



# DIGITAL MARKETING FOR CLUBS

TENNIS WEST CLUB FORUM





# SESSION OVERVIEW

- Introduction to digital marketing
- Big picture digital trends from 2017
- What makes a good website
- The basic of getting found online
- Facebook Fundamentals - the boost and beyond



# WHAT IS MARKETING?

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Marketing is about **reaching & connecting** with the right people at the **best time** with a compelling message and a **great experience...**

...so people will know you and choose what you're selling over others, stay **loyal to you** in the future and **recommend you** to others.



## TRADITIONAL



Cold Calling  
Cold Emails (SPAM)  
Interruptive Ads  
Marketer - Centric



## INBOUND



SEO  
Blogging  
Attraction  
Customer - Centric

MARKETING  
IS EVOLVING



*We are connecting  
with a **diverse**  
range of people  
that are seeking  
relevant, local,  
personalised  
experiences.*








**SO WHAT IS  
DIGITAL  
MARKETING?**

*Reaching the **right audience** through effective **messaging** and smart use of **digital tools** and **channels** in order to hit your **clubs objectives**.*



# ONLINE OPPORTUNITIES: TENNIS CLUBS

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## **AWARENESS**

more accessible, digital is the first place people go to find everything.



## **REACH**

better connect players with our clubs.



## **CONNECTIONS**

create deeper bonds before and after players visit.



## **CUSTOMER SERVICE**

provide resources, updates, opening times.



## **EDUCATE & ADD VALUE**

Share knowledge and expertise - know, like and trust.



## **ROI**

Ultimately get more memberships and court bookings into clubs.



