

# Make Sport Fun

How to use marketing to engage inactive people in physical activity





# How to Engage Inactive People - a guide

## Do you struggle to engage inactive people?

You are probably finding it frustrating trying to engage your hard-to-reach audiences – such as women and girls, over 65s and people from lower socio-economic groups.

You might find that you're putting on new activity sessions only to have the same people turning up, instead of the inactive people you're trying to reach. And that people ask for a certain session, but then don't turn up, even though it's what they say they want.

So why is this so hard? After all – 52% of people want to be more active. And 48% of inactive people want to be more active (Active People Survey).

One problem is that your marketing probably isn't good enough.

Marketing is incredibly powerful when it's done right. However 99% of the time it's not used properly in sport and activity. There are four problems with the way it's normally done:

- Wrong marketing tactics
- Wrong marketing messages
- Wrong people doing marketing
- Wrong budget

And its focus is on catching someone's attention and getting them to register their interest. 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. This helps in two ways.

- It avoids people stopping paying attention because of 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).



## Posters and leaflets don't work

Most people in sport and activity use posters and leaflets for their marketing. That's a dreadful idea. Posters and leaflets are out of date. They aren't the safe option. They don't get results. Everyone uses them, but that doesn't mean they work.

We've extensively tested these types of marketing tactics:

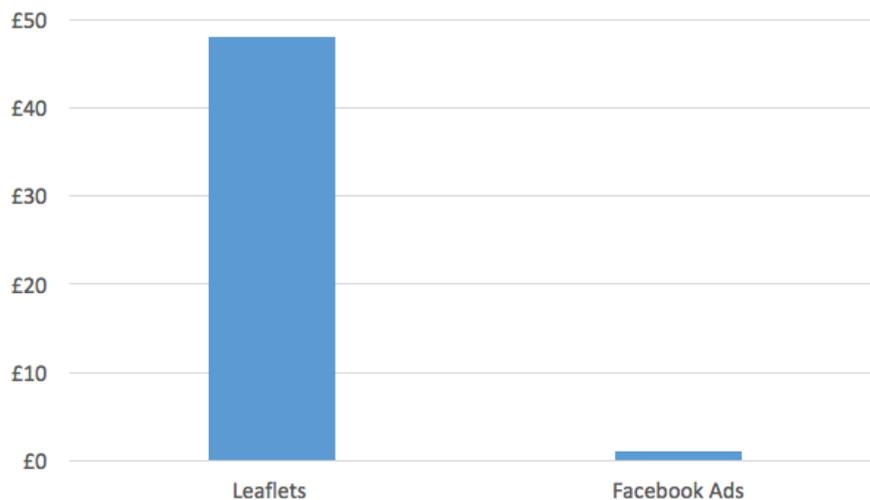
- posters
- leaflets
- billboard advertising
- bus stop advertising
- door drops
- radio advertising

None of them has been cost effective. I recommend against spending even a penny on those tactics.

But these ones are the ones which really work – time and time again. These are also the ones which we've tested and found to be cost effective.

- Facebook Ads
- Direct mail (for reaching over 75s)

### Cost per person registered



Using Facebook Ads will save you a substantial amount of money versus posters and leaflets.



## Facebook Ads let you cheaply target people of any age, gender or from any area.

You can advertise to your exact target audience on Facebook based on location, age and gender. You only pay for the advert when someone clicks on your ad.

The ones with arrows pointing at them in the screenshot below are ads. And in case you think no-one clicks on those ads – this is how Facebook makes \$12 billion a year.



*These are Facebook Ads with the arrows pointing at them.*

Most people in your local area will be on Facebook, so you can reach them cheaply and precisely using this approach. It's much more targeted than leaflets ever were. You can even reach a hard-to-reach group like women aged 55+ from deprived areas.



## Examples

This approach reliably gets results. Here are a few examples of the kind of results that we got using this approach.

### Case study – Buckinghamshire

This was aimed at women aged 35-75

- Over 1500 people registered so far
- 30% of people who registered were completely inactive
- Another 60% were insufficiently active
- 43% of people who registered got more active

### Case study – Chichester

This campaign was aimed at women aged 35-55

- Over 200 people registered so far
- 20% of people who registered were completely inactive
- Another 70% were insufficiently active

### Get Fit Hampshire

This was aimed at 16-25 year olds in Hampshire

- Over 100 people registered

## Wandle Valley walking group

This was aimed at women aged 55+



Wandle Valley Regional Park Trust

Published by John Makesportfun [?], January 4 at 4:20pm · 🌐

### Free Forever Fit activities in Morden

Get active this January with our support. Join us for gentle, friendly, weekly walks and other outdoor activities. They're in small groups with other people looking to get active again, led by a trained leader. The group stays for tea and a laugh afterwards. We'd love you to join us!

We have two walks, Tuesday afternoon (Mostyn Gardens) and Wednesday morning (Ravensbury Park). Comment below with your name and which day suits you better and we'll send you more details.



4,891 people reached

£29.97 Left

👍 Like    💬 Comment    ➦ Share

👤 Jeeva Selathurai, Lazzat Salimova and 146 others

Chronological

12 shares

- 40 enquiries
- Doubled the size of the two walking groups

## How to write your Facebook ad

### Choose what activity or activities to promote

If you have a few activities that appeal to the same audience then you can promote them together. So if you have several walking groups all aimed at women over 55 then that will work well. If you have a few different activity groups for new mums then you can promote them together.

However – if you have 5 cycling groups and some are aimed at over 50s, and some are aimed at families – then you should separate them out.

### Choose a great photo

Images are very important in promoting your activity. That's what catches peoples eye in the first place. Research at 3M Corporation concluded that we process visuals 60,000 times faster than text. So what images should you use in your promotion?

Through lots of testing we found that the most effective images should generally be showing someone attractive, in slightly better shape than the people you're trying to attract, in the setting of the sport or activity you are trying to promote, but not actually doing that activity. We found that people don't want to see sweaty, red faced people. They should also be slightly younger than the audience you're trying to reach, so if you're trying to reach people in their 70s, show a picture of someone in their late 50s or early 60s. This works for people aged 30+. If you are trying to reach under 30s use an images of a person the same age as you are trying to target. E.g. don't use an image of a teenager to promote to someone in their 20s.

The people in the photo should be smiling, and if it's outdoors then it's best if it's a sunny day.



You can find free photos to use in your promotion at [www.promotingactivity.com](http://www.promotingactivity.com).



Don't paste in a flyer as your photo. You can't have more than 20% of the image be text, and images without text on it works best.

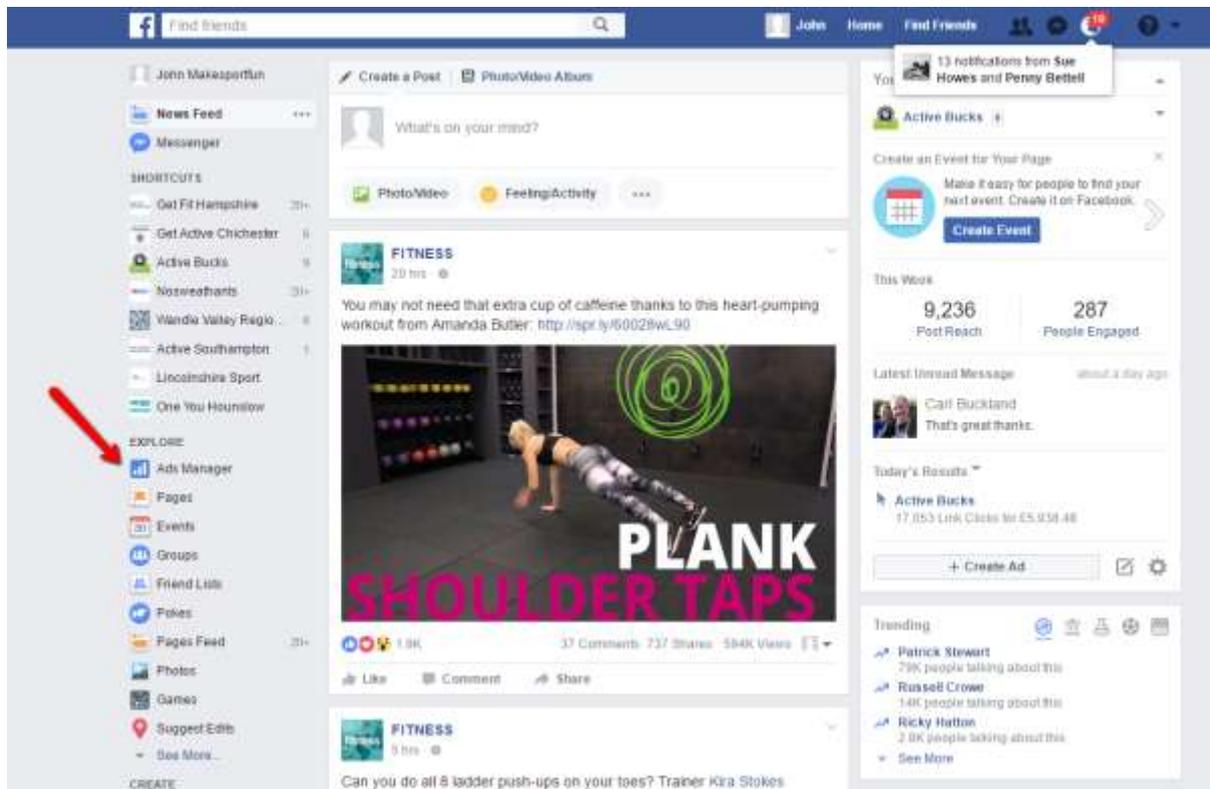
**Write text that tempts them, but don't include much detail**

With our text we want to let the audience know that they can try the activity for free, that's it's friendly, welcoming, and is appropriate for people like them. We also need to appeal to the benefits they're interested in. So that might be having a laugh, meeting new friends, spending time with the kids or competing. It depends who you're trying to reach.

