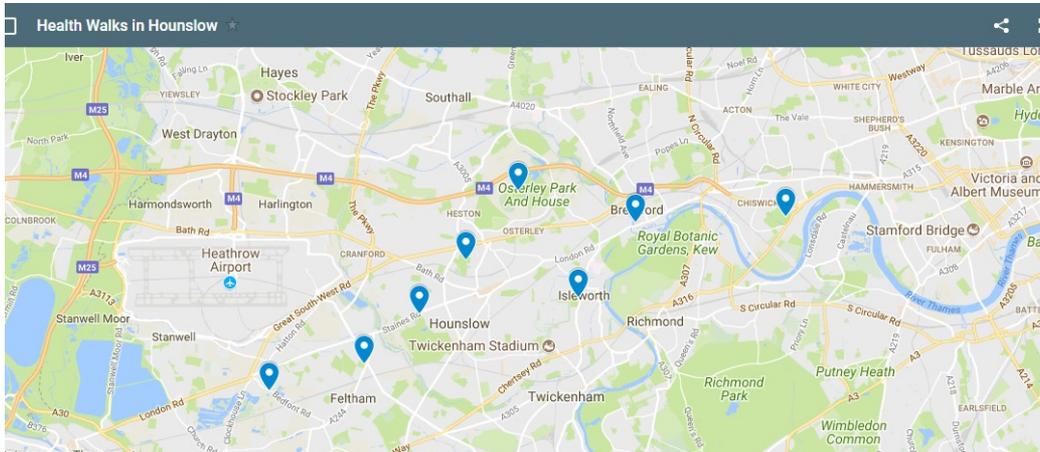


213 over 55s interested in health walks across Hounslow

by John Ainsworth | Mar 27, 2018 | Case Study



Back in summer last year (2017), we ran the Active 10 campaign on behalf of One You Hounslow to tackle inactivity in the borough. It encouraged people to sign up to the campaign, so they could receive more information about local walking opportunities – active travel, walking routes, parks and walking groups. Afterwards they received a series of behaviour change emails where they were encouraged to download the free Active 10 app, received details of the walking routes and groups and also useful tips about getting active.

You can read the full case study [here](#).

Although over 1000 people signed up, One You Hounslow didn't see the uptake in walking groups they wanted.

We developed a new approach and ran another campaign in January this year where we got people turning up to the walks. Here's what we did.

Facebook lead ad campaign

The results

We ran the campaign for a few weeks in January, a time of the year when people set new year's resolutions and have a strong desire to become more active.

We used our standard marketing strategy – [the 2-step process](#):

- **Step 1** is all about driving enquiries and
- **Step 2** is following-up.

With a £600 ad budget we reached more than 14,000 people living in Hounslow and 213 of them signed up to receive more information about the health walks.

Step 1 of 2-step process

Set up

Targeting

We wanted to reach all over 55s interested in health walks so we used Facebook's core targeting by age, gender and location.

The ads

We followed a few steps to make the campaign successful:

- We had an offer we knew people liked.
- We used images of people our audience could relate to.
- We wrote a few lines of copy about the group and benefits people will get by joining it.
- We included a Call to Action, the next thing we wanted them to do.

This promotion generated:

- 1418 link clicks
- 190 post reactions e.g. like and love
- 20 post comments
- 32 post shares
- 26 page likes
- 213 sign ups



One You Hounslow

Like Page



Written by John Makesportfun [?] · November 27, 2017 ·



10 minutes of walking a day keeps the doctor away. Our Health Walks are the perfect way to get active this January. It will help you to strengthen your heart, lungs, bones, boost your energy and mood. It will also connect you with your local community where you'll meet new people, enjoy a cuppa and have a laugh!



Get walking in Hounslow!

Sign up today and we will send you information about the group Health Walks in your area and support you along the way.

WWW.ONEYOUHOUNSLOW.ORG.UK/

[Sign Up](#)

Like

Comment

Share



Jose Almeida, Bharrat Patel and 336 others

Top Comments ▾

68 Shares

27 Comments



Write a comment...



Mario Louca I am addicted to it 45 minutes every day 12000 steps a day minimum with my Fitbit app 😊 I reborn again sugar levels back to normal blood pressure and heart rate perfect since started walking 6 months ago loving it guys

3

[Like](#) · [Reply](#) · [Message](#) · 22w



Bhanu Vyas Yes on Fitbit every day 10000 steps a day and love ❤️ it sugar levels drop Just star in Chiswick House Garden and love it Thanks

2



One You Hounslow

Like Page



Written by John Makesportfun [?] · January 7 ·

'I have been coming to the walk in Lampton for quite some time now. I have enjoyed the walking very much and feel it is very good for my blood pressure and strength. I have been told by many people I look better because of this and I really enjoy the walking and talking. I do it as often as I can because I enjoy the fresh air and nice mornings.' T Bakshi

Sign up today and we'll find you your nearest walk. All walks last about an hour, we don't walk too fast, and the groups are very friendly and welcoming. We have tea and a chat afterwards.