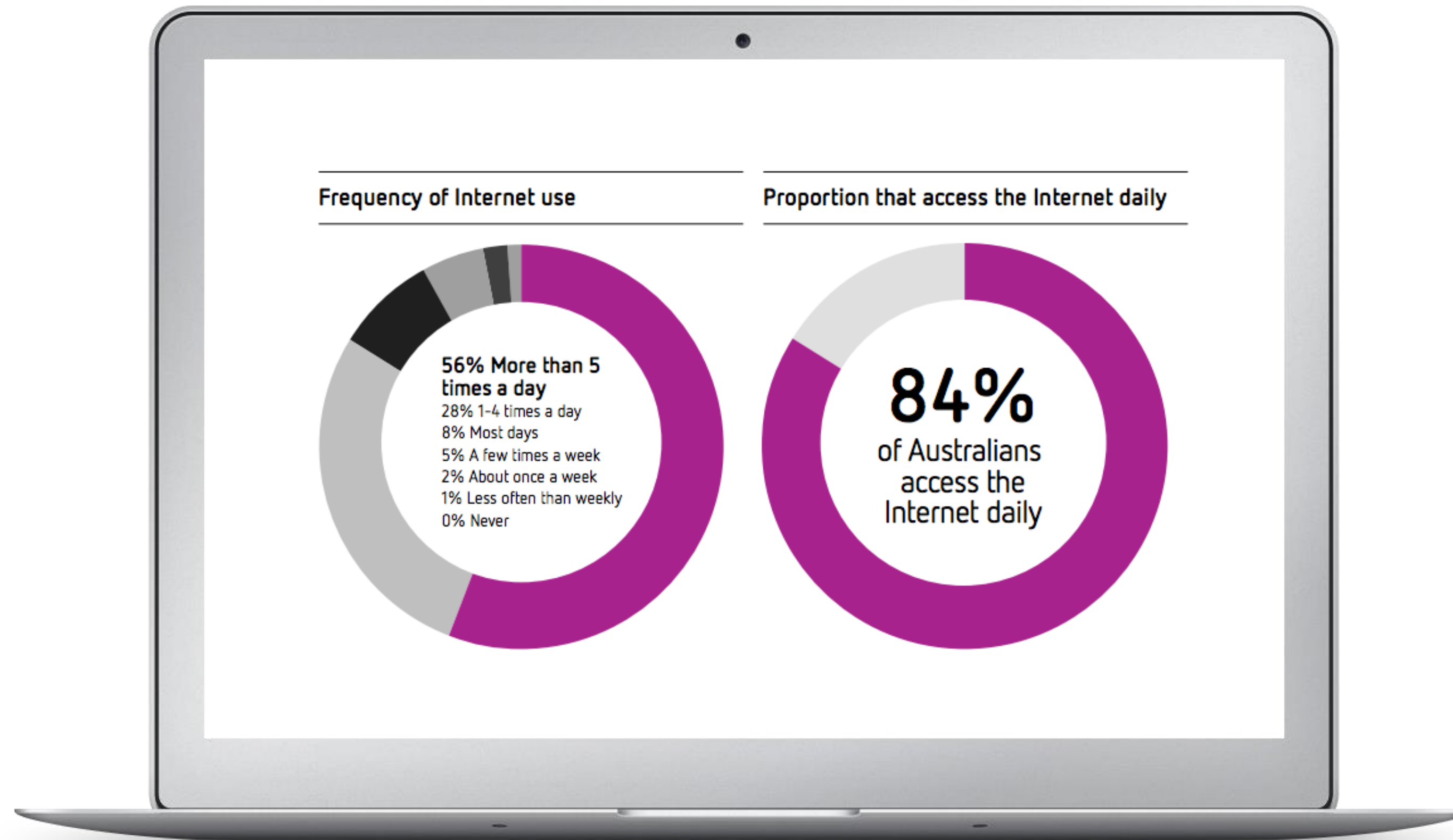


# BIG PICTURE TRENDS OF 2017



# DIGITAL TRENDS

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ACTIVITY

