



# Chill Factor<sup>e</sup>

Sarah Atkins

Healthy Living: Let's Get Physical  
Seminar 2016





It's obvious isn't it?





# Our Guest





# That's not the full story



Active Families

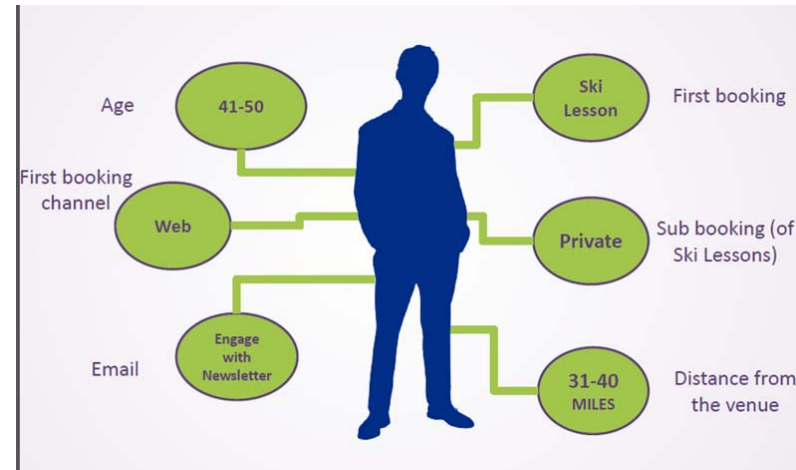
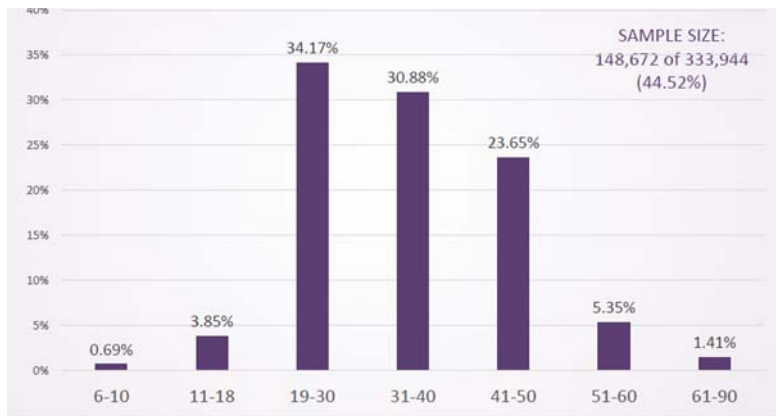


Exhilaration Seekers



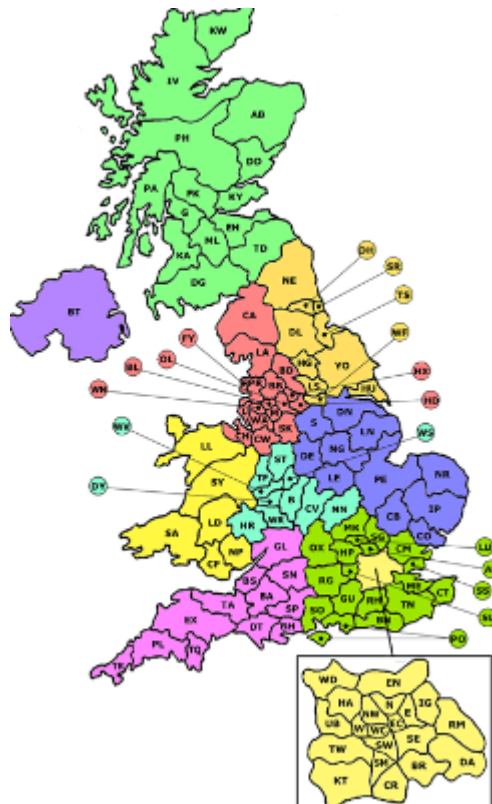


# Knowing your customer is key



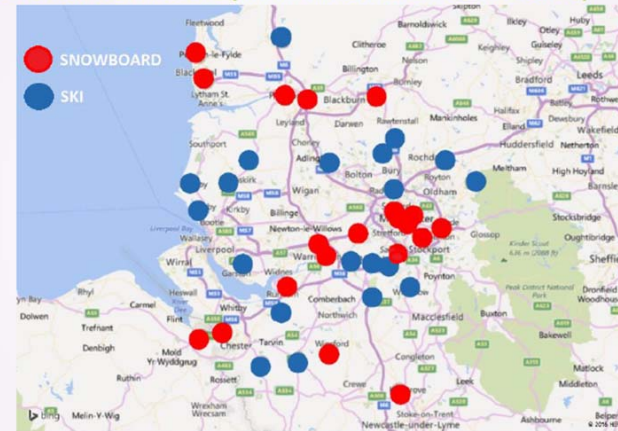


# Knowing your customer is key



## Ski and Snowboard Lessons – Top 20 Postcode Districts

A heatmap to show the top 20 postcode districts, based on propensity to book ski lessons or snowboard lessons (minimum 285 total lesson bookers)





