

How to engage inactive people

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 inactive people, particularly the hard-to-reach audiences – such as women and girls, over 55s, disabled people and people from deprived areas.

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 probably your marketing

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

A lot of people in sport and activity use posters and leaflets for their marketing, but that doesn't mean they work. Posters and leaflets are out of date. They're not effective, and they're not the safe option.

We've extensively tested these types of marketing tactics:

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

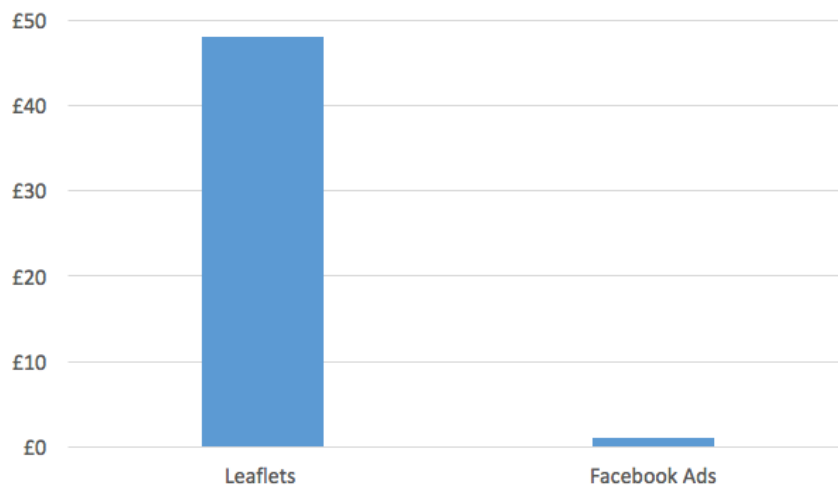
We recommend against spending even a penny on any of those tactics, as they're not cost effective.

Instead we recommend starting to use Facebook Ads or Direct Mail depending on your audience.

- Facebook Ads (up to 75 year olds)
- Direct mail (for reaching over 75s)

Facebook Ads allow you to target women and girls, men and boys, people from deprived wards, and any age range you like up to 75 years old. Direct mail is brilliant for targeting people with Long Term Health Conditions or 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.



The screenshot shows a Facebook news feed with several posts and ads. A red arrow points to a sponsored post for "BHF's London to Brighton Bike Ride" with the text "Sponsored - £". Another red arrow points to a sponsored post for "myAustrian" with the text "Sponsored Create Ad".

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 – Active Bucks

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 – Get Active Chichester

This campaign was aimed at women aged 35-55

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

Case study - Get Fit Hampshire

This campaign was aimed at 16-25 year olds in Hampshire

- Over 100 people registered
- 37% of people who registered were completely inactive
- Another 50% were insufficiently active

Case study - Wandle Valley walking group

This campaign was aimed at women aged 55+

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



Reaching the hardest to reach people

The Stages of change model is a very important tool in your campaigns. [Here's a video](#) explaining stages of change model.

Some people think that if people are at the contemplation or preparation stage then they will become active without any support, and will stay active. That they're just the low-hanging fruit, and not the hard-to-reach people, and that therefore they should only focus on those who are at the pre-contemplation stage. This is absolutely not true.

Most people who are contemplating or preparing to get active will not manage it. We all know people who plan at New Year to get more active – they buy the kit, they get the gym membership, but 2-3 weeks later they're not active any more. These people need your help and cannot be ignored in favour of those who are at the pre-contemplation stage.

However you can help people to move through these stages - slowly. If you run a campaign to engage inactive people then you will reach people at the pre-contemplation and the contemplation and preparation stages. The ones at the contemplation and preparation stages will be open to joining your activities. The ones at the pre-contemplation stage might move to the contemplation stage, but they still won't be ready to get active for a few months. If you run another campaign in 2-3 months to the same audience, then some of those people will now be ready to get started.



How to write your Facebook ad

Three most important things about successful Facebook advertising are:

1. The offer
2. Target audience
3. Ad copy

Choose what activity or activities to promote

It's absolutely vital that the activities you're promoting are ones that your audience wants to do, otherwise advertising just won't work.



How many men do you know who are obsessed with knitting?

It doesn't matter how cleverly you promoted it, how well you wrote about it, how brilliantly you advertised it – most men just aren't very interested in knitting.

We need to promote sports and activities that people want to do. If you'd like to learn about what sports and activities people like then [click here](#).

Examples of offers that didn't work

Boxing is not just for boys - try a free Us Girls Boxing session!
 Do you want to stay fit, have fun and feel good? Comment below and we'll send an activity voucher so you can try this fun and friendly class for free. Every Thursday 4.30-5.30pm for girls 11-18 yrs old at Loxford Youth Centre. Standard price £2 per session



2,487 people reached [View Results](#)

Boxing for girls – over 2000 people saw the ad but only two people were interested.

Football is not just for boys.
 Do you want to stay fit, have fun and feel good? Comment below and we'll send an activity voucher so you can try this fun and friendly class for free. Every Friday 3.30-5.00pm for girls 10-18 yrs old at Loxford Youth Centre. Female coach. Standard price £2 per session



1,019 people reached [View Results](#)

Like Comment Share

Football for girls – over 1000 people reached but no interest.

Both, the image and the text are good but there was not enough interest because boxing and football are not in the top 10 favourite activities for the 11 to 18-year-old girls.



Teenagers are already hard to engage, so if you'd like teenage girls to turn up to your sessions offer them what they like most - swimming, gym, fitness, aerobics, badminton, dance, gymnastics, trampolining, yoga.

Choose your audience

The more specific you are in choosing your audience the better.

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.

Promote to men and women using different ads, unless you know from experience that the same offer will appeal to both.

Choose a maximum of 3 year age range for under 18s (13 to 15, 16 to 18) and 5 to 10 year age range for over 18s (19 to 25, 26 to 35).

Write a great ad

Choose a great photo

Images are very important in promoting your activity. In fact, 70% of the ad effectiveness depends on the image you chose. 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 reach, 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 and [Sport England's photo library](#).

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.

You can check your image using [this online tool Facebook has created](#).