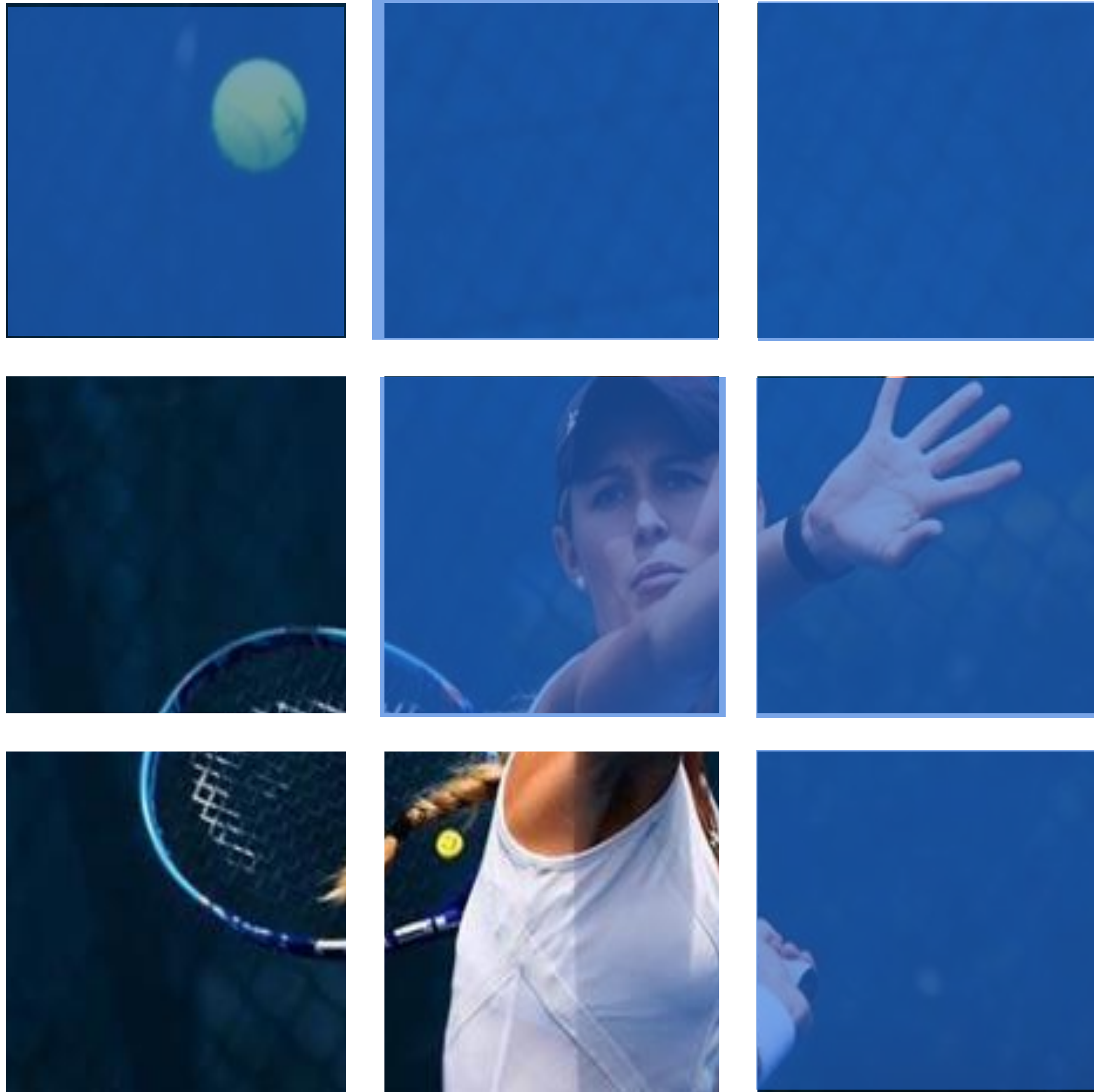
HOW MANY HOURS A DAY  
ONLINE

4

5

6





75%

of content  
PUBLISHED

ONLINE  
IS IGNORED





