



Exploring customers' actions and views prior to joining their local leisure centre on a health & fitness membership.



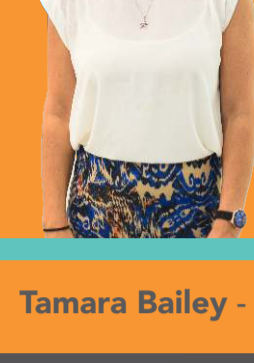
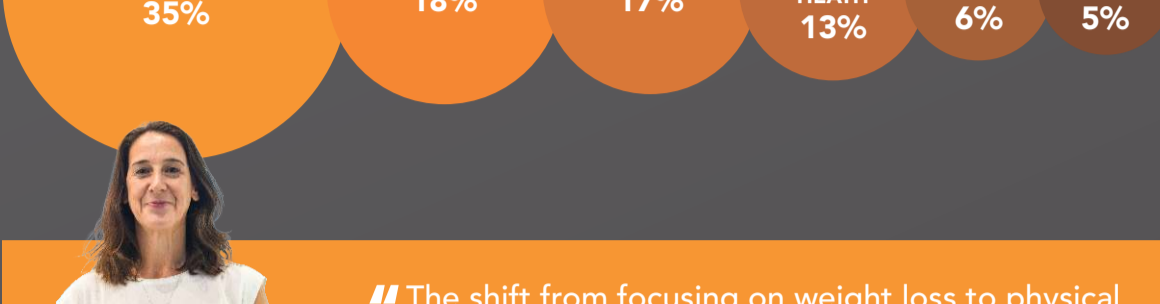
1,026 members from 5 different local authorities and leisure trusts

“Insights is one of our fundamental service areas within TA6 and we want to use this data to inform our marketing and training delivery in 2022. The pandemic has shown us that we have to change the messages we're using about health and physical activity in order to get customers back into leisure facilities. This analysis makes some great suggestions for how to do that.”



Director of Marketing & Partnerships - Paul Woodford

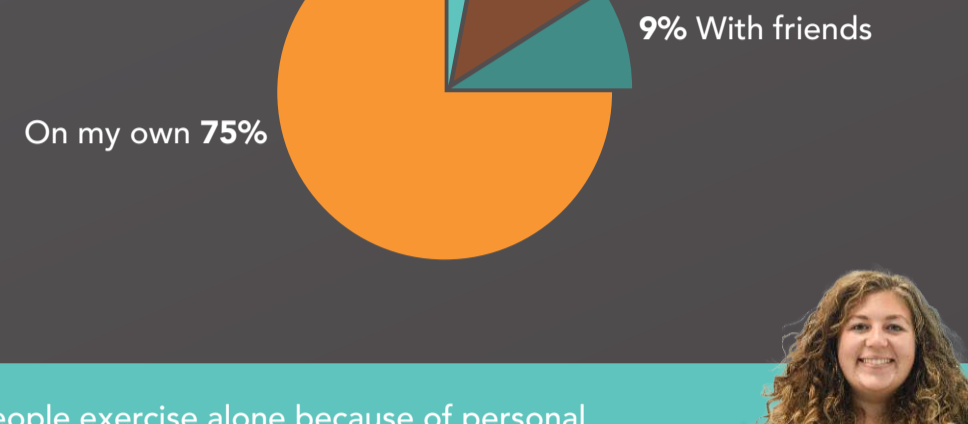
What is your main reason for joining?



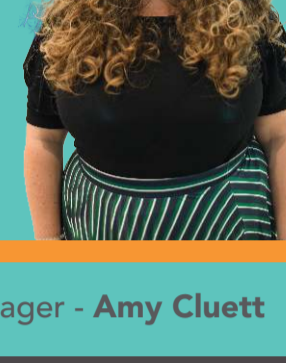
“The shift from focusing on weight loss to physical health supports the expectations from the last couple of years and shows the need to target messages, programming and campaigns on wider general health. We've been supporting our clients invest in longer-running campaigns rather than short-term offer-led promotions, with greater results.”

Tamara Bailey - Head of Customer Engagement

How do you exercise?