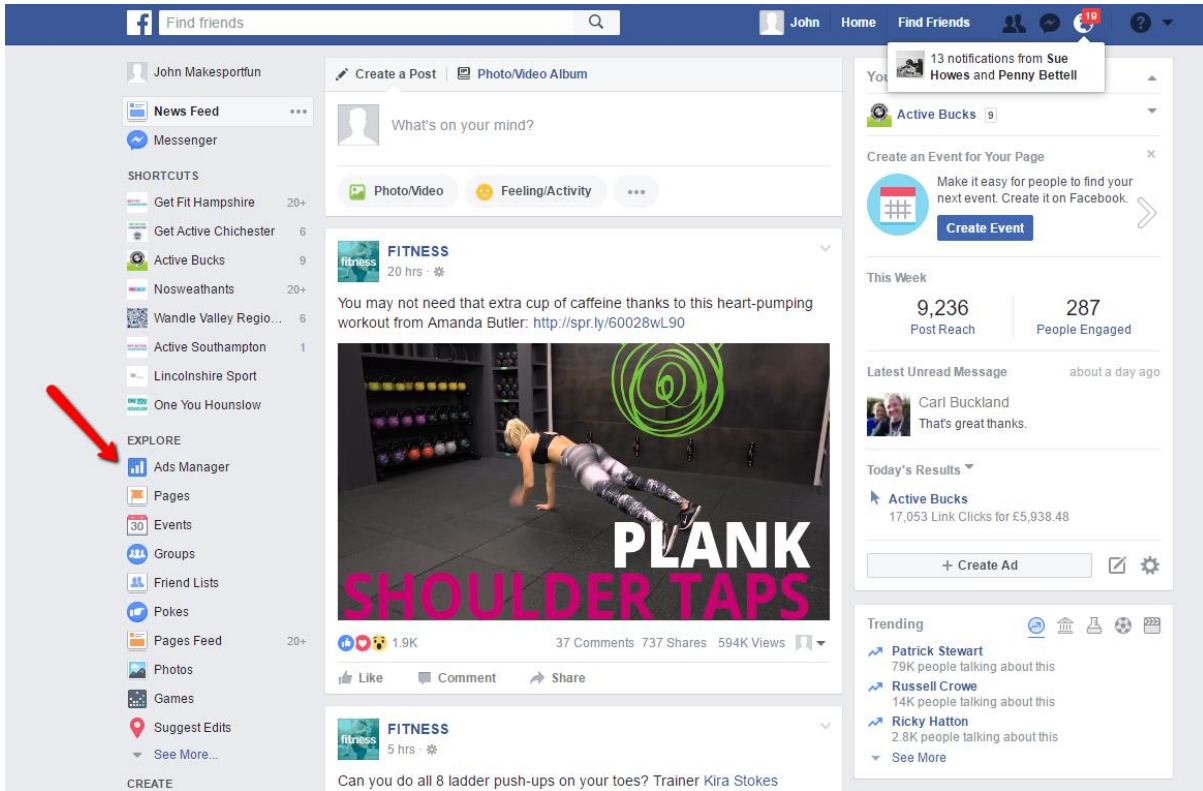
Write text that tempts them, but don't include much detail

With our text we want to let the audience know that they can try the activity for free, that 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

Facebook Ads Manager interface showing account information and a list of campaigns.

Account: Make Sport Fun

Recent Amount Spent:

£21.59	£32.93	£18.35	£21.38	£20.90	£19.32	£0.89
3/24	3/25	3/26	3/27	3/28	3/29	Today

All Campaigns | + Create Campaign

Campaign Name	Delivery	Results	Reach	Cost per Result
Active Bucks	Active	364 Link Clicks	13,358	£0.56 Per Link Click
Wandle Valley-Walking Campaign March 2017 - Lead generation	Active	39 Leads (Form)	2,165	£0.76 Per Lead (Form)
HOUNSLOW Lead generation	Scheduled	—	—	— Per Lead (Form)
TrailNet - cycling - Lead generation	Scheduled	—	—	— Per Lead (Form)
NoSweat 13-15 NEW	Inactive	39 Link Clicks	3,217	£0.58 Per Link Click
Post: "Activities for women in Aylesbury at times to..."	Inactive	— Post Engagement	—	— Per Post Engagement
NoSweat 16-25 - Register message - Southampton, IOW, Gosport, Ha...	Inactive	— Link Click	—	— Per Link Click
NoSweat 18-25 Whole Hampshire_ New Landing Page STOP 28nd ...	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 targeting 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 + 10mi'. A map shows the Chichester area with a blue circle indicating the target radius. Below the map, there are filters for 'Age' (35-55), 'Gender' (Women selected), and 'Languages' (English (All)).

Audience Size
Your audience is defined.
Potential Reach: 34,000 people

Estimated Daily Results
Reach: 1,800 - 4,800 (of 28,000)

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?



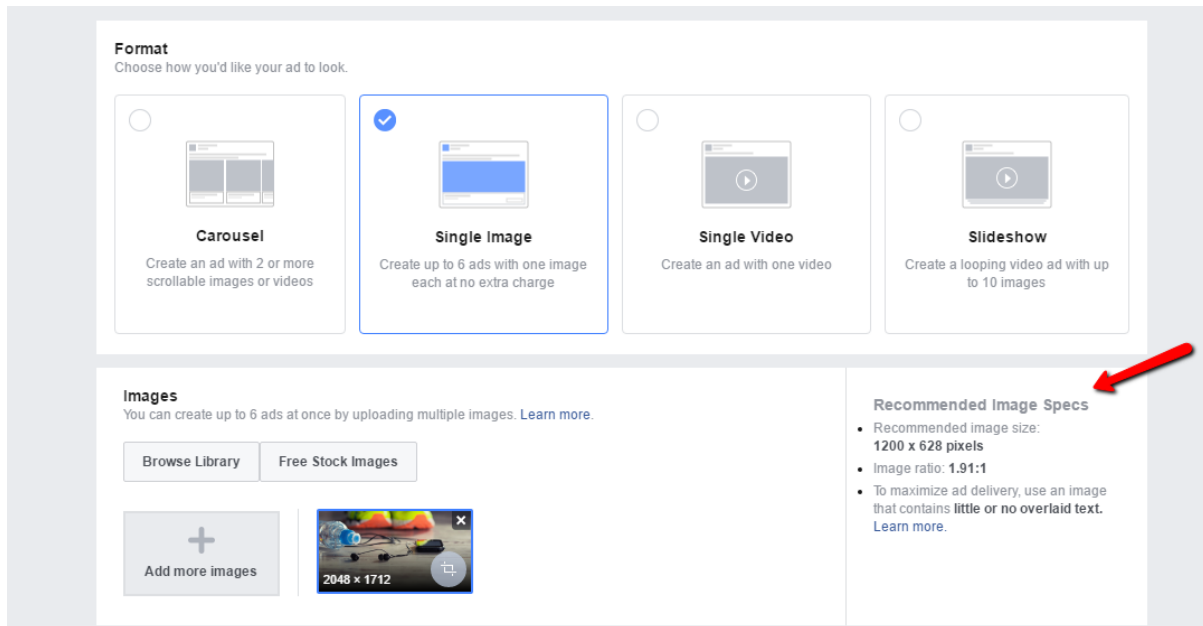
Set your budget, e.g. £5 per day and click continue.

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.



Format
Choose how you'd like your ad to look.