Free Health Walks in Hounslow!

Sign up today and we will send you information about the group Health Walks in your area and support you along the way.

WWW.ONEYOUHOUNSLOW.ORG

Sign Up

6,709 people reached



Like

Comment

Share



Naren K Narendran, Gavin Mott and 39 others

13 Shares



One You Hounslow

Like Page



Written by John Makesportfun [?] · January 22 · 🌐

Would you like to get active, improve fitness and connect with your local community? Join us for gentle, friendly, weekly walks in your local parks. Walks are in small groups with other people looking to get active again, led by a trained leader. We stay for tea and a chat afterwards. We'd love you to join us!



We'll match you with the nearest Free Health Walk!

Sign up today and we will send you information about the group Health Walks in your area and support you along the way.

WWW.ONEYOUHOUNSLOW.ORG

Sign Up

8,280 people reached



Like

Comment

Share



Denise Horvath Allan, Cris Smith and 50 others

Top Comments

11 Shares

11 Comments

Step 2 of 2-step process

Follow up

Once the campaign started we had to deal with all the enquiries that came in!

We made sure that we followed up with people as soon as they signed up. No matter what time someone filled out the lead ad form, we wanted them to get a confirmation letting them know that they have registered successfully.

Therefore, we set up an automated confirmation SMS message and email that people received immediately after signing up.

Confirmation SMS message

We connected the lead ad form with the SMS provider using Zapier. Here's what the message said:

'Hi First Name, thanks for your interest in Health Walks in Hounslow. We'll match you with the nearest walk in the next day (Monday to Friday) and send you the details. Thank you, The One You Hounslow team'

Confirmation Email

Here's the email people received:

ONE YOU HOUNSLOW

Hi,

We are delighted that you have signed up on Facebook to receive information and support on walking in Hounslow.

We have 7 weekly walks across Hounslow at the moment. We'll find the walk nearest to you and send you the details.

These walks are perfect for people who would like to get active outdoors, in a group of friendly people, without needing to join a gym. We have tea and a chat afterwards, so it's not all just about walking!

All group walks are led by friendly, specially trained volunteers who are on hand to provide encouragement and support.

To help you get started here are some useful resources:

Free Active 10 app for iPhone and Android phones

It's a fun and easy to use app that will track all the walking you do throughout the day and will show how many minutes of brisk walking you've done. You'll be able to set your goals, get motivational messages and rewards. You can start with just 10 brisk minutes a day and increase it to 20 or 30 whenever you are ready.

Download your FREE app [here](#).

We'd really appreciate if you could answer our [short survey](#) - this will help us improve our service for you and others. Your answers will be used anonymously and we will not share your data with anyone else.

Good Luck! We will be in touch again soon.

The One You Hounslow team

We collected people's postcode when they first signed up, so we could check which walk was the nearest to them and we sent them an SMS message with the details.

Around 10% of people attended the walk after hearing from us once. To increase that number we kept in touch with people for the next 3 weeks. One day before the walk we'd send an SMS message reminding them about it.

People really appreciate this support. We all know how busy everyone's lives are and even though we have every intention to get active some other things get in the way.

By following up for 3 weeks after the sign up we managed to increase the attendance to 22.5%.

Analysis of results

We wanted to know how many people actually attended a health walk, so we analysed the new walker forms as well as sending an SMS survey to everyone who registered.

The health walks monitoring forms showed that out of 28 new people 26 came from Facebook. That's 93%!

The SMS survey had a great response, 52% of people replied answering yes or no. Whereas if you survey people by email you can only get on average a 10-15 % response.

22.5% of people said that they attended a walk. Based on this around 50 people attended at least one walk in January and February so far! This number is higher than the new walker forms suggest – which tells us that there are probably new people turning up who aren't filling in new walker forms.

Interview with Dan Ward from Public Health England

Daniel is currently Public Health England's marketing manager for London, managing PHE's relationships with key non-commercial partners in the capital, including all 33 London boroughs, the NHS, the GLA and London Councils. He has been responsible for developing and running digital marketing campaigns among other things.

One Facebook ad campaign they ran outperformed TV by 9:1!

If you'd like to hear the interview with Daniel then [click this link](#) to get the replay.

Free online workshop

Want to learn how Facebook Ads can help you engage inactive people from hard-to-reach groups?

We have a free 1-hour online workshop. It runs three times a week every week.

Register now

Facebook Ads call

Want to talk through your plans around Facebook Ads?

We offer a free Facebook Ads planning call to help you get started.

Apply now

Full online course

Want to get good at running Facebook Ads? Take our in-depth online course where we'll show you all the tips, tricks and strategies to use to get you up and running quickly.

Learn more