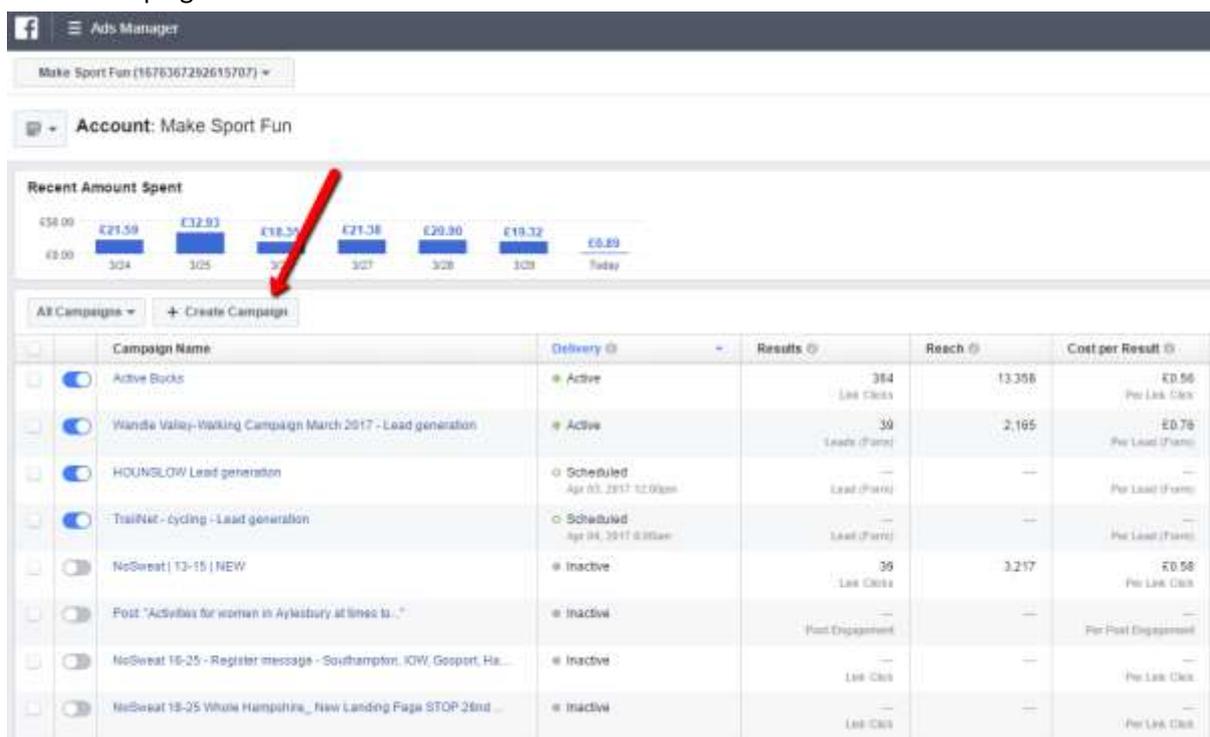
## How to set up Facebook Lead Ads

In this section I explain how to set up your first Facebook Lead Ad.

Go to Ads manager



Create campaign



Recent Amount Spent

Amount Spent	Impressions
£21.59	304
£32.93	305
£18.50	3
£21.38	307
£20.30	308
£19.32	309
£0.89	Today

Campaign Name	Delivery	Results	Reach	Cost per Result
Active Bucks	Active	384 Link Clicks	13,398	£0.56 Per Link Click
Wandle Valley-Walking Campaign March 2017 - Lead generation	Active	39 Leads (Form)	2,165	£0.75 Per Lead (Form)
HOUNSLOW Lead generation	Scheduled	—	—	— Per Lead (Form)
TrialNet - cycling - Lead generation	Scheduled	—	—	— Per Lead (Form)
NoSweat   13-15   NEW	Inactive	36 Link Clicks	3,217	£0.56 Per Link Click
Post "Activities for women in Aylesbury at times 11..."	Inactive	— Post Engagement	—	— Per Post Engagement
NoSweat 16-25 - Register message - Southampton, KIW, Gosport, Ha...	Inactive	— Link Click	—	— Per Link Click
NoSweat 16-25 Whole Hampshire, New Landing Page STOP 26nd ...	Inactive	— Link Click	—	— Per Link Click



### Choose marketing objective - Lead generation

**Campaign** Choose your objective. [Help: Choosing an Objective](#) [Use Existing Campaign](#)

What's your marketing objective?

**Auction** **Reach and Frequency**

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

### Name your campaign and continue

**Auction** **Reach and Frequency**

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	<input checked="" type="checkbox"/> Lead generation	

### Lead generation

Collect lead information from people interested in your business.

Create Split Test: Use this ad campaign to test ad set strategies [NEW](#)

Campaign Name

[Continue](#)



Give your ad set a name e.g. 35 to 55 women Zumba. Each segment, depending how you choose, should have its own ad set. Don't put together women of all ages together or men and women of the same age together, unless you know the same benefits will appeal to them. The more targeted you are the better results you'll get.

Choose your Facebook page.

Choose your audience, e.g. 35 to 55-year-old women, living in Chichester district.

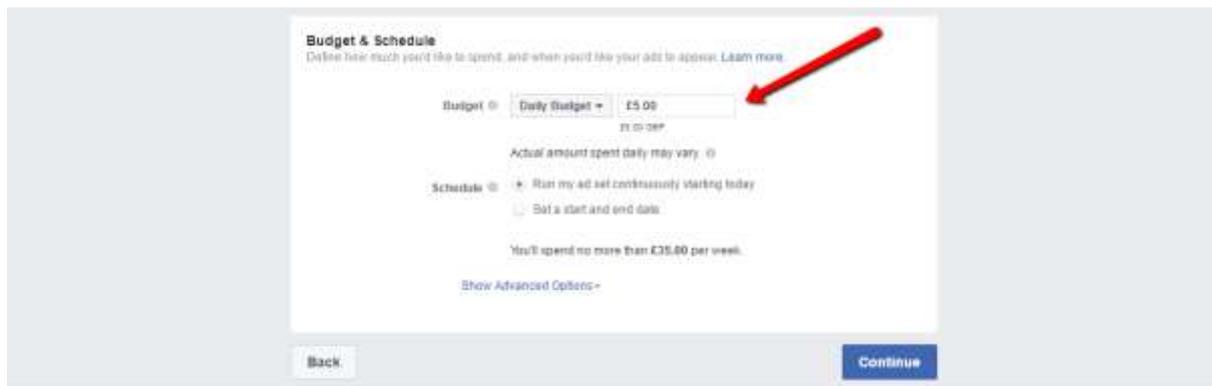
The screenshot shows the Facebook Audience configuration interface. On the left, under 'Audience', there are options to 'Create New' or 'Use a Saved Audience'. Below this, there are sections for 'Custom Audiences' (with 'INCLUDE' and 'EXCLUDE' options) and 'Locations' (set to 'Everyone in this location'). The location is specified as 'United Kingdom' and 'Chichester, West Sussex, England' with a 10mi radius. A map shows the location with a blue pin. Below the map, there are filters for 'Age' (35 to 55), 'Gender' (All, Men, Women), and 'Languages' (English (All)). On the right, the 'Audience Size' section shows a gauge and states 'Your audience is defined' with a 'Potential Reach: 34,000 people'. Below that, the 'Estimated Daily Results' section shows 'Reach: 1,800 - 4,800 (of 28,000)' and a disclaimer: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?'.



