



@JohnLeaver

Power up your business today
allianceTA6.co.uk



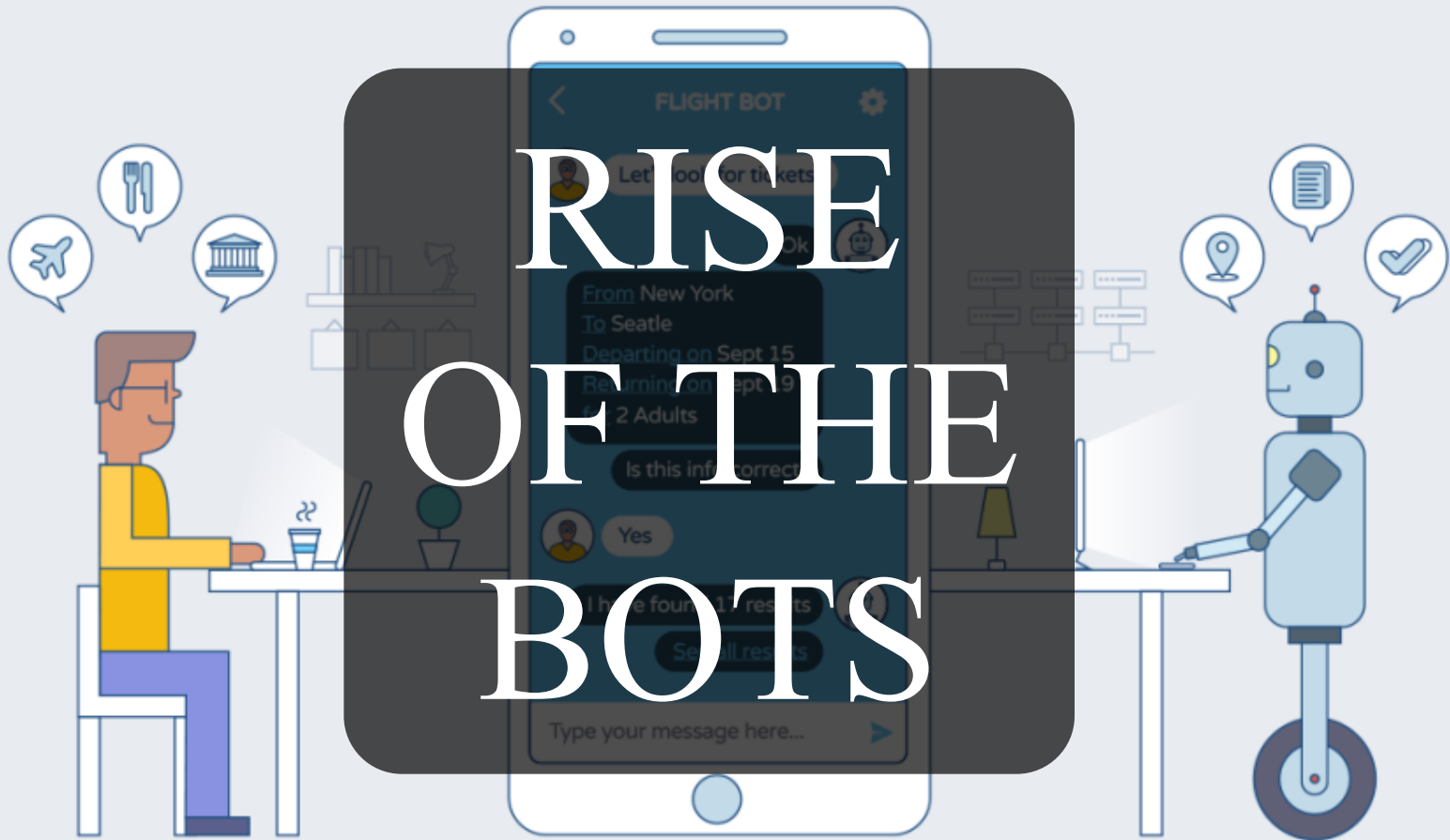
What are we covering...

