)

Like Box

Core Concepts > Social Plugins > Like Box

Your Like Box plugin code:

HTML5 XFBML IFRAME

1. Include the JavaScript SDK on your page once, ideally right after the opening <body> tag.

```
<div id="fb-root"></div>
<script>(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) {return;}
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_GB/all.js#xfbml=1";
  fjs.parentNode.insertBefore(js, fjs);
})(document, 'script', 'facebook-jssdk')</script>
```

2. Place the code for your plugin wherever you want the plugin to appear on your page.

```
<div class="fb-like-box" data-href="http://www.facebook.com/pages/Make-Sport-Fun/132672430131970" data-width="292" data-show-faces="true" data-stream="true" data-header="true"></div>
```

OK

Show Faces (?)

Show Faces

Border Color (?)

Stream (?)

Show stream

Header (?)

Show header

Get Code

We've pulled together dozens of research reports, dozens of case studies of effective activity marketing campaigns and millions of pounds of research data and we're making it all available for free in this pdf report. Download report.

16 Impressions · 0% feedback

26 September at 14:38

8 people like **Make Sport Fun.**

Linda Rita Marta Marta Linda

Peoples Charlie Charlie Rita Bayu-Boeda

Facebook social plugin

Click on the code to select it and then copy it

If you manage your website's code yourself you can now add this onto your website directly. Otherwise you'll need to send this code to your web master.

Promote to your existing network

Facebook offers a way for you to let your existing connections know about your new page. This could be people who are on your email newsletter, whose emails you have or people you Skype with.

It finds who you know by looking at their email addresses and comparing those to the ones it has on record for people. So it works best with people's personal accounts.

Go to your Facebook page and click on edit page

The screenshot shows the Facebook interface for the 'Make Sport Fun' page. The page is titled 'Make Sport Fun' and is categorized as a 'Small business' in 'London, United Kingdom'. The main content area features three numbered steps: 1. 'Invite your friends' with an 'Invite friends' button; 2. 'Post status updates' with a 'Post Update' button; and 3. 'Promote this Page on your website' with an 'Add like box' button. On the right side, there is an 'Admins (1)' section, a 'You and Make Sport Fun' section showing 4 friends who like the page, and a 'Sponsored story' for 'New Zealand 100% Pure'. A callout box with the text 'Go to your Facebook page and click on edit page' has an arrow pointing to the 'Edit page' button in the top right corner of the page header.

The image shows a screenshot of the Facebook page settings for a page named "Make Sport Fun". The interface is in English (UK) and is from 2011. On the left side, there is a vertical "left hand menu" with several options: "Your settings", "Manage permissions", "Basic Information", "Profile picture", "Featured", "Resources", "Manage admins", "Apps", "Mobile", "Insights", and "Help". An arrow points from a text box to the "Resources" option in this menu. The text box contains the text "Choose resources from the left hand menu". The main content area of the settings page includes sections for "Page visibility", "Country restrictions", "Age restrictions", "Wall Tab Shows", "Default Landing Tab", "Posting Ability", "Moderation blacklist", and "Profanity blacklist". At the bottom of the settings area, there are buttons for "Save Changes" and "Cancel". The footer of the page contains copyright information for Facebook © 2011 and various links like "About", "Advertising", "Create a Page", "Developers", "Careers", "Privacy", "Terms", and "Help". A chat widget in the bottom right corner shows "Chat (4)".

facebook

Search

Choose resources from the left hand menu

sworth Find friends Home

Make Sport Fun View Page

Your settings

Manage permissions

Basic Information

Profile picture

Featured

Resources

Manage admins

Apps

Mobile

Insights

Help

Page visibility Unpublish page (only admins can see this page) What is this?

Country restrictions Type a country... What is this?

Only show this page to viewers in these countries

Hide this page from viewers in these countries

Age restrictions Anyone (13+) What is this?

Wall Tab Shows Only Posts by Page (?) Expand comments on stories

Default Landing Tab Welcome

Posting Ability Users can write or post content on the Wall

Users can add photos

Users can add tags to photos by Make Sport Fun

Users can add videos

Moderation blacklist Comma separated list of terms to block... (?)

Profanity blacklist None (?)

Delete Page Delete Make Sport Fun

Save Changes Cancel

Facebook © 2011 · English (UK)

About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Chat (4)

The image shows a screenshot of the Facebook Page Manager interface. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and links for 'Find friends' and 'Home'. Below this, the page title 'Make Sport' is visible. On the left side, there is a sidebar menu with categories like 'Your settings', 'Manage permissions', 'Basic Information', 'Profile picture', 'Featured', 'Resources', 'Manage admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is divided into sections: 'Develop your page' with a link to 'Best practices guides to make your Page engaging'; 'Connect with people' with links for 'Advertise on Facebook', 'Tell your fans', 'Use social plugins', and 'Link your Page to Twitter'; and 'Additional resources' with links for 'Pages Help Centre', 'Developer help', 'Best practice guide for marketing on Facebook', and 'Brand permissions'. A white callout box with a black border is positioned over the 'Tell your fans' link, containing the text 'Choose tell your fans under the Connect with people heading'. An arrow points from the bottom of this box to the 'Tell your fans' link. At the bottom of the page, there is a footer with copyright information and a 'Chat (4)' button.

facebook Search Find friends Home

Make Sport View Page

Develop your page

- Best practices guides to make your Page engaging

Connect with people

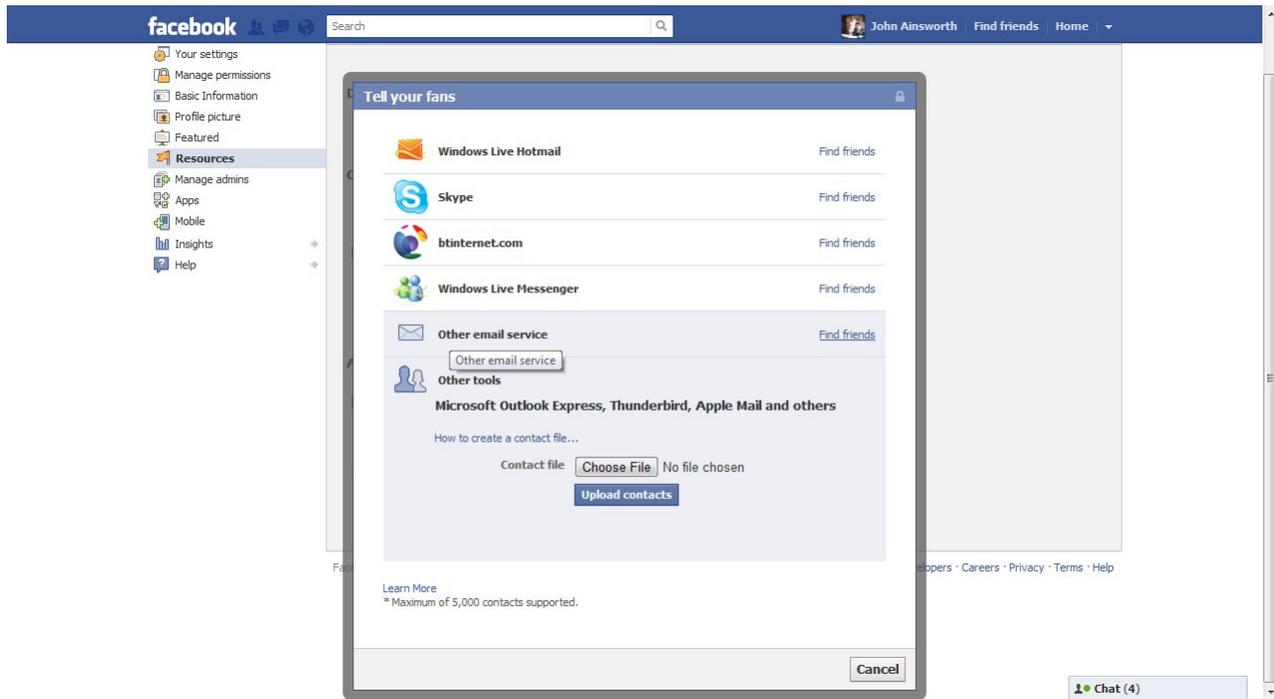
- Advertise on Facebook
- Tell your fans**
- Use social plugins
- Link your Page to Twitter

Additional resources

- Pages Help Centre
- Developer help
- Best practice guide for marketing on Facebook
- Brand permissions

Facebook © 2011 · English (UK) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Chat (4)



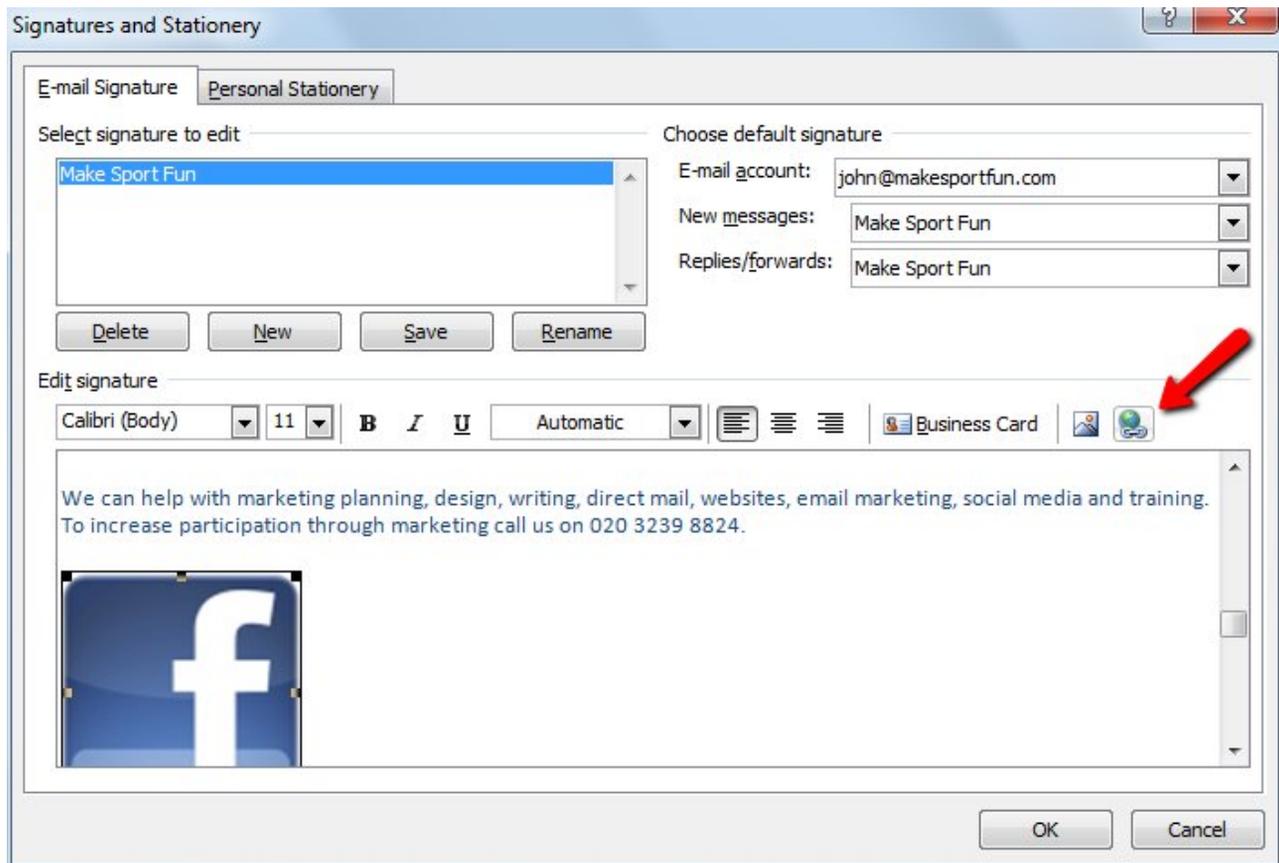
Use the tools there to either connect with the appropriate service, or to upload a spreadsheet of email addresses from Outlook or another email service.

The image shows a screenshot of a Facebook news feed. A white callout box with a black border is positioned at the top center, containing the text: "This will now appear as a notification to your contacts on their Facebook page next time they log in, it will suggest to them that you like their page." An arrow points from the bottom of this box to a post by Anthony Hall. The post features a CD cover for "THE NATIONAL - THINK YOU CAN WAIT - 7" SIGNED BY THE BAND" and a URL: http://www.facebook.com/l.php?u=http%3A%2F%2Fwww.ebay.co.uk%2Fitm%2FNATIONAL-THINK-YOU-CAN-WAIT-7-SIGNED-BAND-%2F28076472670%3Fpt%3DUK_Records%26hash%3Ditem415ee2713e%26fb_source%3Dmessage%23ht_3052wt_1396&h=iWAQHvslp. The post has one like and a comment from Marta Hofstrom. Below this, a post by Glyn Semple is visible, mentioning a photo of Marieke de Wit. On the right side of the feed, a sponsored advertisement for Jameson Irish Whiskey is shown, with a "Like" button below it. The left sidebar contains navigation options like "News Feed", "Messages", "Events", and "Find friends". The top navigation bar includes "facebook", "Search", and "Home".

Put a link in your email signature

You might also want to put a Facebook logo in your email signature and make it a link to your Facebook page. Not a problem – here's how.

1. Open Outlook
2. Choose Tools in the menu at the top
3. Choose Options
4. Choose the Mail Format tab at the top
5. Click the signatures button
6. Edit your signature (depending on what version of Outlook you're using you might need to choose advanced edit here)
7. Insert a picture of the Facebook logo (to get a copy of this go to <http://images.google.com> and search for Facebook logo, or download it from http://www.makesportfun.com/wp-content/uploads/2011/11/facebook_logo.png)
8. Select the Facebook logo in your signature and while it's selected choose the hyperlink button (this looks like a small globe with a chain across the front)



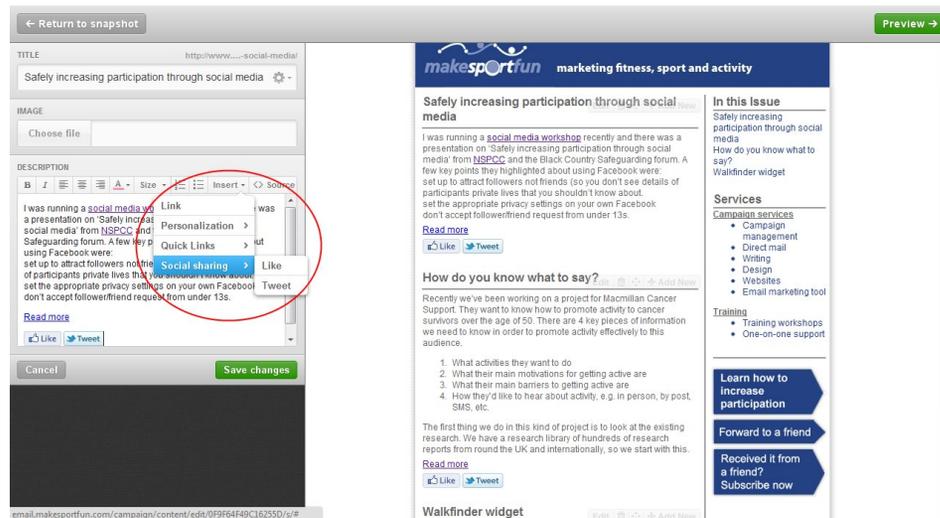
9. Add the website address of your Facebook page to the box which comes up and choose ok
10. Choose ok again
11. You're done. The link won't work until the email is received, so don't try testing it in an email you're writing, so to test your signature try sending yourself an email and clicking on the logo.