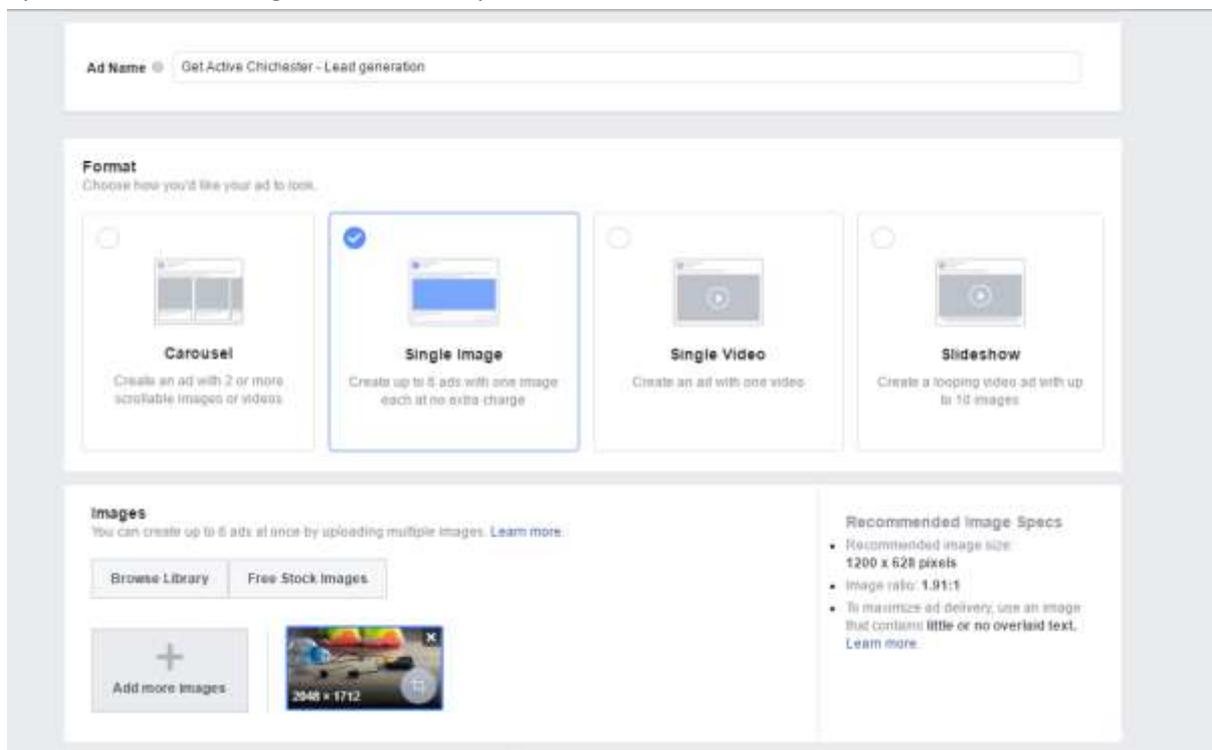
Set your budget, e.g. £5 per day and click continue.

A reasonable budget is about £3-£5 a day, though you can spend as little as £1 a day. Spread your budget over three weeks for the maximum response. Don't spend it all in one day, as many people need to see the ads a few times before they will respond.

It should cost you about £1-£3 per person registering their interest in your sessions, which is much more cost effective than leaflets or spending staff time on attending events.

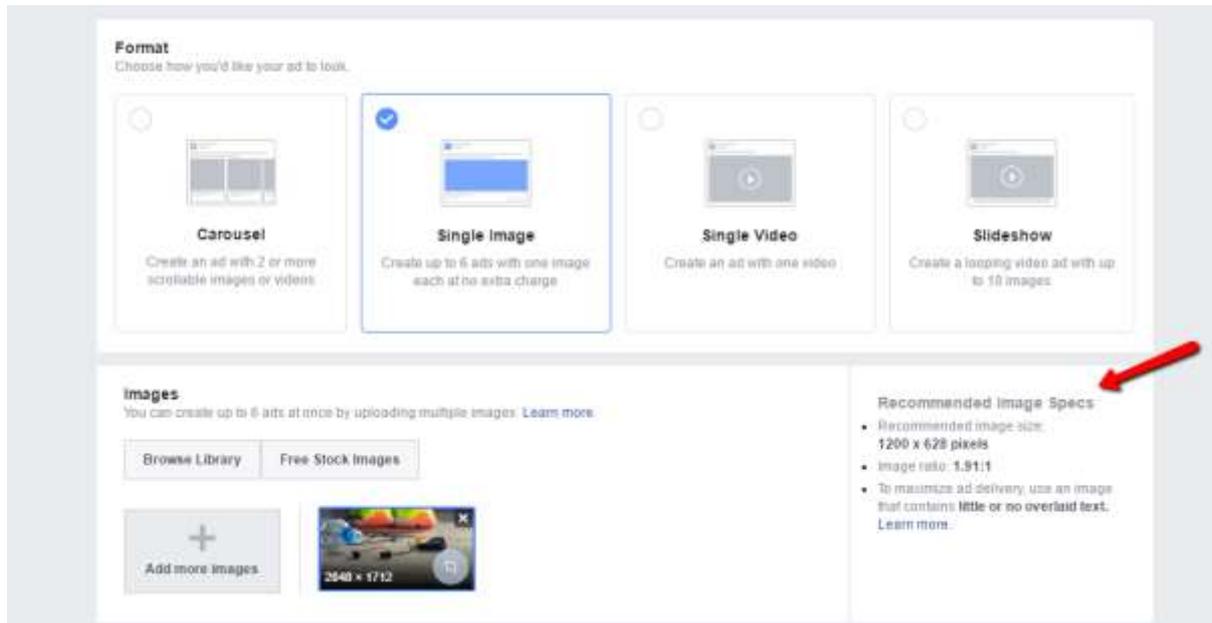


Choose single image if you are promoting one activity and Carousel if you would like people to sign up for a wider offer e.g. Leisure Centre pass.





Add an image from your library. Make sure it is the size Facebook recommends. At the moment it is 1200 x 628 pixels. Please check, as it may change.



Next write your ad.

Headline - A good headline grabs people's attention, but also tells them what the ad is about.

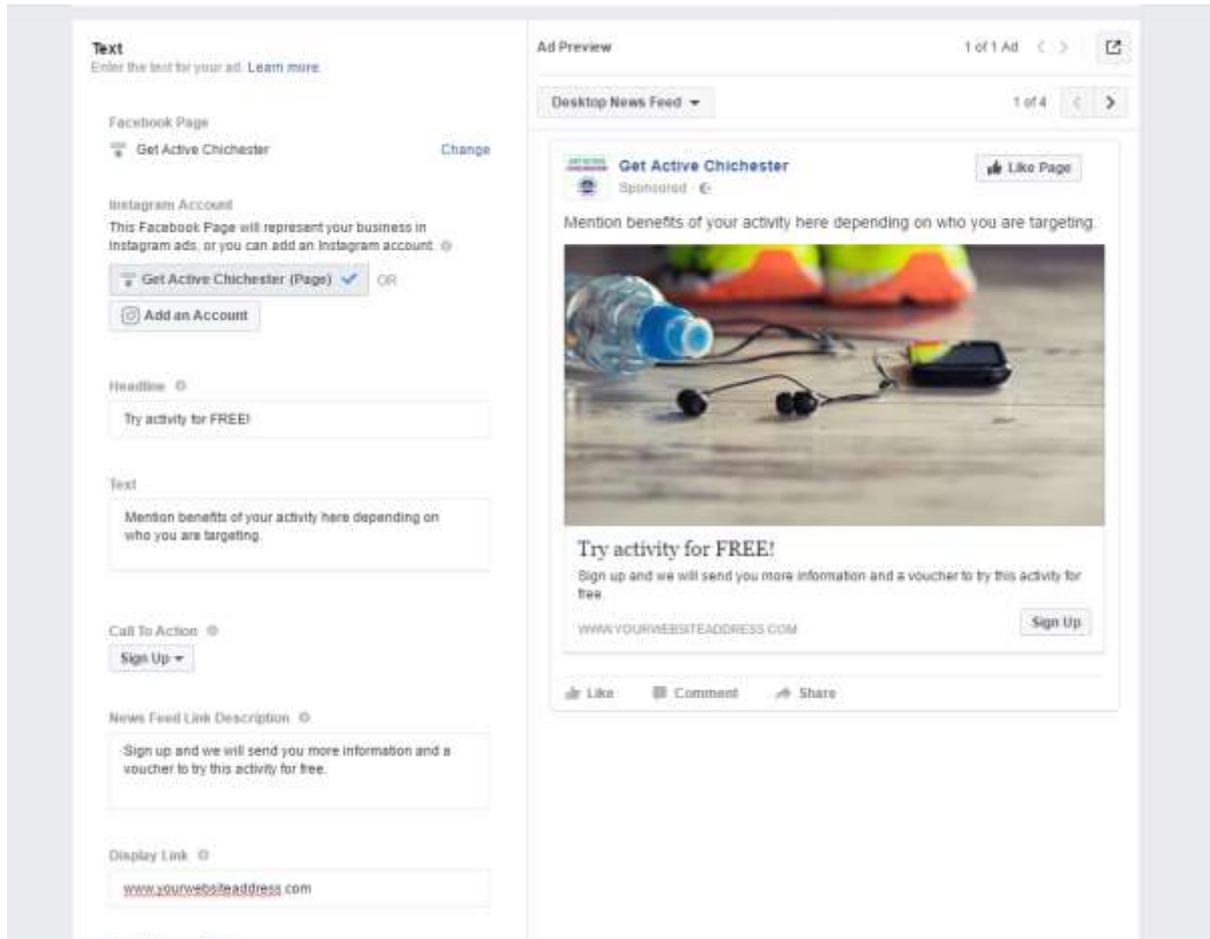
Text - Tell people a bit more about your offer. Make sure to clearly explain what you're promoting.

Call to action - Sign up

News feed link description - Tell people where they're clicking to and what to expect once they get there

URL – your website address or any other web page you'd like people to go to after registering.

There is more detail later in this guide about the exact text to use in each of these in order to appeal to different audiences (e.g. 16-25 women and girls, women aged 55+)



The screenshot shows the Facebook Ad creation interface. On the left is the 'Text' editor, and on the right is the 'Ad Preview'.

