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# Digital Media

Key Tips for Success

**GBSport**

Introduction

## What We Will Cover


Options Available  
Using Social Media  
Focus on Facebook  
Website Tips



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DIGITAL MEDIA


# What is Digital Media?


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Digital Media?

# Content transmitted over internet



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# What's It For?

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## What's It For?

**Used For**

Communication  
Administration  
Engaging  
**MARKETING**

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# Options Available

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## Options Available?

# Types

- Social Media
- Website
- Email
- Newsletter
- Voice?

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Options Available?

# Recommended

Website  
Email Newsletter  
Facebook  
Twitter





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Options Available?

# Next Level

YouTube  
Google Plus  
Instagram



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Options Available?

**Biggest  
GROWTH area?  
MOBILE**



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Your digital media  
**MUST** be mobile  
friendly



Digital Media Platforms



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# Content Is KING

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Content is KING

## Typical Content

- Sales Pitch
- Sales Pitch
- Sales Pitch
- Sales Pitch
- Sales Pitch

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Blatent advertising  
does not work on  
social media






Social Media Content



Content is KING

**RECIPROCITY?**  
“Exchanging with  
others for **mutual  
benefit**”



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Content is KING

# Ideal Content

Give  
Give  
Give  
Give  
Sales Pitch



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Content is KING

# Great Content

Make it simple  
Memorable  
Inviting to look at  
**FUN to read**  
Aimed at the Customer



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Content is KING

**What type of content  
will make your  
customers feel  
entertained and valued?**



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**Examples**

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# Using Facebook

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## Using Facebook

**Your club has 100 fans  
so how many of them  
will read your next post  
in their news feed?**



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Only 3% of your fans will see your Facebook posts

Club posting on Facebook



Using Facebook

# EdgeRank

Measures Engagement

**LIKES**

**COMMENTS**

**SHARES**

**CLICKS**

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Using Facebook

**Maximise  
engagement by  
TARGETING your  
posts**

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Using Facebook

**Reaching > 3%**

**GOOD CONTENT**  
Pay Facebook  
Ads Manager  
**Increase natural reach**  
Only works if good content

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Using Facebook

## Facebook Ads

Facebook shows your ad to more people if they engage with it

**NO ENGAGEMENT = NO EXPOSURE**

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Using Facebook

## Your Strategy

Post to your 3%

**If you get engagement, pay to extend the post's reach**

No engagement? Try again

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If a post gets no engagement, don't waste money promoting it



Facebook Ads



Using Facebook

## Ideal Type of Post

**Photo post**  
Add logo to photo  
Upload photo and add text  
**Add link to website/blog to 'find out more'**



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## Using Facebook

### **Before You Post...**

- Entertaining?
- Adds Value to audience?
- Targeted to right audience?
- Text short and to the point?
- Call to action?



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## Using Facebook

### **After You Post...**

- Encourage comments/likes
- Manage comments
- Monitor engagement
- Pay to promote if engaging**



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# Examples

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## Using Facebook

# Scheduling Posts

Facebook  
Hootsuite  
EDGAR

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# Website Tips

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## Website Tips

# Platform?

Wordpress  
Easy to learn and use  
FREE  
Customise with THEMES  
Customise with PLUGINS 

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Website Tips

# Who's It For?

Existing members  
Prospective members  
Partners  
Landing pages

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Website Tips

# Existing Members

Inform  
Inspire  
Entertain  
Special Offers

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Website Tips

# Prospectives

Who We Are  
What We Do  
Benefits  
Value for Money  
Next Step

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Website Tips

# Photos

People NOT Facilities  
FUN  
FITNESS  
PEOPLE

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Website MUST be responsive i.e. must work on mobile phone



Website Design



Examples



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Website Tips

# Shortcuts

Themeforest.net  
**£40 for a professional theme**



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Website Tips

# Social Media Links

Twitter  
Facebook  
Instagram  
YouTube



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# Support Options

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# HELPLINE