Promote in your email newsletter

Most email newsletter systems allow you to add a Facebook like button to stories nowadays.



Here you can see how it looks in our email newsletter system.



Get partners to promote your page

You probably have lots of organisations you partner with (council, County Sports Partnership, leisure trusts, leisure centres, National Governing Bodies) who would be willing to promote your Facebook page on their own page, or on their website. By just asking nicely you're often able to get a good promotion which drives lots of new people your way.

Hackney Us Girls project

Sarah promoted their project through the Hackney Council Leisure Facebook page. This was just the press release put as a link on the status update page, and went out to their 128 fans on Facebook.

Provide interesting content so your fans will share it

There are two ways someone can share your content on Facebook. They can click on like or on share. The ideal is for them to click share as then it will be shared with their network of friends.

Ask your Facebook followers to share your content

Every time someone shares your content on Facebook it's seen by their network of friends in their news stream, so make sure to ask people to share the content.

Ten Tips for producing great Facebook Content

A wonderful thing about Facebook is that there are so many applications that are already created that can be customized for your sports club or organisation. Here are some tips for creating great content and using existing applications to benefit your sports organisations.

1. Create interactive content. People enjoy social networking sites if they can take a poll, upload pictures, watch a video, etc.
2. Allow visitors to post on your company's "Wall." This might sound like a no-brainer, but you would be surprised at how many organisations are afraid of letting people publicly comment about them. In order for this to be successful, you will need to have someone monitor the wall and respond to any customer complaints, kudos or questions

The screenshot shows a Facebook page for 'Queensboro'. At the top, there is a message: 'No one has added fan photos. Edit Settings.' Below this is the 'The Wall' section, which says 'Displaying 5 of 10 wall posts.' There is a text input field with the placeholder 'Write something from Queensboro...' and a 'Post' button. Below the input field, there are two posts from 'Queensboro':

- The first post is dated 'February 6th, 2009' and says 'Featured in the Star News Today! http://www.starnewsonline.com/article/20090205/ARTICLES/902050221/1005/SPORTS?Title=Wilmington_embroidery_company_thrives_amid_recession'. It has a 'Delete' button below it.
- The second post is dated 'January 29th, 2009' and says 'Vote for us on Cheap Tweet! http://cheaptweet.com/tweets/1158792973-A-bit-late-getting-started-today-However-GREAT-DEAL-Today-40%25-off-everything-on-the-whole-site'. It also has a 'Delete' button below it.

On the right side of the page, there are several sections:

- 'Events' section: '1 past event See All', '10% off your Order', 'Tuesday, January 13 at 4:00pm'.
- 'YouTube Box' section: '1 of 1', 'How to Fold a Long Sleeved Shirt' (with a 'Share' button), and a video player showing a person folding a white shirt.
- 'Notes' section: '3 of 27 notes Write a Note See All', 'Small Business Bailout 4:08pm Feb 9', '25 Things about Queensboro 10:53am Feb 6', and 'Cue the Slough! 9:55pm Feb 5'.

3. Publish RSS feeds from your sports club blog on your Facebook page. That will allow people to keep up with the latest news from you in one place
4. Do not spam your “fans” with updates. If you infrequently update your fans, they are much more likely to listen to what you have to say
5. Host contests. Everyone loves contests, and you can learn a lot about what your members want or need, depending upon how you structure the contest. For example-if you host a contest for a member to plan an event they would like to see you host, you will get a lot of new information about what types of activities your customers would like to participate in
6. Include coupons. You will want to send coupons to both your “fans” and potential fans. You can email updates with coupon codes to your fans, and include coupon codes as “events” on your fan page
7. Be sure to update your Facebook calendar to include all events that are happening with your sports centre or sports club
8. Create funny videos and allow your fans to upload videos. A Facebook page is a much less formal method of communication with your members. You do not need to be as formal with a Facebook page as you would with other websites
9. Encourage each of your staff members or organizers to participate on the Facebook page in order to add personality to the page
10. Create a page badge that your members can put on their profiles to show others they are part of your organization.

Use Facebook ads

This is the only option we'll cover here which costs money, but even so it can still be more cost effective than creating leaflets or posters.

The Facebook ads system allows you to be incredibly targeted in your marketing. You can choose:

- What areas you want to show adverts to
- What age groups see your adverts
- Interests of people who you'll show your adverts to.

The screenshot shows the Facebook interface for the page 'Make Sport Fun'. A white box with a black border contains the text 'Go to your Facebook page and click on Edit Page'. An arrow points from this box to the 'Edit page' button located in the top right corner of the page header.

The page content includes:

- Navigation:** 'facebook', 'Search', 'John Ainsworth', 'Find friends', 'Home', 'Edit page'.
- Page Info:** 'Make Sport Fun', 'Small business · London, United Kingdom', 'Edit info'.
- Left Sidebar:** 'Get started', 'Wall', 'Info', 'Friend activity', 'Photos', 'Welcome', 'EDIT', '7 like this', 'Get updates via SMS', 'Get updates via RSS', 'Unlike', 'Share'.
- Main Content:**
 - Welcome:** '1 Invite your friends' (Start building your fan base by suggesting this Page to friends who might like it. 'Invite friends' button).
 - 2 Post status updates:** 'Share your latest news.' ('Post Update' button).
 - 3 Promote this Page on your website:** 'Add a Facebook Like box to your site and give people an easy way to discover and follow this Page.' ('Add like box' button).
- Right Sidebar:**
 - Admins (1):** 'See all'.
 - Use Facebook as Make Sport Fun:** 'Notifications', 'Promote with an advert', 'View Insights', 'Invite friends'.
 - You and Make Sport Fun:** '4 friends like this'.
 - Recommend this Place:** 'Help your friends discover great places to visit by recommending Make Sport Fun.' ('Write a recommendation...' text box).
 - Sponsored:**
 - Need More Muscle?** themusclemaximizer.com. 'Attract Your Dream Girl With Awesome Muscle. Learn how ...'
 - Dr.Pro 普羅博士** (Dr.Pro 普羅博士 - BADMINTON PRODUCT SERIES - Customise Your Own Racket With High Quality - www.drpro.com.tw). 'Like · 1,107 people like this.'
 - #1 for Graphic Design** 99designs.com. 'Try Crowdsourcing Design through 99designs. As seen in "The Four Ho Work Week", Loos, Chat (4)'.

facebook John Ainsworth Find friends Home

Make Sport Fun View Page

- Your settings
- Manage permissions**
- Basic Information
- Profile picture
- Featured
- Resources**
- Manage admins
- Apps
- Mobile
- Insights
- Help

Page visibility Unpublish page (only admins can see this page) [What is this?](#)

Country restrictions [What is this?](#)

Only show this page to viewers in these countries
 Hide this page from viewers in these countries

Age restrictions [What is this?](#)

Wall Tab Shows [\[?\]](#) Expand comments on stories

Default Landing Tab

Posting Ability Users can write or post content on the Wall
 Users can add photos
 Users can add tags to photos by Make Sport Fun
 Users can add videos

Moderation blacklist [\[?\]](#)

Profanity blacklist [\[?\]](#)

Delete Page [Delete Make Sport Fun](#)

[Save Changes](#) [Cancel](#)

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<https://www.facebook.com/pages/edit/?id=132672430131970&sk=market> Chat (5)

Click on Resources

The screenshot shows the Facebook Page Manager interface for a page named "Make Sport Fun". At the top, there is a blue navigation bar with the Facebook logo, a search bar, and navigation links for "Home", "Find friends", and "More". Below the navigation bar, the page name "Make Sport Fun" is displayed with a "View Page" button. The main content area is divided into several sections: "Develop your page" with a link to "Best practices guides to make your Page engaging"; "Connect with people" with options for "Advertise on Facebook", "Tell your fans", "Use social plugins", and "Link your Page to Twitter"; and "Additional resources" with links to "Pages Help Centre", "Developer help", "Best practice guide for marketing on Facebook", and "Brand permissions". A callout box at the top center contains the text "Choose Advertise on Facebook" with an arrow pointing to the "Advertise on Facebook" link in the "Connect with people" section. On the left side, a sidebar menu lists various management options, with "Resources" highlighted. At the bottom, there is a footer with copyright information and a "Chat (5)" button.

facebook

Search

Choose Advertise on Facebook

Home Find friends More

Make Sport Fun

View Page

- Your settings
- Manage permissions
- Basic Information
- Profile picture
- Featured
- Resources**
- Manage admins
- Apps
- Mobile
- Insights
- Help

Develop your page

Best practices guides to make your Page engaging

Connect with people

Advertise on Facebook

Tell your fans

Use social plugins

Link your Page to Twitter

Additional resources

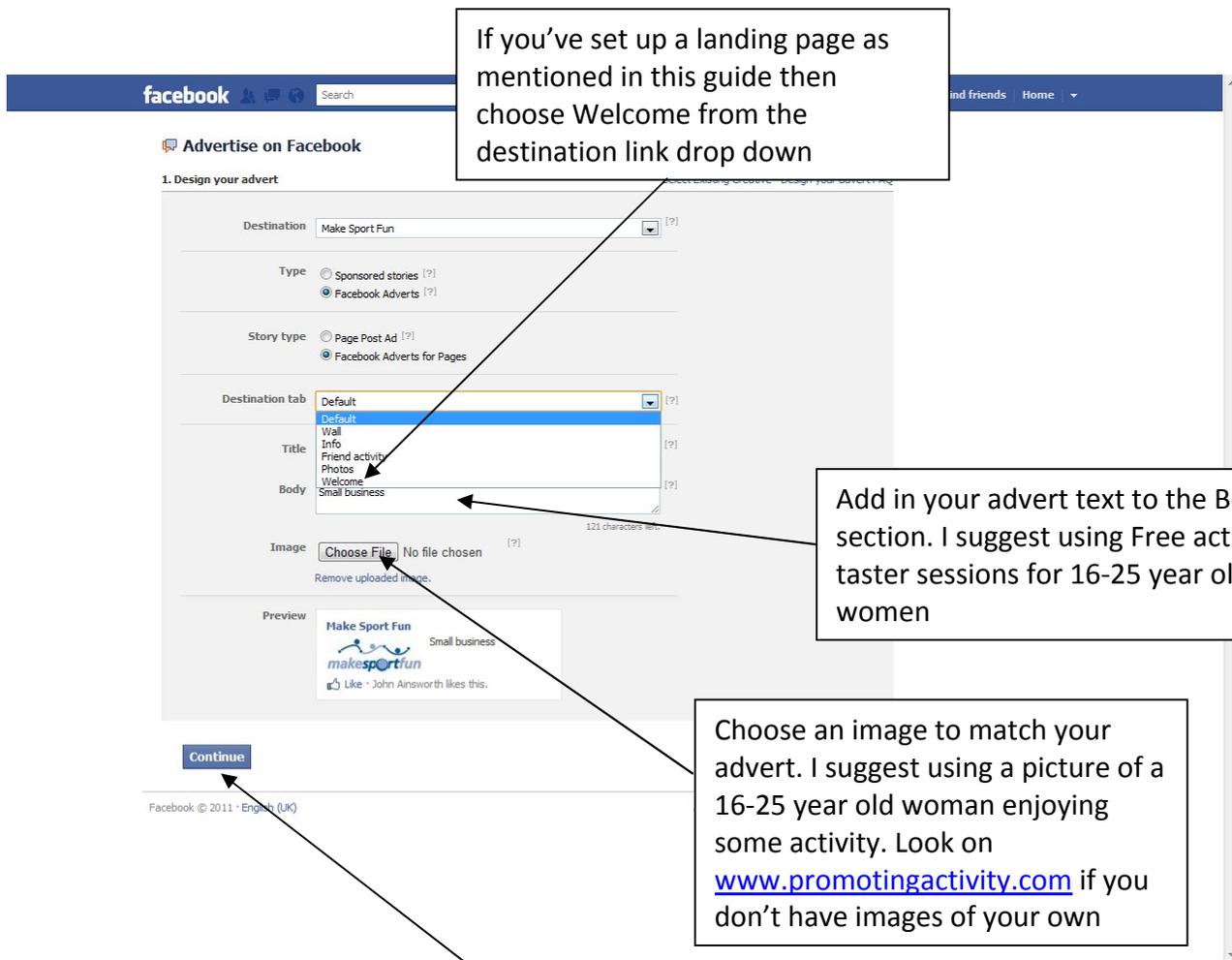
Pages Help Centre

Developer help

Best practice guide for marketing on Facebook

Brand permissions

Chat (5)



If you've set up a landing page as mentioned in this guide then choose Welcome from the destination link drop down

Add in your advert text to the Body section. I suggest using Free activity taster sessions for 16-25 year old women

Choose an image to match your advert. I suggest using a picture of a 16-25 year old woman enjoying some activity. Look on www.promotingactivity.com if you don't have images of your own

Click continue

The image shows the Facebook targeting interface with several callout boxes providing instructions:

- Location:** Country is set to United Kingdom. Targeting is set to By City. A callout box says: "Choose your area, so that ads only show to people in your area. It's normally easiest to use City here."
- Demographics:** Age is set to 18-25. "Require exact age match" is checked. Gender is set to Women. A callout box says: "Choose age 16-25 and tick Require exact age match". Another callout box says: "Choose women".
- Connections on Facebook:** Targeting is set to "Only people who are not fans of Make Sport Fun.". A callout box says: "Leave the setting as Only people who are not fans of yours".
- Advanced demographics:** Relationship is set to All. A callout box says: "Scroll down and click continue".

Estimated reach: 26,646,960 people who live in the United Kingdom.

facebook John Ainsworth Find friends Home

Review advert [Help Centre](#)

Please check the accuracy of your advert. Your advert's audience includes users under the age of 18. It will be reviewed prior to being published.

Advert preview:

Make Sport Fun Free activity taster sessions for 16-25 year old women



Like · John Ainsworth likes this.

Advert name:

Audience: This advert targets users:

- who live in the United Kingdom
- who live in London
- between the ages of 16 and 25 inclusive
- who are female
- who are not already connected to Make Sport Fun

Campaign: My Adverts (new campaign)

Bid type: CPC

Bid: £0.24 GBP per click

Daily budget: £35.00 GBP per day

Duration: 09/11/2011 16:00 to 09/12/2011 16:00 London time

By clicking the "Place order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the terms and conditions and the advertising guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Facebook © 2011 · English (UK) [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Review your advert and if you're happy with everything then click Place Order

Walking for Health on Facebook

Daniel Kemp (Natural England's National Website Manager) recently managed a Facebook campaign for Natural England. I was lucky enough to have a chance to catch up with him recently.

- 6 campaigns ran from 1 January to 18 March 2011 (77 days).
- The adverts were displayed on Facebook 23,583,561 times during this period.
- Across all 6 campaigns, we paid an average of 33p per click. In that period, we received as many clicks just from this campaign as we would normally receive in a whole month from all other sources. During this period, 22% of our total traffic came from Facebook.
- Fans of our Facebook page at the start of the campaign: 254
- Fans at the end of our campaign: 2,130
- After clicking on adverts, what the user did next:
 - Liked our Facebook page = 37%
 - Searched for walks with WalkFinder = 23%
 - Found out about becoming a walk leader = 19%
 - Found out how to join a health walk = 6%
 - Clicked on the 'subscribe to our e-newsletter' link = 0.3%

Full case study at

<http://www.makesportfun.com/casestudy/walking-for-health-on-facebook/>

Facebook Spreads the Word in Rural Norfolk

The team at Active Norfolk have recently been using social networking site Facebook as part of their marketing activity. The Active Norfolk Facebook page contains news and information about forthcoming events and activities as well as links back to the Active Norfolk website. Facebook has been particularly useful to the team in promoting the recent Village Games project, which is giving thousands of villagers in rural Norfolk new opportunities to play sport on their doorstep. Active Norfolk received over £570,000 of National Lottery funding by Sport England to set up and run the Village Games, which brings sport to rural communities by pitting village against village in a mixture of activities including 5 a-side football, golf, tug of war, bowls, badminton, archery and table tennis. Successful competitors can qualify for a nationwide County Games that will take place in 2011 and 2012.