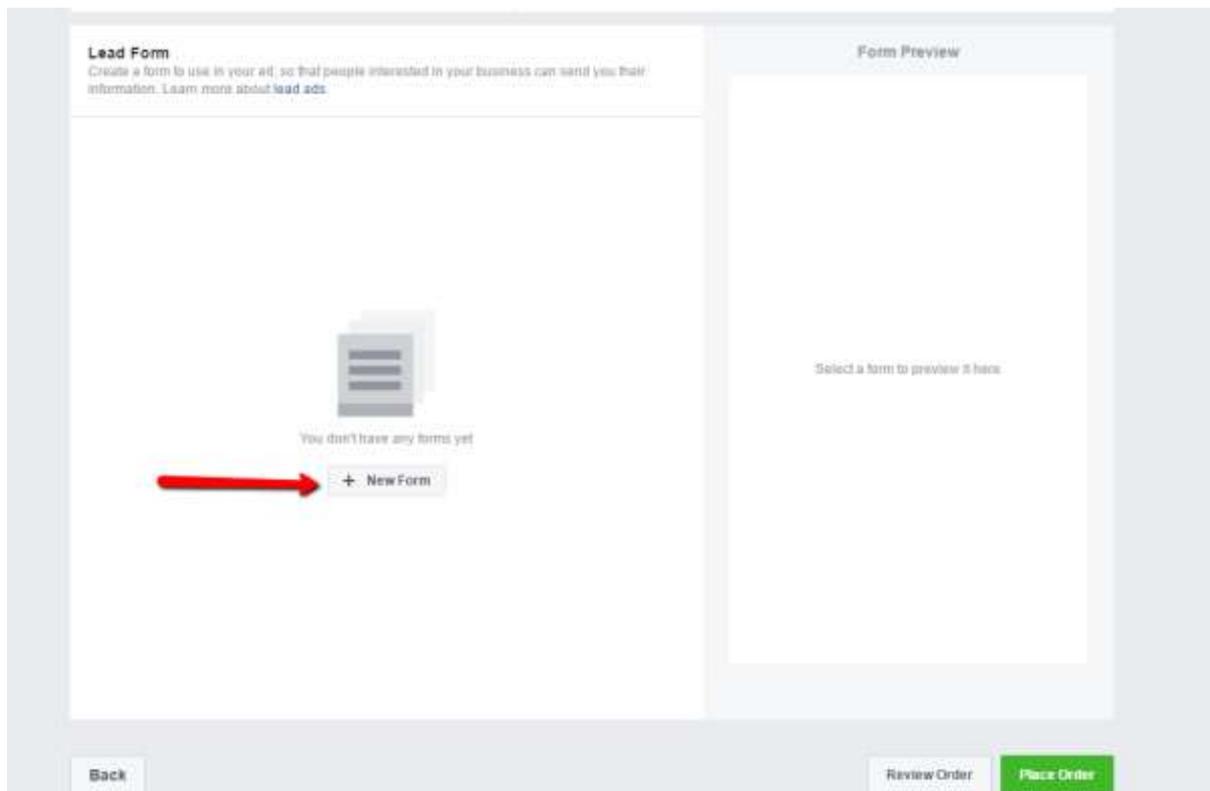
**Text Editor:**

- Text:** Enter the text for your ad. Learn more.
- Facebook Page:** Get Active Chichester (Change)
- Instagram Account:** This Facebook Page will represent your business in Instagram ads, or you can add an Instagram account. (OR) Get Active Chichester (Page) (Add an Account)
- Headline:** Try activity for FREE!
- Text:** Mention benefits of your activity here depending on who you are targeting.
- Call To Action:** Sign Up
- News Feed Link Description:** Sign up and we will send you more information and a voucher to try this activity for free.
- Display Link:** www.yourwebsiteaddress.com

**Ad Preview:**

- Desktop News Feed (1 of 4)
- Get Active Chichester (Sponsored)
- Image: A water bottle, earbuds, and a smartphone on a wooden surface.
- Text: Try activity for FREE! Sign up and we will send you more information and a voucher to try this activity for free. www.yourwebsiteaddress.com (Sign Up)
- Interactions: Like, Comment, Share

Next create a form to capture peoples' details.



The screenshot shows the Facebook Lead Form creation interface. On the left is the 'Lead Form' editor, and on the right is the 'Form Preview'.

**Lead Form:**

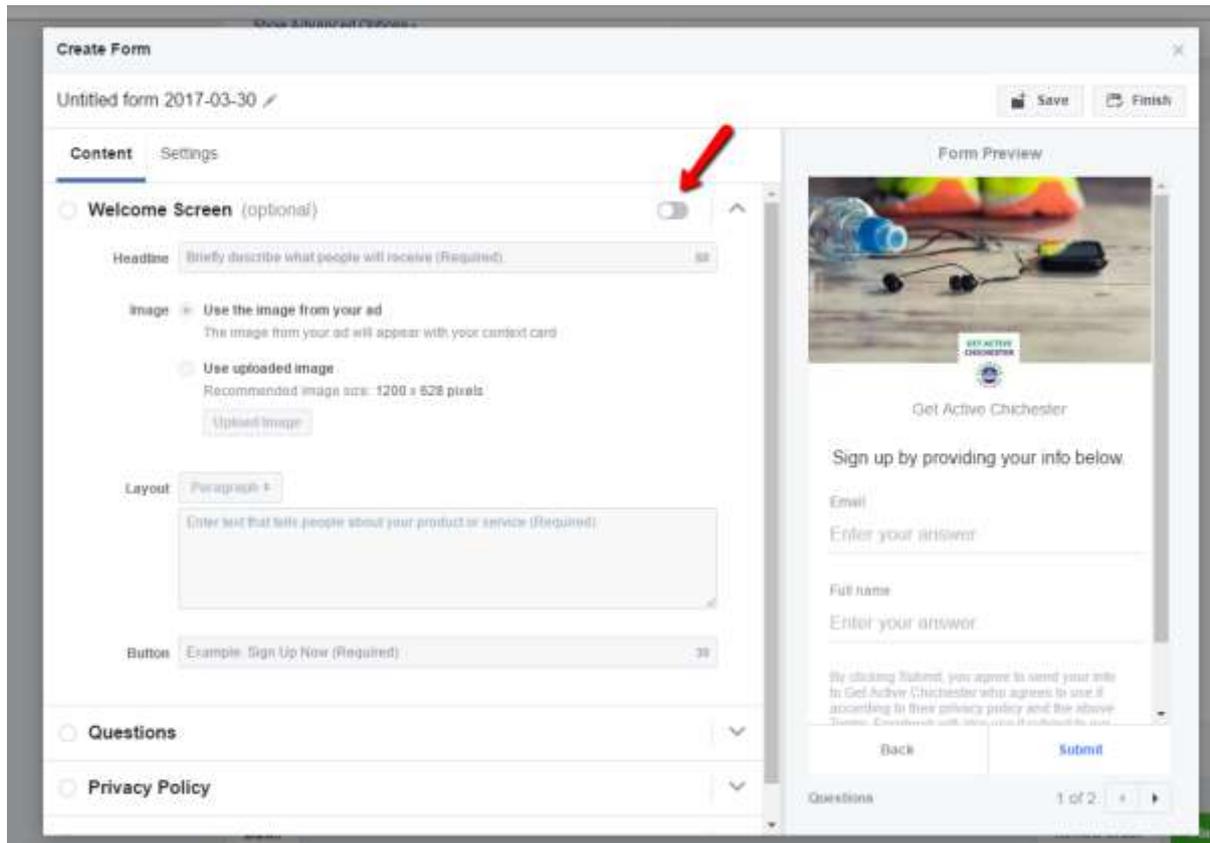
- Lead Form:** Create a form to use in your ad, so that people interested in your business can send you their information. Learn more about lead ads.
- Message: You don't have any forms yet
- Button: + New Form (highlighted with a red arrow)

**Form Preview:**

- Message: Select a form to preview it here.

**Navigation:** Back, Review Order, Place Order

Turn off welcome screen.



The screenshot shows the 'Create Form' interface. On the left, the 'Content' tab is active, and the 'Welcome Screen' section is expanded. A red arrow points to the toggle switch for the 'Welcome Screen', which is currently turned off. Below this, there are fields for 'Headline', 'Image' (with options for 'Use the image from your ad' and 'Use uploaded image'), 'Layout' (set to 'Paragraph'), and 'Buttons'. On the right, the 'Form Preview' shows a sign-up form for 'Get Active Chichester' with fields for 'Email' and 'Full name', a 'Submit' button, and a 'Back' button. The preview also includes a disclaimer and a 'Questions' section at the bottom.



Next chose the questions. Only ask the most essential information like name and email address.