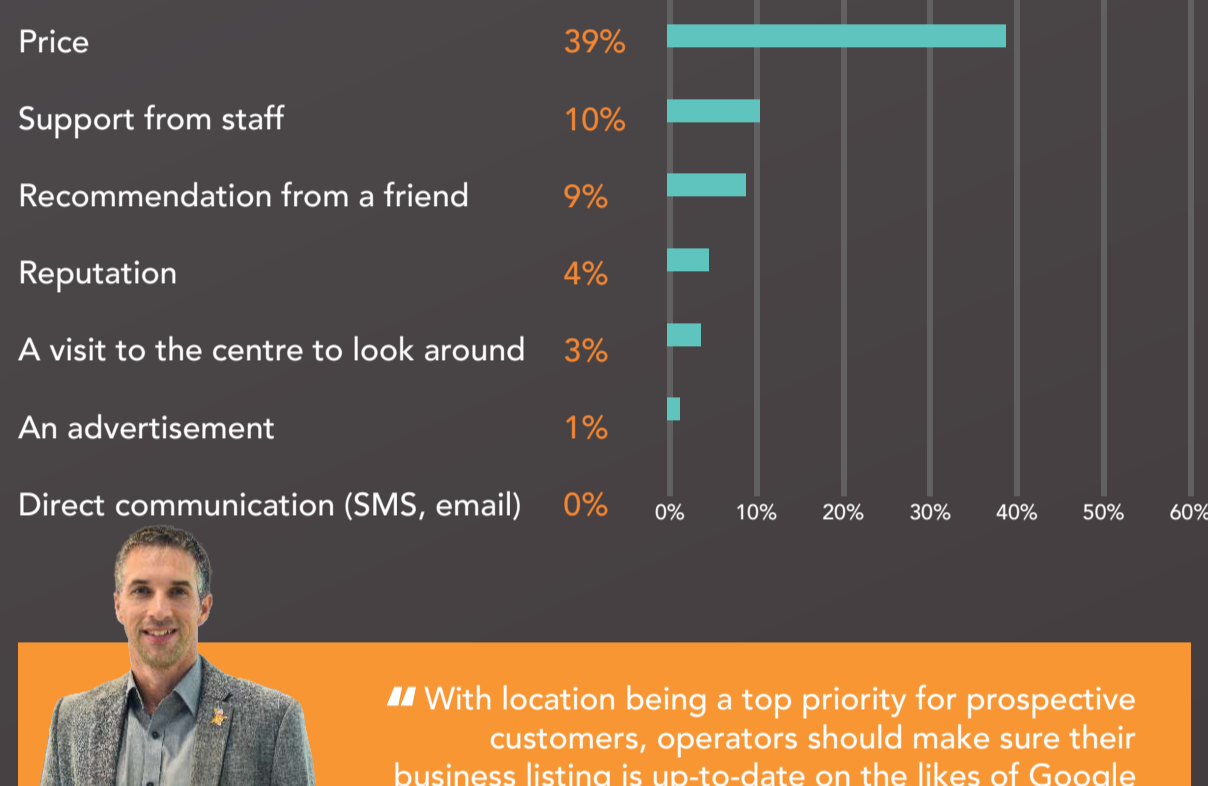


“Do people exercise alone because of personal choice or because we treat them as individual exercisers with individual programming, membership options and messaging? People who exercise together, particularly in group fitness classes, have better retention rates so is there an opportunity to promote activities and programmes that bring people together more?”



Marketing Account Manager - Amy Cluett

What influenced your decision to join?

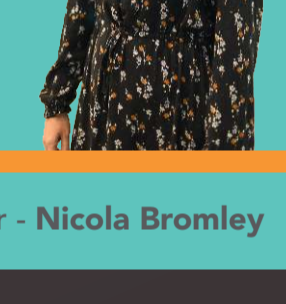


“With location being a top priority for prospective customers, operators should make sure their business listing is up-to-date on the likes of Google and Yell. A Google My Business listing not only shows customers your location and opening times, but can include photos, video, latest offers, reviews, all for free.”

John Leaver - Head of Marketing

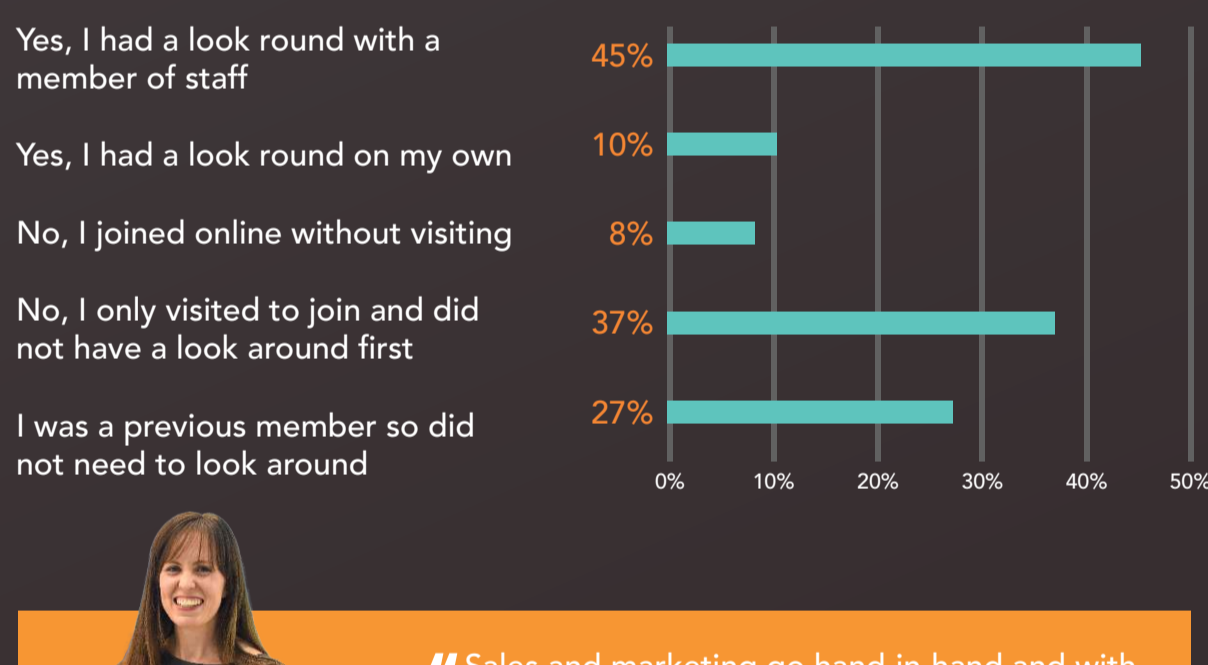
76% of respondents said they couldn't remember being prompted to join by any advertising

