

How to ensure your Facebook Advertising is a success?

The benefit of Facebook Advertising over more traditional forms of advertising is that it provides a wealth of real-time data and insights so you can review the performance of your social media content. You don't need to spend thousands on a radio or newspaper advert to make a big impact.

Here are 4 top tips to ensure that your Facebook Advertising campaigns are a success:



1. **Target your audience** - Facebook hosts around 1.18 billion users daily, from students to astronauts and much more. As a result, it is vitally important that when you are creating an Advertising Campaign that you tailor your content to your chosen target audience and don't generalise. By targeting too large an audience, you will not appeal to them and you will end up wasting money.



2. **Test your approach** – Ensure that you have a clear idea on what you wish to promote and that it meets the needs of your target audience. Perhaps test your offer on someone from your target audience (you could even show them the advert to see if it would encourage them to get involved).



3. **Stay protected** – Facebook advertising will put your club in front of a number of new people and could become a topic for debate and conversation. Ensure that your club knows how to respond appropriately by having a social media policy in place.



4. **Trial and error** – The beauty of Facebook Advertising is that you can set up a campaign from as little as £1 a day. So why not set up a number of different campaigns using different messages to the same audience and identify which one works the best, then you can put more money and investment into a campaign you know will work!

To ensure that your social media campaigns are a success we advise you to plan using the PRIDE template below:

Steps	Actions
1. Plan your approach	<p>Goal: To encourage families to attend Great British Tennis Weekend (GBTW)</p> <ul style="list-style-type: none"> • What do you want to achieve? • Who are you targeting? • What does the offer consist of? • Where are you sending people in terms of next steps? • How are you going to grab attention (advertising)?
2. Refine your channels	<ul style="list-style-type: none"> • Ensure information about GBTW is on your website / ClubSpark page • Ensure your club is showing relevant information for the club • Dress your social media pages with imagery and quotes to support people attending GBTW
3. Interact with your audience	<ul style="list-style-type: none"> • Encourage existing members to like and share your posts • Post regularly in order to engage with people who share and respond • Countdown the number of days until the GBTW - people normally decide a few days before. • At the end of the session, ask participants to record a quick video. These can be great ambassadors for other new comers.
4. Direct them to action	<ul style="list-style-type: none"> • Encourage people to find out more via your ClubSpark page or website • Encourage them to book onto your GBTW events • Set up an advert targeting a specific audience inviting them to get involved
5. Evaluate your success	<ul style="list-style-type: none"> • How many people did your campaign reach of the correct target audience? • Number of people who liked / shared your post • Number of people who 'clicked through' to learn more.

For more information please visit:

www.lta.org.uk/socialmediasupport

