

# Marketing & Communications Guide



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## Who to Contact for more Help and Advice?.....

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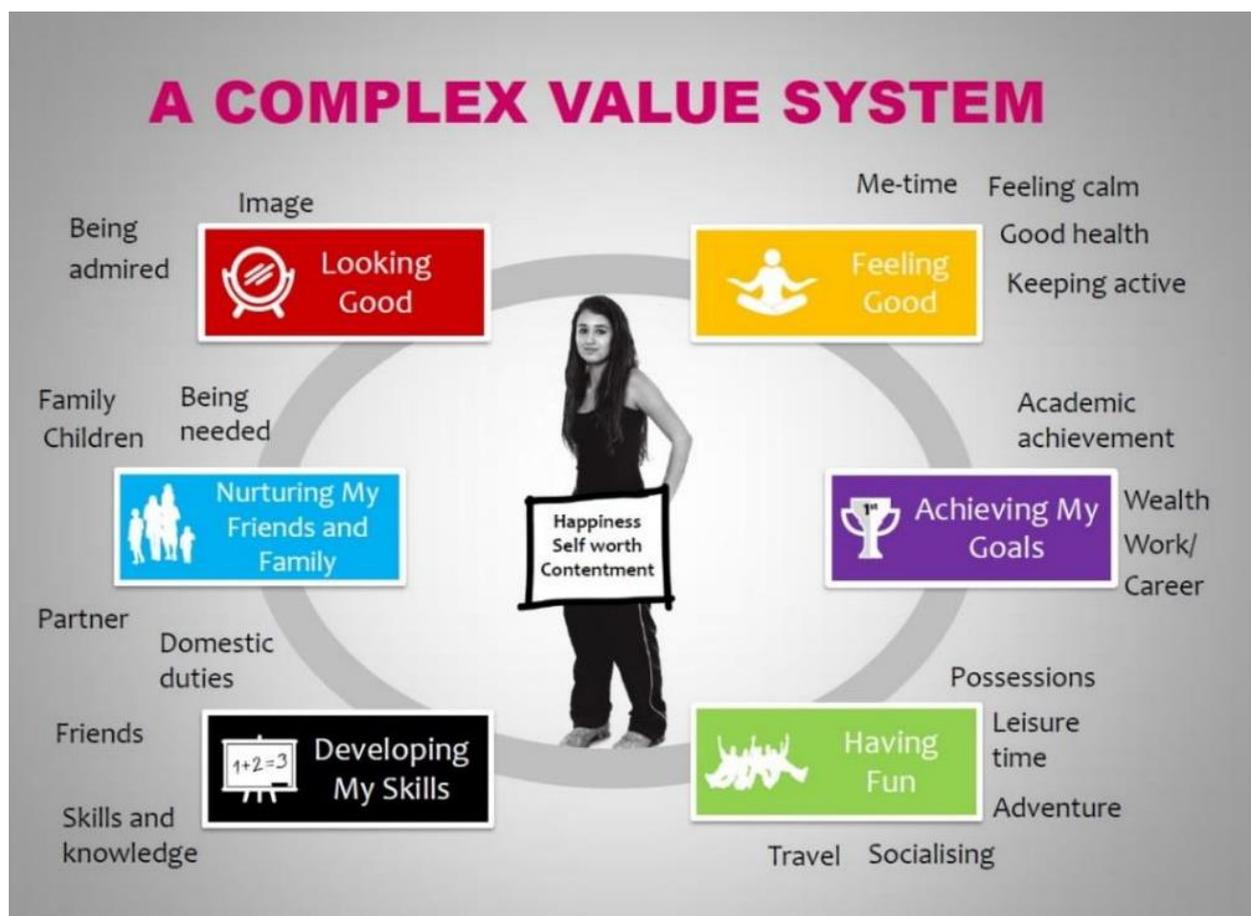
# What key values do women focus on?

The image below gives good ideas into the key things that women tend to feel are important to them. Think about your activity and how you can link into one of these key values to gain their attention and ultimately their engagement into your sessions.

Try and base your marketing strategy around one or two of these key values.

It's important to think about the messaging that come across when marketing your activity to your target audience.