An Active Norfolk roadshow has been touring the area to hold the Games in a variety of rural locations so marketing has been crucial in making as many people as possible aware of the event. Facebook has been a big part of the marketing drive, with the Active Norfolk team investing in a Facebook advertising campaign to drive interested parties to the Village Games section of their website. Facebook advertising costs are worked out on a pay per click basis, so Active Norfolk were charged each time someone clicked on the Village Games page from the advert. Facebook advertising allows you to set certain parameters, such as location, so that the adverts only appeared to people who live in Norfolk. In total, the Village Games campaign saw the advert appear 4 million times, which led to 945 clicks at a total cost of £620.00.

“Using Facebook for the Village Games has proved to be a great success,” says Vicki Hall, Marketing and Communications Officer at Active Norfolk, “it was crucial to get potential competitors to come along to the roadshow and we saw Facebook as the perfect tool to reach a young, rural audience who are interested in sport. It was a major part of our marketing campaign and the Games have been a huge success so it definitely did the job! From a financial point of view it was very cost effective and we were able to control the budget by limiting it to a maximum spend of £20.00 per day.”

The Village Games is one of many specific events that Active Norfolk promotes using Facebook and the organisation is currently marketing the Corporate Games, a business version of the Village Games project, using the site.

Definitions

- Facebook pages - for an organisation, business or other entity
- Facebook groups - around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content
- Liking on Facebook – when someone clicks like a small line appears on their news feed showing that they liked your story
- Sharing on Facebook – this is the good one. When someone shares your story on Facebook it appears on their wall, so their friends will see it too.

More Facebook case studies

- Visit Britain - http://ads.ak.facebook.com/ads/FacebookAds/Visit_Britain_CaseStudy.pdf
- Westway climbing wall - <http://www.facebook.com/westwayclimbing?v=wall>
- Burgess Park group - <http://www.makesportfun.com/casestudy/how-southwark-council-won-a-2-million-grant-using-facebook/>



pinayala

Twitter

Twitter is nowhere near as large as Facebook, but it's growing very fast. The big advantage for it over Facebook for promoting activity is that it's very easy to ask people to retweet your promotional messages.

If you're only going to use one social networking site, then it should be Facebook. I think Twitter is best used for connecting with stakeholders (e.g. councillors, coaches, volunteers, even some parents). It's not as important to your overall social media marketing as Facebook, but if you have the time then it's a nice extra.

Adding Tweet button to your email newsletter

In order to add a tweet button to your email newsletter (when using the Make Sport Fun email newsletter system) you need to choose the insert Tweet option. Simple as that.

There's normally a similar way to do it if you use a different email marketing system.

Getting people to tweet your message when not on Twitter

There's a great service called Click to Tweet. Here's how you use it:

1. Write the message you want to share in the box
2. Click the "Generate" button to create a custom link
3. Share the link.

Now, whoever clicks on the link will have the message automatically added to their Twitter status box, then they simply click to tweet. So you can email this link to your existing users, or your partners and ask them to click on the link if they're on Twitter. This will make it incredibly easy for them to spread the word about your scheme.

<http://clicktotweet.com/>

Getting people to retweet your message

Sometimes people will retweet your messages for you. This means that they take what you've written and send it out to their followers as well. It's possible to ask people to retweet something for you by writing the following thing:

@username [YOUR OFFER]. Just [HOW TO CLAIM YOUR OFFER] - please retweet

For example, here's the one used by Surrey Golf:

@sport_england FREE beginners golf lessons across Surrey – just email 'golf tweet' to sgp@surreygolf.org – please retweet!

The screenshot shows a Twitter search results page for the query 'surreygolf'. The page is viewed through a browser window with the URL 'surreygolf'. The search results are displayed under the 'makespor' logo. The top result is a tweet from 'GolfSurrey' (Surrey Golf) dated 20 Jul, which is circled in red. The tweet text is: '@Sport_England FREE beginner golf lessons across Surrey - just email 'golf tweet' to SGP@surreygolf.org - please retweet!'. Below this tweet is a retweet from 'EnglandGolf' (English Golf Union) dated 19 Jul, which also mentions the same offer. To the right of the search results is a profile card for 'Surrey Golf' (@GolfSurrey), which includes a bio, statistics (3,540 Tweets, 287 Following, 696 Followers, 12 Listed), and a 'Following' button. Below the profile card is a 'Recent Tweets' section showing several tweets from GolfSurrey, including one about a meeting at World of Golf in Merton and another about a meeting with Karl Spurrier at Pachesham Park GC.

Who to get to Retweet your promotion

You should look at who would be willing to retweet your message for you, and also who has enough followers themselves to be worthwhile.

- Your existing partners if they're on Twitter
- Local celebrities
- Any local professionals in the sport or activity that you're trying to promote
- Other sporting organisations
- Sports clubs
- Sports organisations whose venues you're using (e.g. sports centre)
- Sports development team.

Golf in Surrey

Surrey Golf recently decided to test out Twitter to help them increase participation and have had some fantastic results. This was surprising to me because most people in sport and activity have had much better results with Facebook. I asked Richard Shaw from Surrey Golf to give me an update on what's worked for them so we could all learn from him.

We were trying to spread our message and capture a new audience. I set up a Twitter account online (@golfsurrey), started to tweet on daily events, competitions and my work.

I then started to advertise our free beginner golf lessons with a tweet "FREE beginner golf lessons across Surrey (*or specific area e.g. Redhill). Please retweet! Just email 'golf tweet' to (my email)" My major success was interacting with Annika Sorenstam, Justin Rose (top professionals) etc, by adding their name to the tweet and asking them to retweet the offer. I am working on others so that they retweet our offer – most commonly friends of players have started to take up the game.

I started this in February and in 4 months I have had 100 people email 'golf tweet' and attend the sessions. Retweets are now going through various networks as I now have 500 followers. I have learnt that it is probably the most powerful marketing tool that we have and I can't believe it is free!

More Case studies

- Jet Blue - <http://business.twitter.com/optimize/case-studies/jetblue>
- Dell - <http://econsultancy.com/uk/blog/6090-case-study-dell-s-evolution-on-twitter>

Further Twitter Resources

- Twitter search – <http://search.twitter.com>
 - Twitter search allows you to see who's talking about you or a particular topic on Twitter
- Hootsuite - <http://hootsuite.com/>
 - Hootsuite allows you to set up a series of columns with useful searches, mentions of you and more always updated. Saves time on going and checking, as it brings the information to you.



PR

How can leisure centres, with no budget for PR and events, get their message out through the media?

It's vital to view your local journalists as a target audience. What do they want? How can you help them get that while also getting your centre in the papers? How can you build a relationship with your local journalist?

My brother and sister both worked as local journalists, and I never used to hear the end of how difficult it was to find a good story, and good local sources.

Both of them found the job much easier after working there for a few months. Yes, partly because they were better writers, but mostly because they knew more local sources. Journalists are incredibly secretive with their sources because they know that's where their value lies.

If you make sure you're the local source then who do you think the journalist will come to when he needs a quote?

Don't panic

One of the most important things is to not be afraid of approaching journalists, says Norma Johnston, director of Charity Comms, which advises charities on how to work with the media.

“You don't need a big strategy to approach the media,” she says, “You just need a few basic things. Journalists are usually willing to help.

“Just make sure you know what they do – read their newspaper, listen to their show. Make sure that they'll be interested in what you do.”

Remember journalists' names and look to develop individual relationships, she says. Getting to know a reporter is often more effective than approaching a busy editor.

“And use the national news agenda,” she says. “If a subject is topical, and it affects your organisation, journalists will be glad to have you approach them with a comment.”

Give them something free

Local journalists will do an enormous amount of work for a surprisingly small amount of free stuff. I cannot emphasise this enough. Local journalists don't earn a huge amount and love the fact that their job gets them freebies.

As a leisure centre manager you are in an amazingly good position to provide journalists with free exercise classes and tuition as a way of building a relationship. They can also write a story about it.

Become an expert

If you make sure you're the local source then who do you think the journalist will come to when he needs a quote?

By providing information which the journalist finds useful when you don't need them you will find it much easier to get them to write about something when you need it.

Have an opinion which they will write about. Say something interesting, funny, clever or different. Be brave. Be prepared to deal with your press office. They're not normally interested in increasing coverage of your centre, but are more interested in damage control. Don't let them take the lead or you'll never get anything done.

Ask the papers what they want

It's normally best to go to the local journalist for your area rather than the overall paper editor. Ask them what they'd like from you and use that to get them to write about you. So you might invite them to one of your activity sessions for free training, or help them get a chance to do the activity of their choice for free through one of your partners if they write about you.

Think local

The local media should be the first port of call for a small charity, says Lisa Pettifer, communications manager at Jeans for Genes, who specialises in helping the charity's supporters get local coverage.

“Approach media at quiet times,” she says. “Ring a paper just after press day, and a radio station shortly after an hourly bulletin.”

Stress the story's local importance, she says. And for a paper, offer images of local people doing something interesting. For radio, offer a loquacious local supporter for interview.

“And never forget that journalists are people too,” she advises. “Try offering simple perks.

“Local reporters will go a surprisingly long way for some free food. And if you send in a cake to a local radio station to celebrate your charity's birthday, it's likely to get you a mention.”

Do something eye-catching

Sport centres are often short of cash, but long on goodwill, and this is something they can use to their advantage.

You can stage publicity events for very little cost. Quite likely, as a charity, you can get everything you want for free, including manpower.

And you can start small. Don't think you have to do something huge and extravagant.

Crucially, tell everyone. Invite every media organisation you can think of.

Make sure you're also clear on what people should do next. Make sure you've got a call to action. Tell people what you want from them.

Everyone likes to do a bit for charity, especially if it doesn't cost them anything.

And finally – make sure there's a good photo opportunity.

Attract high-profile supporters

Celebrities love publicity, they work for nothing, and they have time on their hands. If you can fight your way through all the other people clamouring for their attention, they can boost your coverage enormously.

Colin Osborne, who founded male cancer charity Orchid after his own illness, said he used networking and personal connections to recruit snooker legend Steve Davis and Wimbledon winner Pat Cash.

But he also recruited others through approaching agents and writing letters.

He recommends asking everyone involved in your charity to look for celebrities with personal connections, with a known interest in what the charity does, or with a local link.

“I got several supporters because I wasn’t afraid to ask,” he says. “A surprising number of people said yes.”

“And once you’ve got a high-profile supporter, be sure to make the most of them,” says Jo Inskip, of charity media advice service Community Newswire. “Take plenty of pictures of them. And make sure they spend time talking about your charity. Remember, they’re expecting it, that’s why they’re there.”

Get help

Several organisations exist to help charities with the media, often by using industry professionals.

Community Newswire helps draft press releases and distribute them on charities' behalf, and the Media Trust will match PR volunteers with people who need services. Charity Comms have several services, including free monthly seminars with major media figures.

“When I first started out, it was absolutely terrifying, so I asked the Media Trust for help,” says Sarah Green, legal and communications officer at MDAC, a small charity promoting human rights for the mentally ill in Eastern Europe. “They put me in touch with an agency, PR Dogs, who helped enormously. They rewrote press releases for free, met with me to give advice, and used their contacts book to make sure the right people got our messages.”

Further PR resources

- <http://www.charitycomms.org.uk/> - provides advice, guidance and support for charity communicators
- <http://www.mediatrust.org/> - provides a media matching service to put charities in touch with media experts
- <http://www.askcharity.org.uk/> - sign up here to get your name known to media professionals
- <http://communitynewswire.org/> - helps charities write good, effective press releases and get them to the right audience

Shape Up Notts!

The Shape Up Notts! campaign with local media generated in excess of £1m media coverage in 2007 and received endorsement from Gordon Brown. Over 2600 have signed up to the campaign and the website is currently averaging over 20,000 visitors each month and 325k+ hits each month. A Workplace Challenge has been established to find the most active Workplaces in the county with 2 prizes of £2500 to give away, thanks to GMB sponsorship.



Good example of PR from Ramblers

Here's a good example of some PR in physical activity. The Rambler's have managed to get the Evening Standard to write a half page article about their upcoming walks, with a call to action at the end.

Set of walks that feature Bridget's place and 500 star locations

Emma Rowley

A PROGRAMME of 16 guided walks will take film lovers to more than 500 London locations that have been immortalised on the silver screen.

Sites range from Bridget Jones's flat above the Globe pub in Borough, to the East End stomping grounds of the Lock, Stock gangsters and the Mayfair setting for Sean Connery's legendary: "The name's Bond. James Bond."

The free walks are led by film enthusiasts from three groups belonging to the Ramblers charity – the Metropolitan Walkers, Capital Walkers and South Bank group.

Big Ben emerges as one of the most iconic locations, taking a starring role in the climax of The Thirty Nine Steps as the hero hangs

Courts scene: Audrey Tatou and Tom Hanks in the Da Vinci Code



from the clock face. The Inns of Court have also proved a rich resource for filmmakers. Inner Temple was the scene for a Da Vinci Code kidnapping, Middle Temple featured in both Elizabeth and Shakespeare in Love, and Lincoln's Inn Fields was the home of Sirius Black in Harry Potter: Order Of The Phoenix.

Hampstead Heath has also featured in a succession of movies. It is where Gregory Peck and Lee Remick enjoy familial happiness before young Damien unleashes his satanic powers in The Omen.

The heath is also the backdrop for an encounter between Hugh Grant and Julia Roberts in Notting Hill and the setting for the sinister closing scene in Notes On A Scandal.

Eleanor Harris, organiser of the third annual Films on Foot Festival, said: "The walks are a fantastic way to let Londoners discover a different side to their city. We also want to encourage Londoners to try out walking with the Ramblers – it's a great way to get fit, make new friends and discover different parts of the UK."

Last year more than 700 people took part in the walks, which are run in association with the BFI London Film Festival, now in its 54th year. They range from three to eight miles and take place between October 13 and 28.

For more log on to ramblers.org.uk/walkthemes/filmsonfoot



Home alone: walkers can see Bridget Jones's flat above the Globe pub in Borough

Great PR from Northampton Trampoline Centre!

Northampton Trampoline Centre is one of the fastest growing clubs in Northamptonshire, and its no surprise when you see the approach they've taken to marketing themselves.

Young gymnasts from Northampton appeared in an episode of LazyTown, one of the most popular programmes on children's TV recently.

A film crew from the CBeebies TV show spent a day at the Northampton Trampoline Centre in Moulton Park in July and the footage was shown in late October.

Harvey Smith, business development director of the Trampoline Academy said: "All the children involved were elated.

"They could not believe they were going to be in a production and were all chuffed to bits.

"The film crew took over the centre for a day and it was really good seeing how everything was done. LazyTown has certain themes and this episode is about trampolining. They did an interview with two gymnasts and they showed them the basic skills of trampolining."

All the children who took part were aged less than 11 years old and were part of the young development squad which trains six to eight hours a week.

Mr Smith said it was not the first time trampolinists from the academy had appeared on TV, as gymnasts had also appeared in episodes of Blue Peter and You Bet.

The academy has gained accreditation from British Gymnastics and Sport England. It is a premier club in the UK with a world-class coaching team producing success at national, European, World and Olympic level.