- Carousel**
Create an ad with 2 or more scrollable images or videos
- Single Image** (Selected)
Create up to 6 ads with one image each at no extra charge
- Single Video**
Create an ad with one video
- Slideshow**
Create a looping video ad with up to 10 images

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

[Add more images](#)

Recommended Image Specs

- Recommended image size: **1200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

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+)

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. ⓘ

Get Active Chichester (Page) ✓ OR

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 1 of 1 Ad < >

Desktop News Feed 1 of 4 < >

Get Active Chichester Like Page

Sponsored · €

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



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

Like Comment Share

Next create a form to capture peoples' details.

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.](#)



You don't have any forms yet

→

[+ New Form](#)

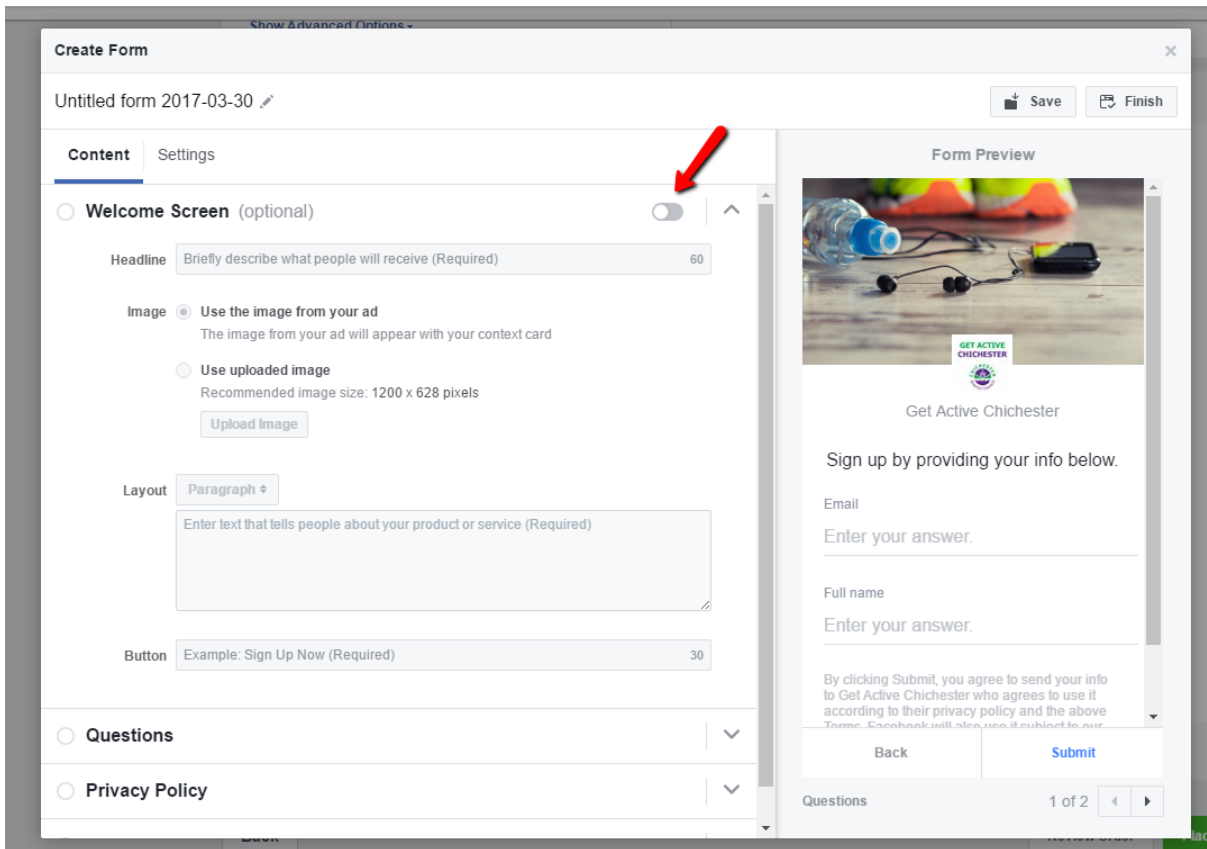
Form Preview

Select a form to preview it here

[Back](#)

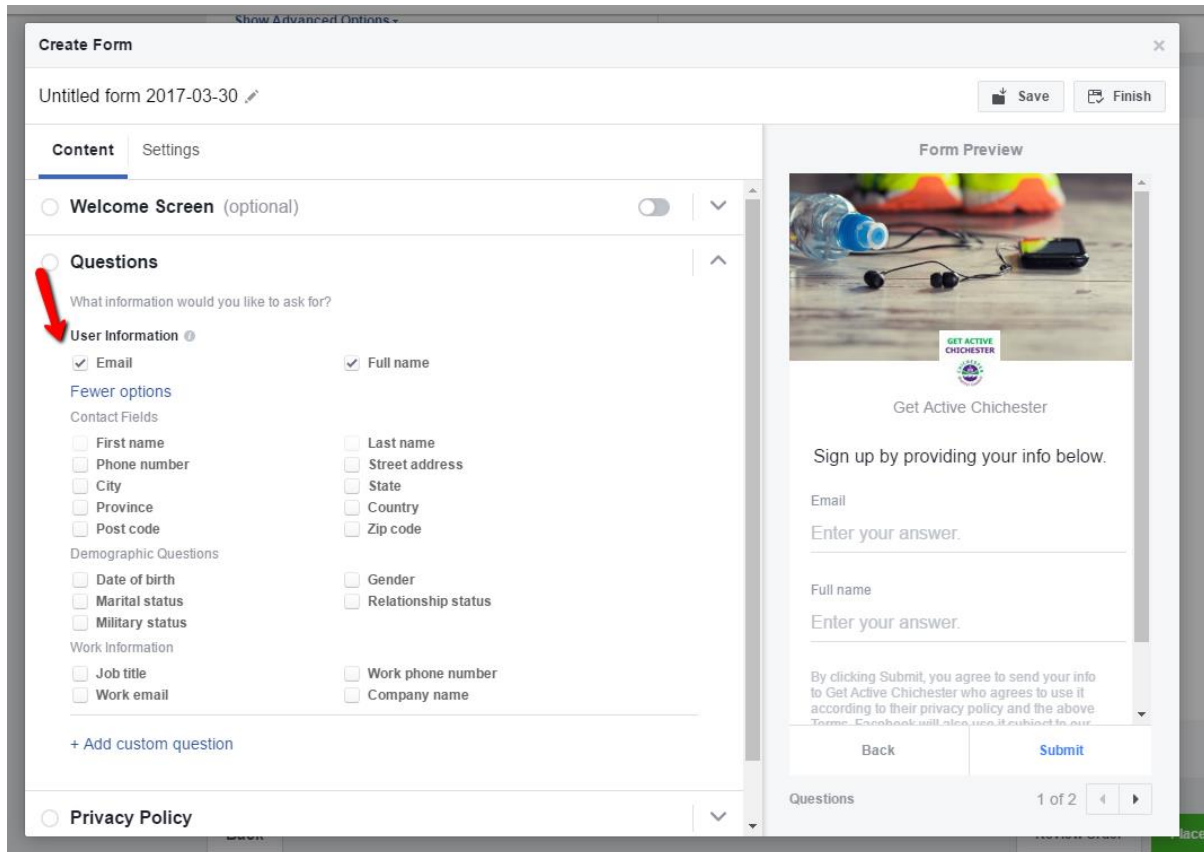
[Review Order](#) [Place Order](#)

Turn off welcome screen.