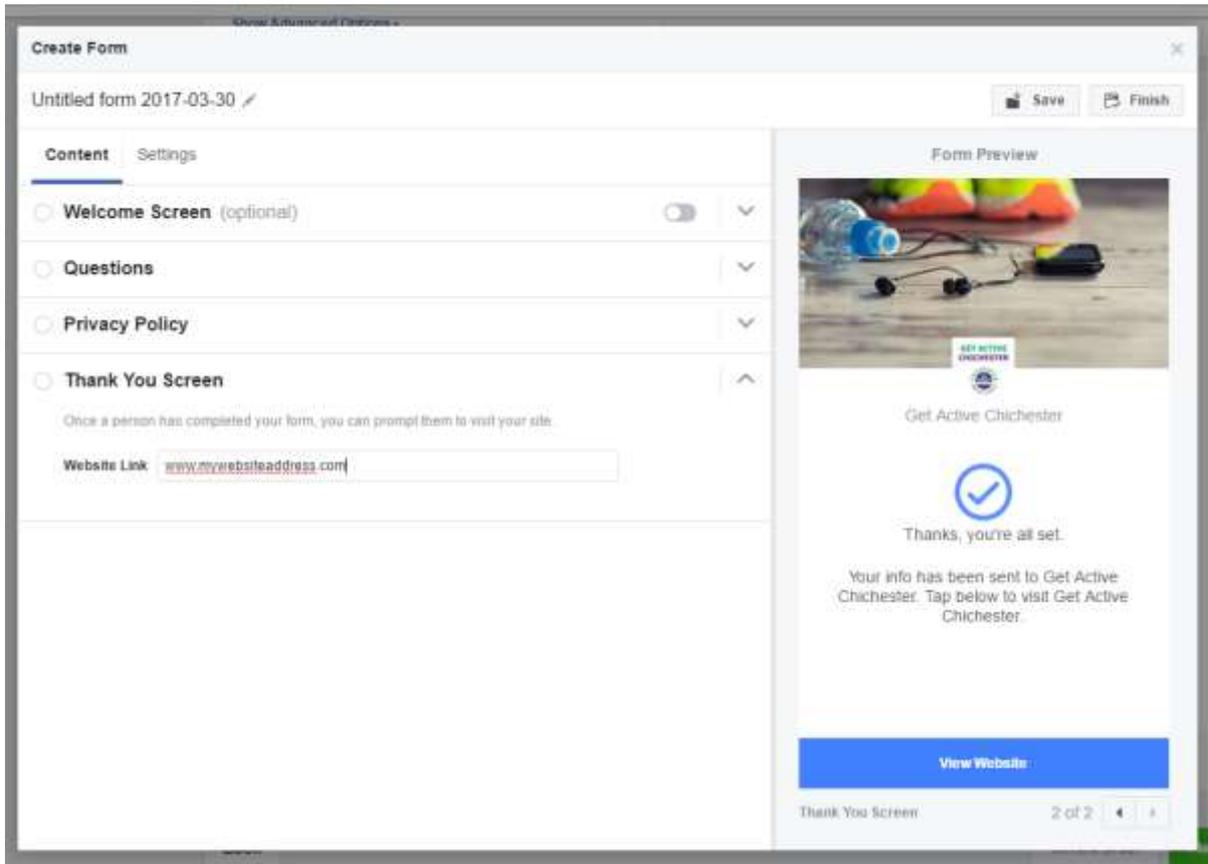
The screenshot shows the 'Create Form' interface. On the left, the 'Questions' section is expanded, and a red arrow points to the 'User Information' section. Under 'User Information', the 'Email' and 'Full name' checkboxes are checked. Below this, there are sections for 'Fewer options', 'Contact Fields', 'Demographic Questions', and 'Work Information', each with various unchecked checkboxes. At the bottom of the 'Questions' section, there is a '+ Add custom question' link. On the right, the 'Form Preview' shows a form titled 'Get Active Chichester' with the text 'Sign up by providing your info below'. It features two input fields: 'Email' and 'Full name', each with the placeholder text 'Enter your answer'. Below the fields is a disclaimer: 'By clicking Submit, you agree to send your info to Get Active Chichester who agrees to use it according to their privacy policy and the above Terms. © 2017 makesportfun.com. All rights reserved by user.' At the bottom of the preview are 'Back' and 'Submit' buttons. The bottom right of the preview shows 'Questions 1 of 2' with navigation arrows.

Next add a link to your privacy policy.

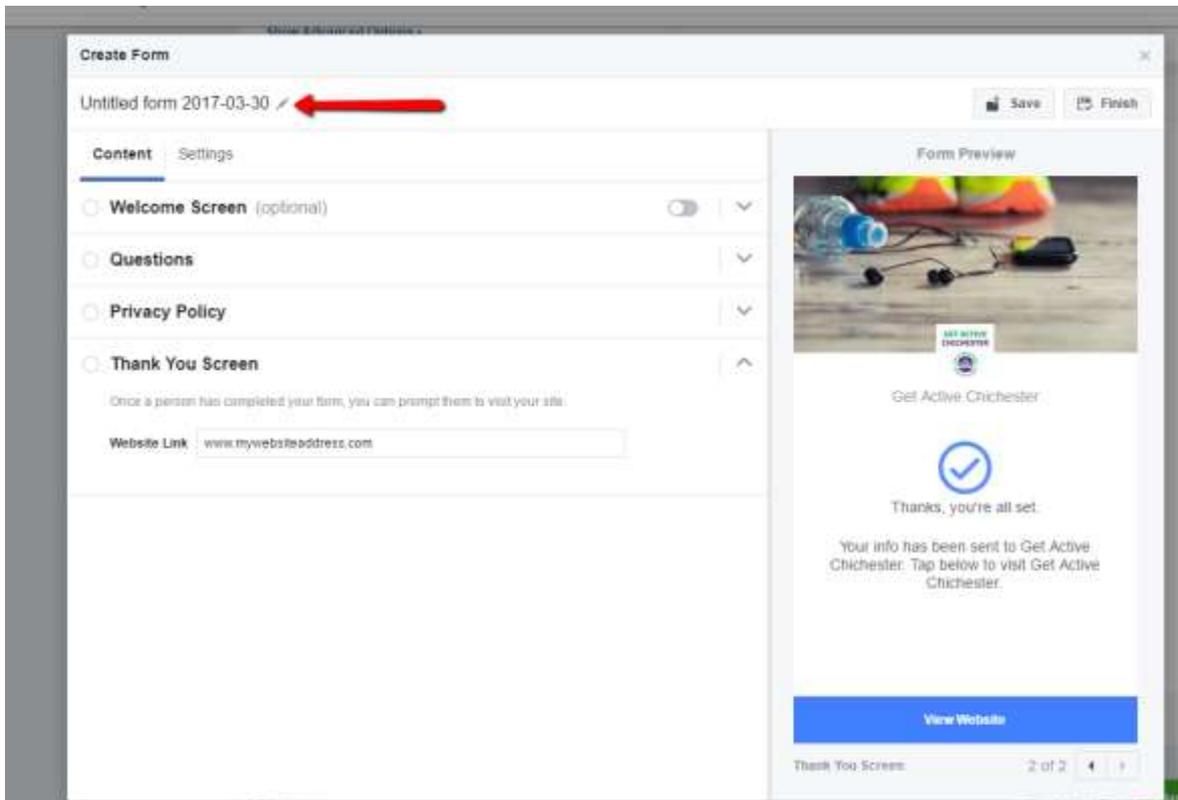
The screenshot shows the 'Create Form' interface with the 'Privacy Policy' section expanded. The 'Link Text' field contains 'Privacy Policy' and the 'Link URL' field contains 'www.myprivacypolicy.com'. Below these fields is a 'Custom Disclaimer' section with the text: 'You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.' There is an 'Add custom disclaimer' checkbox which is currently unchecked. At the bottom of the 'Privacy Policy' section, there is a 'Thank You Screen' section which is currently collapsed. On the right, the 'Form Preview' shows the resulting form. The disclaimer text in the preview now includes the link: 'By clicking Submit, you agree to send your info to Get Active Chichester who agrees to use it according to their privacy policy and the above Terms. © 2017 makesportfun.com. All rights reserved by user.' The 'Back' and 'Submit' buttons are still present at the bottom of the preview. The bottom right of the preview shows 'Questions 1 of 2' with navigation arrows.