The academy aims to offer the correct development and training for members of all ages from the grass roots development programme to world class level

In this year's European Championships, three gymnasts from the academy, Jaime Moore, James Higgins and Steve Walsh were finalists in the senior categories.

If you would like to find out more details about the Northampton Trampoline Centre go to www.ntga.co.uk or call Northampton 01604 645 120.

Hackney Us Girls project

Sarah managed to get a story in the local paper when the project was announced. She cleverly asked people to register by emailing her, and so even before the project started she had 70 people register their interest.

Not all of these 70 people came to sessions though, for a variety of reasons such as them not being free at that time on that day, or the session was too far from them, or they didn't want to do the activity which was available near them.

Competitions

By running a competition you can increase the effectiveness of a lot of the rest of your marketing materials. You can use those prizes to get more PR coverage, to get partners to promote your offers, to encourage people to register because of the chance to win. All round it boosts the effectiveness of your other work.

For a recent charity event we got loads of free prizes just by asking. These included free nights at posh hotels, spa treatments, bottles of wine, meals at local restaurants and much more. You can do this too.

Contact any local businesses you can think of and ask them if they would be willing to donate a prize to support your scheme. This will probably work particularly well for charities or social enterprises running projects.

People you can ask:

- Council or Leisure Trust run leisure centres for lots of free passes for gym or swimming. Swimming vouchers seem to work particularly well
- Manicurists
- Masseurs
- Spas
- Hotels
- Private gyms.

Bristol Council and 2nd Chance

They're managed to get free swimming passes for their audience to help with promotion.



Search Engine Optimisation (SEO)

Search Engine Optimisation or SEO is the work getting your website to appear high in Google and other search engines (e.g. Bing, Ask) so that people searching for that term (e.g. climbing Solihull or walking Hove) find you.

90% of personal search in the UK is done with Google so we're going to focus on that.

As an example of how much of an impact ranking high in Google can have on your marketing let's look at Aerobics.

165,000 people search for the term aerobics in the UK each month. 49,500 search for aerobics classes and 6,600 search for aerobics course. However if you go to Google and search for aerobics NW3 2QX then the nearest result which comes up is over 20 minutes walk away.

Google knows that NW3 2QX is a postcode, so they show results on a map which are near to that postcode.

So there are lots of people searching for aerobics (and various other activities which you might offer) on Google, but they're not finding good results. Luckily it's simple to add your listing to Google Places and show up when people are searching.

+John Web Images Videos Maps News Gmail More - johnainsworth1@gmail.com -

Google aerobics nw3 2qx Advanced search

Search About 6,440 results (0.19 seconds)

Everything

Images
Maps
Videos
News
Shopping
More

Camden Town, UK
Change location

The web
Pages from the UK
More search tools

▶ **Places for aerobics near London NW3 2QX**

A [Claudia Georgiades](#) - Place page
www.claudiageorgiades.com - Hampstead Heath, London - 07961 347 146

B [Free Form Fitness UK Ltd.](#) - Place page
www.freeformfitness.co.uk - London - 07788 584 616

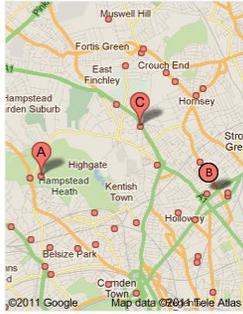
C [Yoga with...™ Kieran](#) - Place page
www.yogawith.com - Highgate, Highgate Fitness Studios, 191-199 Archway Road, Greater London - 07720 398 673

▶ [More results near London NW3 2QX »](#)
[Rate places to improve your recommendations »](#)

[Streetmap.co.uk - search results for NW3 2QX](#)
streetmap.com/map.srf?...NW3+2QX...NW3+2QX...
Streetmap.co.uk provides on-line street level maps for the whole of the UK.

[Fleet Road, London NW3 2QX - Zoopla](#)
www.zoopla.co.uk/house-prices/london/fleet-road/nw3-2qx/
Results 1 - 40 of 72 - Use Zoopla to get Fleet Road London NW3 2QX house prices from 1995 to present day.

[Beetroot - NW3 2QX - London](#)
www.yelp.co.uk › Restaurants › Delis
★★★★★ 5 reviews - Price range: £
10 Aug 2011 - 5 Reviews of Beetroot "Huge hot dog, can a soda, and a naughty jelly donut for 5 pound something???? Man but im a cheap date. But this place ...



Ads

Aerobics up to -70%
www.groupon.co.uk/Aerobics
Great Offers on **Aerobics**.
Save up to 70% with Groupon. Now!

[See your ad here »](#)

www.google.co.uk/acik?sa=I&ai=Cv0W03uSFTmIFc5X8A0mpPJEDYKv4AD... [ane 9\) - Visit London](#)

The top three results in the main listings are from the map on the right hand side.

How to add your club to Google Places

If you enter your club/ facility into Google Maps directory then you can appear top for certain Google searches. This is free and easy to do.

This can make you appear top for location-specific searches. For instance if you put in Kung Fu NW6 2NR then the top result is a map of London showing Kung Fu clubs. One of them is my old Kung Fu club which used this exact technique (Fujian White Crane Kung Fu).

Google [Advanced Search](#)
[Preferences](#)
 Search: the web pages from the UK

Web [Show options...](#) Result:

Kung Fu Lessons  Sponsored Link
www.shaolinculture.co.uk Kung fu, Tai Chi, Qi Gong lessons taught by a Real Shaolin Master

41 results stored on your computer - [Hide](#) - [About](#)
 [Marketing plan doc](#) - most commonly searched words. kung fu 115 searches/ day 49th
 [Ideas doc](#) - Physical Each week I do Kung Fu two or three times, stretch twice

Local business results for **kung fu** near **London**



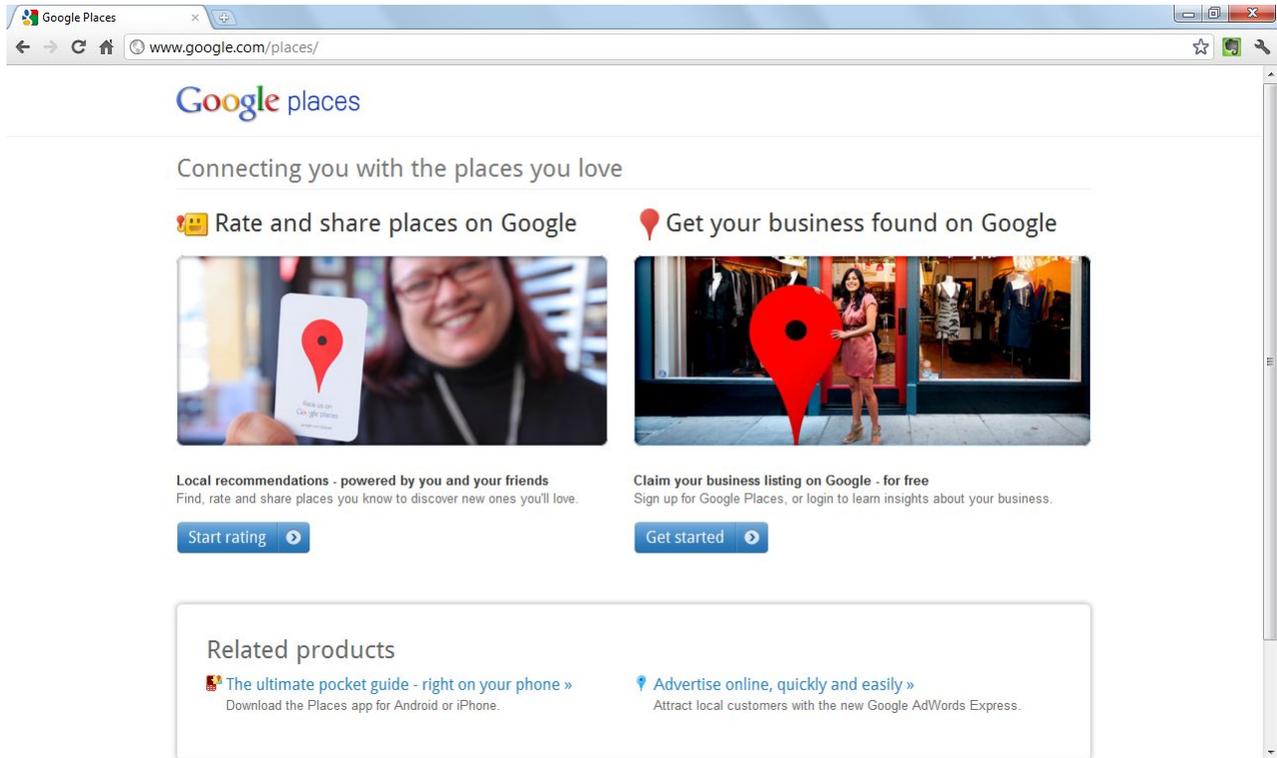
A. [Kamon Wing Chun Kung Fu](#)  - www.kamonwingchun.com - 07802 957 140 - [More](#)
 B. [UK Shaolin Temple](#)  - www.ukshaolintemple.com - 0845 257 9819 - [More](#)
 C. [Northern Shaolin System Kung-Fu Traditional Wu-Shu](#)  - www.nss-kungfu.com - 07828 119 773 - [More](#)
 D. [Kickboxing SE1 - San Da style](#)  - www.themastersclub.tv - 07515 522 950 - [More](#)
 E. [London Wing Chun - Austin Goh Wing Chun](#)  - www.londonwingchun.com - 07956 898 158 - [More](#)
 F. [Kung Fu London](#)  - maps.google.co.uk - 020 77295544 - [More](#)
 G. [Tao Wing Chun & Escrima Academy](#)  - www.wingchun-escrima.co.uk - 07724 497 484 - [More](#)
 H. [Northern Shaolin system Kung-Fu Traditional Wu-Shu](#)  - www.nss-kungfu.com - 07828 119 773 - [More](#)
 I. [Kick Your Way to Fitness](#)  - www.kickyourway.110mb.com - 07828 119 773 - [More](#)
 J. [London Shaolin Weng Chun Kung Fu Academy](#)  - www.wengchun.co.uk - 020 82056728 - [More](#)

 [More results near London](#)

London Shaolin Weng Chun Kung Fu Academy 
 A Shaolin Kung Fu Academy based in London teaching effective Chinese martial art Weng Chun Kung Fu, self defense to both men and women.

To do this is quite simple, just follow the instructions below:

1. Go to www.google.com/places



The screenshot shows the Google Places homepage in a browser window. The address bar displays "www.google.com/places/". The page features the "Google places" logo and the tagline "Connecting you with the places you love". There are two main promotional sections: "Rate and share places on Google" with a "Start rating" button, and "Get your business found on Google" with a "Get started" button. Below these is a "Related products" section with two links: "The ultimate pocket guide - right on your phone" and "Advertise online, quickly and easily".

Google places

Connecting you with the places you love

 Rate and share places on Google

 Get your business found on Google



Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

[Start rating](#)



Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#)

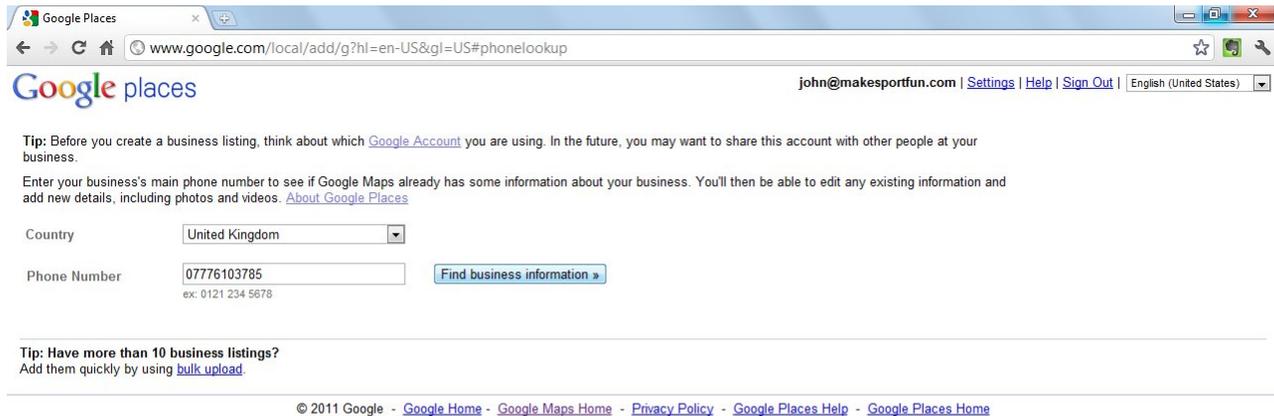
Related products

 [The ultimate pocket guide - right on your phone »](#)
Download the Places app for Android or iPhone.

 [Advertise online, quickly and easily »](#)
Attract local customers with the new Google AdWords Express.

2. Under the headline “Get your business found on Google” click on the button marked Get Started.

3. Choose Country as United Kingdom and enter the main phone number for your group/class or club.



Google Places

www.google.com/local/add/g?hl=en-US&gl=US#phonelookup

john@makesportfun.com | [Settings](#) | [Help](#) | [Sign Out](#) | English (United States)

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country:

Phone Number: [Find business information »](#)
ex: 0121 234 5678

Tip: Have more than 10 business listings?
Add them quickly by using [bulk upload](#).

© 2011 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Places Help](#) - [Google Places Home](#)

4. Fill in the form with details of your club then click submit.

Google Places

www.google.com/local/add/details?hl=en-US&gl=US&storeid=7023968791523122610&mode=existing&lookup=NO_RESULTS&flowtype=os

john@makesportfun.com | Settings | Help | Sign out | English (United States)

No address found for a business using 07776103785. Add your information below.

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: * United Kingdom

Company/Organization: *

Street Address: *

City/Town: *

County:

Postal Code: * 12

Main phone: * 07776103785
Example: 0121 234 5678 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com
 I don't have a website.

Description:
200 characters max, 200 characters left.

Category: *

07776103785

©2011 Google - [Terms of Use](#)
[Fix incorrect marker location](#)

5. Google will automatically contact you to confirm. They vary how they do this, but recently it's been by sending a postcard to the address you enter so they can verify that you're really based at that location.

Activity databases

In order to help people find you when they're searching online you need to make sure your project appears in the various activity search tool databases. For instance there are national databases at www.change4life.com and www.nhs.uk/letsgetmoving which have thousands of people searching on them.

To upload your details on to these two databases go to:

www.makesportfun.com/activity-search-tool.

There are probably other databases in your area which people are searching on. You should make sure that your project appears on all of these. People to contact include:

- Sports Development Officer at the local council
- What's on section at local paper
- County Sports Partnership (find yours at www.cspnetwork.org/en/your_csp).

Your website

Google keep the system they use for deciding what appears top in the search results top secret, but the two fundamentals of SEO are:

- Number of links to your site and where those links come from
 - Where the words people are searching for appear on your website.
1. Be certain to mention your location in your text. Don't just say "our location," say "our Manchester location." This will help your website be located by potential customers within your immediate area.
 2. Get partners to link to your website. Find nonprofits and educational organizations to partner with, so that they will link back to your website. Having a link on their pages will elevate your site's status. Do not just create back-links to your main page, but also link to pages within your website.

Sources for More Information

<http://www.seomoz.org/beginners-guide-to-seo>

Google Ads

Google Adwords is a great system because it allows you to target adverts to people who are searching for what you're offering. You choose what search terms (known as keywords) you'd like your advert to appear against, and it will only appear against those. You can also choose how much you're prepared to pay per click, per day and for the whole campaign, so you'll never pay more than you're happy with.

