



The simple marketing playbook for children's activity providers

Get more bookings without posting 24/7

Welcome

Marketing shouldn't feel like a second job. This playbook gives you a simple weekly system to get more bookings.

Set a goal, post with purpose, reply quickly, track what works.
You'll learn how to:



Set a goal

Start with a number, not something vague.



Post with purpose

Four content types that convert.



Reply fast

Turn DMs into bookings.



Track what works

Connect your posts to real results.

Contents

1. The simple funnel
2. Goals that lead to bookings
3. Know your parents (personas)
4. Trust + brand + safety basics
5. Content that converts
6. Replies and community
7. Tracking + improvement (with Pebble)
8. 2026 trends + templates

The simple funnel

Noticed → Interested → Booked

Use this simple funnel:

Get noticed: someone sees you (a Reel, a poster in a Facebook group, a WhatsApp share).



Get interest: they click, save, message, or ask a question.



Get action: they book.

Quick diagnosis

If bookings are low, don't panic. Find the weak step:

Views high, clicks low → your message isn't clear

Clicks high, bookings low → your booking journey is too complicated

DMs high, bookings low → your replies are too slow or unclear

Fix one step at a time.

If the goal is vague, the marketing will be vague and results will be dull

S

Specific

What are we growing?
(bookings, enquiries, trial sessions)

M

Measurable

What number proves it's working?

A

Achievable

Can we do this with our time and budget?

R

Relevant

Does it lead to revenue or retention?

T

Time-bound

By when?

3 example goals

1. Increase summer holiday camp bookings by 20% by 31 August using Facebook + Instagram.
2. Get 30 new enquiries per month with a £500 ad budget.
3. Reach 40 trial bookings for the next term by the end of April.

Track these 5: bookings, enquiries, conversion rate, cost per booking (if ads), saves.

Pebble

With Pebble marketing tracking, you can connect campaigns to real booking data using UTMs, so you can see which channels and content actually drive results, not just likes.

SMART Goal Worksheet

I want to increase

(bookings / enquiries / trial sessions)

by

number or %

using

channel/s

by

(date)

with a budget of £

(or: no paid budget)

Speak to one parent at a time

For each persona, ask:

1. What do they worry about?
2. What do they need to believe?
3. What makes them book today?



Persona 1

Time-poor professional

Wants

Clear info, fast booking

Worries

Safety, wasting time

Needs to see

How it works, safeguarding signals, booking link

Best channels

Facebook, WhatsApp, Google, Instagram

Best content

Posters, FAQs, 'what drop-off looks like'

Persona 2

Skill-seeker parent

Wants

Outcomes, progress, quality

Worries

Chaos, low standards

Needs to see

Progression, grouping, reviews about progress

Best channels

Instagram, YouTube, email

Best content

Progress clips, explainers, testimonials



Persona 3

Co-discovery child

Wants

Fun, energy, trend feel

Needs to see

Exciting clips, friendly coaches, welcoming vibe

Best channels

TikTok, Instagram

Note

Follow your consent policy for all images/video

Trust beats polish



5-second test

Can a parent understand this fast? Is the next step obvious?



Voice rules

- Plain language, no buzzwords, be specific
- 'Bilingual' messaging: parent-safe words + child-fun words



Visual rules

- Real moments, clear shots, avoid generic stock



Decide who posts and who replies

Simple roles: posting/replies, sign-off, safeguarding check, inform coaches.
Safety note: consent recorded, no identifying details, keep it respectful.



Brand + safety posting checklist

[Download template here](#)

Brand + safety posting checklist

Tick this in 60 seconds before you post, share, or boost anything.

A: Ownership

Posting + replies (name): _____

Date: _____

Sign-off needed? Yes No Signed off by: _____

Safeguarding check needed? Yes No Checked by: _____

Coaches informed (if needed)? Yes No

Shortcut: Repeat post, same format? Skip sign-off once roles are agreed.

B: Trust + clarity

A parent can understand this in 5 seconds: Yes No

It includes the basics (tick what's included):

- Location/area (or postcode)
- Age range
- Date(s) / time(s)
- Price (or 'from £X')
- What happens next (Book / DM / Call)

The next step is obvious: Yes No

Common mistake: Beautiful post, no location/date, no bookings.

C: Brand voice

- It sounds warm and helpful (not salesy)
- It's simple (no jargon / buzzwords)
- It's specific (not 'amazing session' but says what actually happens)

It builds trust (tick where relevant):

- DBS-checked / qualified staff (if true)
- Clear drop-off / pick-up info
- Safety / wellbeing mention (kept calm and factual)

Good example: "Ages 6-8 in Peckham, Tuesdays 4-5pm. Friendly coaches, structured session, easy booking."