# Knowing your customer is key

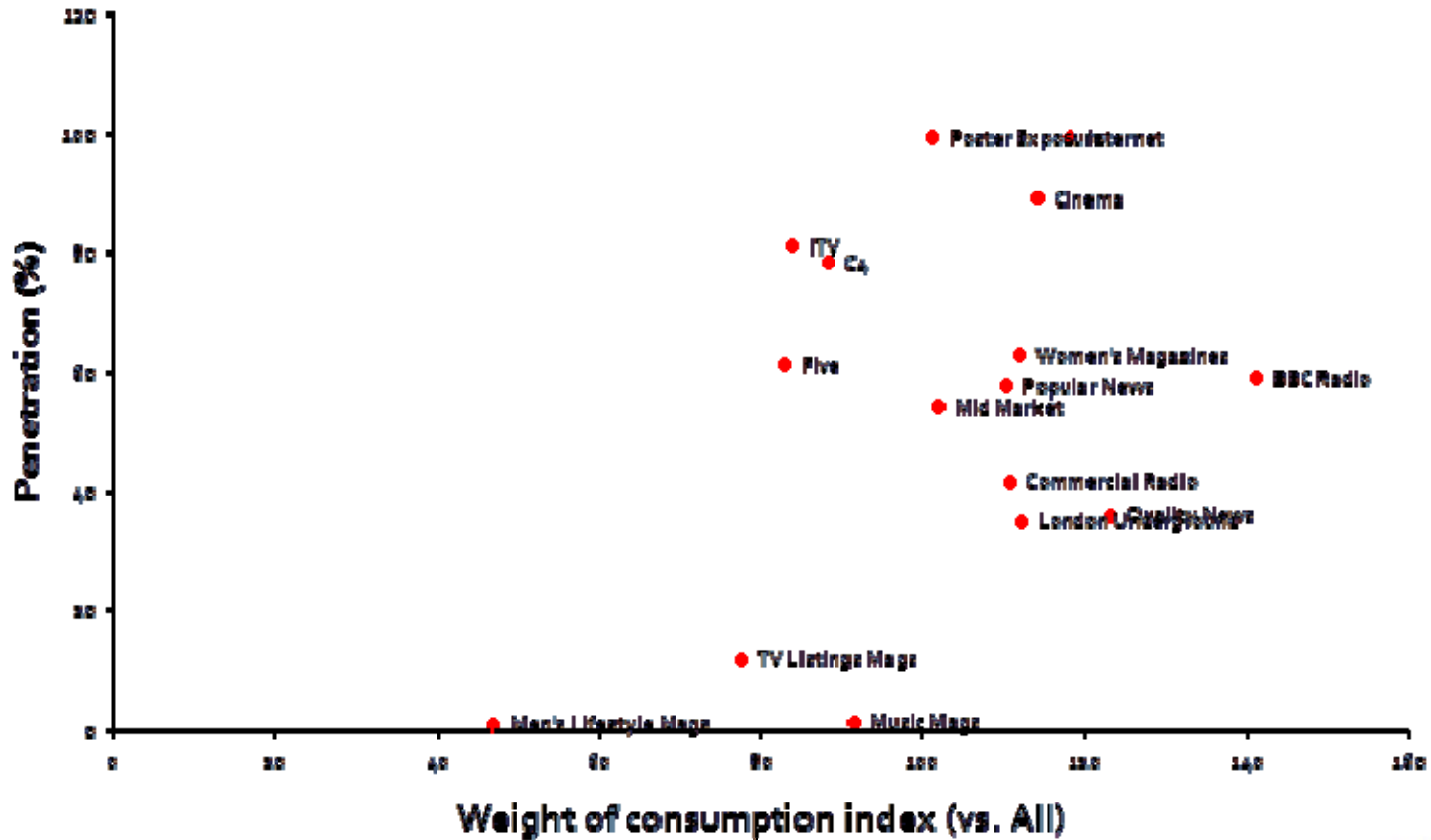
The image displays a collage of customer segments from Experian Micromarketer. Each segment is represented by a dashboard with the following information:

- Segment Name:** B09 Empty-Nest Adventure, B08 Bank of Mum and Dad, C10 Wealthy Landowners, F23 Family Ties, G29 Mid-Career Convention, G28 Modern Parents, H31 Affordable Fringe, F22 Boomerang Boarders.
- Who We Are:** Age, Household Income, Household composition, Number of children.
- Channel Preference:** Mobile, Email, Text, etc.
- Technology Adoption:** Graphs showing adoption rates for various technologies.
- Key Features:** Specific characteristics of the segment, such as "Married couples aged 50-65" for B08 or "Adult children living with parents" for F22.
- Tenure and Property Type:** Owned, Semi-detached, etc.

Source: Experian Micromarketer



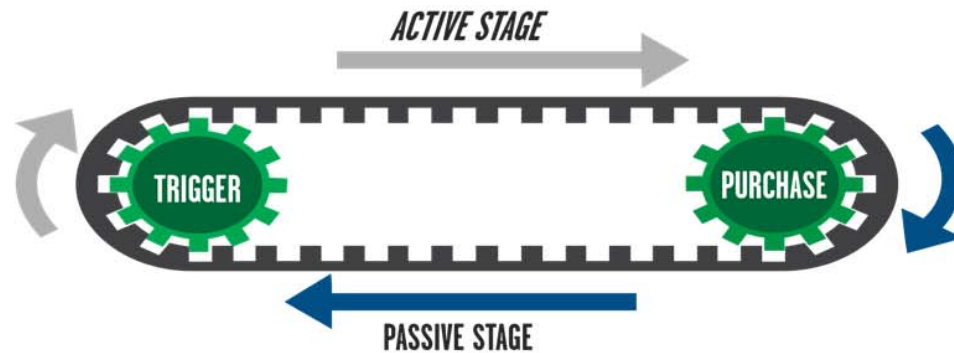
# Understand media consumption





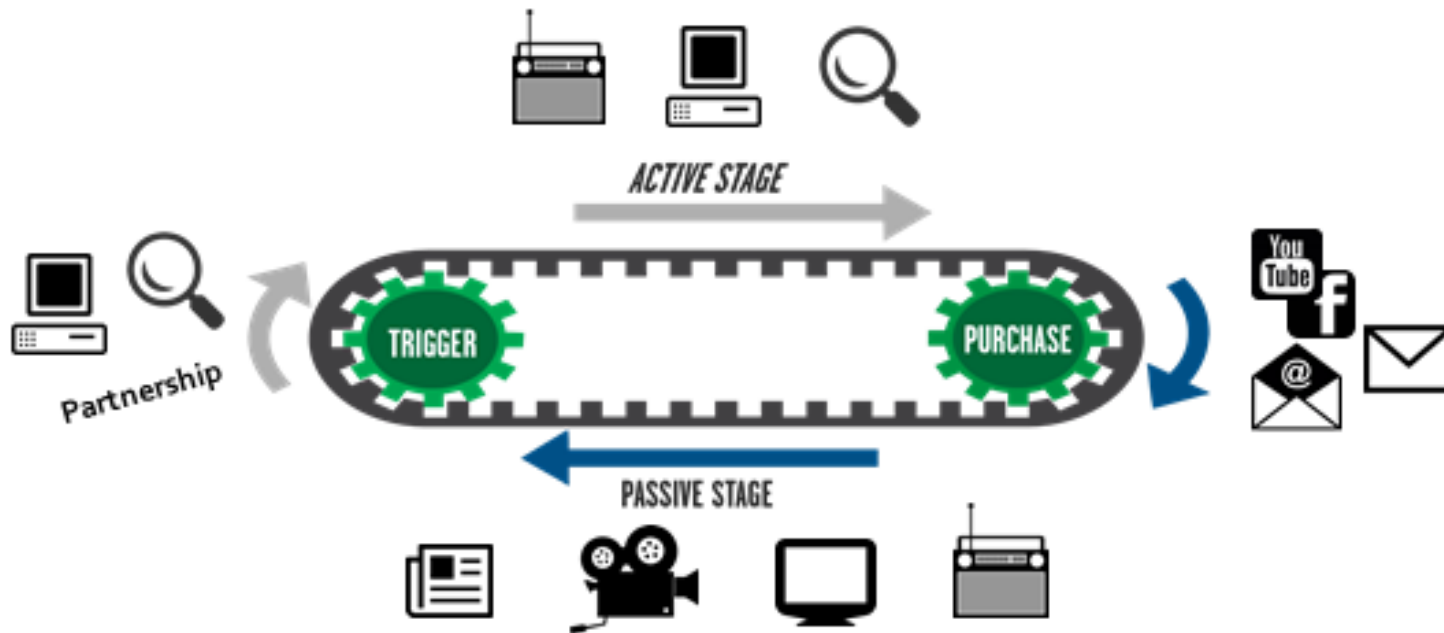


# The role for communications





# Which media to use





# Think about the funnel



Top of Mind

- Radio
- Display Advertising
- Press reciprocal
- SEO
- Social Media

Be where people are looking

- PPC
- SEO
- Listings
- Leaflets
- What's on guides

Interrupt

- Social Media
- PR
- Third Party

Repeat Business

- CRM
- Bounce-back
- Newsletters
- POS





# Great PR increases coverage





Fish when the fish are swimming





Just when is off peak?





# Who can come when core audience is busy?



Schools

Corporate





# Target niche markets







# Targeting niche markets





# Off Peak – reach and promos

- Bigger incentives
  - deeper discounts
  - 2 for 1
- Reaching out to wider audiences
  - Third Parties such as Groupon – pay for performance
- Listings
  - Summer holidays – what’s going on – For Free
- Special Events
  - Extend PR Reach





# Forward booking tactics





# Database key to driving revenue





# Proliferation of social spaces





# Engagement is key

**Chill Factor**  
Published by Hootsuite [?] · 13 mins · 🌐

Are you disappointed in the lack of Snow? Bring them down to Snow Park this weekend <http://ow.ly/Z1hmC>



23 people reached

**Chill Factor**  
Published by Hootsuite [?] · 3 h

Meet Sarah our very own Chill Fac chance to win! see competition bel



Sarah #snowmum

216 people reached

336 people reached [Boost Post](#)

**Chill Factor**  
Published by Hootsuite [?] · 3 March at 14:00 · 🌐

