

Facebook Adverts for Bridge Club Events



Facebook online advertising is fast, inexpensive and can be closely targeted to your audience catchment. You say who is going to see your advert and you only pay if they “click through” your advert to find out more information from your Club Facebook page or from your website. So it is very efficient.

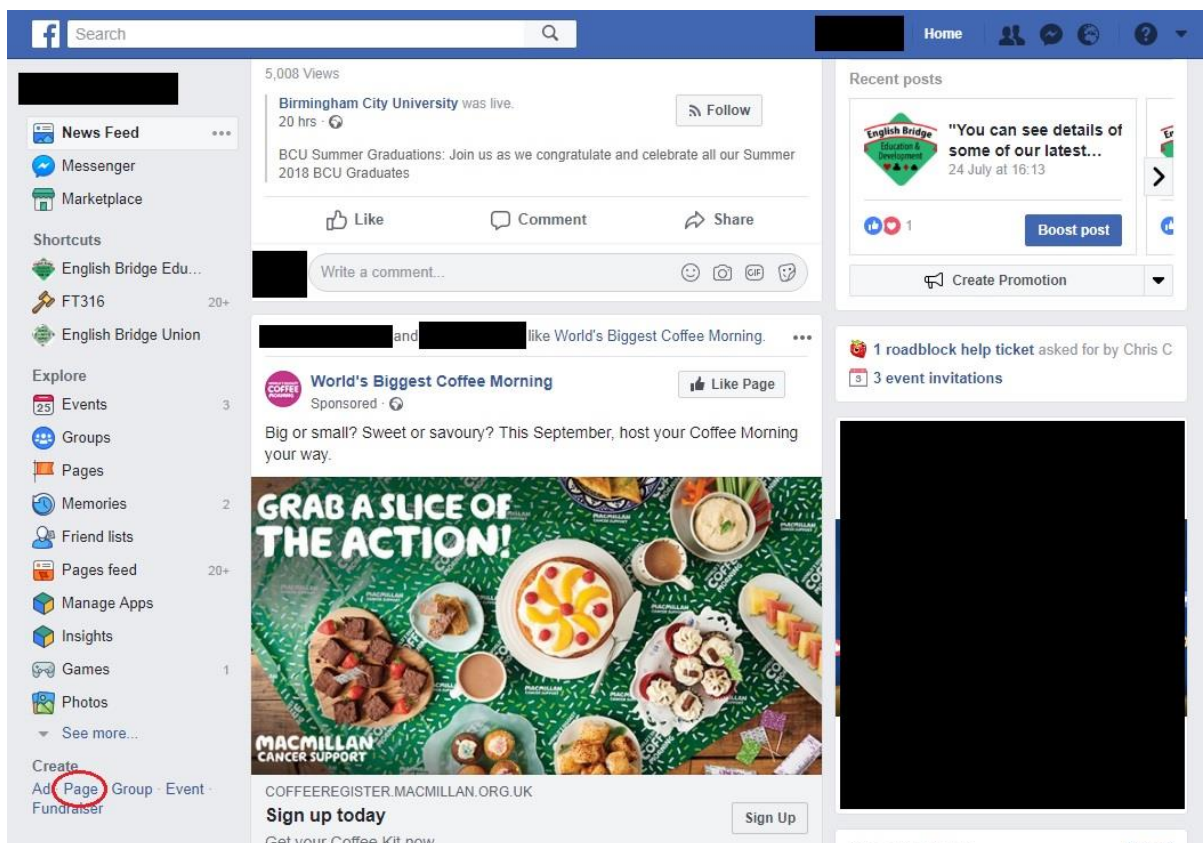
It also allows you to set a budget that will not be exceeded and to tweak your advert or amount of activity cost on a daily basis or to close the campaign prematurely. So it is extremely versatile.

Before you can advertise through Facebook, you need a Club Facebook page and that needs to be set up. This can only be done by someone who already has their own personal Facebook page. And that person, by default, becomes the Club page Facebook administrator, although they can share this role with others by altering the page settings.

So, if not in existence already, setting up your own Facebook page is step one. Facebook guides you through this very easily, so I will not go into the steps here.

Once you have this established, you can move on to setting up the Bridge Club Page.

To do this, go first to the left hand menu on your page and look at “Create” shown at the bottom. Hit “page” as you are creating a Club page (circled in the screenshot below).



You are then given a choice of “type of page” and I chose “Community” and “private members club”. You may think a different classification is more appropriate.


Once you have completed the details requested, including most importantly the Club’s postcode that will be used for “location” in advertising, you are then almost ready to advertise.

There is an [additional document here](#) which talks you through using Facebook more generally (and also looks at setting up a Twitter account for the club) – in this document we’ll just look at advertising.

Facebook navigation bar with search, Home, and user icons.

Create a Page


Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or public figure

Connect and share with people in your community, organisation, team, group or club.

Get Started

Community or public figure

Page Name

Category

 ?