Everything down this right hand side is adverts from Google's Adwords system

The screenshot shows a Google search for "aerobics london" with approximately 5,120,000 results. The search results are categorized into "Everything" (Images, Maps, Videos, News, Shopping, More) and "Camden Town, UK" (Change location). The main results include several advertisements:

- London Aerobics Classes - Join for free m'ship until Jan 1st.** (www.davidlloyd.co.uk/London_Clubs) - Enjoy aerobics & PT taster session. Buckhurst Hill, Roding Lane, Chigwell - 0845 125 7074 - Directions. Club Finder: Join Kensington - 0845 125 7085, Join Fulham - 0845 125 7082, Join Finchley - 0845 125 7081.
- Fitness & Dance Classes | wowcher.co.uk** (www.wowcher.co.uk) - Get Good Fitness and Dance Deals Online For Your Needs. Sign Up Now!
- Aerobics up to -70% - Amazing Discounts on Aerobics.** (www.groupon.co.uk/Aerobics) - Save up to 70% with Groupon. Now!
- Places for aerobics near Westminster, London**
 - Holborn Health & Fitness Club London** (www.holbornhealthclub.co.uk) - Place page
 - Bootcamp Pilates East London & The City** (www.bootcamppilates.com) - 3 Google reviews
 - Cheerobics@ classes in London** (www.cheerobics.net) - Place page
 - Zumba fitness london** (www.zumbafitnesslondon.co.uk) - 1 Google review
 - London Fields Fitness Studio** (www.loveLondonfitness.com) - 1 Google review
 - SW1 Gym London** (www.sw1gym.co.uk) - 1 Google review
- Map for aerobics london** (Map data ©2011 Tele Atlas)
- Kings Cross Studios** (www.kingscrossstudios.co.uk) - Fully-equipped Pilates & Gyrotonic studio catering to all abilities.
- Pilates Classes** (www.thethirdspace.com/pilates) - Private 1-2-1 Classes or Group Training in Soho, London
- TrevorBlountPilates** (www.trevorblountpilates.com) - High Quality Personalised Studio Pilates London SW7 UK. Est. 1985
- Harbour Club** (www.harbourclub.com) - Experience one of our Harbour Clubs with a free club tour. Book today!
- Gym Singles in London** (www.fitness-singles.com) - View Photo Profiles. London Singles into Fitness. Join Now for Free.
- Authentic Movement London** (www.rupertlinton.co.uk) - Learn Moving Meditation, Workshops & Individual Classes

The map shows several locations marked with letters A through F, corresponding to the "Places for aerobics near Westminster, London" list:

- A** 50-60 Southampton Row London, 020 7611 5888
- B** Unit 10 (Basement) 10 - 50 Willow Street, East London 020 7739 1130
- C** 30 The Piazza City of London 020 8948 0434
- D** Bedford House Community Centre 35 Emerald Street, City of London 07830 240325
- E** 379/380 Mentmore Terrace Hackney 07973 116 826
- F** Babmaes Street 9 Babmaes Street, London 020 7827 5735

Free credit

You can often get £50 of free Google Adwords credit by searching online for “free google adwords voucher”.

Google Grants is an in-kind donation programme that awards free AdWords advertising to selected charitable organisations. They support organisations that share their philosophy of community service to help the world in areas including public health.

You can apply for this at www.google.co.uk/grants.

Getting started

Go to www.google.co.uk/adwords

Choose create your first campaign

The screenshot shows the Google AdWords interface. At the top, the Google AdWords logo is on the left, and the user's email (john@makesportfun.com), account status (Announcements (1)), and links for Help and Sign out are on the right. Below the logo is a green navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. The main content area is divided into three sections: 'Welcome to AdWords!', 'Learn more', and 'For experienced advertisers'. The 'Welcome to AdWords!' section features a prominent 'Create your first campaign' button and a 'Getting started' list with four steps: 1. Choose your budget, 2. Create your ads, 3. Select keywords that match your ads to potential customers, and 4. Enter your billing information. The 'Learn more' section includes a 'Common questions' list with links to help articles, a search box for the Help Centre, and 'More resources' with links to a Beginner's Guide and Partner Search. The 'For experienced advertisers' section offers links to advanced campaigns, billing setup, and conversion tracking. A footer at the bottom contains copyright information and links to AdWords Home, Editorial Guidelines, and Privacy Policy.

Google AdWords

john@makesportfun.com | [Announcements \(1\)](#) | [Help](#) | [Sign out](#)
Customer ID: 944-803-2180

Home Campaigns Opportunities Tools and Analysis Billing My Account

Welcome to AdWords!

[Create your first campaign](#)

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

Learn more

Common questions

- [Where will my ads appear?](#)
- [How much does AdWords cost?](#)
- [How do I choose a budget?](#)
- [How do I choose a maximum CPC bid?](#)
- [How do I select keywords?](#)
- [How do I write targeted ad text?](#)

Search Help Centre

More resources

- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

- Receive personalised ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

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Google AdWords john@makesportfun.com | [Announcements \(1\)](#) | [Help](#) | [Sign out](#)
Customer ID: 944-803-2180

Home Campaigns Opportunities Tools and Analysis Billing My Account

Help

Contact Us

I'm creating a new campaign. How do I control where my ads appear?

How do I choose a budget?

How can I find someone to help me manage my AdWords account?

How does language targeting work?

Help Centre

Search Help Centre

Select campaign settings Create ad and keywords >

Select campaign settings

You're ready to create your first campaign!
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

Load settings

General

Campaign name

Locations and languages

Locations In what geographical locations do you want your ads to be displayed?

All countries and territories

United States and Canada

United States

Let me choose...

Languages What languages do your customers speak?

English

Networks and devices

Networks All available sites (Recommended for new advertisers)

Let me choose...

Devices All available devices (Recommended for new advertisers)

Let me choose...

Bidding and budget

Bidding option [Basic options](#) | [Advanced options](#)

I'll manually set my bids for clicks

AdWords will set my bids to help maximise clicks within my target budget

Give your campaign a name

Choose the Let me Choose option under location

Enter the name of your town

Google AdWords

Home Campaigns Opportunities Tools and Analysis

Click add next to your town name on the drop down.

Help

Contact Us

I'm creating a new campaign. How do I control where my ads appear?

How do I choose a budget?

How can I find someone to help me manage my AdWords account?

How does language targeting work?

Help Centre

Search Help Centre Go

Select campaign settings Create ad and keywords

Select campaign settings

You're ready to create your first campaign!
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

Load settings Campaign Type

General

Campaign name Campaign #1

Locations and languages

Locations In what geographical locations do you want your ads to be displayed?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

manchester, united kingdom Show map Send feedback

Matches	Reach	
Manchester, England, United Kingdom city	3,340,000	Add Exclude Nearby

Locations that enclose: Manchester, England, United Kingdom

England, United Kingdom province	54,300,000	Add Exclude Nearby
United Kingdom country	57,800,000	Add Exclude Nearby

Networks and devices

Networks All available sites (Recommended for new advertisers)
Let me choose...

Devices All available devices (Recommended for new advertisers)
Let me choose...

Bidding and budget

Bidding option Basic options | Advanced options

- I'll manually set my bids for clicks
- AdWords will set my bids to help maximise clicks within my target budget

https://adwords.google.co.uk/cm/CampaignMgmt?_c=9119307853&_u=93...

The screenshot shows the 'Advanced location options' page in Google AdWords. It includes a 'Help' sidebar on the left and several sections: 'Networks and devices', 'Bidding and budget', 'Delivery method (advanced)', 'Ad extensions', and 'Advanced settings'. At the bottom, there are 'Save and continue' and 'Cancel new campaign' buttons.

Networks and devices

- Networks: All available sites (Recommended for new advertisers), Let me choose...
- Devices: All available devices (Recommended for new advertisers), Let me choose...

Bidding and budget

- Bidding option: Basic options | [Advanced options](#)
 - I'll manually set my bids for clicks
 - AdWords will set my bids to help maximise clicks within my target budget
 - CPC bid limit: £
- Budget: £ per day
Actual daily spend may vary.

Delivery method (advanced)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

- Location: Extend my ads with location information
- Sitelinks: Extend my ads with links to sections on my site
- Call: Extend my ads with a phone number

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)
- [Demographic bidding](#)
- [Social settings](#)
- [Automatic campaign optimisation \(Display Network only\)](#)

Buttons: Save and continue, Cancel new campaign

Callout Boxes:

- Choose the Let me Choose option under Networks and un-tick the display network.
- Enter your maximum budget per day. I suggest starting with no more than £1 or £2 per day till you feel comfortable with the system
- Expand the schedule under advanced settings and set an end date of a week or two to give you a chance to evaluate your campaign.
- Choose save and continue

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Important: Your actual cost-per-acquisition (CPA) depends on factors outside Google's control, so your actual CPA may exceed the maximum CPA you specify or differ from the target CPA you specify.
Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

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Google AdWords john@makesportfun.com | [Announcements \(1\)](#) | [Help](#) | [Sign out](#)
Customer ID: 944-803-2180

Home Campaigns Opportunities Tools and Analysis Billing My Account

Help

- When do my ads start running?
- How do I build the best keyword list?
- Contact Us
- AdWords Beginner's Guide

Help Centre
Search Help Centre

✓ Select campaign settings **Create ad and keywords**

Create ad and keywords

Create an ad

Text ad Image ad Display ad builder WAP mobile ad

Now it's time to write your first ad! To appeal to customers searching for your product or service, highlight what sets you apart. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL http://

Ad preview: The following is a preview of what your ad will look like on the search results page.

Side ad [New York Clean Air Students](#)
[www.example.com](#)

Top ad [New York Clean Air Students](#)
[www.example.com](#)

Ad extensions: Expand your ad with additional information such as address or product information. [Take a tour.](#)

Keywords

[Select keywords](#)

Your ad can be displayed on Google when people search for the keywords that you choose here.

When creating your keyword list, think like your customers: how would they describe your products or services? Specific keywords (often containing 2-3 words) will help you show your ads to the most interested users. Try starting with 10-20 keywords. You can always expand or refine later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

[Help me choose effective keywords.](#)

Here's what I suggest you use as your advert.

Free activity sessions
Free sessions for 16-25 year old women in Newcastle
www.yourwebsite.com

Obviously tweak it to match your offer (e.g. add activity type offered, add your location).

I also suggest that you point people to a page on your website which makes it as easy as possible for them to register. See the landing page section for more details on this.

Help

When do my ads start running?
How do I build the best keyword list?
Contact Us
AdWords Beginner's Guide

Help Centre

Search Help Centre

Description line 2

Display URL

Destination URL

Side ad [Free activity sessions](#)
Free sessions for 16-25 year old women in Newcastle
[www.yourwebsite.com](#)

Top ad [Free activity sessions](#)
Free sessions for 16-25 year old women in Newcastle
[www.yourwebsite.com](#)

Ad extensions expand your ad with additional information like a business address or product images.
[Take a tour.](#)

Keywords

[Select keywords](#)
Your ad can be displayed on Google when people search for the keywords that you choose here.

When creating your keyword list, think like your customers: how would they describe your products or services? Specific keywords (often containing 2-3 words) will help you show your ads to the most interested users. Try starting with 10-20 keywords. You can always expand or refine later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

[Help me choose effective keywords.](#)

```
aerobics
aerobics sessions
aerobics classes
women's aerobic's sessions
```

[Advanced option: match types](#)

- ▼ [Category: website analysis](#)
 - ◀ [Add all from this category](#)
 - ◀ [Add website analysis](#)
 - ◀ [Add free website analysis](#)
 - ◀ [Add website analysis tools](#)
 - ◀ [Add website analysis tool](#)
 - ◀ [Add seo website analysis](#)
- ▶ [Category: seo](#)
- ▶ [Category: website](#)
- ▶ [Category: Miscellaneous keywords](#)
- ▶ [Category: analysis](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to use keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

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Add keywords which you think are relevant to your campaign. So for instance if you're advertising your aerobics sessions then add words like aerobics, aerobics sessions, aerobics classes, women's aerobics sessions.

One keyword per line.

Click save and continue to billing

Account Setup

1. Select the country or territory where your billing address is located.
This choice may affect the [payment options](#) you will have in the next step.

United Kingdom
South Korea
Spain
Sweden
Switzerland
Taiwan
United Kingdom
United States

Afghanistan
Albania
Algeria
American Samoa
Andorra
Angola
Anguilla
Antarctica
Antigua and Barbuda
Argentina
Armenia
Aruba

Choose your area for billing then click continue

Help

- How much does AdWords cost?
- Can I switch my currency after setting up my account?
- When do my ads start running and accruing costs?
- How to redeem a promotion code

Help Centre

Search Help Centre

Set up your billing profile

Business information

Tax information
What is your tax status? [?](#)

Business
 Personal

Business address [?](#)

Business name
Optional

Contact name [?](#)

Street address

Town/City

County

Postcode

Country

Phone number
Example: 0121 234 5678

Set up your billing details. This needs to be by credit or debit card.

Website forms

Your website is also a great resource to take advantage of. Obviously you want to have information about your project, upcoming classes and how people can get involved. But some people will want to ask more questions. For those people it's a good idea to have a form on your website that people can fill in to say that they're interested. Then you can get back to them with more information.

In order to add a form to your site you can use a service called Formstack.

Formstack makes it easy for businesses & organizations to create online forms for collecting and managing data.

www.formstack.com.

Existing database

If you have an existing database then that's one of the best places to start. This could mean your database of contacts for your email newsletter, or people who've registered for previous programmes you've run.

This isn't something that everyone will have, but if you do then it's a fantastic resource.

Girls get going in Brent

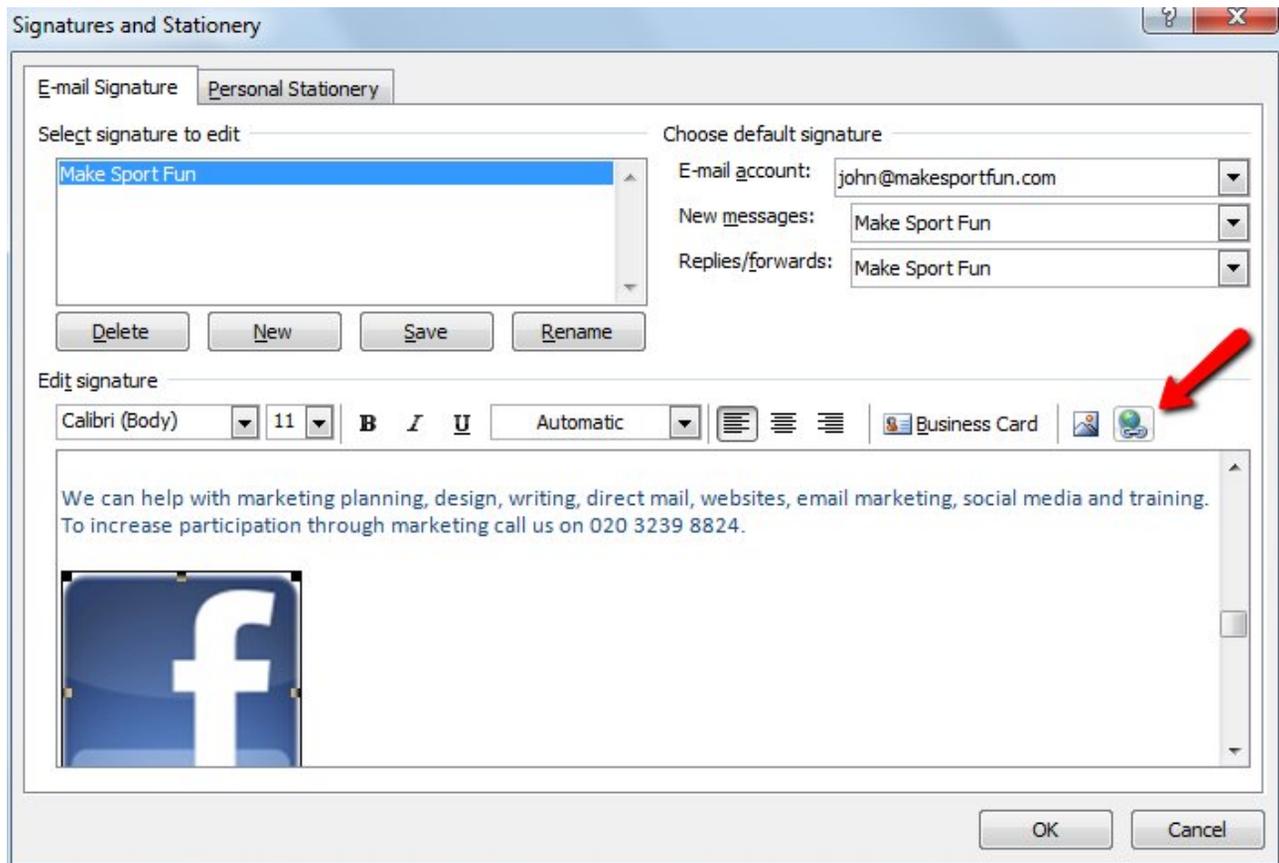
Marc Andrews sent a mass text alert about the football and badminton to female students between 16 and 19, as they had a database of those people. With texting, it's difficult because the company they used they can't get responses. For example they get a text saying that a session is coming, but they change their mobile numbers very often, so some numbers were out of date. Also fact that they couldn't reply. So if they wanted to find out what kit they'd need or what equipment to bring they'd have to turn up in person.

