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Sport & Recreation Service
Sefton Council



Responsible for

- Marketing of Six Leisure Centres
- Nine Sports Development Programmes
- Promoting Health and Physical Activity
- Generating income for centres



Active Sefton Brand

- Established 2006
- Partnership between Sefton Council, Sefton NHS and Sefton CVS
- Represents leisure centres and sports development programmes



Marketing Team

- Team of Four
- Raise awareness of all Active Sefton products
- Manage three social media multiple accounts
- Manage four websites



NHS Project

- Commissioned by NHS in 2008 to raise awareness of physical activity using new technologies
- Success of project led to commissioning of other health services, stop smoking and healthy eating



New Technologies

- Bluetooth
- Social Media
- Website and online marketing



Bluetooth

- Wireless communication tool
- Units purchased for every leisure centre
- Initial success
- Acceptance rates plummeted
- Bluetooth no longer in use



Social Media

What is social media?

- Online environment established for mass collaboration
- People can share content, personal opinions, reviews and network
- Text, images, audio and video



Benefits of Social Media

- Informative
- Conversational
- Gives your brand personality



Why Facebook?

- Over 845 million active users worldwide
- 48% of 18 – 34 year olds check Facebook as soon as they wake up
- One in every 13 people on Earth have a Facebook account, half of who are logged in on any given day



Active Sefton's Facebook

- Total users 4000 (all accounts)
- Active Sefton's users are 70% female
- 50% users from the 25 -44 age group



Benefits of Facebook

- Unlimited Fans
- Interactive Community
- Instant Communication Tool



Measuring Success

- Using Insights
- Linking posts to website
- Using Google Analytics



Example of Success

- New Zorbing session promoted only through social media
- Led to 345 page views
- 19 attendees for first session



Murtle Turtle

August 3



It's FRIIIIDAAAAY and as promised for all my Facebook friends there is a summer voucher here for you-hoo valid from today and all summer long! :) Hows about that then for a Friday freebie?! Keep an eye for more today... — with Natalie Foster and 2 others.

Splash World
10% OFF!

Dive right in and make a splash with Murtle!

Twitter @murtleturtle
Facebook /murtleturtle

Just fill in these simple questions

Name

Address

Postcode

Contact Tel / Mob

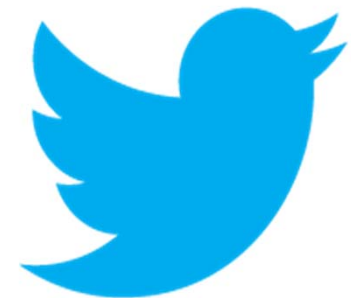
Email

Like · Comment · Share

4 30

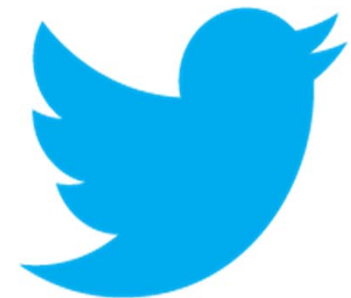
What is Twitter?

- Social networking and micro blogging service, enabling users to send and reach other users updates (known as tweets)
- Tweets are text-based posts of up to 160 characters in length
- Allows people to stay connected in real-time
- Fully searchable, free, easy to use and set up



Uses of Twitter

- Inform
- Innovate
- Interact
- Incentive



Measuring Success

- Linking tweets to website
- Using Hootsuite.com for reports
- Creating hash tags (#) for specific campaigns

Examples of Success

- Champions of your brand – blindy patrick tweets @crosby lakeside and @active sefton every time uses gym
- Created #sefton2012 for Olympic World Record Attempt
- Free promotion to bigger more relevant audience

YouTube

- Video Sharing Website
- Create channel and upload videos
- Visual representation easily shared



Benefits of YouTube

- Free
- Global audience (especially tourists)
- Viral effect with minimal effort
- Customised channel
- Subscription feature

Examples of Content

- Fitness Classes
- Celebrating Achievement
- Encouraging participation

Marketing Trends

- Online Reputation Management
- Vouchers
- QR Codes
- Mobile Marketing

Online Reputation Management

- What Are They Saying About You?
- [Google.com/Alerts](https://www.google.com/alerts)
- Email Updates
- Relevant Google Results
- Free

Vouchers

- Free form of marketing
- Money off vouchers
- Access to other markets

Voucher Partnerships

- Liverpool One Card
- 02 (Mobile Phone Company)
- Juice FM
- Money Supermarket
- Kids Guide UK
- Kids Days Out

Income Generation

- 02:
 - ROI: £450 Reach: UK & Ireland
- Money Supermarket:
 - ROI: £6,824 Reach: 120m visitors
- One Card
 - ROI: £14,000 Reach:70,000

QR Codes

- Create On-Demand Marketing
- Link to Web Site Immediately
- Zero Effort Required
- Make The Payoff Worthwhile



Mobile Marketing

- 95% increase in people accessing Active Sefton website via mobile devices
- One in two access website via mobile device



Interactive Website

- Mobile friendly
- Ability to like on every page
- Instantly linked to Facebook and Twitter

Websites

- <http://dev.crosbylakeside.co.uk/>