The screenshot shows the 'Create Form' interface. At the top, there are 'Save' and 'Finish' buttons. Below the form title, there are two tabs: 'Content' and 'Settings'. The 'Content' tab is active, and a red arrow points to the 'Welcome Screen (optional)' toggle switch, which is currently turned off. The 'Welcome Screen' section includes a 'Headline' field with a character count of 60, an 'Image' section with two options: 'Use the image from your ad' (selected) and 'Use uploaded image', and a 'Layout' section with a 'Paragraph' dropdown and a text area. Below this is a 'Button' field with a character count of 30. At the bottom of the 'Content' tab, there are sections for 'Questions' and 'Privacy Policy'. On the right side, there is a 'Form Preview' window showing 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 shows a disclaimer and a '1 of 2' page indicator.

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



Create Form

Untitled form 2017-03-30

Content Settings

Welcome Screen (optional)

Questions

What information would you like to ask for?

User Information

Email Full name

Fewer options

Contact Fields

First name Last name
 Phone number Street address
 City State
 Province Country
 Post code Zip code

Demographic Questions

Date of birth Gender
 Marital status Relationship status
 Military status

Work Information

Job title Work phone number
 Work email Company name

+ Add custom question

Privacy Policy

Form Preview

Get Active Chichester

Sign up by providing your info below.

Email
Enter your answer.

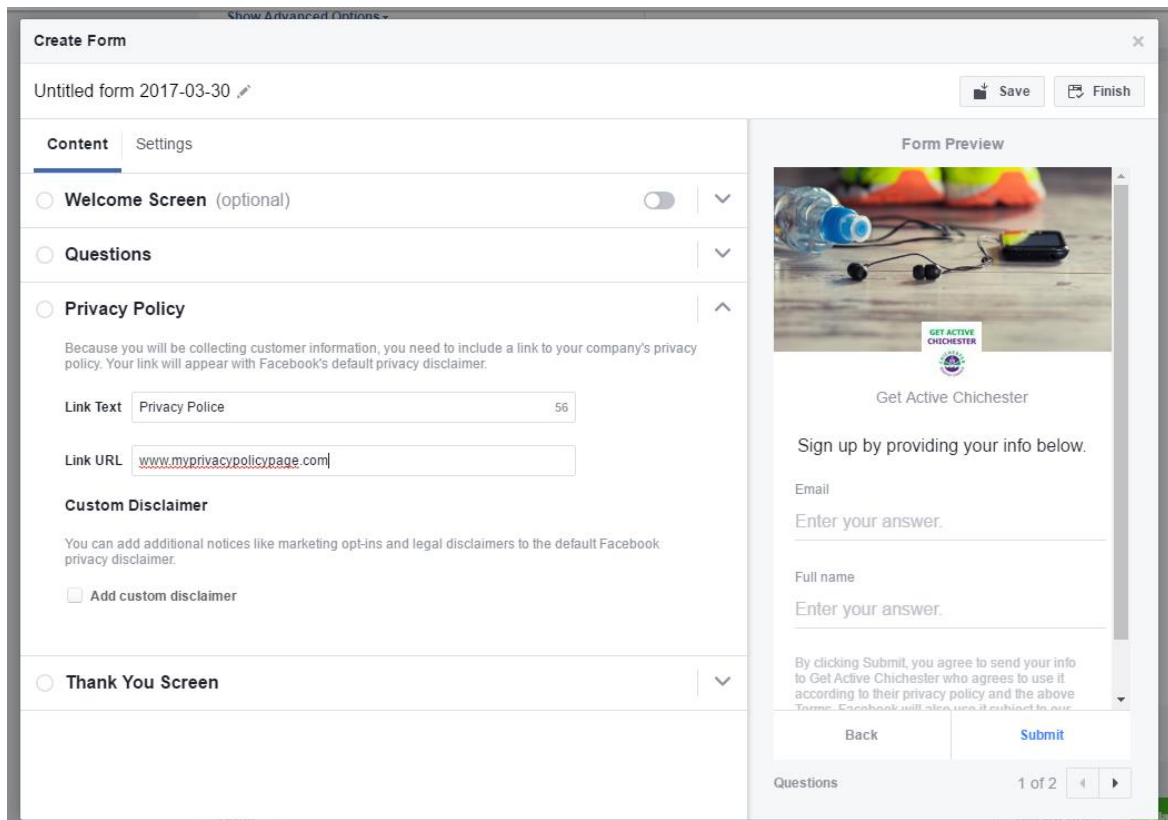
Full name
Enter your answer.

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

Back Submit

Questions 1 of 2

Next add a link to your privacy policy.



Create Form

Untitled form 2017-03-30

Content Settings

Welcome Screen (optional)

Questions

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link Text 56

Link URL

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Thank You Screen

Form Preview

Get Active Chichester

Sign up by providing your info below.

Email
Enter your answer.

