

USA Gymnastics Webinar

Using Social Media Marketing for Your Gymnastics Club

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USA GYMNASTICS®

WEBINARS

Jackrabbit
technologies



The Shift in Business Marketing



Social Media Marketing is changing the face of marketing

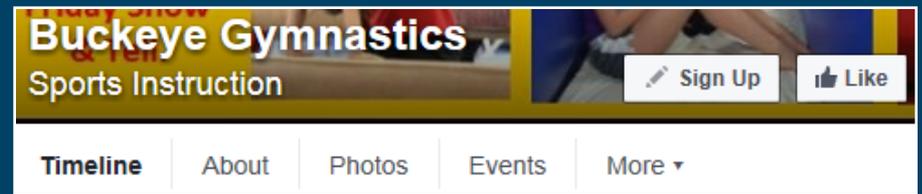
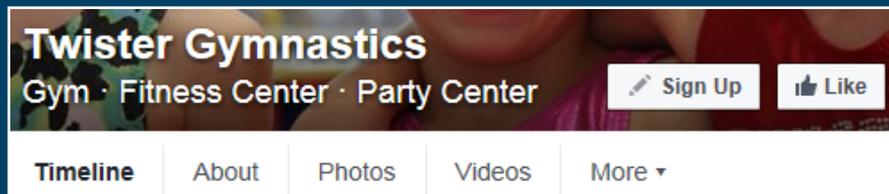
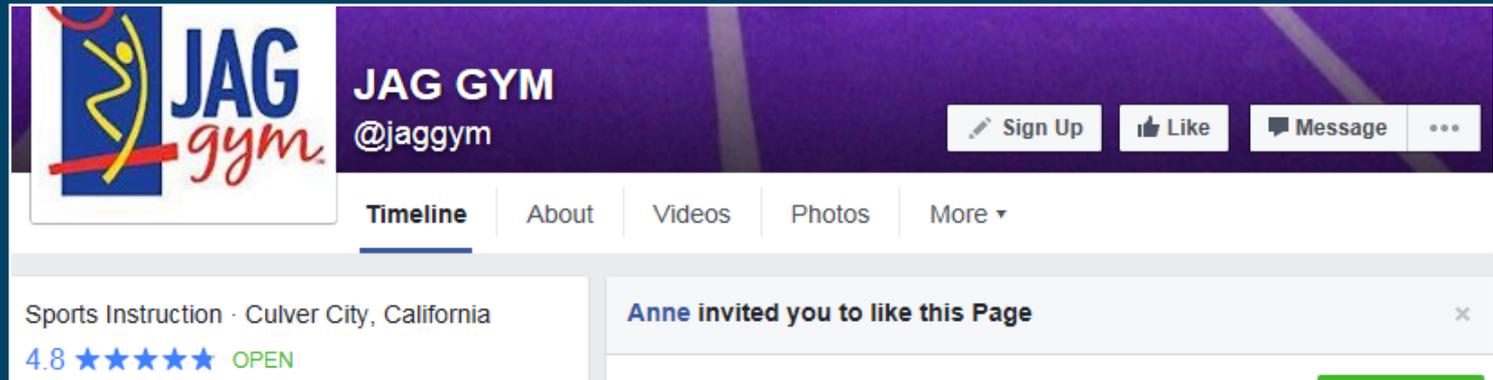
#1 - Use a FB Business Fan Page



- Cover Pic - Engaging Picture with Kids
- Profile Pic – Logo, Big & Recognizable
- Biz Classification & Category
 - Sports Club / Gym – Sports Instruction
- Vanity URL – short / simple / easy-to-remember