Address

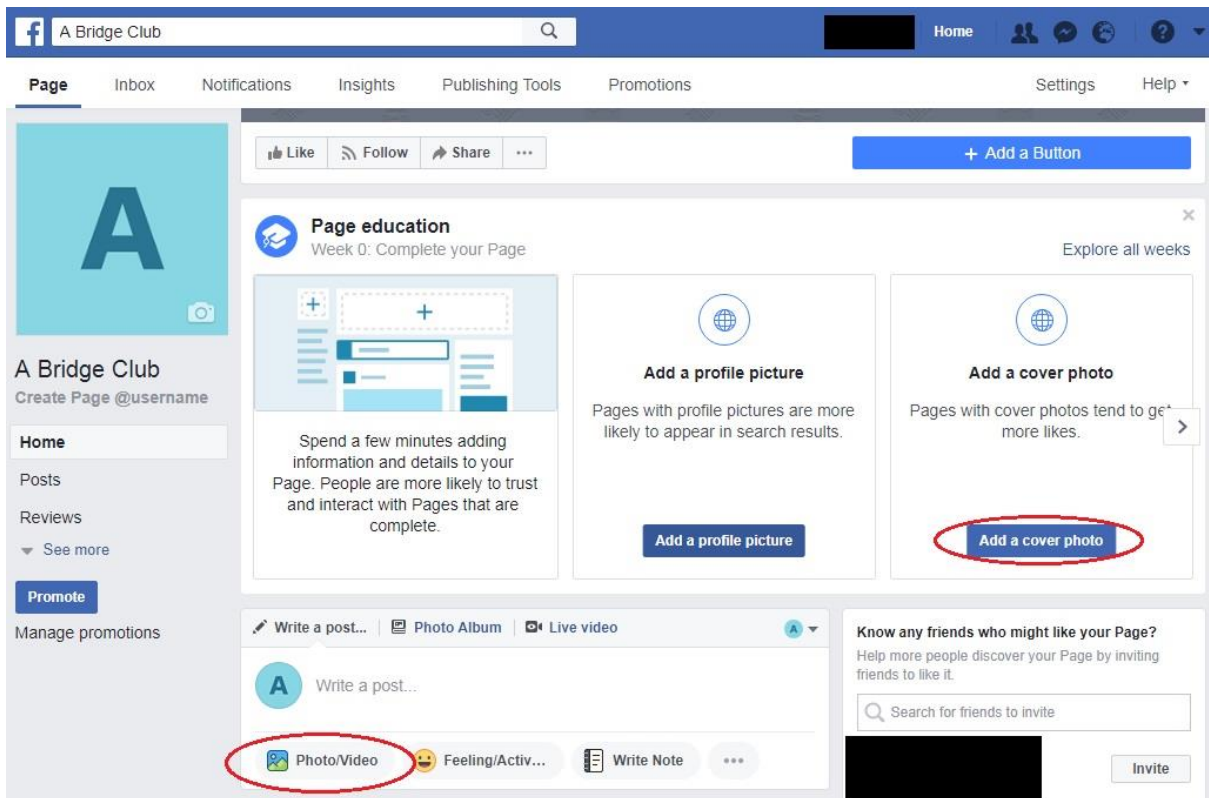
Phone Number (Optional)

Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

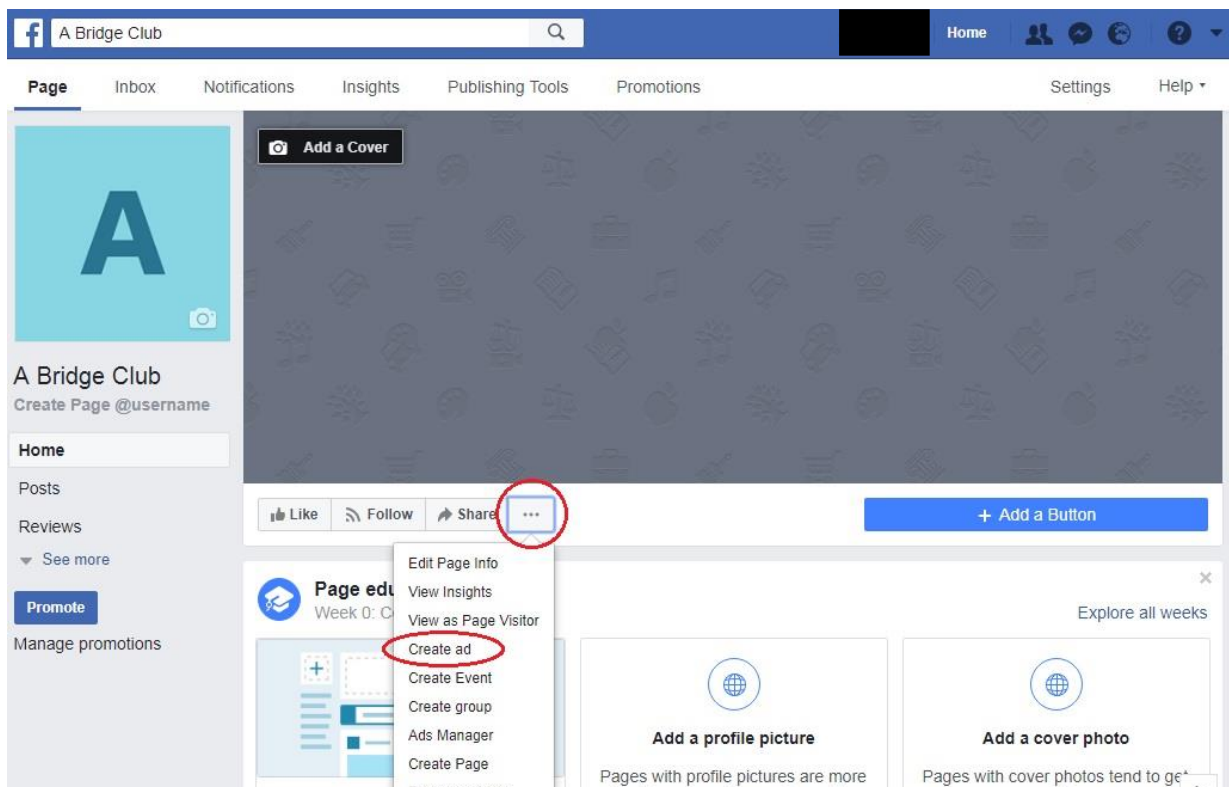
Continue

Before you set up your advert make sure to post your Campaign leaflet onto your Facebook Club Page so that it shows as the latest post and anyone dropping on your page will see the event details. It's easiest to do that if the advert is in an image format such as .jpg or .png. You could even make your advert your cover photo, to make it even more visible.



You will be prompted to “Boost Your page”. This is a very simple form of advertising. You can do this, but you will be better making an ad that has a more specific target group. You do this by setting your own audience parameters.

To set up the advert, first find the drop-down menu indicated by a button with three dots near the middle of the page, click on it and click on “Create ad.”



What you will now be able to see is the Facebook Ads Manager – it looks quite complicated but that also shows how versatile a tool it is. Now we can set up a basic advertising campaign.

Facebook adjusts its advertising strategies automatically depending on the intended “objective.” For many Bridge Clubs, this would be “Traffic,” meaning getting more people to visit your website in general or a specific webpage with details of bridge classes or an event. If you feel that an alternative objective fits your

club better, choose something different, but for these purposes a traffic campaign will be shown. Whichever objective you have chosen, the next step is to set up an Ad Account, so click on this button at the bottom of the page, fill in your currency and time zone and then click continue.

The next page is where you can start to target your advertising. You can give your set of adverts a name at the top of this page. You should almost certainly select “Website” for where your traffic should be driven, whether you plan to simply direct people to your facebook page or to your actual website.

Next is an option to present viewers of your advert with a special offer (e.g. first session free or similar), which could be an extra incentive for new players to come along and try out the game.

Now refine the audience you wish to view your advert. The default is to advertise to the whole of the United Kingdom, to anyone aged 18 or over. It is best to target people who live in the local area of your bridge club, so type your location into the box. Even some small villages are recognised in the search, but you may have to type in a larger nearby location if your town/village is not recognised. You can also adjust the radius around this point that people need to live within before they will be targeted (around 20km is usually about right).

The age group is a more difficult question. Your advert will be displayed to the same overall **number** of people no matter how much you refine the audience parameters, so one argument would be to set the age range quite high, as traditionally this is where most bridge players will come from and this way you will reach the highest percentage of them. However, one of the reasons for using facebook to advertise is to reach a younger audience, and if you set the age range at, for instance, 45 – 65+, no under 45s will see your advert. Bear in mind that for daytime classes or events you probably need to move towards the higher ages, whereas evening classes or events may attract younger people.

You can also add some detailed targeting areas, such as specifically targeting people who show an interest in “card games” or “logic puzzles,” or specifically retired people if you want to. You can edit where on the page your adverts will appear, but “automatic placement” tends to be the easiest option.

Finally for this section, set your budget. The more you spend, the more people will see your advert, so choose a reasonable amount within your means. £5 a day might be a good place to start, but don’t run a campaign for too long so you don’t spend too much money. The estimated daily results on the right hand side will give you a rough idea of how the spend affects the number of clicks your campaign might achieve.

Look at where you wish to direct the viewer, to your Facebook page or website, and enter the preferred option.

You will then continue to the “payment pages” and be asked for your personal debit/credit card details so that Facebook can charge as the results come in.

You are then ready to go. Before you launch your advert give consideration to whether the timing is right to do so – if advertising an ‘event’ then it should be sufficiently in advance that people haven’t already made other plans, but not so far in advance that it is easy to ignore as it doesn’t seem relevant. Where this ‘sweet-spot’ is will depend on the type of event you are advertising.

You will have your own Facebook Advertising management page where you have ongoing statistics of the advert and can amend the ad if necessary as the campaign develops.

If not sure of any of this, then there is a lot of help available. Facebook have their own guidance on how to set up Facebook marketing and YouTube is also helpful. There are also lots of websites that have guidance. One that takes you through step by step is <https://www.hubspot.com/facebook-marketing>

David Guild, and David Emerson, June/July 2018