- ✓ Identifying and reaching your market
- ✓ Digital Advertising Tips
- ✓ Content and Context that attracts





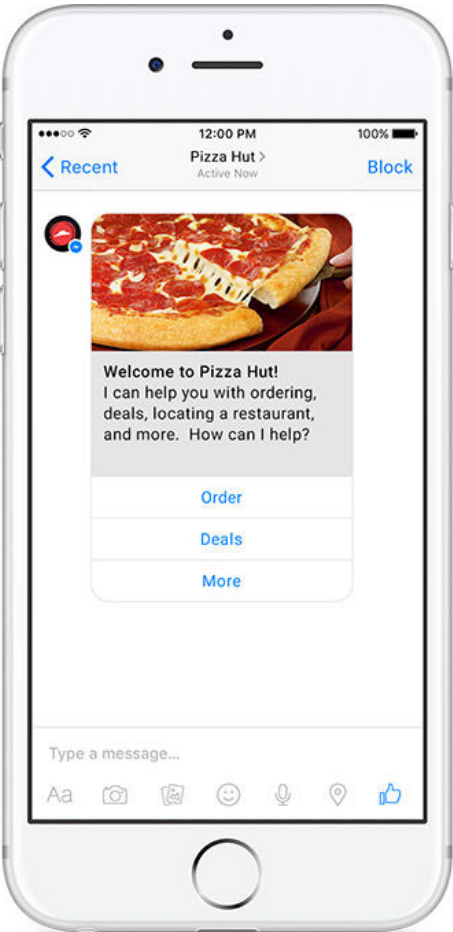
RISE OF THE BOTS

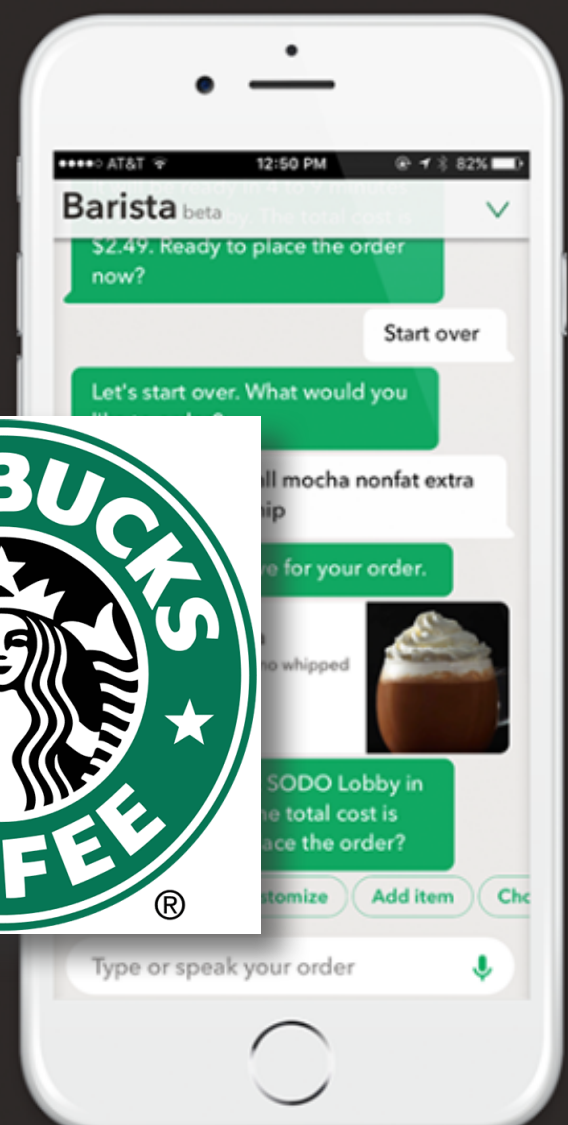
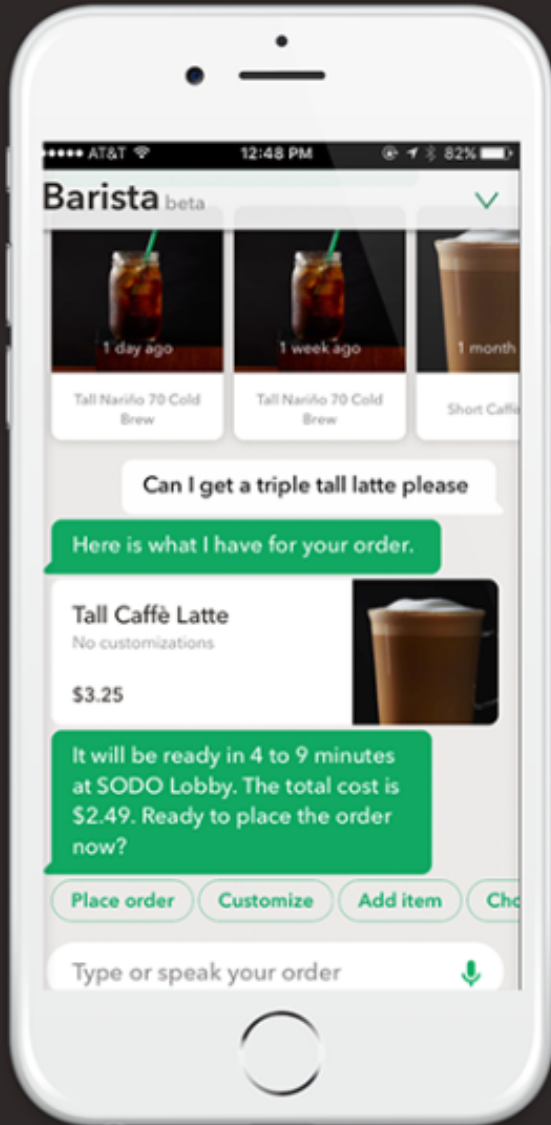