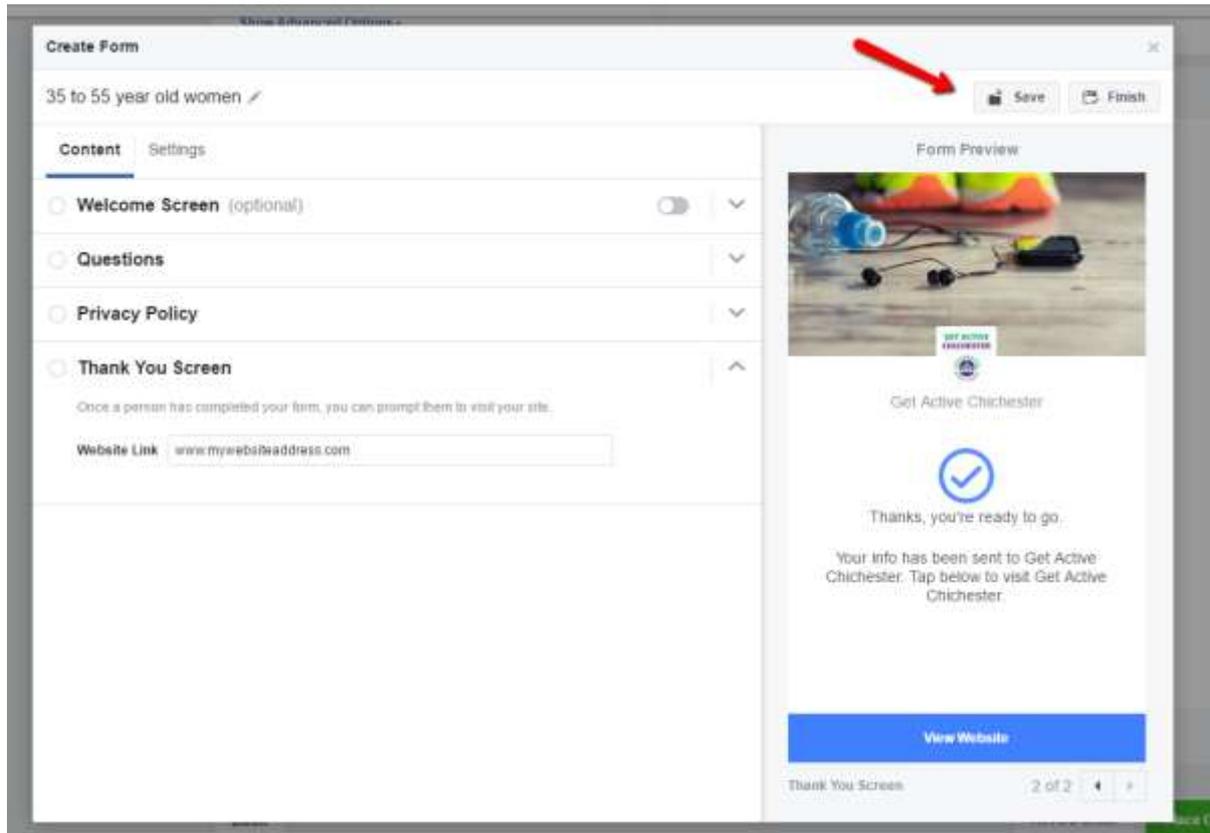
Next add a link to your website address or any other web page you'd like people to go to.



Rename form, e.g. 35 to 55 women.

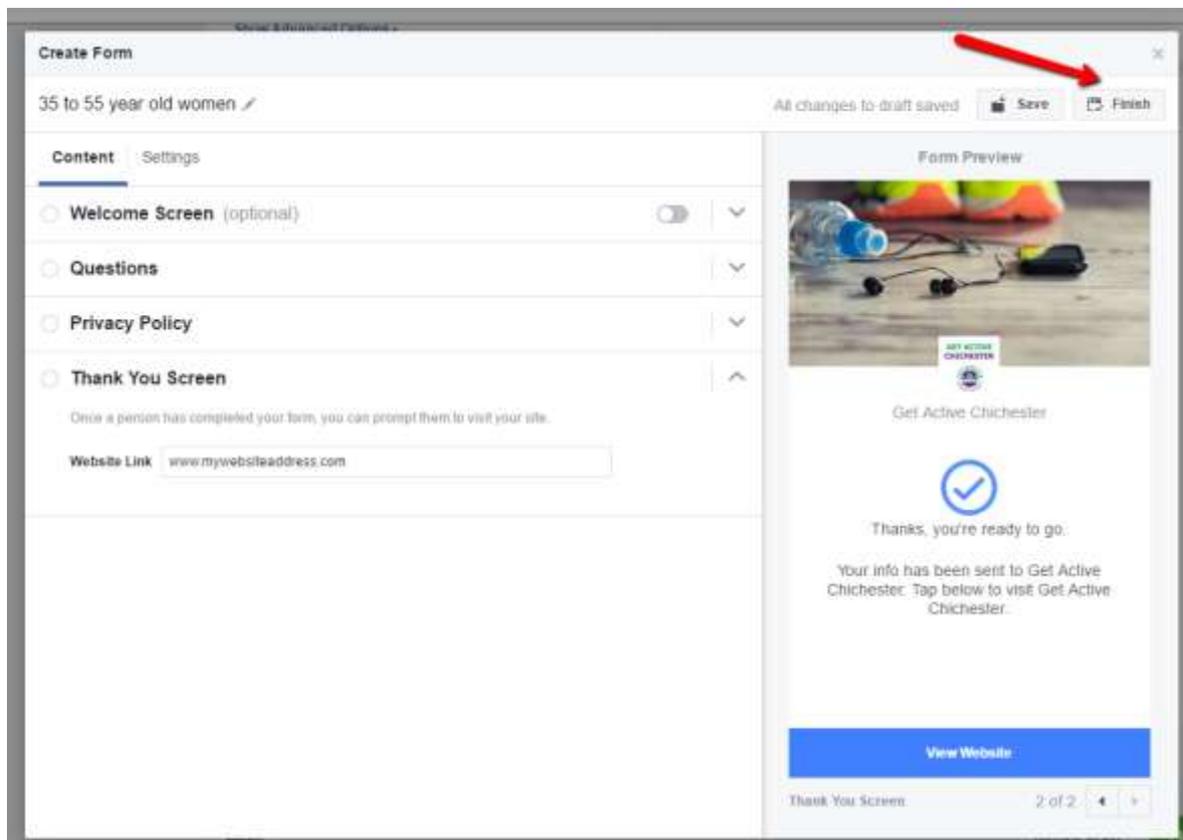


Click Save



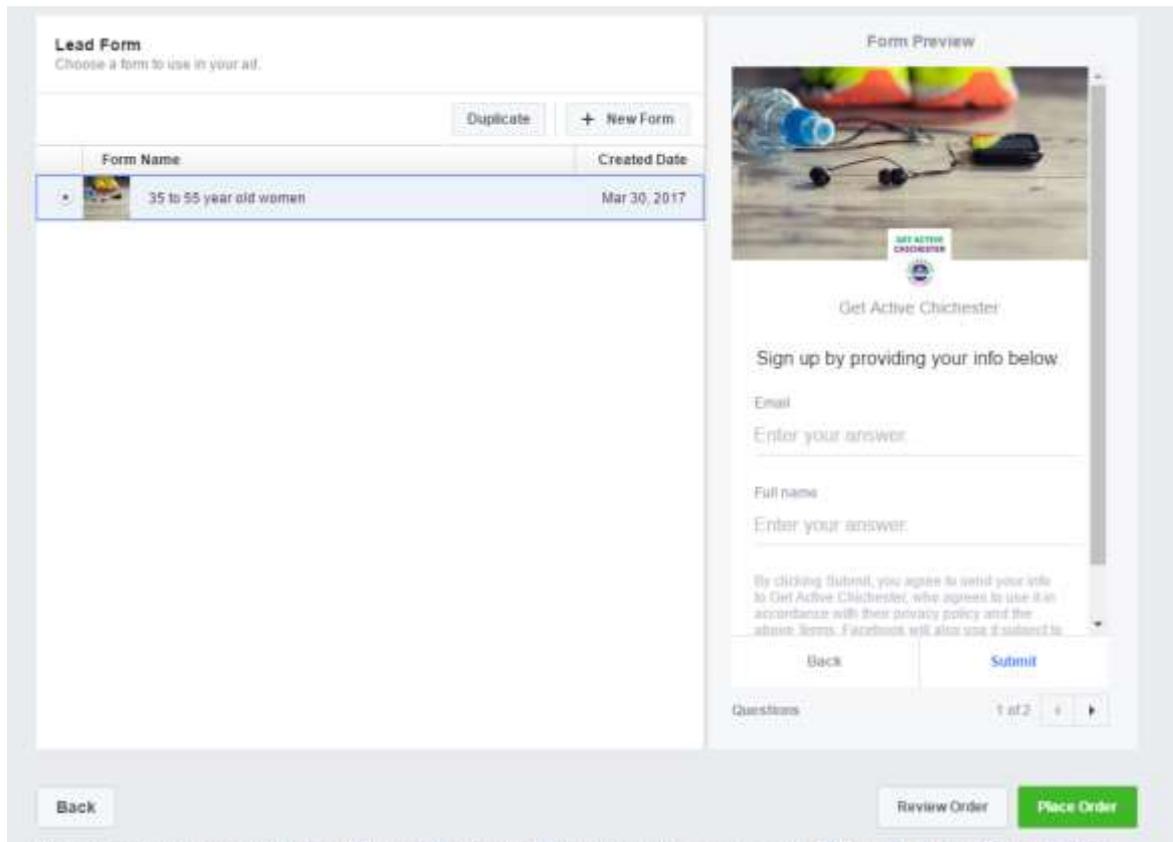
The screenshot shows the 'Create Form' interface. At the top, the title is '35 to 55 year old women'. Below the title, there are two tabs: 'Content' and 'Settings'. Under 'Content', there are four sections: 'Welcome Screen (optional)', 'Questions', 'Privacy Policy', and 'Thank You Screen'. The 'Thank You Screen' section is expanded, showing a text area with the placeholder 'Once a person has completed your form, you can prompt them to visit your site.' and a 'Website Link' field with the placeholder 'www.mywebsiteaddress.com'. On the right side, there is a 'Form Preview' window. The preview shows a mobile app screen with a blue checkmark icon and the text 'Thanks, you're ready to go. Your info has been sent to Get Active Chichester. Tap below to visit Get Active Chichester.' and a blue 'View Website' button. At the bottom of the preview, it says 'Thank You Screen' and '2 of 2'. In the top right corner of the 'Create Form' window, there are two buttons: 'Save' and 'Finish'. A red arrow points to the 'Save' button.