Depending on your activity try and choose one of the key values that might fit well and choose your imagery and wording to suit.



# Get to know your target audience – how to engage with them?

## Women with Children

I want to experience quality family time with my children where we being active together

My main barrier to being more active is a lack of time away from my children, therefore I am looking to do activities with them

I having feelings of guilt to set time aside for me – being able to be active whilst having my children with me helps to reduce the guilt factor!

I am looking for time for me to escape the stresses of daily life

### Get To Know Me?



I want to be a great role model for my children and so them that

I would like to use this as an opportunity for me and my teenage daughter to have some bonding time

I can't necessarily commit to a weekly session I need the flexibility to drop in and out of activities

I am fearful that I won't have the physical ability to

**Influencers:**

Partners / Children / Friends

Even Supermum needs an hour off!

**Words:**

Social / enjoyment / self-help / escapism / role model / don't feel guilty / I don't like the

**How To Engage Me?**



Mums On The Move!

**Preferences:**

Social Media / School / Work Intranet / Supermarkets / Kids Groups i.e. Brownies etc

In the words of Loreal ...because your worth it!

**Fears:**

Ability / Equipment / Clothing / Attending Alone / Commitments

## Women 50 – 60

I went to the gym and didn't like it ...no one spoke to me..I didn't go back. I am looking for something that is sociable and will keep me coming back

I don't want to do activities with 20-30 year olds but I don't consider myself to be old so don't offer me yoga with 70 year olds!

### Get To Know Me?

I am interested in health related topics and these could attract me to your activities

This is my time now, my children are older and I want to enjoy spending time with my friends



I am still working and so lunchtime activities may work for me!

I am a mum but not needed as much now..I am still working but looking towards retirement...Who I am !!!

It's now or never, I want to be fit for the future rather than waiting until I am in my 60s

My main barrier is a lack of opportunities for my specific age group and providers see me as being old...when I am not!

**Influencers:**  
Peers

Fab At 50!

50 Is The  
New 40!

**Words:**  
Social / enjoyment /  
finding self / people like  
me / fit for future /

**How to Engage Me?**



Ab Fab  
at 50!

**Preferences :**  
Social Media / Work  
Intranet / Supermarkets /  
Dating Sites/ Slimming  
Worlds / Community

**Imagery:**  
40 year old women  
Real local women

Fancy It In  
Your 50s?

# Designing the Experience – what things do I need to think about?

There are always lots of things to think about when designing your activity and I'm sure you're well experienced with doing this. However, the chart below acts as a good guide or a simple reminder of the questions you might ask yourself when determining the best format and delivery of your sessions.

We know there are 2 target groups 50-60 and/or Women with Children so this helps as a guide to iron out the details. Not all of these need to be considered but for example consider the Environment, for example, the changing rooms, are these private, communal etc? How will this impact on your participant, will they feel comfortable, is appropriate or would a different venue be more suitable?



# Planning for Problems

OK for all the will and planning in the world things can still go wrong! Coach might become ill? Venue roof might start leaking? Your sessions might be weather permitted? So barring this in mind it's always good to have a strategy in place for 'Planning for these Problems', and again you can't possibly do everything!

However, if you have a plan in place for individual projects at the beginning to at least resolve some of these this is a good and worthwhile exercise to do to ensure the success of your sessions.

Below is a simple table of things that might go wrong with a column for your suggested solutions. We have added a few examples at the top.

It is meant as a guide only, a tool which you can use if you so wish.

Potential Problems	Solutions?
Original Venue no longer suitable?	Is there an alternative? If this happens during your project, have you got the means to be able to contact all participants/coaches etc quickly?
Coach is no longer available?	Alternative coach in available? If not can the sessions be run on a different day/time to find a suitable coach?
No participants have turned up?	Did you run a taster session? What marketing/promotion did you do beforehand? Could there be a common theme as to why nobody turned up? ie unsuitable time/day?

# How can I make my participants experience a more personal one?

These days we like things to feel a little personal. A text, an email, social media they can all help build a more personal experience, people feel they matter and are important. Making things more personal can be the difference between a successful project and an unsuccessful project.