| JUST ASK





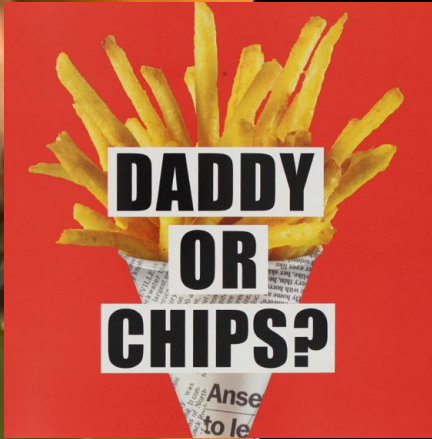




MobileMonkey




McCain



**Could you
live without
your phone?**

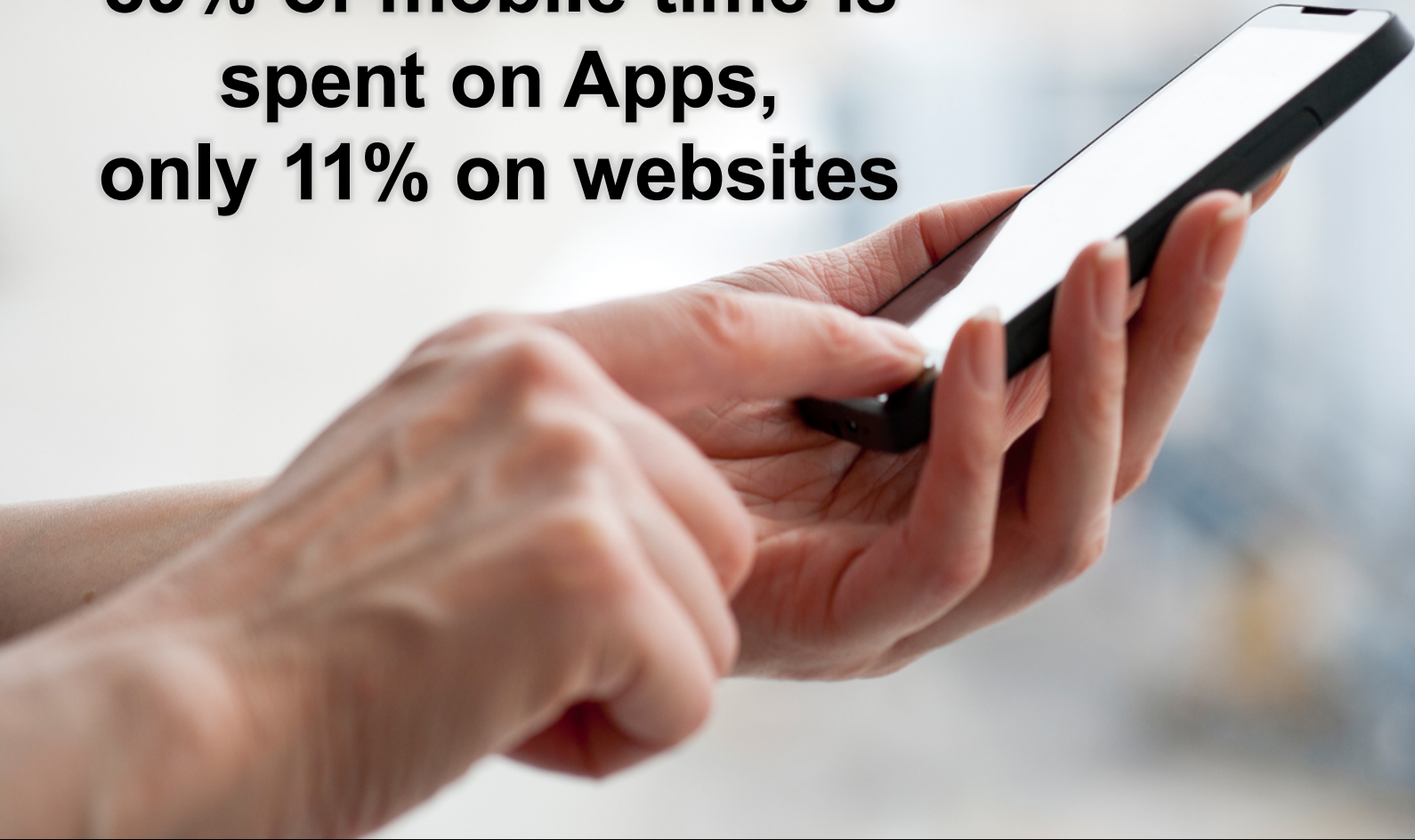


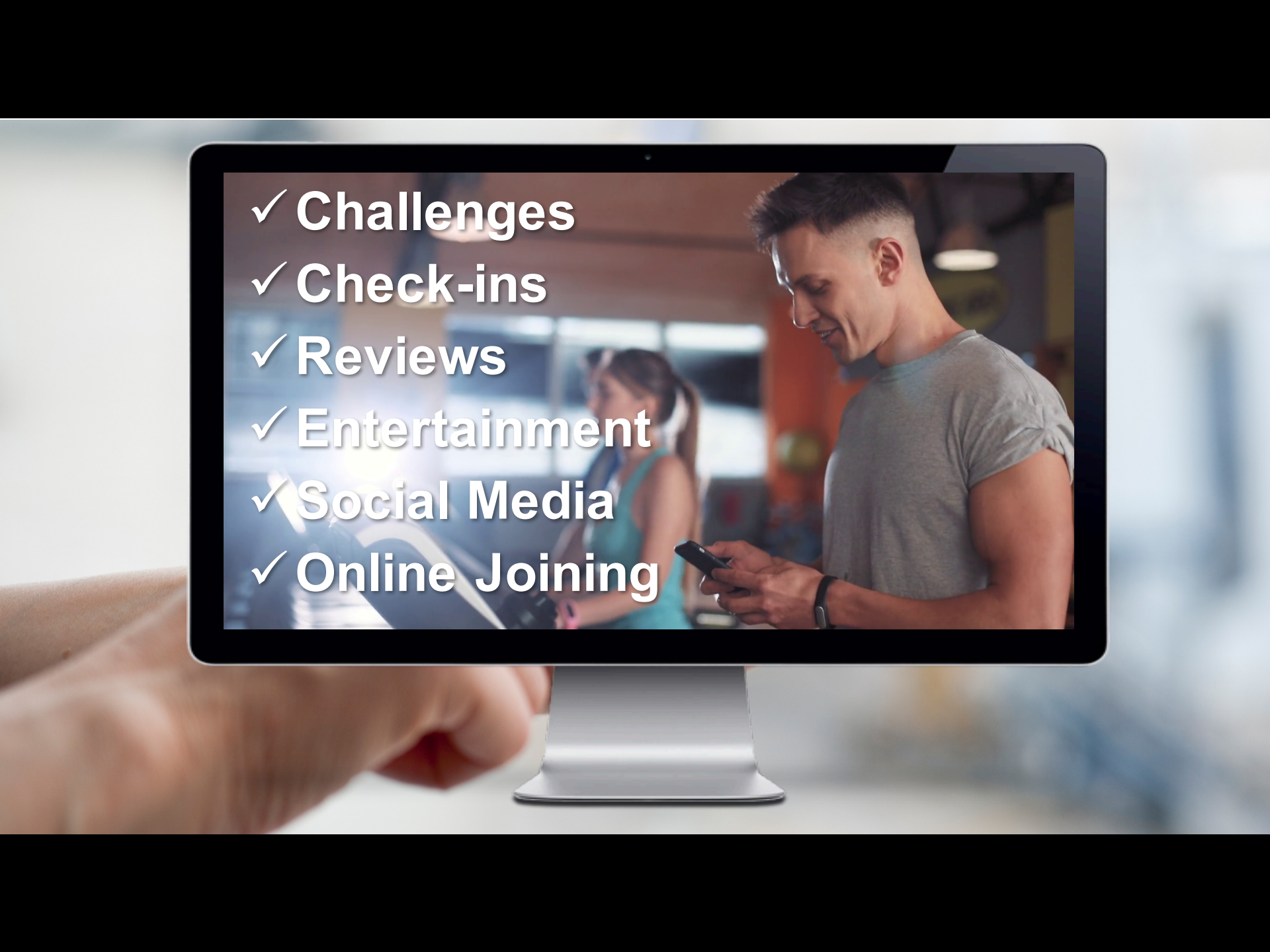
A close-up photograph of a person's hands holding a black smartphone. The person's left hand is at the bottom, and their right hand is at the top, with their index finger touching the screen. The background is a blurred cityscape with buildings and a bright sky. The text is overlaid on the image in a bold, black, sans-serif font.