Click Finish



The screenshot shows the 'Create Form' interface, similar to the previous one. The title is '35 to 55 year old women'. Below the title, there are two tabs: 'Content' and 'Settings'. Under 'Content', there are four sections: 'Welcome Screen (optional)', 'Questions', 'Privacy Policy', and 'Thank You Screen'. The 'Thank You Screen' section is expanded, showing a text area with the placeholder 'Once a person has completed your form, you can prompt them to visit your site.' and a 'Website Link' field with the placeholder 'www.mywebsiteaddress.com'. On the right side, there is a 'Form Preview' window. The preview shows a mobile app screen with a blue checkmark icon and the text 'Thanks, you're ready to go. Your info has been sent to Get Active Chichester. Tap below to visit Get Active Chichester.' and a blue 'View Website' button. At the bottom of the preview, it says 'Thank You Screen' and '2 of 2'. In the top right corner of the 'Create Form' window, there are two buttons: 'Save' and 'Finish'. A red arrow points to the 'Finish' button. Above the 'Finish' button, the text 'All changes to draft saved' is visible.

It shows you the form you've created.

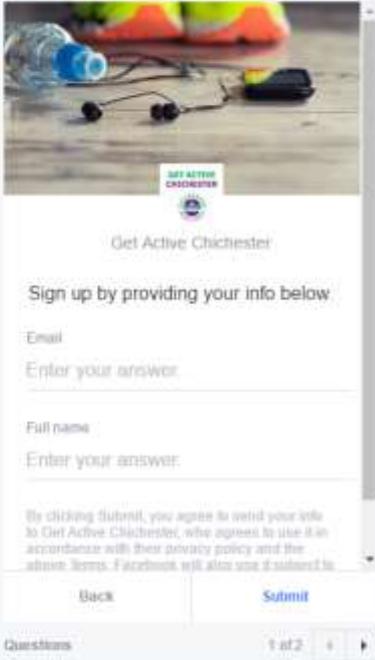


**Lead Form**  
Choose a form to use in your ad.

Duplicate + New Form

Form Name	Created Date
 35 to 55 year old women	Mar 30, 2017

**Form Preview**



Get Active Chichester

Sign up by providing your info below

Email  
Enter your answer:

Full name  
Enter your answer:

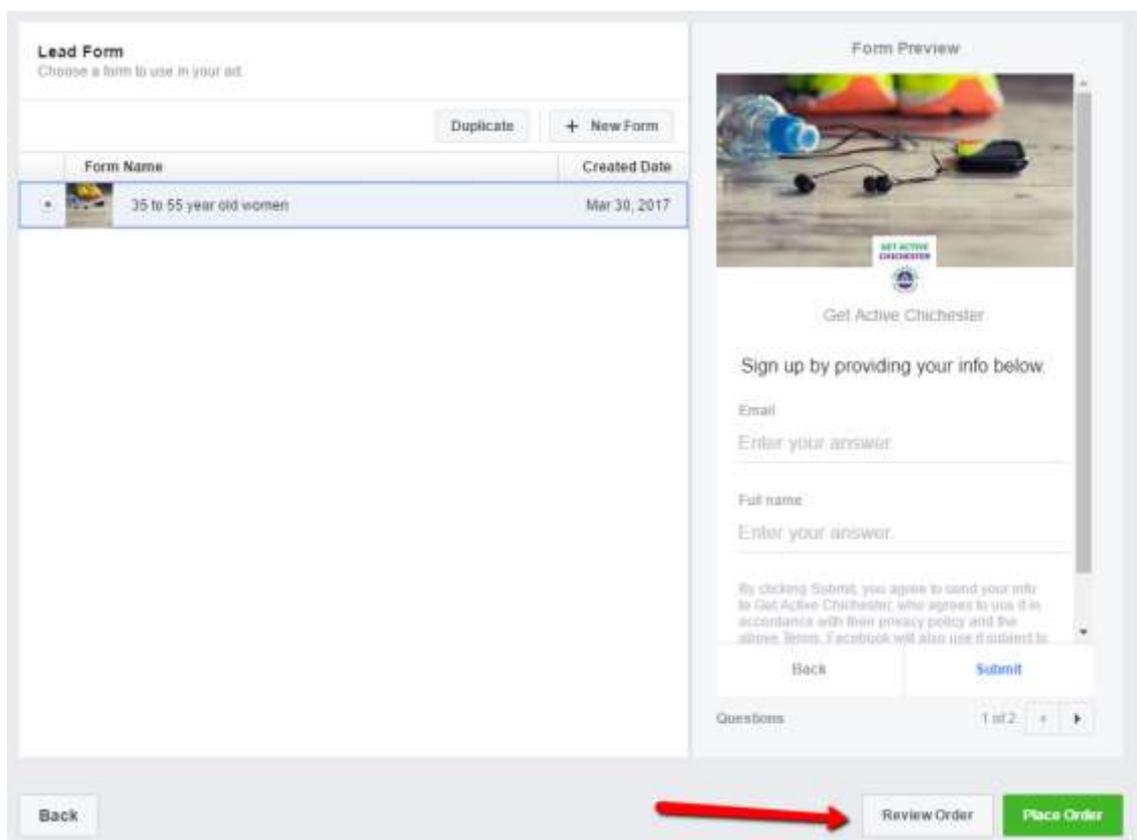
By clicking Submit, you agree to send your info to Get Active Chichester, who agrees to use it in accordance with their privacy policy and the above terms. Facebook will also use it subject to

Back Submit

Questions 1 of 2

Back Review Order Place Order

Click review order.

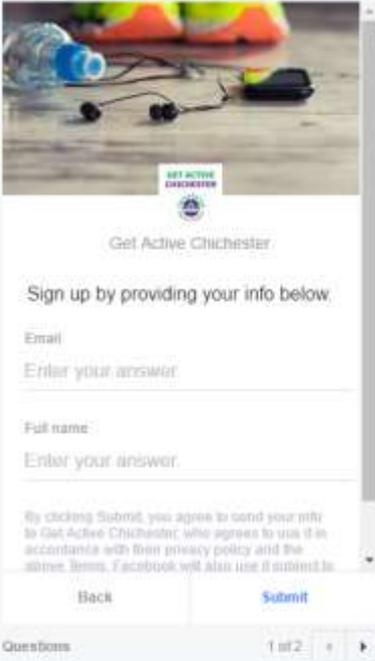


**Lead Form**  
Choose a form to use in your ad.

Duplicate + New Form

Form Name	Created Date
 35 to 55 year old women	Mar 30, 2017

**Form Preview**



Get Active Chichester

Sign up by providing your info below

Email  
Enter your answer:

Full name  
Enter your answer:

By clicking Submit, you agree to send your info to Get Active Chichester, who agrees to use it in accordance with their privacy policy and the above terms. Facebook will also use it subject to

Back Submit

Questions 1 of 2

Back Review Order Place Order

Check details. You can still amend your ad from this screen.

### Here's what you'll be creating

You can review these objects in the **Manage Ads** tab of Ads Manager.

---

#### CAMPAIGN

**Campaign Name**

**Campaign Objective** Lead generation

---

#### AD SET

**Ad Set Name**

**Targeting** Location: United Kingdom: Chichester, West Sussex (+10 mi)  
England  
[More](#)

**Ad Placement** Facebook Feeds and Instagram Feed

**Budget & Schedule** £5.00 Daily | This ad set will run indefinitely  
[More](#)

---

#### AD

**Ad Name**

**Headline** Try activity for FREE!

**Text** Mention benefits of your activity here depending on who you are targeting.

**Image** 

---

[Edit Order](#) [Place Order](#)

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Self-S...  
We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, ch...

If you are happy with your ad click on Place Order.

### Here's what you'll be creating

You can review these objects in the **Manage Ads** tab of Ads Manager.