## OK, so how can I achieve this?

**Texts** – If it's possible to collate mobile information on registration and it's appropriate to do so (age dependant) then this a good communication tool. Text the participant to remind them of their session coming up soon, maybe if they've missed one, text them and say "Sorry we didn't see you this week, do hope we see you on the next one!" It's important however, to be professional, remember it is their choice if they wish to attend or not.

**Emails** – Maybe once they've registered, write an introductory welcome email to them, again remember to be professional, this must not be used as an opportunity to 'sell' anything. Maybe introduce the session leaders with a small photo of them or a photo of the venue etc.

**Social Media** – If a participant engages with you via your Social Media remember to be proactive, check your notifications regularly and reply back as soon as you can.

# Website Information

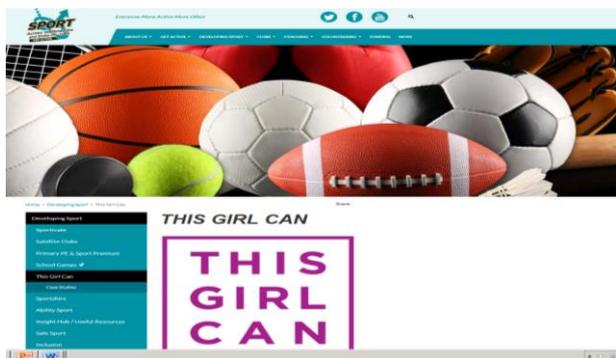
## Where to find what?

### This Girl Can



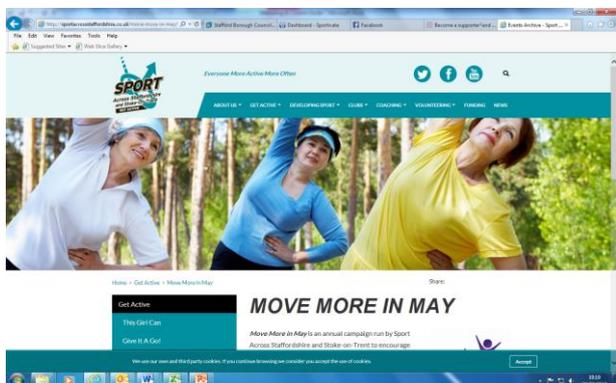
- <http://www.thisgirlcan.co.uk/>
- Sign up by clicking 'Our Supporters'
- Lots of resources, posters, images etc
- This Girl Can Brand Toolkit
- The insight behind This Girl Can

### SASSOT This Girl Can



- <http://sportacrosstaffordshire.co.uk/get-active/this-girl-can/>
- Information on This Girl Can
- This Girl Can/MMiM Resources – registration forms, logo etc
- Information on Local Activities

### SASSOT Move More in May



- <http://sportacrosstaffordshire.co.uk/move-more-in-may/>
- Activity Finder and Entry
- Campaign Information & News
- Event Information

# Brand Awareness – Do's & Don'ts

## TGC/Move More in May

This is the official TGC/Move More in May logo:



### Don't

- ✗ Alter the colours
- ✗ Add any other text
- ✗ Add any other logos

### Do

- ✓ Use on your marketing Materials
- ✓ Use on your web site pages

## This Girl Can

There are some branding guidelines around This Girl Can. How you can use their logos, on what etc. The full details of which can be found on their website can be downloaded and printed off from their 'Brand Toolkit' document.

Do take a look at this; if you wish to use their posters etc, again there are some guidelines around these but it's a great resource so do sign up to gain access to all their templates.

<http://www.thisgirlcan.co.uk/>

# Social Media

## Key Messages

The **This Girl Can** campaign is very much about empowering women and encouraging activity to gain confidence. It is a celebration of the active women who are doing their thing no matter how they do it, how they look, or even how sweaty they get!

**Move more In May** is a campaign SASSOT have been running for the last 2 years to encourage inactive people to try something new. The campaign aim to allay peoples' natural fears about trying a new sport by focusing on activities targeting beginners and by promoting the message that these activities are fun, easy to do and will improve your sense of wellbeing.

We are hoping that 'marrying' up the local campaign (MMiM) with a national campaign (TGC) we can achieve maximum results in communicating these messages to our 2 target groups and encouraging participation as much as possible.