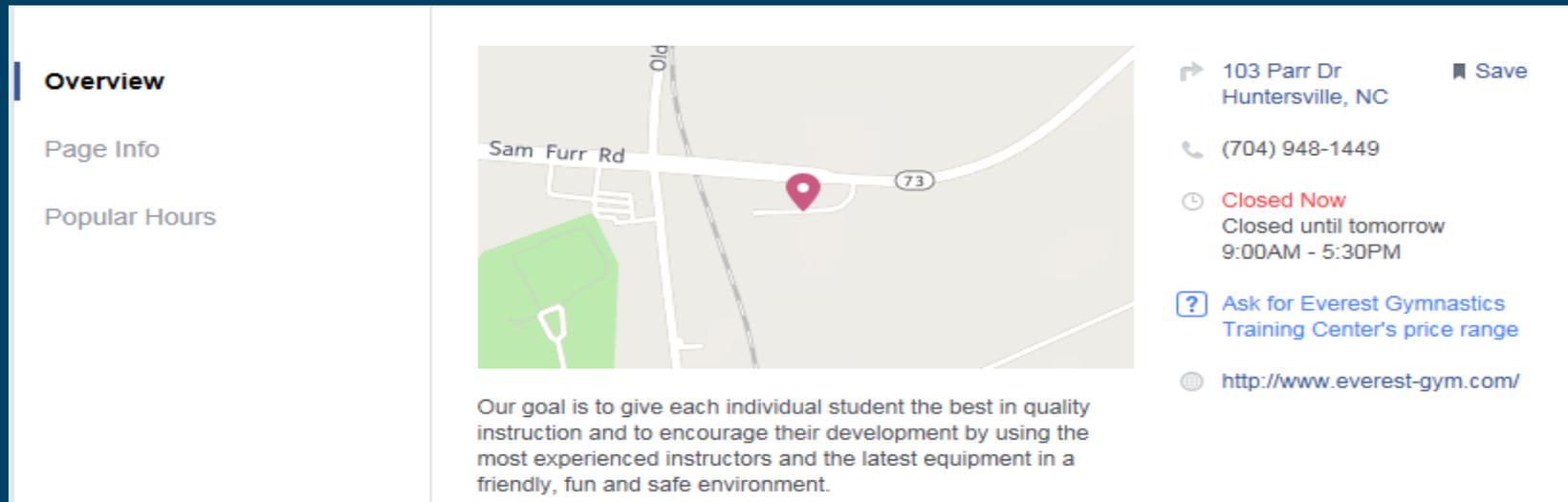
#2 – Call to Action Button & Top Nav



- Call to Action – Sign Up, Join My List, Contact Us
- Website page - Free Eval, Trial a Class, Schedule a Tour
- Top Navigation items - Photos, Videos
- Do not Duplicate Labels between Buttons & Navigation



#3 – About Section



The screenshot shows a business profile page for Everest Gymnastics Training Center. On the left, there is a navigation menu with 'Overview' selected, followed by 'Page Info' and 'Popular Hours'. The main content area features a map showing the location at the intersection of Sam Furr Rd and Old [unclear] Rd, with a red pin marking the business. To the right of the map, the address is listed as 103 Parr Dr, Huntersville, NC, with a 'Save' button. Below the address is the phone number (704) 948-1449. A status indicator shows 'Closed Now' in red, with a note that the business is closed until tomorrow from 9:00AM to 5:30PM. There is a link to 'Ask for Everest Gymnastics Training Center's price range' and a website link: http://www.everest-gym.com/.

Overview

Page Info

Popular Hours

Our goal is to give each individual student the best in quality instruction and to encourage their development by using the most experienced instructors and the latest equipment in a friendly, fun and safe environment.

103 Parr Dr
Huntersville, NC

(704) 948-1449

Closed Now
Closed until tomorrow
9:00AM - 5:30PM

Ask for Everest Gymnastics Training Center's price range

<http://www.everest-gym.com/>

- 2-3 Sentences, Descriptive but Succinct
- Link to your Website
- Differentiate your brand
- Select a short Vanity URL, can only change once!
- Verify Address Link actually goes to your Business



#4 - Embed your Class Schedule

Register	Class	Days	Times	Ages	Tuition
Register	Acro Dance (Teens) - Tuesday 4:00pm	Tue	4:00pm-5:00pm	10 - 18	64.00
Register	Acro Dance (Age 6-10) - Tuesday 5:00pm	Tue	5:00pm-6:00pm	6 - 10	64.00