Email signature

Put a link in your email signature

You might also want to put a Facebook logo in your email signature and make it a link to your Facebook page. Not a problem – here's how.

1. Open Outlook
2. Choose Tools in the menu at the top
3. Choose Options
4. Choose the Mail Format tab at the top
5. Click the signatures button
6. Edit your signature (depending on what version of Outlook you're using you might need to choose advanced edit here)
7. Insert a picture of the Facebook logo (to get a copy of this go to <http://images.google.com> and search for Facebook logo, or download it from http://www.makesportfun.com/wp-content/uploads/2011/11/facebook_logo.png)
8. Select the Facebook logo in your signature and while it's selected choose the hyperlink button (this looks like a small globe with a chain across the front)



9. Add the website address of your Facebook page to the box which comes up and choose ok
10. Choose ok again.

You're done. The link won't work until the email is received, so don't try testing it in an email you're writing, so to test your signature try sending yourself an email and clicking on the logo.

Landing page

You can make your online marketing more effective by setting up a landing page.

A landing page is a page on your website specifically designed to convince people to take up your offer. Good ways to do this are:

- Take off everything from the page which isn't to do with your offer (if you know how you should even take off the navigation menu!)
- Put a headline which explains very clearly what your offer is (e.g. free activity taster sessions) and explain what's available as part of the offer
- Put a simple call to action at the bottom (a way for them to sign up). This should be very clear and simple, and there should be no way they could be mistaken about what they should do next. Your call to action could be to tell them to go to the next session, to call you, or to register for more information. When I ask someone to register I like to use a website forms, where they just fill it in, rather than asking them to email me. You can use Formstack (www.formstack.com) to create simple website forms that you can embed into your website.

Once you've set up a landing page you should use the link to this page in all your online marketing, whether that's in adverts, on Facebook, on Twitter or in your emails.



YouTube

YouTube is now the Internet's second biggest search engine, behind Google (who own YouTube). People are watching 2 billion videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute 24 hours of video is uploaded to YouTube. So it's great for being found, both on YouTube and on Google. It's a great way to show what your activities are really like, or how to get started in an activity.

You can also use free YouTube videos from other people to show people how they can get started in doing your activity.

There's so much that can be done with YouTube, and whilst it's the platform which may take the most time, with editing and filming etc, it can also be the most rewarding and fun. Nowadays you can pick up a decent quality video camera fairly cheap, or someone you know may already have one you can use and most computers include some free, easy-to-use video editing software. Filming games, social events and people making mistakes on the field or generally making a fool of themselves can provide priceless material and hours of enjoyment.

YouTube can be used in many ways and you don't simply have to point your users over to YouTube to watch your videos. You can share your videos on Twitter and Facebook, and you can even embed your videos into your own website using the 'embed' code provided by YouTube.

Once you've made a video - maybe some highlights from a game, a coaching video, or an 'own goals and gaffs' style video - head over to YouTube.com, click the 'Sign Up' button and follow the simple on screen instructions. Once you've set up your account and uploaded a video you'll need to write a description, remember to include keywords related to your team and the video here. As I mentioned earlier YouTube is the world's second largest search engine, so it's important to make sure you can be found.

Orienteering for beginners

- Alexander Lines (aged 11) has made a short introduction to orienteering. It features his brother Edward. They made it in one afternoon.
- So far it's had **114,358 views**.
- <http://www.youtube.com/watch?v=OZOI9kKuA4I>
- That then points you to how to find more information about orienteering, and back to their club website (www.southdowns-orienteers.org.uk).

Sport Essex

- http://www.sportessex.com/sports_a-z.php
- Sport Essex have used YouTube without creating any of the content themselves by taking videos from YouTube and embedding them into their website. This means that anyone coming to their site can easily see how to get started in that sport and they've then put their club search below so someone can easily search for the nearby clubs after getting interested in that sport or activity.

This means that if you type "Parkour Essex" into Google then their website comes up top

Tools for YouTube

- Flip Camera
- Camera phone
- Transcripts of videos

You can make your own videos very simply with a flip camera, or even just using a camera phone. However I suggest you start by just linking and embedding other useful videos.

Posters

Posters aren't the most effective way of reaching Leannes, so don't focus too much work on them. However sometimes your partners have poster space which is too good an offer to turn down.

When you produce posters remember to keep them simple and targeted. What do you want someone to do. Give a really clear call-to-action on them. This could be that they text a number to register, or a fantastic technique is to use a QR code. You might have seen one of these codes recently and been wondering what it is.

It's a QR code (abbreviated from Quick Response code). This is a type of code made up of black modules arranged in a square pattern on a white background.

The technology has seen frequent use in Japan; and is fast becoming popular in the UK as well.

Anyone with a Smart Phone (iPhones, android phones, blackberries, etc.) can scan this code with a QR reader app (available for free). They're then redirected to a website, sign up form, video, picture, a twitter follow page or a Facebook like button.



The benefit

It makes it very easy for you to redirect people to the exact place online you want them to go without them having to type in a long website address.

Where to get them from

Just Google QR code generator to find lots of options. I used <http://qrcode.kaywa.com/> to generate the one above.

NE Music Factory

To publicise their events NE Music Factory have worked with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events.

With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event's coming up they go back and let them know the event is soon and ask them to put a poster up.

Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire's accessories. Anna says "you need to put on your Leanne goggles when you're out and imagine where she's going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful."



Media - Link

Now that we have collected people's contact details we are able to write to, email or text the people in our area who are interested in our sport or activity and link them with our project. A key thing here is that we need to find them somewhere that's close to where they live or work, and is on a day or time that suits them.

This list of people who are signed up to receive communication from you is known as your marketing list. And building a marketing list is one of the simplest and most effective things that you can do in your marketing. Wandsworth council is an example of an organisation which has done this really well – <http://www.makesportfun.com/casestudy/keeping-older-people-active-in-wandsworth/>.

The two main tactics to initially link someone with where to do activity are:

- Email
- SMS

To increase the number of people who turn up you can then use text messages to remind them on the day.

You can also do more widespread sending of an offer to large numbers of people in one go via email marketing. This can be done extremely cheaply using an email marketing system online.

Personalised follow up

This personal contact can be by email or SMS.

It's very simply a way of linking people with the ideal activity group or class that you have for them. Things to be aware of are that people are interested in:

- Time
- Day
- Activity type
- Level of class.

So you might not have something that matches everyone's needs. However we've found that if you can match all 4 of these requirements to what someone wants to do, and if you are very friendly in your approach, then up to 70% of people will turn up to your sessions.

Phone calls are the most effective way of getting people to turn up, but they are obviously much more time-consuming than emails.

Example email

Hi Leanne,

Thanks for registering your interest in our activity sessions. We've got Zumba, Aerobics and Netball sessions going on at the moment.

- Zumba is on Tuesdays at 7pm at Swiss Cottage Leisure Centre, 1 Adelaide Rd, London NW3 3NF
- Aerobics is on Thursday at 7pm at the Kingsgate Leisure Centre, 107 Kingsgate Road, NW6 2JH
- Netball is on Wednesday at 6:30pm at Abbey Community Centre, 222c Belsize Road, NW6 4DJ

Which of those sessions would you like to attend? If you let me know then I'll make sure the instructor is expecting you.

If you've got any other questions then please email me back or give me a call on 01234 567 890.

Thanks,

Jo Wight
Sports Development Officer
01234 567 890



Text message

Texts are great to use as a reminder for people on the day of their session. This will increase the number of people who were supposed to be coming and then actually turn up.

You can even set up in advance messages to go out at a set time to a group of people.

I recommend Esendex (www.esendex.co.uk). It's a very easy to use online system. I've included screenshots on the next few pages so you can see how it works.

The screenshot shows the Esendex user interface. At the top, there is a purple header with the Esendex logo on the left and navigation links for 'Echo', 'Echo for Email', and 'Esendex API' on the right. Below the header, the main content area is divided into two columns. The left column is titled 'Hello John, what would you like to do today?' and contains two main options: 'Send SMS via Echo' (marked with a 'NEW' badge) and 'Send SMS via Web SMS'. The 'Send SMS via Echo' option includes a preview of the web application interface and a 'Send SMS via Echo' button. The right column is titled 'Don't forget..' and contains three options: 'Echo for Email', 'Esendex API', and 'Buy messages'. At the bottom of the right column, there is a 'Switch language' dropdown menu set to 'English'. The footer of the page contains the copyright information: '©2011 Esendex Limited. Esendex Home v.11.3.31.175.a'.

Once you've logged in you'll see this homepage. Just choose send via echo on the left hand side.

esendex. Logged in as john@makesportfun.com My details Help Logout
Echo Echo for Email Esendex API

Send Sent items Contacts & groups Settings
Simple Bulk Templates

Compose & send

Home > Send > Simple

Alias: 447537400201

To: [Empty field]

Contacts

SMS Voice

Message: [Empty text area]

0 characters / 1 SMS part / 1 message

Send now Send later

Account (EX0080201)
200 messages available

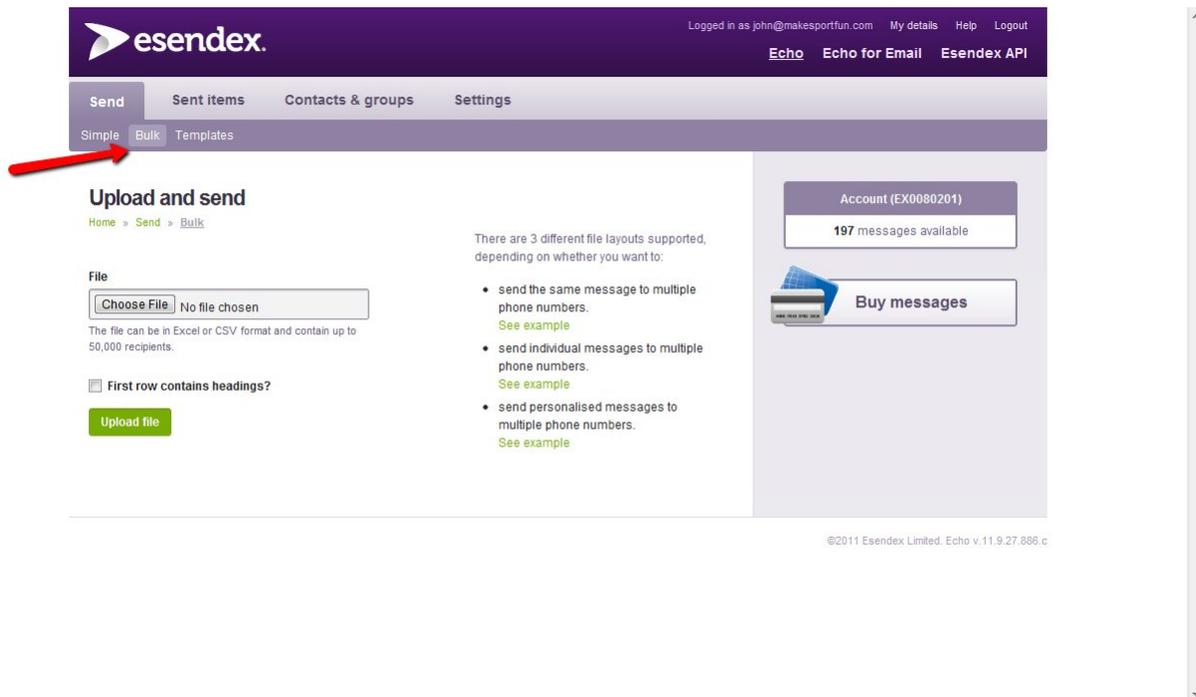
Buy messages

©2011 Esendex Limited, Echo v.11.9.27.886.a

If you're sending to just one person then you send from this page

The screenshot shows the 'Compose & send' interface of the esendex platform. At the top, the esendex logo is on the left, and user information 'Logged in as john@makesportfun.com' with links for 'My details', 'Help', and 'Logout' is on the right. Below the logo, there are navigation tabs for 'Send', 'Sent items', 'Contacts & groups', and 'Settings'. Under the 'Send' tab, there are sub-tabs for 'Simple', 'Bulk', and 'Templates'. The main content area is titled 'Compose & send' and includes a breadcrumb trail: 'Home > Send > Simple'. The 'Alias' field contains the number '447537400201'. The 'To' field contains the phone number '07776103785' with a small 'x' icon. Below the 'To' field is a green 'Contacts' button. There are two radio buttons for 'SMS' (selected) and 'Voice'. The 'Message' text area contains the text: 'Don't forget Netball is tonight at 7pm, Kingsgate Community Centre, Kingsgate Road. Hope to see you there!'. Below the text area, it shows '106 characters / 1 SMS part / 1 message'. At the bottom of the form are two buttons: 'Send now' (green) and 'Send later' (grey). On the right side of the interface, there is a sidebar with an 'Account (EX0080201)' section showing '200 messages available' and a 'Buy messages' button with a credit card icon. At the bottom right of the page, there is a small copyright notice: '©2014 Esendex Limited. Echo v.11.0.77.882'.

Enter the phone number or name you want the message to go from and the message you want to send. You can choose anything for the Alias name it goes from (e.g. Camden Council, Us Girls, Sarah)



The screenshot shows the Esendex web interface. At the top, the Esendex logo is on the left, and the user is logged in as john@makesportfun.com. The navigation menu includes 'Send', 'Sent items', 'Contacts & groups', and 'Settings'. Under the 'Send' menu, there are three options: 'Simple', 'Bulk', and 'Templates'. A red arrow points to the 'Bulk' option. The main content area is titled 'Upload and send' and includes a file upload section with a 'Choose File' button and an 'Upload file' button. There is also a list of supported file layouts and a 'Buy messages' button on the right side.

esendex. Logged in as john@makesportfun.com My details Help Logout
Echo Echo for Email Esendex API

Send Sent items Contacts & groups Settings
Simple Bulk Templates

Upload and send

Home » Send » Bulk

File

No file chosen

The file can be in Excel or CSV format and contain up to 50,000 recipients.