# RISE OF THE NOMOPHOBIC:

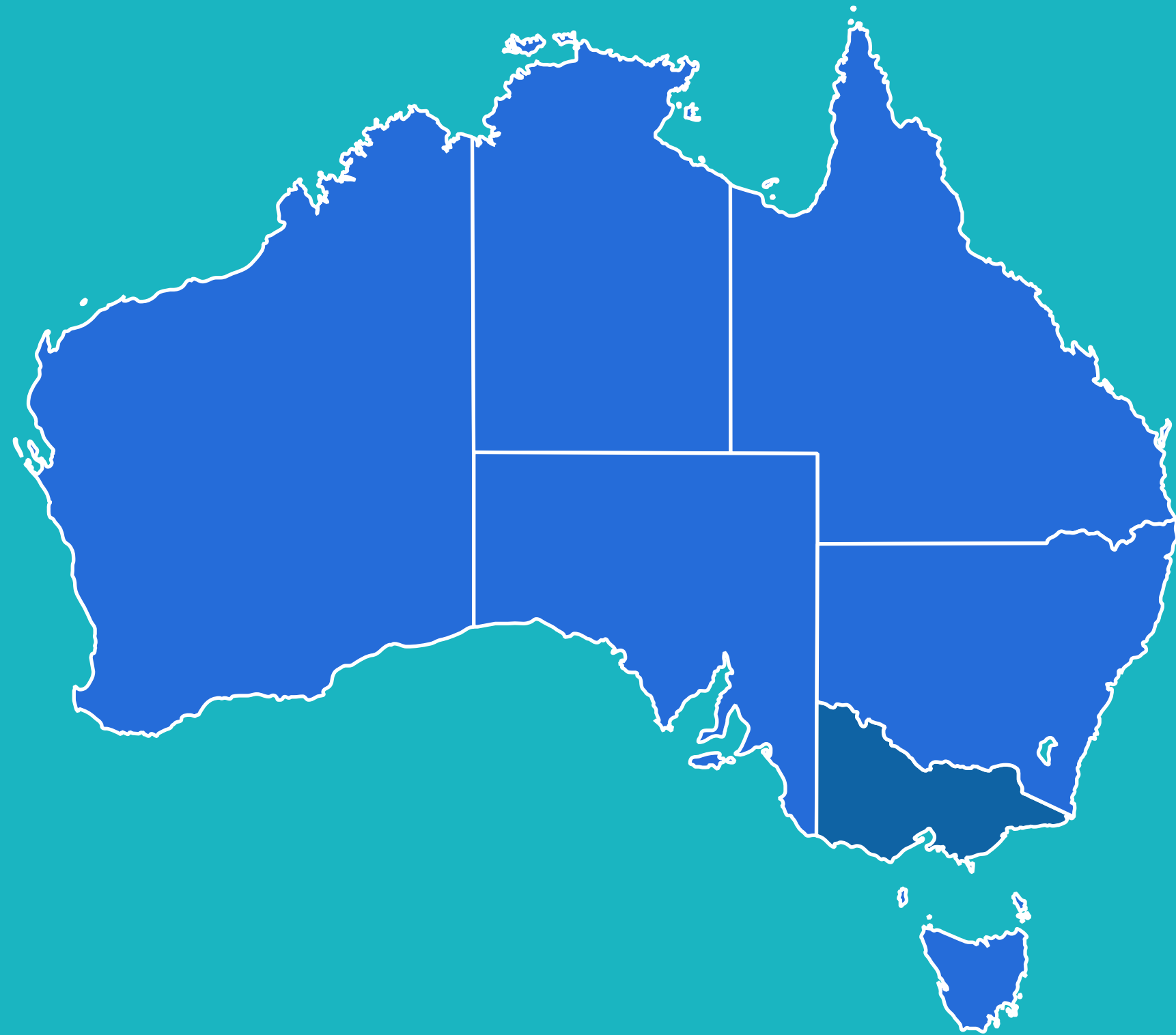
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## **Nomophobia**