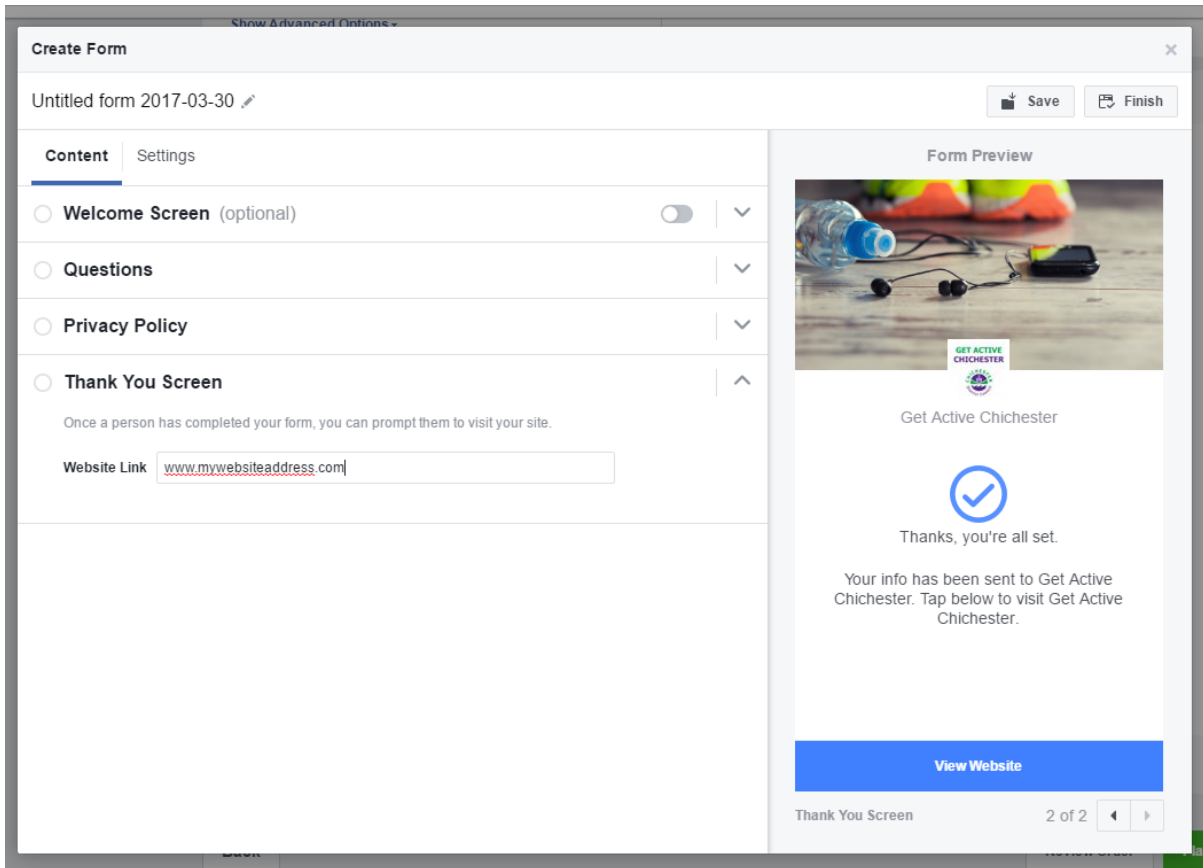
Full name
Enter your answer.