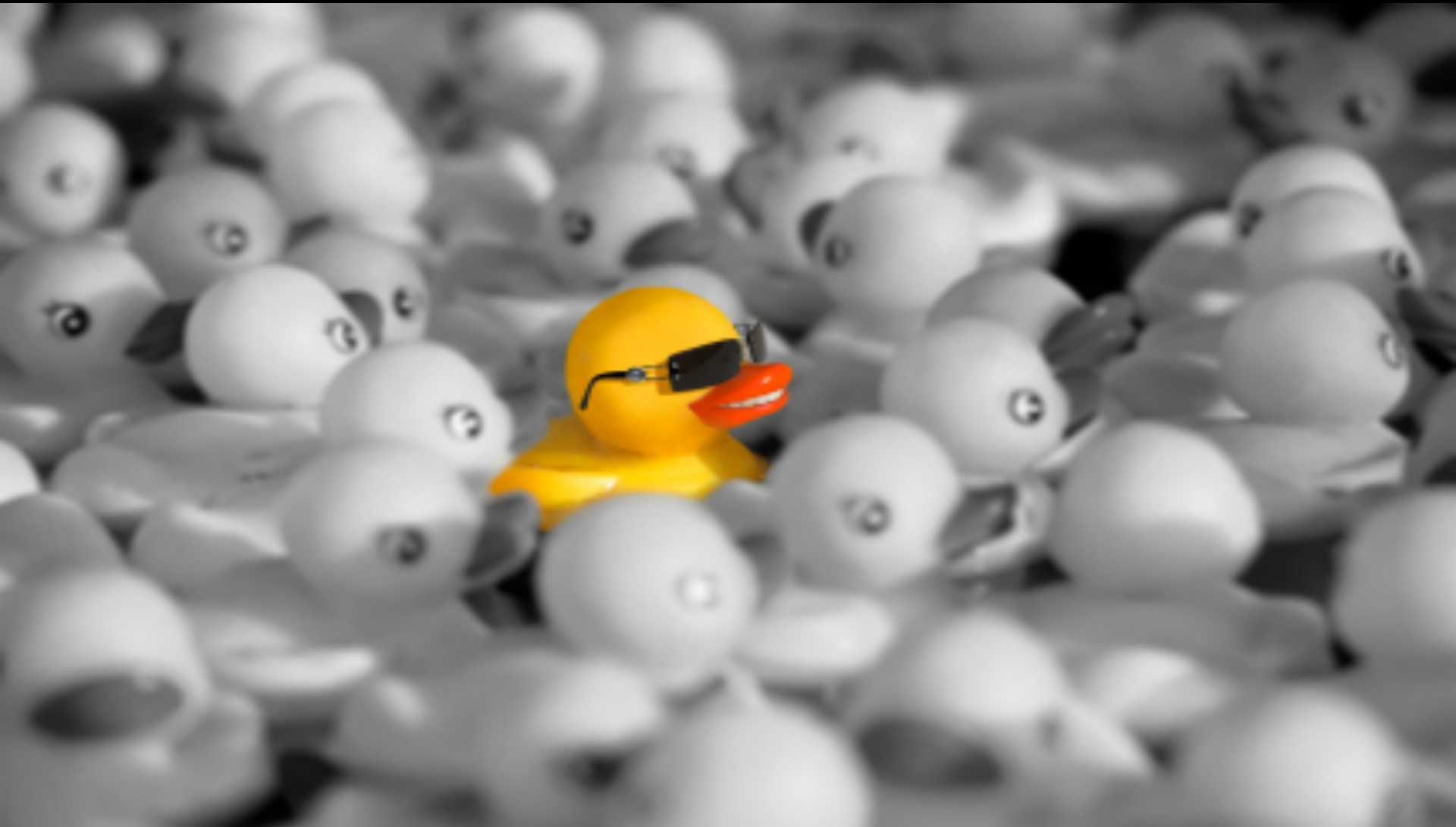
**72% of ad spend
in US is expected
to be digital BUT...**