As it's #worldbookday we thought we'd share our fav The Snowman - anyone else love this one? <http://ow.ly/Z1ir3>



**Chill Factor**  
Published by Hootsuite [?] · 3 March at 10:00 · 🌐

You loved our £99 lesson offer so much, we are extending this into March <http://ow.ly/YGFNY> limited time ONLY!




LEARN IN A DAY

216 people reached

**Chill Factor**  
Published by Hootsuite [?] · 3 March at 12:25 · 🌐

Join in National Snowsports Week in April? £10 Great Opportunity for kids!



Support Week For English Schools This April | now

edit: The Snow Centre) A 'National Schools Snowsport Week' sponsored by... and backed by Winter Olympians Aimee Fuller and...  
W.COM

463 people reached [Boost Post](#)





# Get your followers creating content

**Chill Factor**  
Published by Hootsuite [?] · 3 March at 11:15 ·

Meet Sarah our very own Chill Factor #snowmum enter your mum for the chance to win! see competition below



Sarah #snowmum

336 people reached

Boost Post

**Chill Factor**  
Published by Lisa Sullivan [?] · 2 March at 13:49 ·

It's nearly Mother's Day, so share with us a pic of your mum having fun in the snow for the chance to #WIN Snow Park & Taster Pass for 4! Full T&C's: <http://on.fb.me/1T7JOKk> #snowmum



people reached

Write a comment...

**Sarah James** I've loved snow from a young age: my dad took this photo of my mum and I around 1985/6 when I insisted that I take the sledge when visiting family in Yorkshire, despite my mum's assertion that it wouldn't snow 😊



Unlike · Reply · Message · 1 · 2 March at 23:16 · Edited

**Sophie Rose Birch** my daughter is 16 month old so I share on behalf of her... I'm her snow mummy having fun at Chill factor






# Utilise the wider team to answer posts

**Dawn Simpson**


the supplier of this teddy bear as my son has become very attached to this bear and we have recently lost it causing much upset! I cant seem to find them anywhere on the Internet. Its made by gosh designs. Hoping you can help my unusual request! Thanks




Hey Dawn!  
I'm sorry to hear about your sons bear.  
I am not in the office currently, but I will chase this up for you tomorrow! Many thanks  
Jessica

Sent by Jessica Morrissey [?]

Thats brilliant!!! Thank you so much for your help! Hopefully i can locate a replacement











Thank You