---

#### CAMPAIGN

**Campaign Name**

**Campaign Objective** Lead generation

---

#### AD SET

**Ad Set Name**

**Targeting** Location: United Kingdom: Chichester, West Sussex (+10 mi)  
England  
[More](#) ▾

**Ad Placement** Facebook Feeds and Instagram Feed

**Budget & Schedule** £5.00 Daily | This ad set will run indefinitely  
[More](#) ▾

---

#### AD

**Ad Name**

**Headline** Try activity for FREE!

**Text** Mention benefits of your activity here depending on who you are targeting.

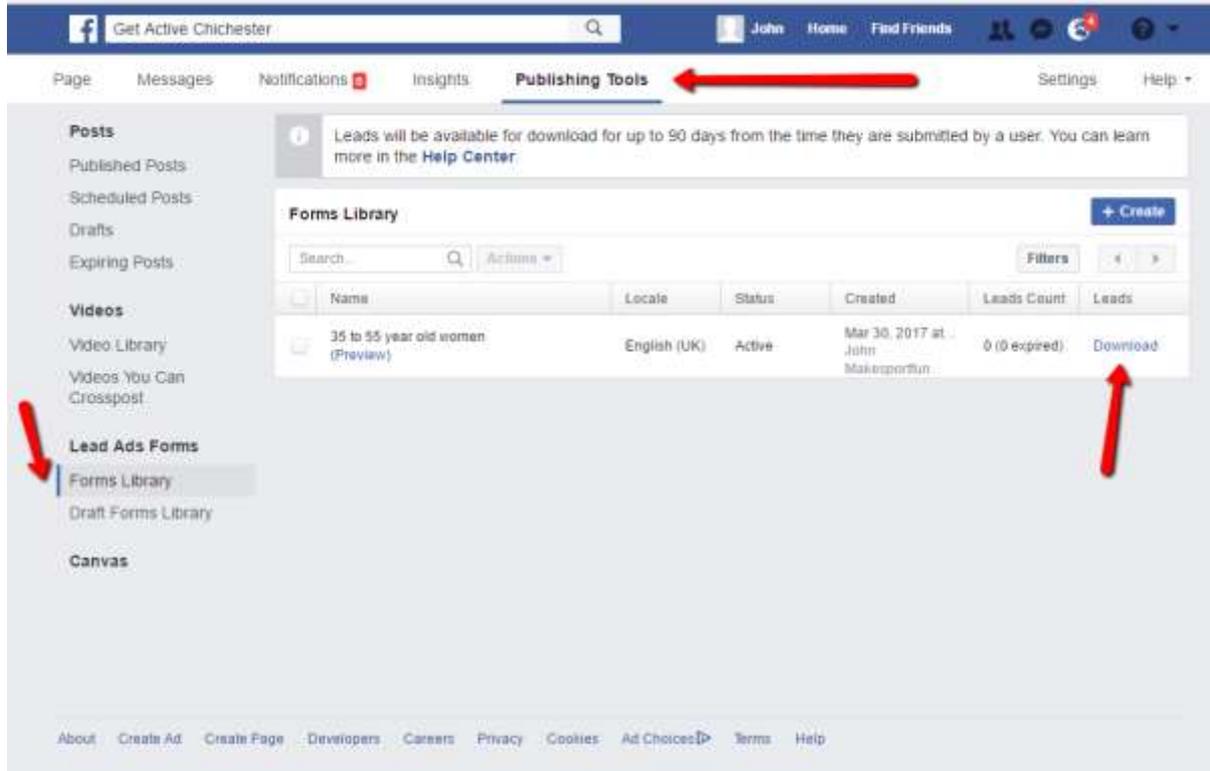
**Image** 



g "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the S  
s. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs



To view your leads, go to your Facebook page.  
Click on Publishing Tools.  
Click on Forms Library.  
Click on Download.



We suggest you download the leads at least once a day and reply to them with the information/offer you talked about in the ad.

### Respond promptly

When people submit their details to say they are interested, email them the details.

The email should be very detailed and give them all the information they need in order to feel comfortable attending. Here is an example of what we say in our responses.

Hi Noreen,

Thanks for your interest in our Forever Fit class on Tuesday. We'd love you to come along and join us. Please wear some comfortable shoes or trainers, and come to Mostyn Gardens Outdoor Gym (<https://goo.gl/maps/DSektwKBvfF2>) just before 12.30pm on Tuesday.

Our instructors Angela and Eve will be leading the walk, and we've put a picture below so you know what they look like.



The Healthy Walk lasts from 12.30-1.15pm, we don't walk too fast, and the group is really friendly and welcoming. Then after the walk we all have a coffee break and a chat. If you still feel like it you can join us for a Forever Fit low impact exercise in the outdoor gym (1.30-2.15pm), but this is totally up to you.

You can just turn up, but if you reply saying that you're coming then we'll let Angela and Eve know to expect you. If you want to talk to someone on the phone please call Dan on 07809 458 494.

You can just turn up, but if you reply saying that you're coming then we'll let Angela and Eve know to expect you. If you want to talk to someone on the phone please call Dan on 07809 458 494.

The Wandle Valley team



# 16-25 year olds

## Overview

It's well known that inactive 16-25 year olds are one of the hardest audiences to engage in sport and activity. We have explained here a model which is effective at engaging this audience cost effectively.

According to our research it can normally cost £20+ per person engaged with this audience. But using the approach from this guide with the details laid out below engages people for approximately £1-£2 per person.

## Images

We tested 10 different images for each gender. The images that performed best showed people doing one of the most popular activities, e.g. swimming, gym, yoga, aerobics, fitness.

However it was key that the people were not actually too realistic. They could not be sweaty or red-faced, or look too intense. The images that did best were ones where the people were good-looking and smiling.

### Images that worked for women



Images that didn't work for women



Images that worked for men



Images that didn't work for men





## Messages

We tested a few different versions of messages in ads.

### Headline

Include something here about the main offer – in our campaigns we always make the first session free. Here are some examples you can use:

Free Activity Sessions

Free Yoga Session

Aerobics Session Near You – First Session Free

### Text

Give a few details about the activity (but not too many) then focus on the benefits for this age group. Here are some examples you can use.

- Join our Tuesday evening aerobics class in central Chichester. Get Active, Have Fun and Meet New People.

### Call to action

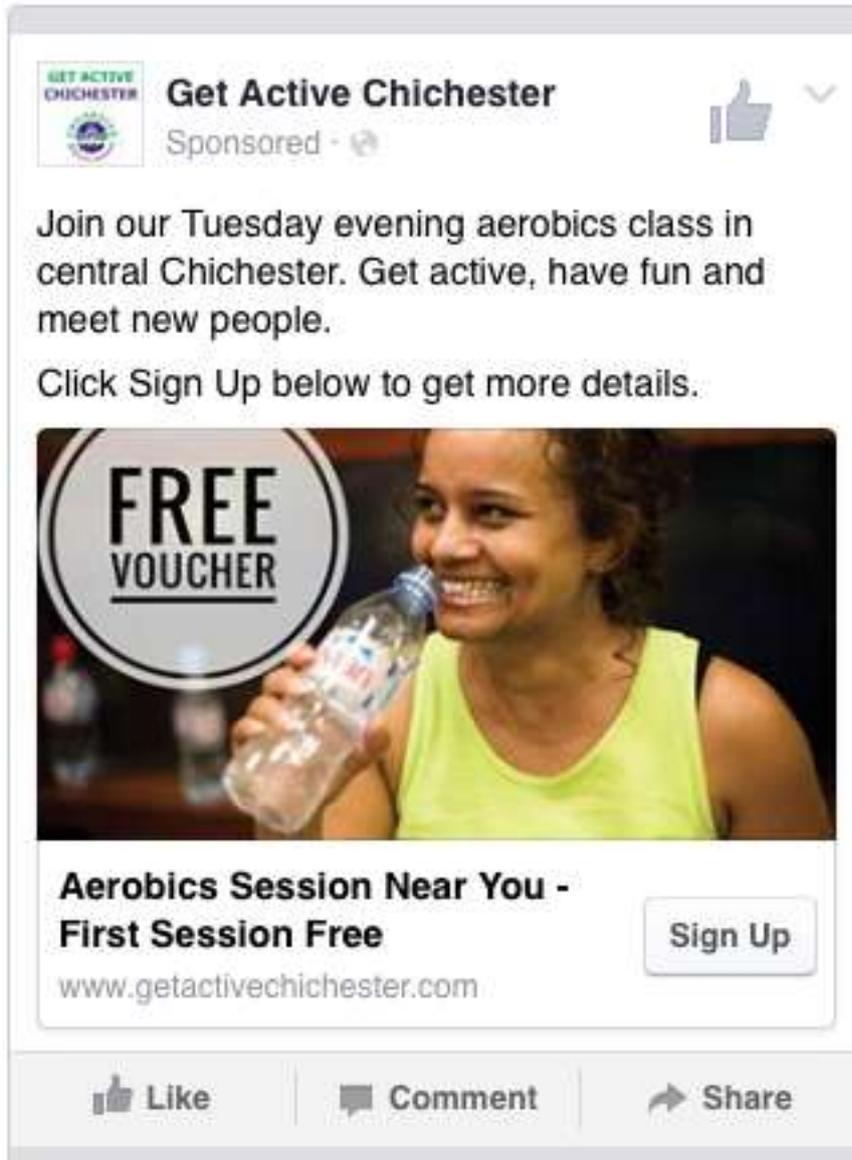
Set the button to be 'sign up'. We also tested 'learn more' and it didn't work as well.

### News Feed Link Description

You can leave this blank.

## Facebook Ads

Here is an example of an ads for engaging this audience.

A screenshot of a Facebook advertisement. At the top left is the 'GET ACTIVE CHICHESTER' logo. The main heading is 'Get Active Chichester' with 'Sponsored' and a globe icon below it. To the right are like and share icons. The text reads: 'Join our Tuesday evening aerobics class in central Chichester. Get active, have fun and meet new people. Click Sign Up below to get more details.' Below this is a photo of a smiling woman in a yellow tank top holding a water bottle, with a circular overlay that says 'FREE VOUCHER'. Under the photo is the text 'Aerobics Session Near You - First Session Free' and a 'Sign Up' button. At the bottom left is the URL 'www.getactivechichester.com'. The bottom of the ad features 'Like', 'Comment', and 'Share' interaction buttons.

**GET ACTIVE CHICHESTER** **Get Active Chichester** Sponsored

Join our Tuesday evening aerobics class in central Chichester. Get active, have fun and meet new people.  
Click Sign Up below to get more details.

**FREE VOUCHER**

**Aerobics Session Near You - First Session Free** Sign Up

[www.getactivechichester.com](http://www.getactivechichester.com)

Like Comment Share