

Introduction to Facebook Advertising

More than 2 billion people use Facebook every month giving your club a great opportunity to reach new audiences locally and in a targeted way. Facebook make advertising incredible simple and it doesn't take long to get an advert set up.



Before you start your advertising

To get the most out of your Facebook advertising you should:

Fact Find, Plan, Resource & Measure!

These 4 steps will enable you to reach your potential on Facebook and ensure that you get value for money alongside generating impact for your efforts.



Fact Find

Research is key to advertising success. Conduct a mini audit amongst your members to find out the type of content they engage with on Facebook, how often they use it? when? and why? It is important to understand the likes and dislikes of your followers and what they are most likely to share. From here you are able to gauge a better understanding of the type of content, which will be most popular on your club's page.



Putting a plan in place

Communication campaigns should be 80% planning, 20% delivery. It is important to have a social media plan, even if nothing written down you need to be clear on:

- What do you want to achieve?
- Who are you targeting?
- What is the advertising offer?
- Where you are sending people in terms of next steps?

Be ready to manage the response to your advert. Facebook advertising can generate responses way beyond your expectations and if you are not set up to respond to people in a timely and appropriate way, you may risk losing them, or worse end up with a poor reputation through word of mouth.



Resourcing your plan

To bring your plan to life, you will need to consider resource across 3 key areas.

- 1) It will take time and energy to collect the content needed to bring your plan to life, so it may be worth asking coaches, players and even parents to help share engaging visual content from the baseline and around the club. There are a number of free apps available to help bring your content to life such as: Canva, Over, PicMonkey & Piktochart Alternatively, you may choose to commission someone to capture photos and film to support your message.
- 2) You need to decide who is responsible for posting your content. Pulling together a message, imagery and links needed to create engaging content can be time consuming. The person in charge needs to be extremely organised, scheduling posts at the most effective time and on a regular basis.
- 3) To advertise on Facebook you will need a budget! This may vary from investing a couple of pounds to several hundred depending on what you are trying to achieve.



Measuring your progress

Reviewing your advertising impact is important as it helps you adjust your approach and your message and allows you to improve for the future.

Facebook makes it very easy for you to see your advertising effectiveness as well as determining which adverts are giving you the greatest impact in terms of page impressions, engagement and shares. Remember that engagement and action will vary across different types of audience. For example, it is widely known that females demonstrate a much higher level of engagement compared to their male counterparts, who are known as 'Silent Observers' (Males aged 35+). This group traditionally will see the content you are producing but will not involve themselves in terms of likes, shares and comments.

Facebook allows you to test different approaches and if you have the time it is well worth looking into this so that you can try different messages, imagery and content to pick the best.

For more information please visit:

www.lta.org.uk/socialmediasupport



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