**70% of people
report disliking
mobile ads**

**89% of mobile time is
spent on Apps,
only 11% on websites**



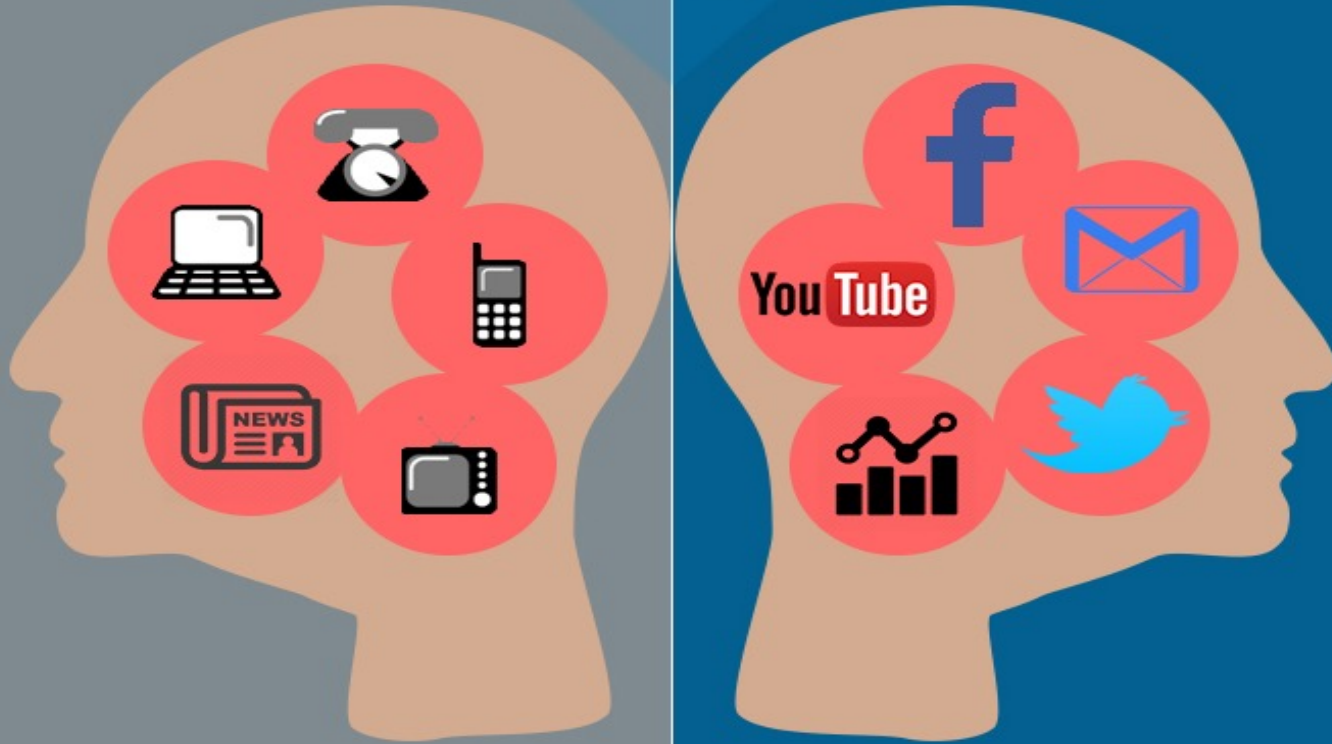
- 
- A hand is pointing at a computer monitor. The monitor displays a list of six items, each preceded by a white checkmark. The background of the monitor shows a man in a grey t-shirt looking at his smartphone in a gym setting, with a woman in a teal top visible in the background.
- ✓ Challenges
 - ✓ Check-ins
 - ✓ Reviews
 - ✓ Entertainment
 - ✓ Social Media
 - ✓ Online Joining



