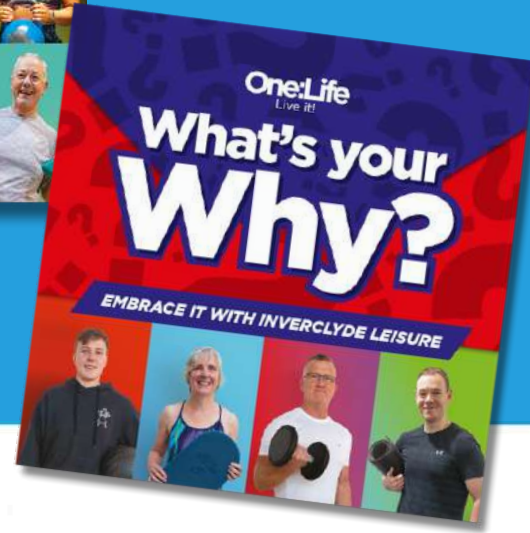


Campaign Report

Inverclyde Leisure | What's Your Why
January-February 2024



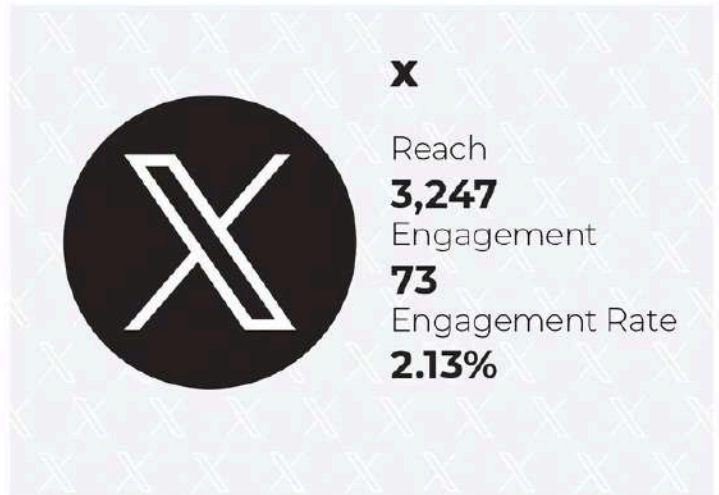
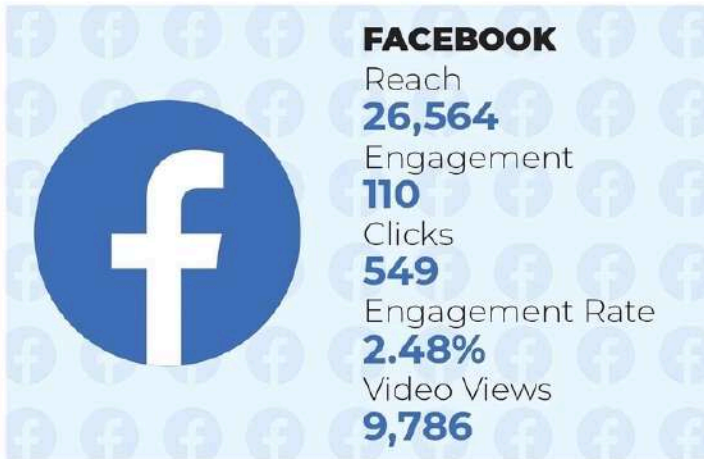
SOCIAL MEDIA

The overall results of this content campaign are very pleasing. Particularly on Facebook, the reach was significant.

Inverclyde Leisure, Strength Shed and Fitness For Less pages were all utilised to share information, to ensure that as wide an audience as possible was reached, particularly with the F4L/SS posts. The reach has also been bolstered by the 'Reel' videos, with 500-1,500 views per video on Instagram and 900-2,500 views per video on

Facebook. Further insights show that these videos are shown to a bigger proportion of non-followers, so they are an effective way of growing the reach outside of the immediate audience.

The number of link clicks on Facebook is also satisfying to see, as we have seen this metric drop across all Facebook pages. This demonstrates that the content of the posts enticed people to click through.



PAID MEDIA

The January One:Life What's Your Why? Campaign ran from December 25th until March 31st and was a huge success. It was a hit with the teams at Inverclyde Leisure and the wider community in Inverclyde. Using the stories from real life people about why they joined Inverclyde Leisure, specifically fitness for Less and Strength Shed, it promoted an inclusive, real community that people wanted to be a part of.



WHAT WENT WELL

The use of video interviews from real life Inverclyde Members had a huge impact on engagement for the videos. Youtube alone gained almost 90,000 views, 2420 hours of watch time with an average watch time of 27 seconds per impression. With some of the videos being a few minutes long, this is a huge achievement to have such high engagement and long watch times. We also separated targeting so that people would see videos of people their age which increased a feeling of representation and thus engagement.

The team at Inverclyde Leisure reported that the reception to the campaign was **so good that the campaign was extended twice**. Originally running from Dec 25th-Feb 18th, it was extended until the end of February, and then again for the entirety of March.

IMPROVEMENTS

The user journey from the landing page was not as optimum as it could have been. We had multiple persona videos all linking through to a main landing page which championed the One:Life membership. In an ideal world, it would have been best to have full user journeys planned out that gave equal emphasis on each membership type.

Combined, the Fitness for Less and Strength Shed campaigns gained over **1,000,000 impressions** and almost **180,000 engagements**.

The people of Inverclyde had a brilliant, combined engagement rate of 16.8% with all of our ad platforms. The campaign did so well that it was extended twice resulting in the budget being boosted to a **total spend of £6,212**. This breaks down into a cost per engagement of just £0.04p, cost per website visit of £1.03 and **cost per conversion of £7.71**. The Campaign received **806 New Join Clicks** at a total conversion rate of 0.5% and a landing page conversion rate of 13.39%.

To fund these additions we added £2,300 to the total budget.

The simple graphics used in the campaign featuring a member with a short quote were brilliant. Much more simple than previous Inverclyde Leisure digital marketing, it clearly paid dividends with a huge jump in click through rates. Platforms that used these images most were Performance Max and Meta which saw whopping engagement rates of 38% (4x expected) and 3.8% (2x expected) respectively. This amounted to over **3,000 landing page visits** from engaged and intrigued users. The images also worked extremely well with the native additions from the platforms (logos, links, headlines etc) and have since been used in training at Bigwave as a guide for design best practice.



Our use of video was very ambitious with 8 different personas and a general ad as well. As such, we weren't able to get all of the videos live before the campaign started and ended up using short coming soon videos. This will have hindered the conversions as a less convincing call to action.