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

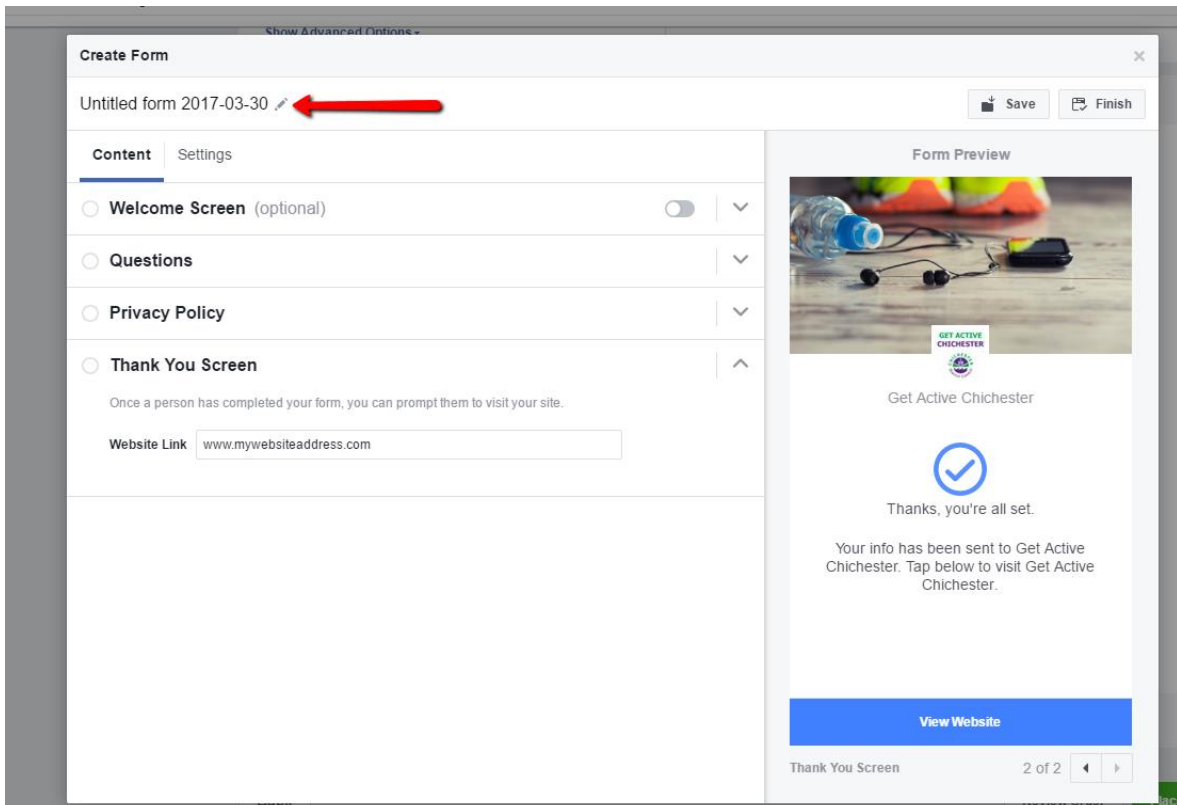
Back Submit

Questions 1 of 2

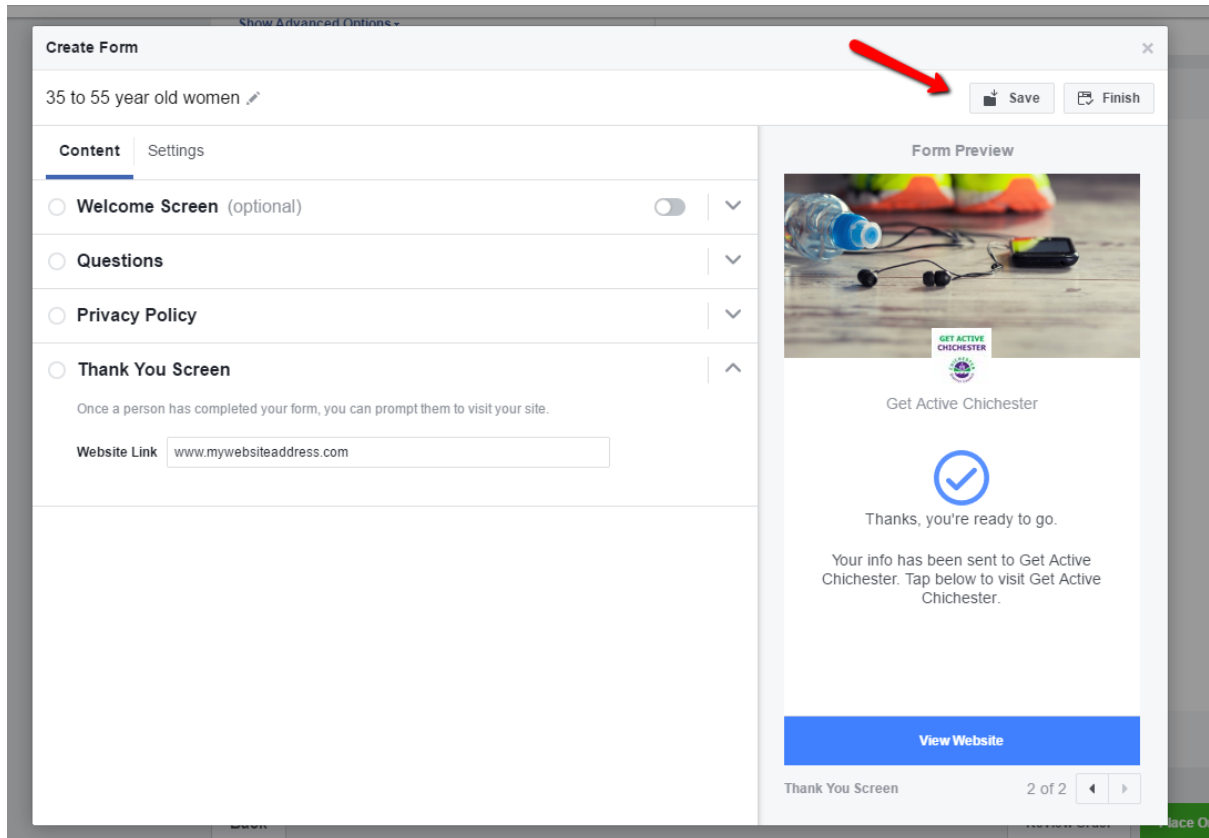
Next add a link to your website address or any other web page you'd like people to go to.



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

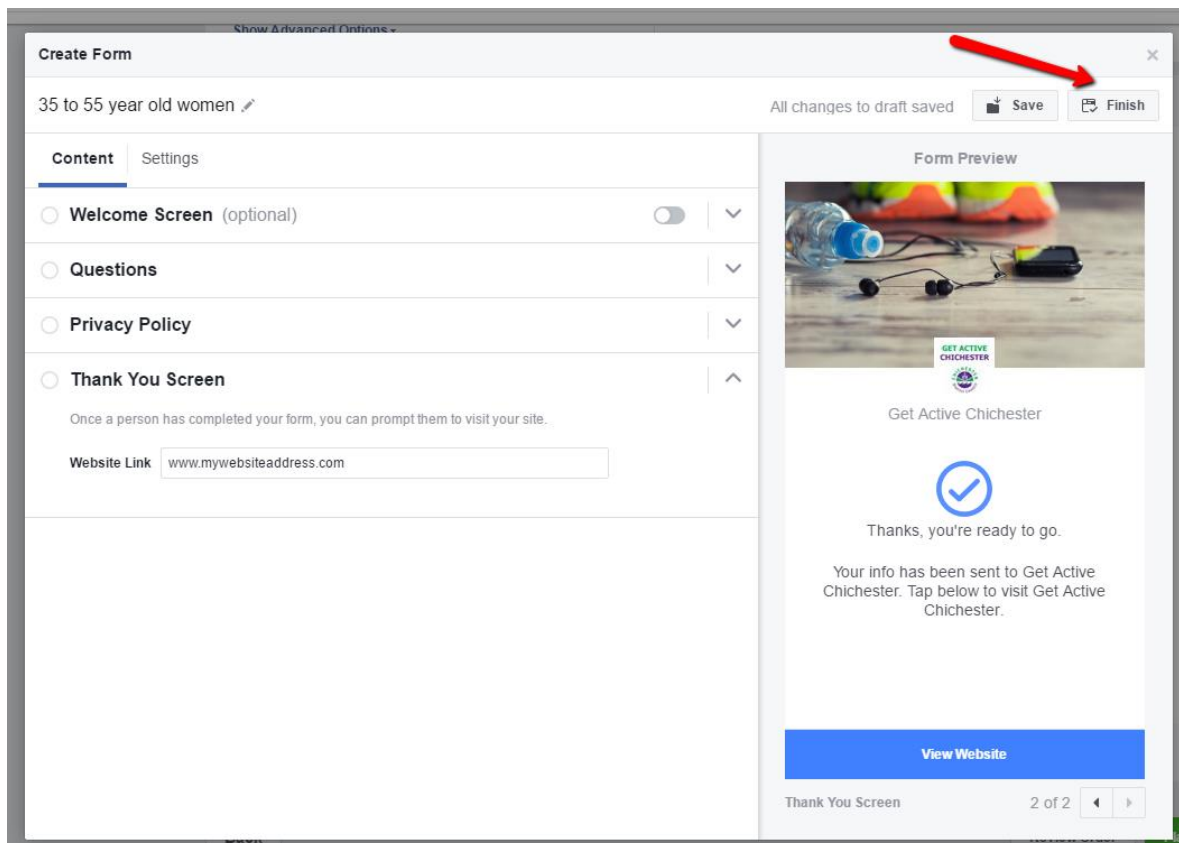


Click Save



The screenshot shows the 'Create Form' interface. At the top right, there are two buttons: 'Save' and 'Finish'. A red arrow points to the 'Save' button. The form title is '35 to 55 year old women'. The 'Content' tab is selected, showing options for 'Welcome Screen (optional)', 'Questions', 'Privacy Policy', and 'Thank You Screen'. The 'Thank You Screen' section includes a 'Website Link' field with the placeholder 'www.mywebsiteaddress.com'. The 'Form Preview' on the right shows a mobile 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.' Below this is a blue 'View Website' button. At the bottom of the preview, it says 'Thank You Screen 2 of 2'.

Click Finish




This screenshot is identical to the one above, but the red arrow now points to the 'Finish' button. Additionally, the text 'All changes to draft saved' appears to the left of the 'Save' and 'Finish' buttons. The rest of the interface, including the form settings and the 'Form Preview', remains the same.

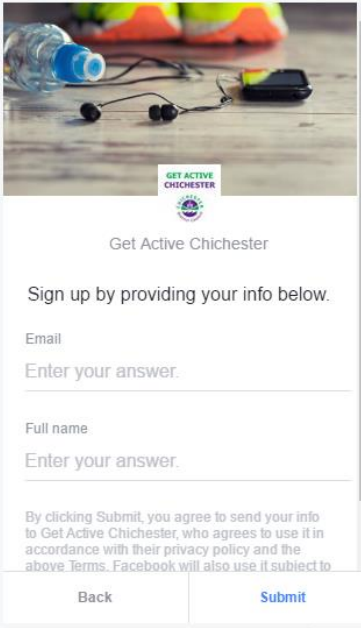
It shows you the form you've created.