*The fear of being without your mobile phone (from “no-mobile-phone phobia”).*



# RISE OF THE NO-MO-PHOBIC:



Collectively Australians look at their smartphones more than **440 million times** a day.

(Over 150 times EACH!)



# RISE OF THE NOMOPHOBIC:

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**91% OF MOBILE USERS  
KEEP THEIR PHONE  
WITHIN 3 FEET OF  
THEMSELVES,  
AT ALL TIMES**

AT ALL TIMES  
THEIRSELVES?



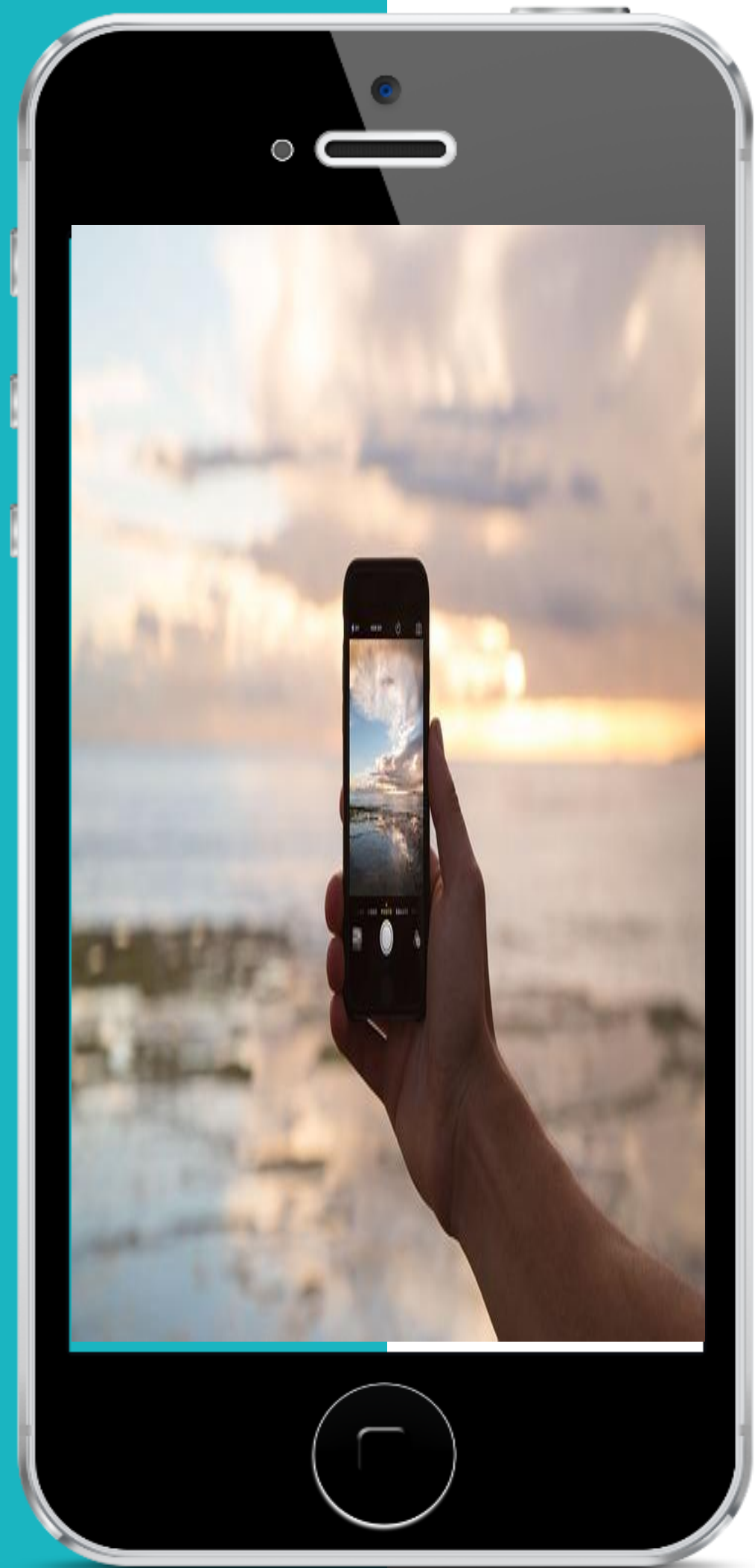
# MOBILE MANIA

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- 91% of users access social media on their phone
- 90% of time on mobile is via apps
- Searching for local services
- Email and Social







**ARE YOU THINKING  
MOBILE FIRST?**

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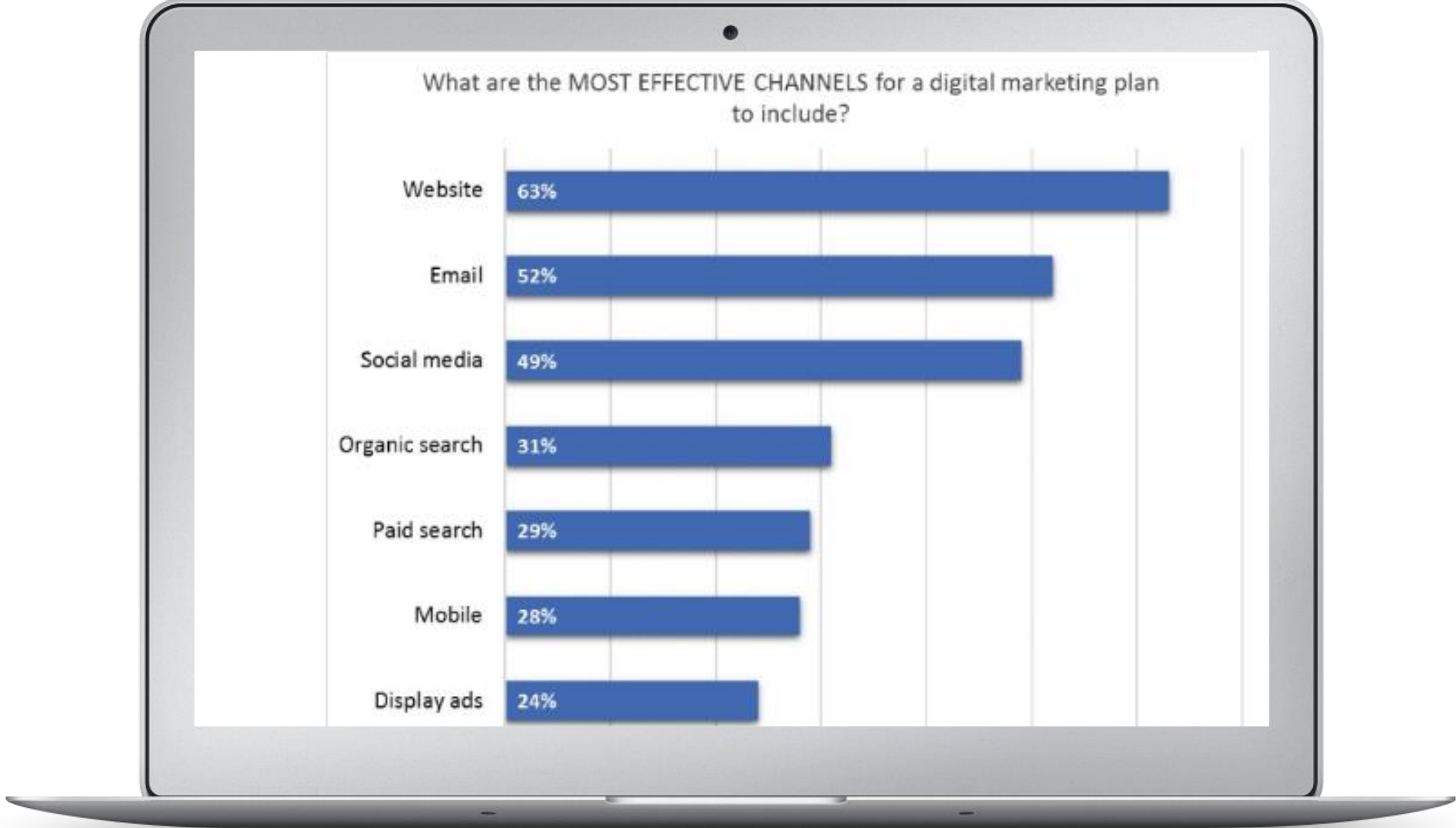