First row contains headings?

There are 3 different file layouts supported, depending on whether you want to:

- send the same message to multiple phone numbers. [See example](#)
- send individual messages to multiple phone numbers. [See example](#)
- send personalised messages to multiple phone numbers. [See example](#)

Account (EX0080201)
197 messages available

©2011 Esendex Limited. Echo v.11.9.27.886.c

If you want to send to multiple people at once then choose the bulk option (arrow pointing to this above). Then upload your Excel spreadsheet.



Email marketing

Email marketing is incredibly effective and incredibly cost-effective. You can email people with a properly branded template for as little as 1p per recipient. It's very effective for reminding people about upcoming sessions.

And email use is only going up with the rise of social media. It's the central hub where you find out what's going on elsewhere.

You can link this with your CRM system and only email people interested in a particular activity or of a certain age.

If you keep track of email addresses of your members then you can promote any special offers to them very easily.

Key thing is data capture. In our business I ask people every time I present if they'd like to sign up to our email newsletter. This has helped us build 1600 people who receive it now.

Options

- Outlook
- Mailchimp allow you to send up to 2000 free emails per month
- Your host organisation might have an email marketing tool
- Make Sport Fun email marketing tool.

Email marketing campaign from British Gas



**Swim, swim, swim
for free, free, free.**

3 Free Swims can help you tone up and cool down

Dear [Personalised],

Swimming is a great way to exercise and relax.

And with our 3 Free Swims offer for British Gas customers, you can take another adult and up to two children swimming at any of our participating pools, all for free.

Of course, if you prefer, you can just go solo and swim a few lengths.

Pools range from your local public pool to those in hotels, leisure centres and luxury health clubs, such as **Nuffield Health**. And whichever you choose, you can go three times over.

Our 3 Free Swims offer runs until the end of November. Click [here](#) to book now.

Enjoy yourselves poolside.

Kind regards,
The British Gas Free Swim Team

Gas Customer Number:
[gas account number]

Electricity Customer Number:
[electricity account number]

Enjoy 3 Free Swims

- ✓ **Three swimming sessions, absolutely free**
- ✓ **Take another adult and up to two children**
- ✓ **Choose from almost 500 pools**

[Book now](#)

Here's a great email newsletter from British Gas about a swimming promotion they're running. It's attractive, simple, personalised, the design matches all their existing advertising and drives people to actually try out this activity. They've got links to find where you can go within the email itself, which makes it simple. And there's a call to action in the form of the Book Now button at the bottom right.

Very impressive.



Tracking who's interested

It's worth keeping track of who's shown an interest in doing an activity, even if you're not offering that activity yet. If enough people want to try dance then you might decide to put it on. And if you've kept people's details then you'll have a list of people to promote it to.

The simplest way to do this is to use an Excel spreadsheet, with the headings:

- Name
- Email
- Phone
- Activities they want to do
- Postcode

If you enter everyone's details in here as you go then you'll find that your promotion will get much easier over time as you can promote any new sessions to people you know are interested. You can also email everyone with offers and asking them to refer friends and family.



Media - Try

The try stage is based around a low barrier to entry opportunity for someone to try the activity for the first time (or at least the first time in a while). Common examples of these are:

- Taster sessions
- Come and Try It events
- Open days.

All of these are fantastic ways to give someone a fun, friendly and free way to try out your activity, club or venue. There are two main ways of running these taster sessions:

- You get them to come to you
OR
- You go to them.

Both of them are important and have their uses.

Going to them

This can involve running a session at a community group or in a school. A great deal of work is involved in doing this, but it can get great results.

Them coming to you

This kind of taster session should be run constantly. Any marketing you do to people should include a voucher which entitles them to a free session. The voucher is important. It means that people give a value in their mind to the session even though they're getting it for free.

Get Back Into

Get Back Into is run by County Sports Partnerships (Regional Sport England) and their Partners to bring you a choice of activities to help you get fitter and healthier. All activities are for adults over 16 years old.

The classes are fun and friendly, plus with qualified coaches and instructors, you'll also learn something new or improve what you already have.

As part of the Get Back Into programme they learnt that if you offer taster sessions for free then you might get a lot of people turning up, but they won't all come back. To try and increase the percentage of people who came back to take part in another session they said that the sessions had a value of £5 each, but that with a voucher you were able to get access for free. This small change gave the sessions value in people's minds, so when the free sessions were finished people would now continue taking part when they had to pay.



Media - Repeat

The repeat stage is your regular activity. Most people reading this are much more accomplished at putting on regular, high-quality activities that people will enjoy than I will ever be, so I won't say much about this.

However, even with the best activity sometimes people drop out and won't come back. Try to look at your centre from the point of view of your ideal customer. Is there anything that's stopping them from becoming a happy repeat customer?

- Are the changing rooms clean enough?
- Are you open when they want to come?
- Are you too expensive, or conversely – could you charge some of your customers more?
- Are your staff friendly and polite?

Is there anything else you could do cheaply which would exceed their expectations?

Hounslow

“The results have been fantastic! All the classes were really well attended and spinning has now been fully incorporated into our leisure programme – we are also hoping to offer netball on a regular basis when we can find a suitable venue.

Email newsletter

Now that they've gone through your 12-week course you can also promote ongoing activities by email. This could be promoting existing women's only groups as well as regular activities.

I suggest that you find out from people who've been to one of your courses what activity they would like to do, and then send more targeted emails letting people know where the activity of their choice is available.

Options

- Outlook
- Mailchimp
- Communications team
- Make Sport Fun email marketing tool

Hackney Us Girls project

As a result of the initial 12-week course they've set up a regular football session. A bonus of this is that although the sessions are still women only they're not restricted to 16-25 year olds, so they're able to invite the 26 and 27 year olds who couldn't come to the initial sessions.

They also offer a pay-and -lay membership for a year which makes it £1 to go swimming. Also provide email updates about other sessions they have to link them up with. All their leisure centres have women only sessions during the week, and the cards they get give them discounted rates for that too.



Product

Your product is what you have available for people to do. If people don't want to do the activities that are available then however good your promotion people won't turn up or stick around.

The key thing is to make sure that your sport or activity is fun, easy and popular.

According to Sport England's segmentation data the top activities that Leannes do are:

1. Walking
2. Swimming
3. Gym
4. Cycling
5. Aerobics
6. Running
7. Football
8. Badminton
9. Tennis
10. Yoga

So it makes sense that these are the activities you offer if you want to attract Leannes to take part.

Another fantastic way of improving the product from the point of view of your audience is to introduce a sociable aspect to it as well. Cycling clubs tend to have a stop for tea and toast at a café during a long ride. Walking for Health groups often all go for a tea at the end of their sessions. In fact I know of one walking group which is sponsored by a local café.

London Tigers

Sulthana Begum runs the Us Girls project for London Tigers (www.londontigers.org). They have targeted 16-25 year old girls and women and are running a mixture of fitness classes, football and badminton across Westminster, Redbridge and Tower Hamlets.

Girls get going in Brent

The team set up four activities – hip-hop skipping, aerobics, badminton, and girls' football. The activities were decided upon after looking at the marketing communication plan on promotingactivity.com.

The team wanted to come up with a range of activities that would suit Leannes. Two of these are fairly typical – aerobics and badminton – but by offering girls' football and hip-hop skipping, the team is also offering something a little bit new; the football is aimed at teaching girls the basics of the game and includes a link-up with a local ladies league, whilst the skipping teaches basic skipping-dance moves accompanied by hip-hop beats.

The activities were decided upon after using the [strategic planning tool](#) available on promotingactivity.com, which helped the team identify the 'Leanne' demographic as its target market – females aged 18 to 25, often with children, who have little time to exercise.

After starting they have amended the aerobics to a Legs, Bums and Tums type session. Since then it's been changed again to a Zumba class. This has definitely been the most popular of the activities.

The female football has carried on as it was, but they've joined up with a girls school, with people coming from both the college who's organising the sessions and the school.

The badminton had to be slightly amended because numbers were low, so they've opened it up to men too.

The skipping was only run as a taster session because the company who ran the session stopped running skipping sessions.

Hackney Us Girls project

The project offers mostly gym and dance, with sport thrown in now and again in 12 week blocks.

In the first 12-week block they had 4 sessions going on.

- One was open that anyone could come to, it ran once a week for 2 hours but they changed to 1 hour because it was too long for most people. This also gave access to the gym as well.
- One was a closed targeted session run with the Council's youth service.
- One was for young mums. Went to a housing association with hostel for teenage mums. Opened it out to other young mums because they weren't going often enough. Had a crèche for them.
- One was boxing – sport for social change at local leisure network. Has expanded out into actual club.

Sarah's also planning on making the sessions more social by all going for a coffee afterwards.

NE Music Factory

All the sessions that they're offering are dance, and they're really open minded as to what kind of dance. However there are three types of dance which have proved to be most popular with their audience - Street Dance, Street Cheer (a mix of hip-hop and cheerleading) and Zumba.

To figure out what kind of sessions people would want they always ask people and provide them with a variety of tasters, then they let the girls and women pick.

Street cheer is most popular with the 16-18 year olds as it's very competitive. For the older women it's more about fitness not competing. That competitive element is helping them to keep attendances high for Street Cheer, as people get excited about upcoming competitions. One of their groups is now national champions, and they've got two crews competing in November.

Positive Futures

They've already got an audience of 16-25 year old women, because that's who they work with. So they started by offering taster sessions for a variety of activities to their existing groups. These were one-off-sessions to get people interested. It included circuit training, Zumba, dodge ball, aerobics and bouldering. At the end of the taster sessions they did a survey to find out what activities people wanted to do.

The circuit training, multi-sports, personal training and bouldering have all continued since. They've now also started a running club and a hoop and tone class. They found that people wanted to try running, but weren't confident enough to join a club, so they're all starting together, and all running at the same pace. The hoop and tone has been a great success and people are really loving it. They've even got an ultimate frisbee course starting soon. They're really keen to try out fun and new sports.

The focus in all of these classes is on fun. People might want to be healthy and lose weight, but they don't see this as any reason that they shouldn't have a great time too.

Hounslow Helps Women Back Into Exercise

Research has shown that aerobics and netball are preferred sports for Leannes and Chloes (two segments they were focussing on), so the decision was made to offer a Back to Netball course and some new fitness classes that concentrate on core stability and spinning.

Bristol Council and 2nd Chance

They provide a wide range of activities including netball, basketball, Zumba, women's only swimming, walking, tennis and football. They found that some people don't want to do any club sport, but instead want something more social, more fun. And for a lot of their audience they need to provide women-only sessions.

Trelya

In order to make the sport more attractive they offer it within a range of activities. Initially young women might come in to do something like cooking or a nails course. Then they'll also run a multi-sports session every so often. When they find something they the girls like they turn that into a regular session, circuits has proved quite popular.

In order to keep the girls interested they've connected with a charity walk. Doing that kept them on board and keep motivation high. People liked it because they were working towards something.



Price

Us Girls courses are generally offered for free to begin. In my experience most sports and activity is offered at a good price already. In fact some of it is offered too cheaply. If your sessions are offered for free as a result of funding then you run the risk that you'll have to stop delivering them when the funding runs out.

From a marketing point of view the only time you should offer a discounted price is for the first session someone comes to. However, I have found that if you offer the first session for free then many people won't come back to future sessions as they resent paying more than it cost them the first time. So rather than simply offering this session for free you can tell people it costs £3, £5, £7 or whatever you normally charge, but that with a voucher they can get in for free the first time. This simple tactic has been shown to increase the percentage of people who come back after the initial session.

Hounslow

I think the fact that we offered free taster sessions was crucial in developing such a high attendance – a lot of the people who joined the classes wouldn't have attended if they had to pay, but now they are involved in sport and activity again and are keeping on with it, which is the exactly the result we were looking for.”

Hackney Us Girls project

All sessions were provided for free for 12 weeks.

Girls get going in Brent

The sessions are subsidised as students are able to use one of their weekly vouchers to get access to the session. Typically a voucher is valued at £2.50 for external partners to invoice the college.

NE Music Factory

“Our break-even cost is £2.50 per person per session,” Anna told me. “And the goal is to charge that much for every session by the time we withdraw from funding it.” They haven’t been able to charge for all sessions yet. One was started in a high school, and they’re not charging initially. But after a while they’re going to make it £1, or £1.50 and then gradually increase it until by the time they withdraw it will be £2.50 so that it’s sustainable.

Bristol Council and 2nd Chance

For a lot of the sessions, if you take the voucher from the back of the leaflet you get your first session free. The regular prices aren’t controlled centrally, and range from free to £4/ session. Even though price comes up as an issue when people are saying why they won’t pay they’ve found that when people are actually into something they will pay, as long as it’s a reasonable amount.

Trelya

All for free.



Place

Where will the target audience play sport or do activity? We live in a convenience-oriented world where time is precious. People will evaluate the convenience of your offering against competing offerings. Most people will only travel up to 20 minutes to do sport or activity, so how can you make sure that there's something available to people within this distance?

Develop strategies which enable your target audience to conveniently perform the desired behaviour. Increase the number of locations, frequency and opening hours, or make the physical location more appealing and inviting to the target audience.

Some Leannes who have not done activity before will be intimidated by attending sessions at a leisure centre.

Ideas

Consider holding the first 3-4 sessions in a community centre.

Think about putting on an initial taster session at their location (e.g. in their office).

Girls get going in Brent

Using the marketing communication plans they identified that Leannes tend to be enrolled on full or part-time courses. So most of the activities are being offered at the College of North-West London (CNWL) to allow for direct access to a large number of these women. CNWL also offers advice and support for students with childcare issues, so this makes the sessions more accessible for young mothers who may not have been participating in sport and physical activity for this reason.

Some of the sessions however are not run on site, and they've found that this has had a really negative impact on attendance. Marc Andrews, the sports coordinator at CNWL says that ideally all sessions would be run on site. They've set up badminton court markings in their dance studio, so they can now run their badminton sessions there.

Positive Futures

Sometimes the barrier is to do with transport. They put on sessions in Anfield, West Everton, Kirrsdale, Breckfield and the majority of North Liverpool. However a lot of people won't travel from one area to another, even if it's not a long way because of territory issues.

Hackney Us Girls project

All sessions were run in the leisure centre to begin with. The most popular activities that people have requested are swimming and gym, so they need to be done in a leisure centre. However they're looking at trying out sessions in the community centre for the first 3-4 weeks as leisure centres are too intimidating for some of their audience.

Hounslow gets women active

"Promotingactivity.com really helped us in shaping our bid for the Play Sport London funds," explains Community Sports Development Manager Jo Valks, "the market segmentation toolkits were really helpful as they helped us identify just where our target market lived, which is particularly useful in such a diverse area as Hounslow. We found that there was a high density of Chloes and Leannes living in the centre and east of the borough, so we concentrated on activities that not only suited our target market but that also matched the facilities we had available in those areas.

The information also meant that we could carefully target our marketing materials, ensuring that we were more effective in getting our message out to the right people."

NE Music Factory

One of the sessions is run in NE Music Factory's studio, lots of them are in 6th forms or in schools.

Bristol Council and 2nd Chance

Their sessions are provided in a variety of locations, in community centres, leisure centres, school sites and some walking groups go through parks, though they meet at community centres.

In order to figure out which areas of Bristol to focus on they used maps of Indices of Multiple Deprivation and the Bristol quality of life survey which asks people how easy it is get involved in sport.

Trelya

Trelya are lucky that they have their own venue, which has a big hall that can be used for sports.