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

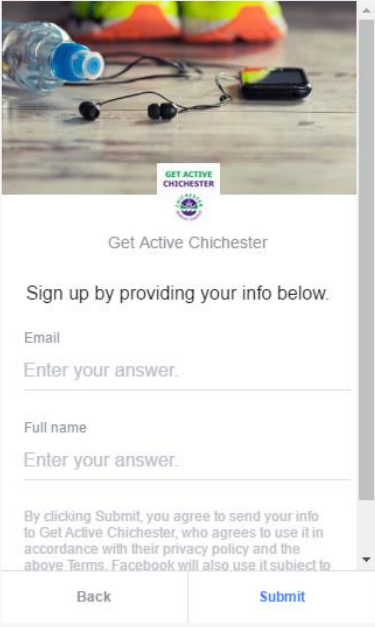
Click review order.

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 

g "Place Order", you agree to the [Facebook Statement of Rights and Responsibilities](#) including your obligation to comply with the [Self-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, 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.

The screenshot shows the Facebook Publishing Tools interface for the page 'Get Active Chichester'. The 'Publishing Tools' tab is selected, indicated by a red arrow. In the left sidebar, 'Lead Ads Forms' is expanded, and 'Forms Library' is highlighted with a red arrow. The main content area shows a 'Forms Library' section with a table of forms. The first form is '35 to 55 year old women (Preview)', which is active and was created on Mar 30, 2017. It has 0 leads (0 expired) and a 'Download' button, which is highlighted with a red arrow. A red arrow also points to the 'Forms Library' link in the sidebar.

<input type="checkbox"/>	Name	Locale	Status	Created	Leads Count	Leads
<input type="checkbox"/>	35 to 55 year old women (Preview)	English (UK)	Active	Mar 30, 2017 at... John Makesportfun	0 (0 expired)	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/DSektwKBvF2>) 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



13-15 year old girls

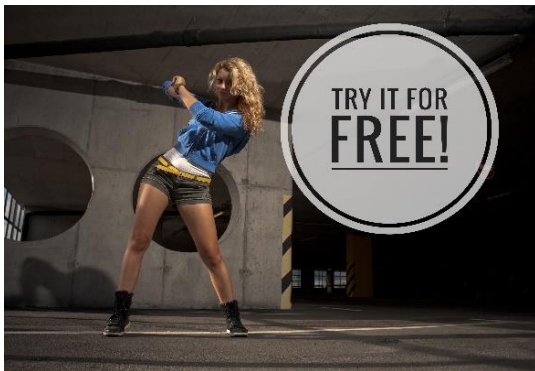
Overview

13 to 15 year olds, especially girls are one of the hard to reach audiences in sport and activity. We did a lot of research into this audience and found an approach that grabs their attention.

Images

We tested 18 different images. The images that performed best showed smiling, good looking people of their own age having fun. Images that showed 'real' people exercising and getting sweaty and red faced didn't do well.

Images that worked



Images that didn't work





Messages

We tested a few different versions of copy in ads, focusing on activity being a fun way to spend time with friends outside of school.

Headline

That's your main offer or main benefit. In our campaigns we always make the first session free. This offer as our main headline works very well. You can mention getting active with a friend. Here are some examples of headlines we used:

Free activity voucher for you and your friends!

For you and your friends!

Free Activity Sessions

Try an activity you like for FREE

Text

Give a few details about the activity (but not too many) then focus on the benefits for this age group. Don't mention actual age range e.g. 13 to 16, say teenagers or girls instead.

Here are some examples you can use:

- Join our Tuesday evening aerobics class in central Chichester. Get Active, Have Fun and Meet New People.
- Forget school, forget housework, dance yourself dizzy – ballet, modern, street, contemporary, tap. Register now and we will find you a class near you! Beginners welcome.
- Spend time with friends doing something different this weekend. Register today and we will send you two free activity vouchers to try trampolining.

Call to action

Chose 'sign up' as your call to action. We also tested 'learn more' but it didn't work as well.


News Feed Link Description

You can mention here where they're clicking to and what to expect once they get there.


- Sign up and we will send you and your friend a free activity voucher
- Sign up and we will send you more details and a free activity voucher

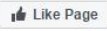
Facebook Ads

Here are a few examples of ads for engaging this audience.




Nosweathants

Sponsored · 




To all girls in Hampshire who love to get fit, this offer is made for you. Register today. Here's how:
<http://try.timetogetactive.co.uk/getactivehampshiregirls/>






Try any activity you like for FREE!


Easy. Fun. Give it a go.

[TRY.TIMETOGETACTIVE.CO.UK](http://try.timetogetactive.co.uk)





4 Likes

 Like
 Comment
 Share




Get Fit Hampshire


Sponsored · 






No experience? No problem! Join us for a slow and detailed introduction to yoga. Every Tuesday 6pm at The Yoga Sanctuary, Southampton.



Go with the flow

Sign up and we will send you more d... 

getfithampshire.com

 Like
 Comment
 Share

16-25 year olds

Overview

16 to 25 year olds are one of the hardest audiences to engage in sport and activity. We tested a few different approaches and have developed a model which is effective at engaging this audience.

Images

We tested 16 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 too realistic. They could not be sweaty or red-faced, or look too intense. The images that did best showed good-looking, smiling people in the activity setting.

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

That's your main offer or main benefit. It can be something very simple or something catchy. In our campaigns we always make the first session free. So we use this simple offer as our main headline quite often. Here are some examples of headlines we used:

- Free Activity Sessions
- First session FREE
- Try an activity for Free!
- Forget skinny. Train to be strong. (female audience)
- Unleash your potential! (male audience)



Text

Give a few details about the activity (but not too many) then focus on the benefits for this age group. You can learn more about this audience's motivations by reading the marketing plans for [Ben](#), [Jamie](#), [Chloe](#) and [Leanne](#) and Sport England's [Youth Insight report](#).

Here are some examples you can use.

- Join our Tuesday evening aerobics class in central Chichester. Get active, have fun and meet new people.
- No experience? No problem! Join us for a slow and detailed introduction to yoga. Every Tuesday 6pm @ The Yoga Sanctuary.

Call to action

Chose 'sign up' as your call to action. We also tested 'learn more' but it didn't work as well.


News Feed Link Description

You can mention here where they're clicking to and what to expect once they get there.

- Sign up and we will send you and your friend a free activity voucher
- Sign up and we will send you more details and a free activity voucher



Facebook Ads

Here are a few examples of ads for engaging this audience.




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.