# GETTING TO GRIPS WITH THE FUNDAMENTALS

# WHICH CHANNELS MATTER THE MOST?

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# OUR HABITS HAVE CHANGED

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EVEN IF YOU RELY ON WORD OF MOUTH REFERRALS:

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# ALL ABOUT ONLINE:

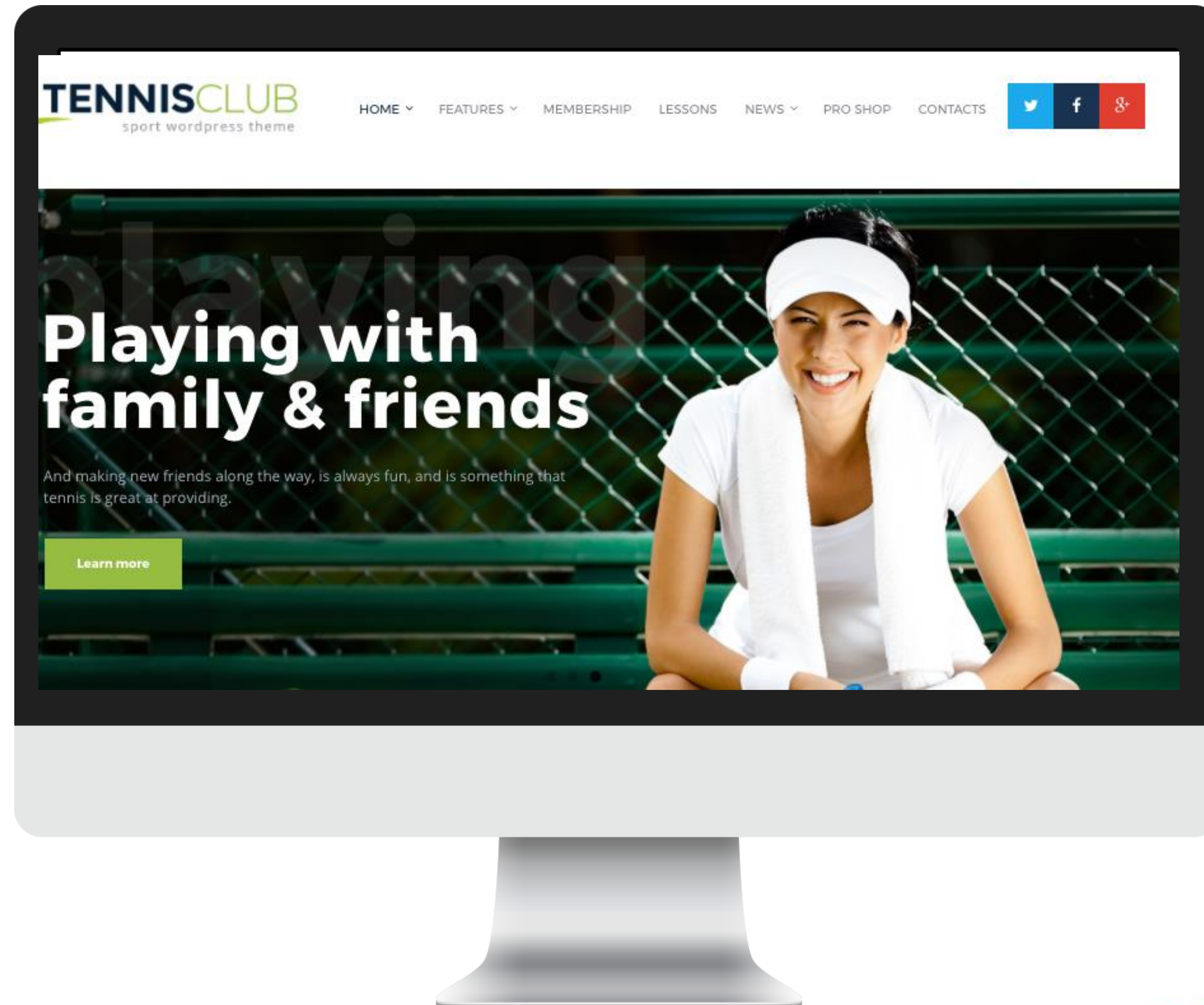
---

If you can't be `found`; you don't `exist`



# POTENTIAL PLAYERS WILL VISIT YOUR WEBSITE

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# YOUR WEBSITE IS YOUR HUB

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**WHAT MAKES A  
GOOD WEBSITE?**



# DON'T DO THIS:

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Everyone,  
Come over to  
my house!