Traditional

vs

Digital



SALES FUNNEL



Generating Leads



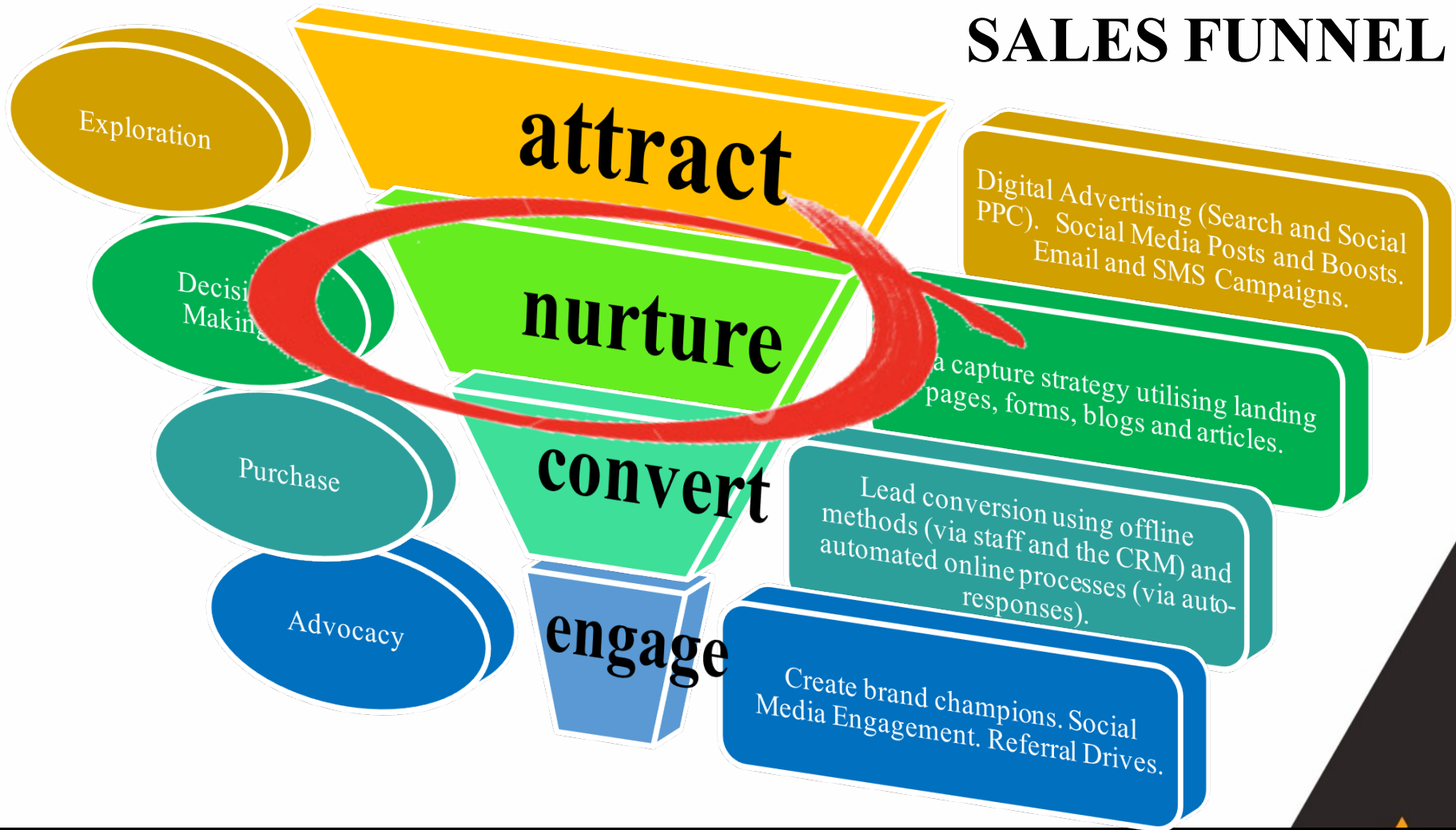
leisureoffers.co.uk
New XHeight Facility
Register for offers

[LEARN MORE](#)

Generating Leads

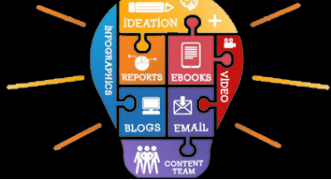


SALES FUNNEL





CONTENT MARKETING



CONTENT
MARKETING



TESCO





CONTENT MARKETING

Information/Education

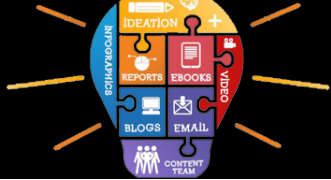
Content

Testimonial/Trust/Benefits

Value

Trial/Offer/Discount/Voucher

Sell



CONTENT MARKETING

WANT TO JOIN IN WITH OUR COUCH TO 5K CHALLENGE?

HAVE YOU EVER WANTED TO START RUNNING BUT NOT SURE HOW TO BEGIN?

BEING ABLE TO GO FOR A RUN AND ENJOY IT CAN SEEM LIKE AN IMPOSSIBLE MOUNTAIN TO CLIMB!

OUR 9 WEEK **COUCH TO 5K** TRAINING PLAN WILL HELP YOU THROUGH THE STAGES FROM A COMPLETE BEGINNER TO BEING ABLE TO COMFORTABLY RUN A 5K FUN RUN!

TO GET OUR FANTASTIC PLAN COMPLETELY **FREE OF CHARGE** SIMPLY LEAVE YOUR DETAILS BELOW.

REGISTER BELOW TO GET YOUR FREE

COFFERS TO.UK

Couch to 5k Training Plan

Download Available Today

10 3 comments

Like Comment Share

act5ve LONDON

Couch to 5K Training Plan
A running plan for beginners

The 9 week training plan will help you through the stages to start from a complete beginner through to running a 5K fun run. Each week involves 3 runs.

Week 1	Week 2	Week 3
Week 4	Week 5	Week 6
Week 7	Week 8	Week 9

www.activelondon.co.uk

act5ve LONDON

Week 1
For the runs in Week 1, you will begin with a brisk 5-minute warm-up walk, then you will alternate 60 seconds of running, with 90 seconds of walking, for a total of 20 minutes.

Week 2
For the runs in Week 2, you will begin with a brisk 5-minute warm-up walk then you will alternate 90 seconds of running, with 2 minutes of walking, for a total of 20 minutes.