Register	Class	Days	Times	Ages	Tuition
Register	Baby Ballet (Age 2-3) - Thursday 11:00am	Thu	11:00am-11:30am	2 - 3	46.00
Register	Baby Ballet (Age 2-3) - Saturday 9:30am	Sat	9:30am-10:00am	2 - 3	46.00

- Embed Schedule or Link to Website -> Schedule
- Do Not Make Visitors have to Click a lot to Register
- Use Google Analytics on your Website



#5 – It's All About Engagement

- Allow Comments & Reviews
- Like = 1 pt, Comment = 2 pts, Share = 3 pts
- Ask Questions
- Timing – Watch Day of Week & Time
- Contests
- Crowdsourcing for Answers



#6 – Posting - 80/20 Rule for Content

The 80%

- Entertaining content
- Emotional content
- Expert tips & advice
- Success reviews
- Personal content

The 20%

- Brand promotion

Post Weekly (minimum)
(Daily recommended)



#7 - Post Photos & Videos

- Photos & Videos are Proven to be the most Engaging types of Content
- Gymnastics gives us incredible Content !
- The first 18 Characters of each of your Facebook Posts serve as the Meta Title



#8 – Great Content Sources

- USA Gym Parents website



- Anne Josephson -
annejosephson.wordpress.com
 - [FaceBook.com/Parenting](https://www.facebook.com/Parenting)
 - [www.Facebook.com/ProactiveCoach](https://www.facebook.com/ProactiveCoach)
-

#9 - Pin Posts to the Top of the Timeline

- Big Events, Big Meets, Summer Camps, Contests
- Stays at the Top of 7 Days
- Woobox.com – Sweepstakes, Photo Contests



Barron Gymnastics
June 3 at 4:57pm · 🌐

Are you going somewhere exciting this Summer? Have someone take a picture of you doing a handstand (or any gymnastics skill) while you're on Vacation and submit to the contest. The photo with the most votes will win a month of FREE instructional tuition.

**HANDSTANDS
AROUND THE
WORLD!**

Contestant with the most votes will receive a FREE month of instructional tuition!

FREE MONTH OF TUITION!

Are you going somewhere exciting this Summer? Have someone take a picture of you doing a handstand (or any gymnastics skill) while you're on Vacation and submit to the contest.

WOOBX.COM

The image is a screenshot of a Facebook post. At the top left is the profile picture and name 'Barron Gymnastics'. Below that is the date and time 'June 3 at 4:57pm' and a globe icon. The main text of the post is a promotional message for a contest. Below the text is a large graphic with a green and blue background. On the left, the words 'HANDSTANDS AROUND THE WORLD!' are written in large, bold, purple letters with a white outline. On the right, there is a black silhouette of a person performing a handstand over a stylized globe. Below the graphic is a white banner with black text: 'Contestant with the most votes will receive a FREE month of instructional tuition!'. Underneath the banner, the text 'FREE MONTH OF TUITION!' is written in bold. This is followed by a smaller version of the promotional text. At the bottom of the post, the website 'WOOBX.COM' is listed.



#10 – Popular Posting Tool

PostPlanner - Content Aggregator & Scheduler

- Automate Publishing of selected content to your Facebook Page based on a time schedule that you predetermine.
 - Add your blog feed and publish your new posts automatically.
 - View the latest content from your favorite Facebook Pages
 - View simple analytics that show you the percentage of people who liked your post, clicked it or commented on it.
-

#11 - Be Prepared for Negativity

- Respond No-Matter-What
- Respond Quickly – But Not Emotionally
- Be Patient and Understanding
- Ask to Speak Privately
- Let your community respond
- The last resort - banning the fan

1 STAR REVIEWS

 reviewed  1★
June 13, 2015 · 🌐

Worst customer service ever! My daughter went here for 6 months. At first things were great. Then they changed coaches. The new coach was not good at all. She completely lost control of the kids to the point that it was dangerous for the children. We brought it to the managers attention and he ask us to stay and give her a chance and that he would talk to the new coach. So we did. After a month things hadn't improved at all. So we decided to leave. When we filled out our paper... [See More](#)



#11a – Responding to Negativity

Response Text #1

- You and your miserable rug rat are two peas in a pod and we were so excited the day you cancelled and now you have the nerve to post this on Facebook? If you actually parented your child, we would have to deal with brats like yours.