They also run swimming sessions in local private pools. They're in Penzance, so there are hotels with swimming pools which aren't always busy. Many of the girls are self-conscious and don't want to appear in public with swimming costume on, so for them this is much, much more attractive. Another benefit is that if they go to a private pool they can have a bit more of a laugh, and play games like water polo.



Monitoring and Evaluation

The last point is to use monitoring and evaluation to check what works so you can do more of it, and what doesn't work so well so you don't waste your time doing it.

Questions you should ask:

- How they heard about you?
- What they thought of their first session?
- Whether they're going to come back?
- What other activities they'd like to do?
- Whether they can refer any of their friends or family who might like to try a session?

Survey Monkey

I suggest you do this evaluation by email after people's first session, and I suggest using Survey Monkey (www.surveymonkey.com).

It's easy to set up, easy to use and it's free. There is a premium package, but I find that for most occasions the free version is perfect.

Set up your survey with the questions I mention above, then it will give you a link you can email to everyone. You'll need to make sure that you've got the email addresses of everyone attending sessions, but if you're following the rest of the guide then that won't be a problem.

To set up a free account just go to www.surveymonkey.com.

Bristol Council and 2nd Chance

In order to track how many people are taking up activity and who they are they're providing an US Girls membership. Anyone new who comes to any of the sessions fills in an Us Girls membership form (paper or online). They then become a member of Us Girls Bristol Get badge and free watches through Sportivate. Then all the organisations send the forms back to the central office.

Girls get going in Brent

“We started the badminton and football programmes earlier on in the year and they are still running, although we’ve tweaked things a bit to make sure they appeal to as many people as possible,” reports Marc Andrews, Further Education Sports Coordinator at CNWL. “The aerobics is set to take place soon, as is the skipping – we have already held a Sport Relief skipping event that was very well attended, so we’re hopeful of a great turn-out for this one!”

By monitoring the female aerobics session they have identified that it needs to be changed again this year. So they’ve changed it to a Zumba session, on the same time and the same day. Numbers they had on aerobics were 10 per week. Similar to what they’ve got now on the dance. Also opened them up to staff as well.

They had to hold the badminton sessions at an external site. They identified that only 2 or 3 students would continually go because it was an external site. So now they’ve marked out a badminton court in their dance studio on site which should help with retention.

NE Music Factory

Do consultation weekly. All the tutors are well versed on what to ask week to week. Informal consultation every week then a more formal one every few months.

In first quarter they’ve got 5 sessions set up, though one was closed because it didn’t work well. In the second quarter they’ve set up another 3, so they have 7 at the moment and are aiming for 2 more by Christmas.

Positive Futures

It’s all been slow to build it all up. Some people just come now and again. But on average they have 8-12 people attending each of their classes, with a maximum capacity for most of them of 15 people.

Case studies

Hounslow Helps Women Back Into Exercise

With the help of funding from the London Development Agency's Play Sport London programme, a Fusion Lifestyle team working on behalf of Hounslow Borough Council has recently been able to set up a series of programmes aimed at encouraging women within the borough back into exercise. The funding process was managed by PRO-ACTIVE West London.

The team used the market segmentation toolkits on promotingactivity.com to identify the two most prevalent female demographics in the borough – in this case 'Leannes' and 'Chloes', young women who may not be doing as much exercise as they could or should be. Research has shown that aerobics and netball are preferred sports for both groups so the decision was made to offer a Back to Netball course and some new fitness classes that concentrate on core stability and spinning.

"Promotingactivity.com really helped us in shaping our bid for the Play Sport London funds," explains Community Sports Development Manager Jo Valks, "the market segmentation toolkits were really helpful as they helped us identify just where our target market lived, which is particularly useful in such a diverse area as Hounslow. We found that there was a high density of Chloes and Leannes living in the centre and east of the borough, so we concentrated on activities that not only suited our target market but that also matched the facilities we had available in those areas. The information also meant that we could carefully target our marketing materials, ensuring that we were more effective in getting our message out to the right people."

"The results have been fantastic! All the classes were really well attended and spinning has now been fully incorporated into our leisure programme – we are also hoping to offer netball on a regular basis when we can find a suitable venue. I think the fact that we offered free taster sessions was crucial in developing such a high attendance – a lot of the people who joined the classes wouldn't have attended if they had to pay, but now they are involved in sport and activity again and are keeping on with it, which is the exactly the result we were looking for."

Continued below

Hounslow Helps Women Back Into Exercise continued



London Tigers

Sulthana Begum runs the Us Girls project for London Tigers (www.londontigers.org). They have targeted 16-25 year old girls and women and are running a mixture of fitness classes, football and badminton across Westminster, Redbridge and Tower Hamlets.

In order to promote the classes they have given out flyers in schools and shopping centres and have posted information on their existing social media outlets. They've found that so far word of mouth has been the most effective type of marketing, with friends telling each other about the classes available.

By October 10th 2011 the fitness classes have about 5 new 16-25 year olds turning up so far. The Football programme started 2 weeks ago and had 11 people turn up, but the numbers have dwindled since. The badminton sessions can take a maximum of 10 people and have 8 participants at the moment.

Sports centre in Brent

One of the sports centres in Brent, London is running the Us Girls programme. They went to the College of North West London young people's fair and sports fair. They came away with about 50 names of people who wanted to do their activities.

Girls Get Going in Brent

In Brent they used the information from promotingactivity.com to identify which audience to focus on and what activities their audience would want to do, and where they would be. They decided to focus on the 'Leanne' demographic as its target market – females aged 18 to 25, often with children, who have little time to exercise. They wanted to engage 20 students on a regular basis.

The team set up four activities – hip-hop skipping, aerobics, badminton, and girls' football. The activities were decided upon after looking at the marketing communication plan on promotingactivity.com. They have amended the aerobics session to a Zumba class. This has definitely been the most popular of the activities, with 10 people regularly turning up.

The female football has carried on as it was, but they've joined up with a girls school to increase numbers. The badminton had to be slightly amended because numbers were low, so they've opened it up to men too, and moved it to the main college site in the dance studio, and the skipping was only run as a taster session because the company who ran the session stopped running skipping sessions.

The sessions are subsidised as students are able to use one of their weekly vouchers to get access to the session. Typically a voucher is valued at £2.50 for external partners to invoice the college.

Using the marketing communication plans they identified that Leannes tend to be enrolled on full or part-time courses. So most of the activities are being offered at the College of North-West London (CNWL) to allow for direct access to a large number of these women. CNWL also offers advice and support for students with childcare issues, so this makes the sessions more accessible for young mothers who may not have been participating in sport and physical activity for this reason.

They have ensured that the information they have on the intranet is similar to what's on the posters, with the same wording, colouring and image as on the poster. They also have a contact email at the bottom for more details

Continued below

Girls Get Going in Brent continued

Marc says “from speaking to students it’s quite obvious that some students buy into different promotional techniques.” He’s therefore used a few approaches for his promotion. He used the student intranet, posters, texting, sport ambassadors, announcements in classes, information at induction time, the young people’s fair and the sports fair.

When a student logs in to a computer on campus it tells them about events and sessions that are happening as a reminder. Students can then email for more information. They’d also like to have a registration form electronically. A way for people to register as being interested themselves.

They also sent a mass text alert about the football and badminton to female students between 16 and 19, as they had a database of those people. A problem with this was how often students change their mobile numbers. It was also key that students could reply. So if they wanted to find out what kit they’d need or what equipment to bring they’d have to turn up in person.

Marc says “there are a million and one posters up already so we have to think about where to put them.” For the female only activities they put them in areas where it was mostly female classes, for example hair and beauty classes. Posters and texting was successful, but neither was 100% successful.

At student inductions they talked to the students about all of the activities that were on offer. However the students are bombarded in the first 2 weeks. So they’re trying to target classes where their audience are. They’re also trying working out student sport ambassadors. The ambassadors will work alongside the events team, they’ll go into tutorials and tell people about the activities on offer. This would be an official role in the college for them.

NE Music Factory

Background

NE Music Factory is a CIC, a not for profit organisation. They've been in existence since 2005. When they started they were focussed on music as a way to engage young people. They now also use dance to help young people develop life skills and social skills.

The music side was established first, then about 4 years ago Sue from StreetGames got in touch with them about offering dance too.

Promotion

They focus on publicising events first, then give people the chance to sign up at the events.

To publicise the events NE Music Factory's tactic has been to go through schools and community organisations. Because they're a community organisation themselves they've been able to build good relationships with other community organisations. They also send out flyers through other orgs and get into other people's newsletters.

They tell the young people they already see to tell their friends and family about the events. This gets them referrals turning up.

They work with other organisations (e.g. schools, youth teams, local businesses, cafes) to promote the events. With businesses the way they do this is to pop in and give the business a leaflet to let them what they do. Then when an event's coming up they go back and let them know the event is soon and ask them to put the poster up. Places that have displayed their posters include shops, hairdressers, fish pedicure salon, shopping centres, New Look and Claire's accessories. Anna says "you need to put on your Leanne goggles when you're out and imagine where she's going to go. Local businesses are easier than chains, but chain shops have still been helpful. People have been really helpful."

Continued below

NE Music Factory continued

The events themselves are big events, for example fundraising for breast cancer. They have a crew that come in and does performances, that gives people an idea of the kind of level they can achieve. Then they run taster sessions so people can try dance out for themselves. They ask for people's contact details, what area they live or work in and what activity they're interested in doing. So if women are saying they want dance in an area that they have one then they let them know. If they say they want it in an area where they don't have anything, then they'll set something up there.

To follow up with people after the event they're sending text alerts. This is the most effective approach they've found. They always send an email with attachments too. The email includes all the info they need, but the text helps make sure people are aware of it and remember to check the email.

Even after a session is started they have to carry on getting new people to replace old ones. Some people bring their friends to sessions, they advertise in a monthly What's On brochure. And they have a Facebook page. However with Facebook they've found that people want to connect with their instructor rather than the official page. When they talk to Naomi they know it's their tutor, not just whoever's answering questions on the Facebook page.

Product

All the sessions that they're offering are dance, with three types of dance proving to be popular with their audience - Street Dance, Street Cheer (a mix of hip-hop and cheerleading) and Zumba.

To figure out what kind of sessions people would want they always ask people and provide them with a variety of tasters, then they let the girls and women pick.

Street cheer is most popular with the 16-18 year olds as it's very competitive. For the older women it's more about fitness not competing. That competitive element is helping them to keep attendances high for Street Cheer, as people get excited about upcoming competitions. One of their groups is now national champions, and they've got two crews competing in November

NE Music Factory continued

Price

“Our break-even cost is £2.50 per person per session,” Anna told me. “And the goal is to charge that much for every session by the time we withdraw from funding it.” They haven’t been able to charge for all sessions yet. One was started in a high school, and they’re not charging initially. But after a while they’re going to make it £1, or £1.50 and then gradually increase it until by the time they withdraw it will be £2.50 so that it’s sustainable.

Place

One of the sessions is run in NE Music Factory’s studio, lots of them are in 6th forms or in schools.

Positive Futures

Promotion

Taster sessions have been a fantastic promotional tool for them. They've run these for young women that they're already engaging with.

The next most successful marketing tactic has been word of mouth. This has been a slow build, but very effective.

Partnerships have been effective for them. Good partnerships have included community centres, youth provision, local leisure centres, housing associations and schools. For example - the local housing associations have agreed to put something in their newsletter. Other partnerships have included work with leisure centres. Positive Futures will put on a class as a taster at a leisure centre and if enough people turn up then they'll set up a regular session.

Some community centres have asked Positive Futures to put classes on there. At Anfield community centre Positive Futures have put on classes and both they and the community centre have invited people to attend. Promotion here has included putting up posters and presenting to existing groups.

They're now trying to work with schools too. They go into schools and run 6-week programmes which include a variety of activities. Then they signpost people to where they can do the activity they enjoyed the most.

After people have attended classes Positive Futures then stay in touch via newsletter about what else is going on.

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Positive Futures continued

Product

They've already got an audience of 16-25 year old women, because that's who they work with. So they started by offering taster sessions for a variety of activities to their existing groups. These were one-off-sessions to get people interested. It included circuit training, Zumba, dodge ball, aerobics and bouldering. At the end of the taster sessions they did a survey to find out what activities people wanted to do.

The circuit training, multi-sports, personal training and bouldering have all continued since. They've now also started a running club and a hoop and tone class. They found that people wanted to try running, but weren't confident enough to join a club, so they're all starting together, and all running at the same pace. The hoop and tone has been a great success and people are really loving it. They've even got an ultimate frisbee course starting soon. They're really keen to try out fun and new sports.

The focus in all of these classes is on fun. People might want to be healthy and lose weight, but they don't see this as any reason that they shouldn't have a great time too.

Place

Sometimes the barrier is to do with transport. They put on sessions in Anfield, West Everton, Kirrsdale, Breckfield and the majority of North Liverpool. However a lot of people won't travel from one area to another, even if it's not a long way because of territory issues.

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Monitoring and Evaluation

It's all been slow to build it all up. Some people just come now and again. But on average they have 8-12 people attending each of their classes, with a maximum capacity for most of them of 15 people.

Bristol Council and 2nd Chance

Background

Because the council don't have a delivery budget for the programme, they need to work in partnership with other organisations. Being the council makes it's easier for them to do that in many respects.

To figure out what activities to offer they did research about what activities were already out there in Bristol. They then looked at which activities were fully subscribed and which weren't. Now they're working to promote the sessions which aren't full and using small grants and Sportivate to add more funding where needed for offering more sessions.

Marketing Mix

Promotion

A major part of their promotion is partnerships and referrals. The goal is to create a lot of referrals and word of mouth through partners. A range of organisations are involved in the project, all of whom disseminate information out to their networks. They also work with community workers in the area to get referrals.

The existing neighbourhood partnerships are helping, who have ways of reaching Leannes that the council doesn't because they're part of the community.

They've created a leaflet with details of all their groups in it to help partners to signpost people to them rather than for direct promotion. "Paper leafleting on its own isn't the best way of getting Leannes or any young people to sessions," says Nicola.

They've got details of classes on the 2nd chance website <http://www.2ndchanceproject.co.uk> and some details are on the Bristol Council website at www.bristol.gov.uk/streetgames.

Getting mentions in other people's e-bulletins, newsletters, and an article in a community newspaper called Up Our Street.

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Bristol Council and 2nd Chance continued

Another way they get referrals is by going to existing groups at community centres (e.g. young mums groups, girls groups) and helping to link them up with existing activities or putting on new ones for them. They even take in taster sessions to the groups.

They're managed to get free swimming passes for their audience to help with promotion.

Product

They provide a wide range of activities including netball, basketball, Zumba, women's only swimming, walking, tennis and football. They found that some people don't want to do any club sport, but instead want something more social, more fun. And for a lot of their audience they need to provide women-only sessions.

Price

For a lot of the sessions, if you take the voucher from the back of the leaflet you get your first session free. The regular prices aren't controlled centrally, and range from free to £4/ session. Even though price comes up as an issue when people are saying why they won't pay they've found that when people are actually into something they will pay, as long as it's a reasonable amount.

Place

Their sessions are provided in a variety of locations, in community centres, leisure centres, school sites and some walking groups go through parks, though they meet at community centres.

In order to figure out which areas of Bristol to focus on they used maps of Indices of Multiple Deprivation and the Bristol quality of life survey which asks people how easy it is to get involved in sport.

Monitoring and Evaluation

In order to track how many people are taking up activity and who they are they're providing an US Girls membership. Anyone new who comes to any of the sessions fills in an Us Girls membership form (paper or online). They then become a member of Us Girls Bristol Get badge and free watches through Sportivate. Then all the organisations send the forms back to the central office.