Week 3
For the runs in Week 3, you will begin with brisk 5-minute warm-up walk followed by 2 repetitions of the following: 90 seconds of running, 90 seconds of walking, 3 minutes of running, 3 minutes of walking.

www.activelondon.co.uk

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Week 4
For the runs in Week 4, you will begin with a brisk 5-minute warm-up walk then 2 minutes of running, 90 seconds walking, 5 minutes running, 2 1/2 minutes walking, 3 minutes running, 90 seconds walking, 5 minutes running.

Week 5



facebook



Google



AdWords

twitter

You Tube





Organic Vs Sponsored Content



**Why are your
customers following
your brand?**



W.I.I. F.M.



 **Coca-Cola**
3 May · 🌐

🏆 Win a pair of Premier League home game tickets 🏆

To be in with a chance of winning a pair of Premier League home game tickets for the last day of the season on Sunday 12 May, comment below with the name of your favourite Premier League club. Go, go, go!

GB res. only. 16+ (<18s parents only). Promotion closes at 11.59pm on Sunday 12 May. 2 pairs of tickets to be won in total (2 pairs per social media channel). Max 1 per person. www.coca-cola.co.uk/premier-league




 **Pure Gym**
13 June at 15:56 · 🌐

#Repost @hillslifts
Deadlift PR 90kg.
Who wants to see the ones I failed 😂😂 I went for 100kg but it wasn't meant to be. It doesn't mean I won't get there and no one can say I didn't try. Amazing and does incredible things. Like lifting 90kg 🙌🙌

here... See more



 **Sainsbury's**
7 June at 14:59 · 🌐

This fajita chicken traybake makes a tasty midweek meal or is great for easy entertaining. Serve with a dollop of soured cream. Get the Sainsbury's magazine recipe: <http://bit.ly/2WApU3C>




photo by Martin Poole

👍❤️👏 606

358 comments 114 shares

The power of the question mark





Engagement between Platforms

x2

x6

Active Monthly Users



330 million



2.3 billion

1 billion





vodafone UK

18:51

instagram



3,865 posts

201 M followers

192 following

Follow

Instagram

Discovering — and telling — stories from around the world. Curated by Instagram's community team. blog.instagram.com

Followed by hermondalepark, twitter



Stories

Who to follow...



Active Monthly Users



Twitter: 330 million
Facebook: 2.3 billion
Instagram: 1 billion



1.9 billion



1.6 billion



1.3 billion



1. Search



Google Ads

● health club membership
Search term



● gym membership
Search term

+ Add comparison

United Kingdom

11/1/15 - 12/3/18

All categories

Web Search

Interest over time



aerobics
Search term



fitness class
Search term



keep fit class
Search term



group fitness
Search term



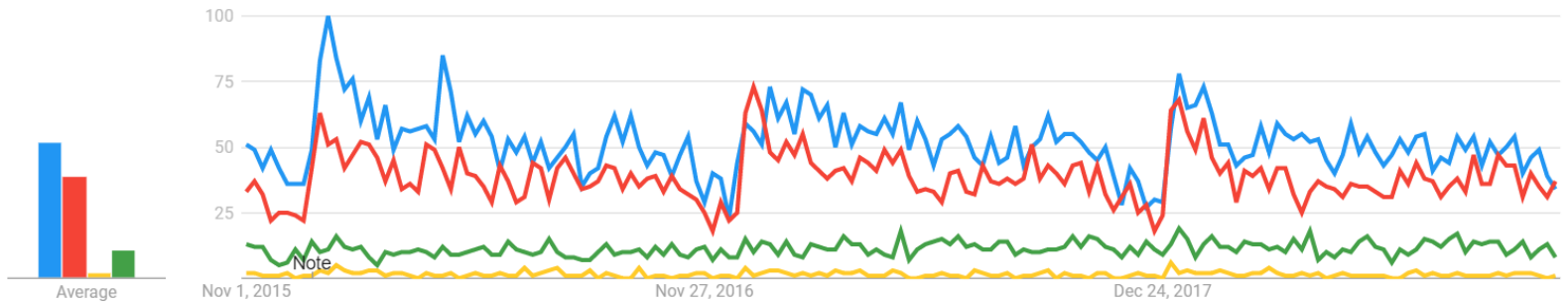
United Kingdom

11/1/15 - 12/3/18

All categories

Web Search

Interest over time





Google Ads

1. Search
2. Display
3. Video
4. Re-marketing

3-Tier Marketing Strategy...

Reactive

Last minute offers, short term deals, end of month close-outs, fill white space

Campaigns

Seasonal Campaigns, Target key markets, On-trend promotions

365 Marketing

Continuous awareness, Free Trials, Testimonials, SEO





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Power up your business today
allianceTA6.co.uk