Response Text #2

- I am so sorry to hear about your experience, this is not at all our standard level of service. I would love to chat with you about this and find a way to make you happy. Please consider giving us another chance to teach your child. Can we chat about this today?



#12 – Watch your Post Metrics

Page Messages Notifications **1** Insights **Publishing Tools** Settings Help ▾

Posts

- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts

Videos

- Video Library

Lead Ads Forms

- Forms Library

Published Posts + Create

Search... Actions ▾

<input type="checkbox"/>	Posts	Reach	Likes, Comments ...	Published
<input type="checkbox"/>	 Save websites to your home screen to logi	34 <div style="width: 10%;"></div>	4 <div style="width: 5%;"></div>	Jun 3, 2016 at 1:21pm Sara Beth Jones
<input type="checkbox"/>	 Have you joined the Jackrabbit Software	876 <div style="width: 80%;"></div>	20 <div style="width: 20%;"></div>	Jun 2, 2016 at 9:14am Sara Beth Jones
<input type="checkbox"/>	 "That was kind of the first time where I real	846 <div style="width: 75%;"></div>	59 <div style="width: 15%;"></div>	Jun 1, 2016 at 1:44pm Sara Beth Jones

- Reach
- Likes, Comments, Shares
- Topics
- Days/Times



#13 - Use FB Targeting Tools

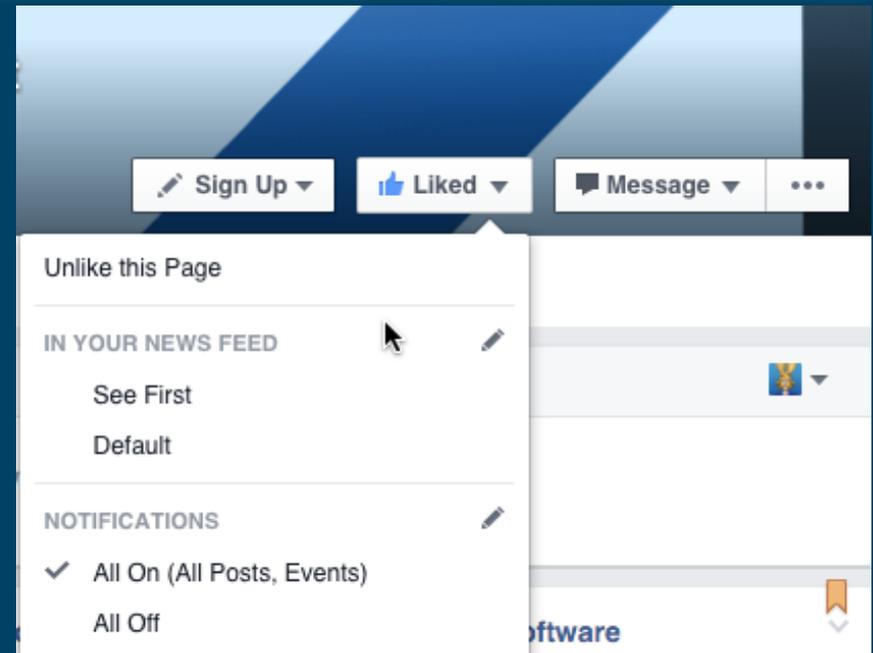
The screenshot shows the Facebook Audience Restrictions interface. The 'Preferred Audience' tab is active, displaying a search bar for interests and a list of categories: Business and industry, Entertainment, Family and relationships, and Fitness and wellness. The 'Business and industry' category is selected, showing a description: 'Description: People who have expressed an interest in or like pages related to Business and industry' and a count of 1,114,961,950 people. To the right, a summary panel shows performance metrics: 9,259 Post Reach, 492 Post Engagement, 2 Sign Up, and 2 Website Clicks.