D: Child safety Non-negotiable

- Consent is recorded for any child shown (or N/A)
- No identifying details are visible (names on labels, school logos, register screens, certificates, addresses)

Face visibility check:

- Faces not shown / blurred / wide shots used (if needed)
- Faces shown with explicit consent

Media check:

- No screenshots of registers, medical notes, incident forms, or private messages
- Background checked (no visible personal data)

If you only do one thing: When in doubt, don't post the image. Swap it for a wide shot, equipment shot, or set-up photo.

E: Comments + DMs

Who is monitoring replies today? _____

Reply targets:

- Comments within 24h
- DMs same day where possible
- Safety concerns within 2h

If a safety complaint appears:

- Acknowledge calmly in public
- Move to DM
- Log it (date + what was done)

Quick tip: Save 3 reply templates as phone shortcuts (enquiry, pricing, 'we're full').

F: Tracking (Pebble twist)

- Is there a link on this post? Yes No

If yes:

- Is it tracked with UTM's? Yes No

utm_source: _____ utm_medium: _____

utm_campaign: _____

- Logged in UTM sheet

Pebble twist: Tracked links show which posts actually drive bookings, not just likes.



Stop guessing what to post

Rotate 4 pillars



Safety Shield
(trust)



Joy in Motion
(emotion)



Expert Voice
(authority)



Social Proof
(belief)

[Download content pillar template here.](#)

Campaign: 2026_02_half_term SE15 (Peckham) Early-bird £10 off until 31 Jan

	Safety shield	Joy in Motion	Expert Voice	Social Proof
Week 1	<p>Meet the team + first aid (Reel)</p> <p>Book</p>	<p>Best moments montage (Reel)</p> <p>Save</p>	<p>What to pack (Carousel)</p> <p>Save</p>	<p>Parent review screenshot (Post)</p> <p>Book</p>
Week 2	<p>Drop-off in 20 secs (Reel)</p> <p>Book</p>	<p>Games we'll play (Reel)</p> <p>Share</p>	<p>Screen-free holiday ideas (Carousel)</p> <p>Save</p>	<p>What parents said last half term (Carousel)</p> <p>Book</p>
Week 3	<p>How we group by age (Post)</p> <p>Book</p>	<p>Challenge of the day (Reel)</p> <p>Comment</p>	<p>Helping nervous children settle (Carousel)</p> <p>Save</p>	<p>UGC moment (with consent) (Story)</p> <p>Book</p>
Week 4	<p>Allergy & medical process (Post)</p> <p>Book</p>	<p>Final countdown montage (Reel)</p> <p>Book</p>	<p>FAQs answered (Carousel)</p> <p>DM</p>	<p>Last spaces warning + review (Post)</p> <p>Book</p>

Quick tip: Every week needs at least one 'Book now' post.

Use platforms for what they're good at



TikTok

Reach, simple, local



Instagram

Reels = reach,
carousels = trust,
stories = replies



Facebook / WhatsApp

Local bookings,
practical info + link

Weekly rhythm

1 trust post + 1 fun post + 1 proof post



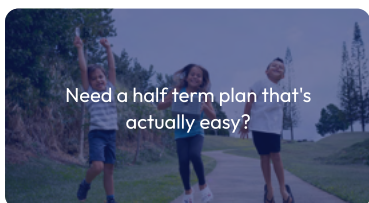
A Reel that drives bookings follows this pattern

Hook > 2-3 clips > reassurance > clear next step

[Download the Reel storyboard template here](#)

Template: Reel storyboard sheet: filled example

- Reel title: 'Half term camp in Peckham (ages 6-9)'
- Goal: bookings
- Length: 20-25 seconds



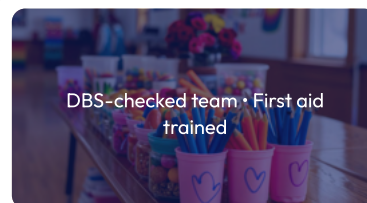
Frame 1 (Hook)

- **On-screen text:** 'Need a half term plan that's actually easy?'
- **Clip:** Quick happy arrival shot (wide angle)



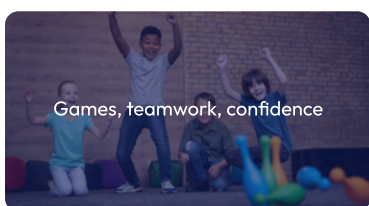
Frame 2

- **On-screen text:** 'Ages 6-9 • Peckham • 9-3'
- **Clip:** Activity wide shot



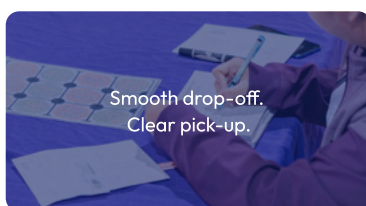
Frame 3

- **On-screen text:** 'DBS-checked team • First aid trained'
- **Clip:** Staff prep / kit / venue set-up