Aerobics Session Near You - First Session Free

Sign Up



www.getactivechichester.com

Like Comment Share




Get Fit Hampshire

Sponsored · 🌐

Do you want to stay fit, have fun and feel good? Try our gym at the Chamberlayne Leisure Centre. It's got everything you need - free weights area, resistance and cardio machines and friendly staff who are there to help.



Get your FREE gym pass now!

Sign up and we will send you and yo...
getfithampshire.com

Sign Up

Like Comment Share

35-55 year old women

Overview

35-55 year old women are the audience easiest to engage. But it doesn't mean that they are not a hard to reach audience, research shows that women are less active than men.

We've divided this audience into two segments based on age.

- 36 to 45 year olds ([Alison](#) and [Jackie](#) segments)
- 46 to 55 year olds ([Elaine](#) and [Brenda](#) segments)

Images

The images that performed best showed a woman or a group of women having fun doing one of the most popular activities, e.g. swimming, gym, yoga, aerobics, fitness.

The images that did best showed good-looking, smiling, slightly younger than the audience you are targeting women in the activity setting.

Images that worked for 36 to 45 year old women



Images that worked for 46 to 55 year old women





Messages

We tested a few different versions of messages in ads.

Headline

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

- Free Activity Sessions
- Free Yoga Session
- Aerobics Session Near You – First Session Free
- Try Zumba for Free

Text

Give a few details about the activity (but not too many) then focus on the benefits for this age group like getting back into fitness, staying in shape, relieving stress.

Here are some examples you can use.

Promoting activities at a leisure centre

- Get active, relieve stress and stay in shape - aerobics, swimming, fitness, pilates, dance, cycling, badminton, yoga, walking – simply enter your postcode and see which activities are available near you.
- Activities at times to suit you and help you to get back into fitness - aerobics, swimming, fitness, pilates, dance, cycling, badminton, yoga, walking – simply enter your postcode and see which activities are available near you.

Promoting individual activities

- Join our Tuesday evening aerobics class in central Chichester. Get Active, Have Fun and Meet New People.
- Join our Friday morning gentle bike ride. Enjoy being on the bike on this traffic free route, improve your fitness and meet new people.
- With busy working and parenting lives, we often don't see our friends as much as we'd like. Walking is a great way to catch up with your friends and feel better for it. Join our walking group on Saturday morning.

Call to action

'Sign up' works best.

News Feed Link Description


You can mention here where they're clicking to and what to expect once they get there.

- Sign up and we will send you a free gym pass

- Sign up and we will send you more details and a free activity voucher

Facebook Ads

Here are a few examples of ads for engaging this audience.




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

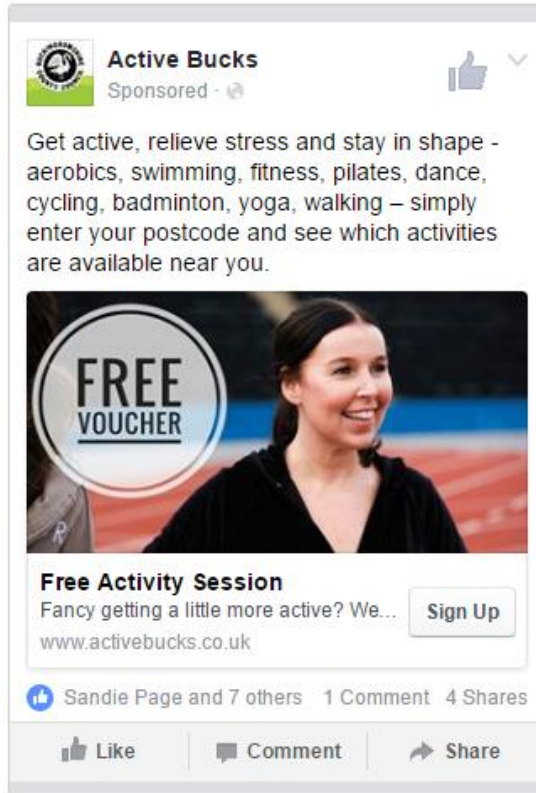
Activities at times to suit you and help you to get back into fitness - aerobics, swimming, fitness, pilates, dance, cycling, badminton, yoga, walking – simply enter your postcode and see which activities are available near you.



FREE VOUCHER

Free Activity Session
Fancy getting a little more active? We... [Sign Up](#)
getactivechichester.com

 Laura Heatley and 3 others 1 Comment

 Like  Comment  Share







ACTIVE BUCKS **Active Bucks** Sponsored ·  

Get active, relieve stress and stay in shape - aerobics, swimming, fitness, pilates, dance, cycling, badminton, yoga, walking – simply enter your postcode and see which activities are available near you.

FREE VOUCHER

Free Activity Session
Fancy getting a little more active? We... [Sign Up](#)
www.activebucks.co.uk

 Sandie Page and 7 others 1 Comment 4 Shares

 Like  Comment  Share

55+ year old women

Overview

When we started using Facebook ads for promoting activities we weren't sure if they would work for over 55s. We've run a number of campaigns directed at this audience and if the offer is right the ads work very well.

Images

Images of people enjoying an activity on their own or in a group were the best choice. They should be smiling and be in a relatively good shape, but not too sporty.

Images that worked for women



Images that didn't work for women



Messages

We tested a few different versions of messages in ads.

Headline

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

- Free Activity Sessions
- Free Yoga Session
- Aerobics Session Near You – First Session Free
- FREE Forever Fit activities in Morden!
- Free beginner's cycle rides

Text

Give a few details about the activity (but not too many) then focus on the benefits for this age group. Social aspect of the activity and health works well for this age group.

Here are some examples you can use.

- Join our Tuesday morning beginners' cycle ride to improve your fitness, develop your riding skills and increase your confidence on the bike. Bring your own bike or hire one of ours. Afterwards we have a chat and a laugh over a well-earned tea or coffee.
- Get active and meet new people. 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!

Call to action

'Sign up' works best in all campaigns.

News Feed Link Description

You can mention here where they're clicking to and what to expect once they get there.

- Sign up and we will send you more details.

Facebook Ads

Here are a few examples of ads for engaging this audience.



Active Bucks

Sponsored · €

Like Page

Get active, have fun and meet like-minded people - aerobics, fitness, swimming, pilates, yoga, badminton, tennis or just walking – simply enter your postcode and see which activities are available near you.



Free Activity Session

Fancy getting a little more active? We can help!

WWW.ACTIVEBUCKS.CO.UK

Sign Up

Like Comment Share



Wandle Valley Regional Park Trust

Sponsored · €

Like Page

Get active and meet new people. 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!



FREE Forever Fit activities in Morden!

We have two weekly walks, Tuesday afternoon and Wednesday morning. Sign up and we'll send you more details.

Sign Up

40 Reactions