- Easy-to-Use
- Set a Low Budget – Daily and/or Total
- Moms with Young Children
- 5 mile radius from Gym
- Upload your Customer Email List
- A/B Test Always
- Google Analytics



#14 - Monitor your Page

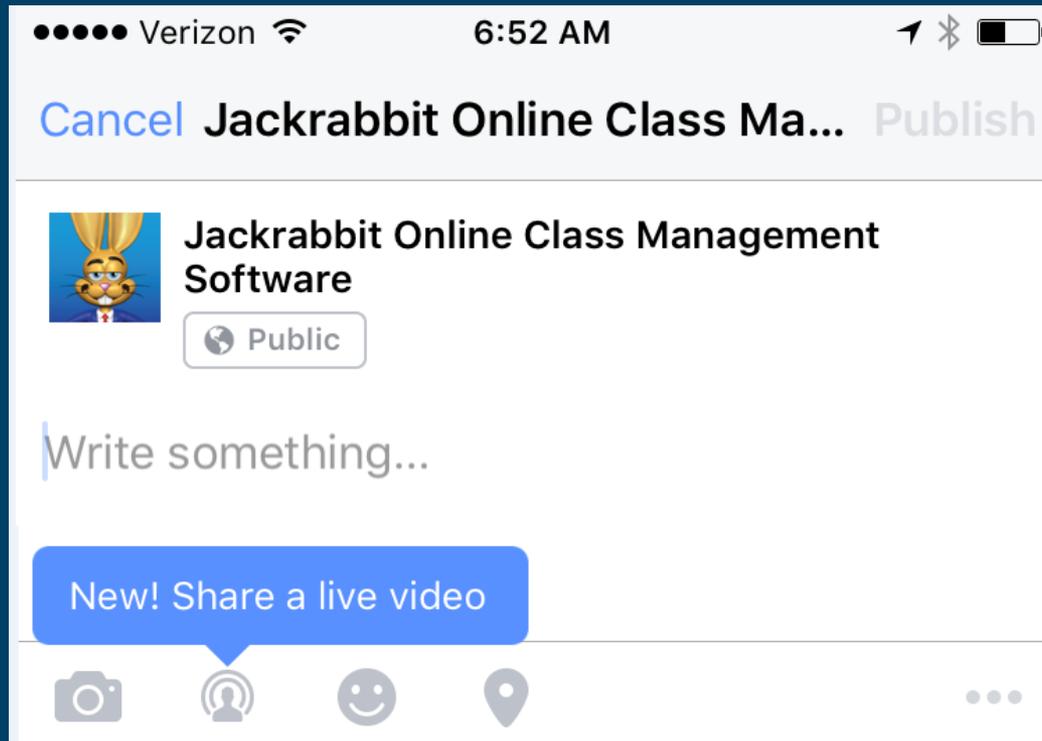
	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓



- Assign Staff to Page Roles
- Turn on Notifications
- Post on a Consistent basis
- Keep Pictures & Videos fresh



#15 – Facebook Live (Webcast)



- Be aware of moving the phone around
- Keep the Phone steady - tripod
- Make it fun



Using Social Media Marketing for Your Gymnastics Club

- #1 – Use a Facebook Biz Fan Page
- #2 – Call to Action & Top Navigation
- #3 – About Section
- #4 – Embed your Class Schedule
- #5 – It's All About Engagement
- #6 – Posting - 80/20 Rule for Content
- #7 – Post Photos & Videos
- #8 – Great Content Sources
- #9 – Pin Posts To the Timeline Top
- #10 – Popular Posting Tool
- #11 – Be Prepared for Negativity
- #12 – Watch your Post Metrics
- #13 – Use FB Targeting Tools
- #14 – Monitor your Page
- #15 – Facebook Live (Webcast)



Helpful Online Resources

- How to Setup A Facebook Fan Page:
 - www.facebook.com/business/learn/setup-facebook-page
 - <https://youtu.be/OzoVfj-QwnQ>
 - <https://youtu.be/NTBa1FS3Hyk>
- Facebook Live
 - <https://youtu.be/4hkLbuyOfP8>



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