“If only 24% of customers remember seeing any advertising and just 1% report that an advertisement influenced their decision to join, then we need to work smarter and harder as marketers to get our messages to break through. Facilities shouldn't rely solely on digital adverts but combine these with outreach and community promotions.”



Marketing Account Manager - Nicola Bromley

Before joining did you visit the centre?



“Sales and marketing go hand-in-hand and with nearly half of all customers having a showround before joining, then the importance of staff training is not to be overlooked. Marketing activity can spark interest and get people to take action, but a human interaction within the facilities can be the ultimate decision-maker as to whether someone commits to exercise or "goes home to think about it".”

Claire Place - Marketing Account Manager

Before joining did you do any of the following?

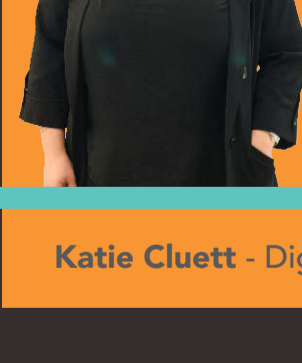


“With 56% of customers either visiting your website, searching on google or checking out your reviews, your presence online has got to be good. Leisure operators need to have a professional website that is easy to navigate, showcases your facilities and encourages people to join or visit.”



Head of Operations - Neil Harrison

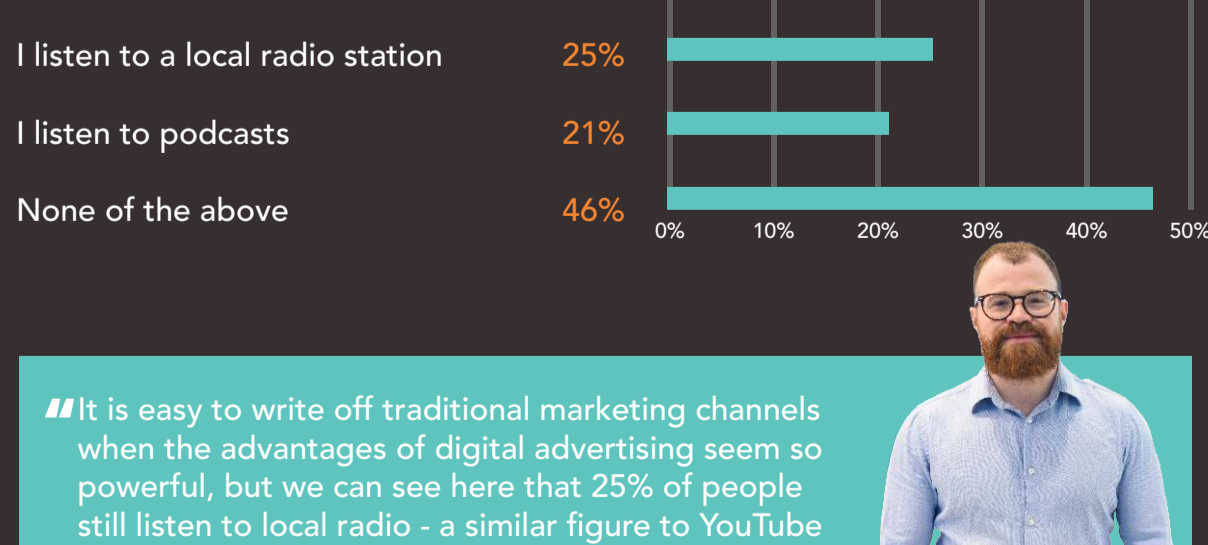
Which of the following do you use regularly?



“Its interesting to me that 10% of people reported not regularly using any social media account. Whilst there is obviously a place for social media in our marketing strategies, we also need to go back to basics to understand how do we communicate with people offline. Local outreach, referral campaigns and lead generating in-centre promotions are all places to start.”

Katie Cluett - Digital Marketing Assistant

Which of the following applies to yourself?



“It is easy to write off traditional marketing channels when the advantages of digital advertising seem so powerful, but we can see here that 25% of people still listen to local radio - a similar figure to YouTube in the question above. And with the growing popularity of podcasts, combined with the reducing costs of accessing such channels, this is definitely something I'd be exploring with clients in 2022.”



Digital Marketing Specialist - John Robertson

Survey demographics