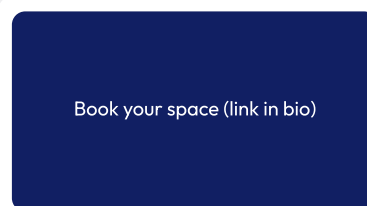
Frame 4

- **On-screen text:** 'Games, teamwork, confidence'
- **Clip:** Kids playing (wide angle)



Frame 5 (Reassurance)

- **On-screen text:** 'Smooth drop-off. Clear pick-up.'
- **Clip:** Sign-in desk / register moment (no personal details)



Frame 6 (CTA)

- **On-screen text:** 'Book your space (link in bio)'
- **Clip:** Quick montage closer

Try this:

Use the same storyboard weekly and swap the clips.

Common mistake: No dates/location on the post.

Replies are part of your marketing

Response targets: comments within 24h, DMs same day, safety concerns within 2h.

4-part reply formula: name, confirm question, next step, tracked link.

Template: Reply library: filled examples (copy/paste)

Price question

"Hi [Name], it's £[X] per session / £[X] per day. Everything is included. Here's the link with full details and booking: [tracked link]."

Enquiry reply (availability)

"Hi [Name]! Yes, we've got spaces for [Age] on [Day] in [Location]. Here's the booking link: [tracked link]. Want me to recommend the best group based on their age?"

We're full (waitlist)

"Hi [Name], we're full for this date, sorry! I can add you to the waitlist and message you if a space opens. Or I can send the next available dates now."

Safety concern (public comment)

"Hi [Name], totally understand the question. Safety is a priority for us. I'll message you now with the details of our safeguarding and supervision so you have everything clearly."

Shortcut: Save these as phone keyboard shortcuts.

If you can't track it, you can't improve it

UTMs in plain English: tiny labels added to links that show where bookings came from. Use only 3:

utm_source

facebook / instagram / whatsapp
/ email / google

utm_medium

organic / paid_ad / partner /
referral

utm_campaign

2026_02_half_term
(yyyy_mm_name)

How to build a tracked link

Add ? then & between tags.

```
https://bookpebble.co.uk/your-page utm_source=facebook&utm_medium=paid_ad&utm_campaign=2026_02_half_term
```

Keep data clean

- Lowercase only
- Underscores, not spaces
- Consistent naming, log everything

Recommended naming

- **source:** facebook /
instagram / whatsapp /
email / google
- **medium:** organic / paid_ad /
partner / referral
- **campaign:**
2026_02_half_term
(yyyy_mm_name)

Pebble: For more detail on UTM best practices and how Pebble attributes bookings to campaigns, see the Pebble [knowledge base](#).

Track marketing through Pebble

Pebble can attribute bookings back to UTMs, so you're not guessing which channels and campaigns are driving real results.

What you can do with this

- **Stop guessing:** see which posts and channels actually fill sessions
- **Repeat what works:** double down on what's proven
- **Prove ROI:** connect marketing spend to bookings with confidence
- **Compare channels:** know whether Facebook, Instagram or email is earning its place

Weekly 15-min review

- What drove bookings?
- What got saved?
- What clicked but didn't convert?
- What to repeat?
- What to test?



Template: UTM tracker log: filled example rows

Naming rules: lowercase only, underscores only, consistent campaign names.

Date	Campaign	Source	Medium	Final link	Used on	Notes
2026-01-10	2026_02_half_term	facebook	paid_ad	(full URL)	Meta ad set 1	video creative A
2026-01-11	2026_02_half_term	instagram	organic	(full URL)	Reel	"drop-off routine"
2026-01-13	2026_02_half_term	email	newsletter	(full URL)	email #1	early bird

Common mistake: Using 'LinkedIn' and 'linkedin' (creates two sources in your data).

Pebble knowledge base

For more detail on UTM naming conventions and Pebble's tracking reports, see the Pebble knowledge base.

2026 trends



AI (practical)

Use it for drafts and variations, not for 'being you'. AI can speed up your content process, but your voice, your coaches, and your real session moments are what parents actually connect with.



Social search optimisation

Parents increasingly search social media the same way they use Google. Include relevant keywords in captions and on-screen text: location, age range, activity type. This helps your content surface when it matters.



Reduce steps

Fewer steps = more bookings. Clear info + the right booking link + tracked UTMs is the simplest path from interest to conversion. Every unnecessary click is a lost booking.



Consistency beats intensity

Pick one goal. Post 3x weekly. Reply fast.
Track your links. Review weekly.

When you know what's working, you can stop guessing and spend your time on the things that actually fill sessions, and leave the rest to Pebble.

[Find out more here.](#)