So what does this mean in terms of Social Media? You might have seen a lot of posts from us lately during the month of February to support the This Girl Can as the 2<sup>nd</sup> phase was launched. It is very much around this type of content we used then to how we would like TGC/MMiM social media posts/tweets etc to be like also.

Example of post made on Facebook/twitter:



The main message/focus of the post here is the quote, from a participant. If you know the name of the person who has said the quote it is always nice to put this too (just first name though). It just makes the activity more relatable and personal.

The post also includes details on the activity, web links for more info and the TGC hashtag which is your call to action.

By making the quote the focus rather than the activity it gives that message that it's the participant who the is important one.

# Our Tone of Voice

## We're not here to tell women that

- how they feel about exercise is wrong
- that they're not doing it right
- guilt trip them into taking up a sport
- negative messages about weight loss

## We want our messages to be

- about encouraging confidence
- that it doesn't matter your age, weight or ethnicity
- to encourage, support and enthuse women
- that being active is fun and accessible
- that exercise is good for our mental wellbeing

## Planning your Content for Social Media

Now that we have learnt a bit more about the campaigns and the sort of messages we want the TGC/MMiM to give, we can start to determine the strategy for our Social Media content.

We have done a simple table below as a tool that you can use if you wish to in order to organise your content and schedule for Social Media. You may choose to use Facebook and Twitter or just one of them.

If you need further help with either of these platforms please contact Nicola Hill-Gregory on 01785 619599. We do also have a guide on the use of these platforms available for download from the SASSOT Web site

<http://sportacrossstaffordshire.co.uk/developing-sport/insight-hub/other-useful-resources/>.

# Social Media Schedule

Key Message	Activity Details	Web links	# and @	Photos/Media	Date & Time

We would like to ask that you post at least three posts on your chosen Social Media channels throughout your sessions. Maybe one at the beginning, one during and one at the end. Obviously if you want to do more than this that that's fine, but if you could manage three at a minimum that would be great too!

**Remember to use the following # and @ in your posts/tweets**

#thisgirlcan #MMiM17 @SASSOTCSP @ThisGirlCanUK

# Imagery

Imagery is very important when it comes to designing your marketing materials for posters, web sites or Social Media. There are lots of resources these days where we can get images for FREE which we have listed below.

In terms of what makes a good image and not so good we have listed a few Do's and Don'ts for you particularly for our 2 target audiences 'Women with Children' and Women aged 50 – 60'.

## Women with Children

### Do's

- ✓ choose non sporty images
- ✓ those images in a familiar venue, parks, back gardens
- ✓ choose 'happy' 'fun' images

### Don'ts

- ✗ use women/children who look super fit and very sporty
- ✗ images that look too commercial
- ✗ those that look too competitive

## Women aged 50 -60

### Do's

- ✓ choose images where the women look 10 years younger so those that look like more they are in their 40's
- ✓ non sporty images
- ✓ those images in familiar venues, parks, back gardens
- ✓ choose 'happy' 'fun' images
- ✓ choose sociable looking images

### Don'ts

- ✗ older looking images, women always feel they look & feel 10 younger than their age so don't pick an image of someone playing bowls that could be in their 70's
- ✗ use women who look super fit and very sporty
- ✗ images that look too commercial
- ✗ those that look too competitive

The key is to make the images relatable. Can the target audience relate/ empathise with the women/children in the images? Is it familiar to them in terms of location, how they are dressed etc? Does it give a good positive message in regards to their mood, attitude etc? Could they look at the image and say to themselves "that could be me!"

# Image Resources

There are lots of resources that you can obtain good quality images from. There is obviously the This Girl Can resources available as mentioned earlier in their supports hub but there are other websites that are FREE to use.

<https://unsplash.com>

<http://stokpic.com>

<https://stocksnap.io>

<https://www.splitshire.com>

<https://pixabay.com>

<https://picjumbo.com>

<http://www.lifeofpix.com>

<http://jeshoots.com>

<http://jaymantri.com>

<http://www.gratisography.com>

<https://www.sportengland.org/news-and-features/image-library/>

Also [www.shutterstock.com](http://www.shutterstock.com) is a good resource but you need to pay for a subscription.