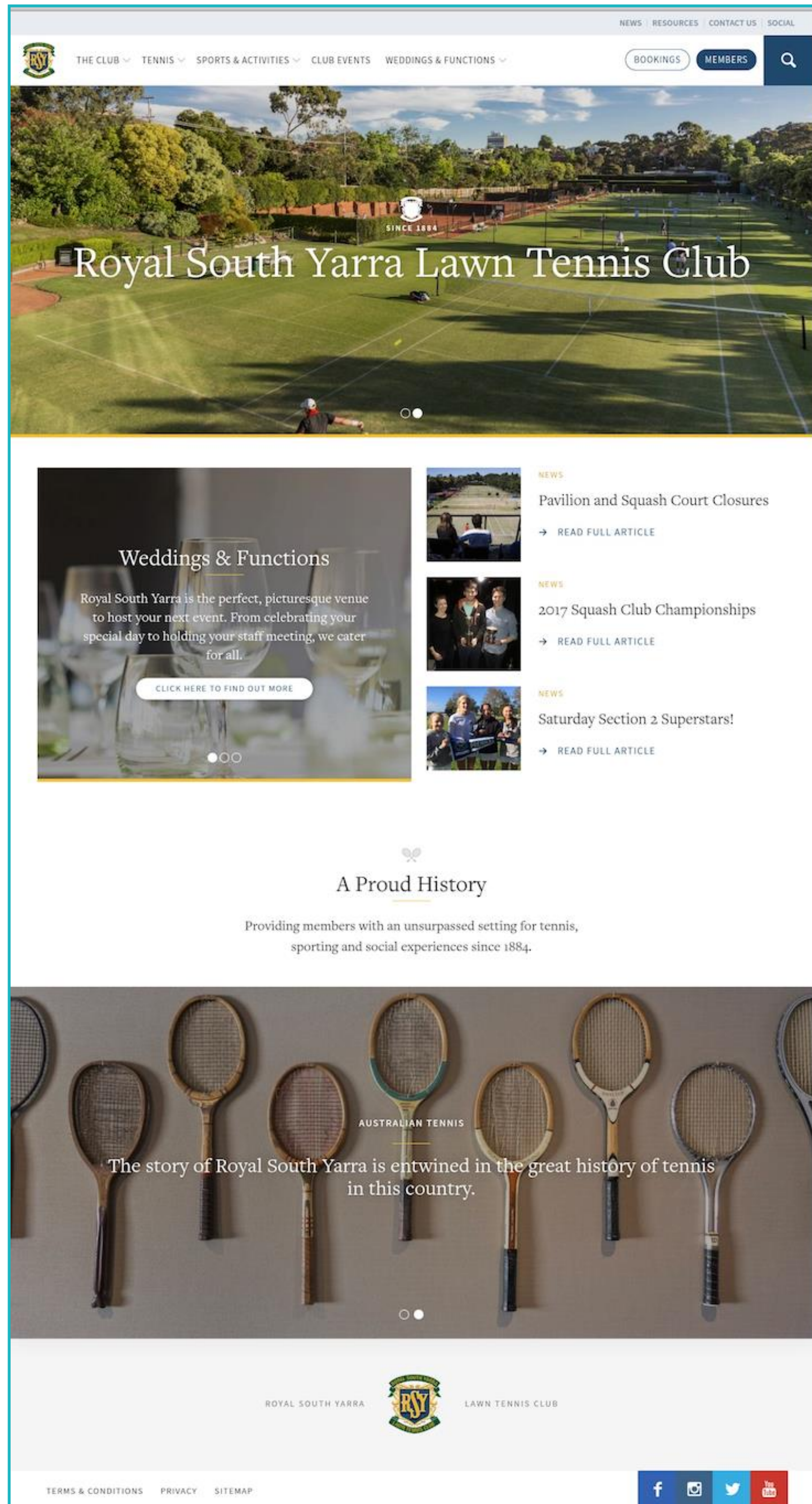


designed by freepik.com



People will never want  
to come back!





# Sample Tennis Club



- Home
- About
- Membership
- News
- Club Championships
- Social Tennis
- Night Tennis
- Court use
- Child Safe Policy
- Privacy Policy
- Club files
- Melbourne forecast
- BOM radar
- Links

**Address:** 57A Buchanan Avenue, North Balwyn, Victoria 3104  
 Google [map](#) Melway Map [46 D4](#) Membership: [northbalwyntc@yahoo.com.au](mailto:northbalwyntc@yahoo.com.au)  
**Telephone:** Clubhouse has no phone. For Coaching and Junior competition enquires see coaches below.  
**President:** Graham Besley 9859 5777  
**Secretary:** Tony Barton 0422 887 993 [northbalwyntc@gmail.com](mailto:northbalwyntc@gmail.com)  
**Treasurer:** Rowena Sheung  
**Membership Secretary:** Peter McCaw 9817 2940  
**Maintenance:** Graham Besley 9859 5777  
**Next Committee Meeting:** 7:30 pm **Wed August 16th 2017**  
**Coaches and Junior Organisers:** Andrew Halford 0412 021911 Stuart Brown 0412 966 336  
 Coach's web site: <http://tennismatters.com.au/>  
**Pennant:** Andrew Halford 0412021911.  
**Juniors:** Sat and Sun morning **ERT:** Stuart Brown 0412966336 Andrew Halford 0412021911  
**Senior Competition:** Saturday afternoon **ERT:** Peter McCaw 9817 2940  
**Night Tennis:** [Blackburn & District Night Tennis Assoc](#) Mon-Thur 7pm. Rhonda McCaw 9817 2940  
**Midweek Tennis**  
 Mon, Tues/Thurs (**Social**) - Albert Au  
 Tues [MEMRLTA](#) - Rowena Sheung  
 Wed [EDWTA](#) - Norma Ross  
 Thurs [WDTA](#) - Jane Cash  
 Thur Men's Veterans [MMTA](#) - Peter Moran

Modified: 20/7/17



Canterbury, Ashburton, Surrey Hills  
and Balwyn **Community Bank**® branches

is sponsored by :





# IS YOUR WEBSITE TICKING THESE BOXES?

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1. Fast, easy-to-use and simple - 5 seconds test!
2. Explains what's in it for your visitor
3. Clear & inviting design
4. Mobile friendly
5. Each page has 1 single objective - not confusing (CTA)
6. Obvious pathways & clear signposts to find the right information
7. Always evolving!



WEBSITE HEALTH CHECK TOOLS

**Website Grader: <https://website.grader.com/>**

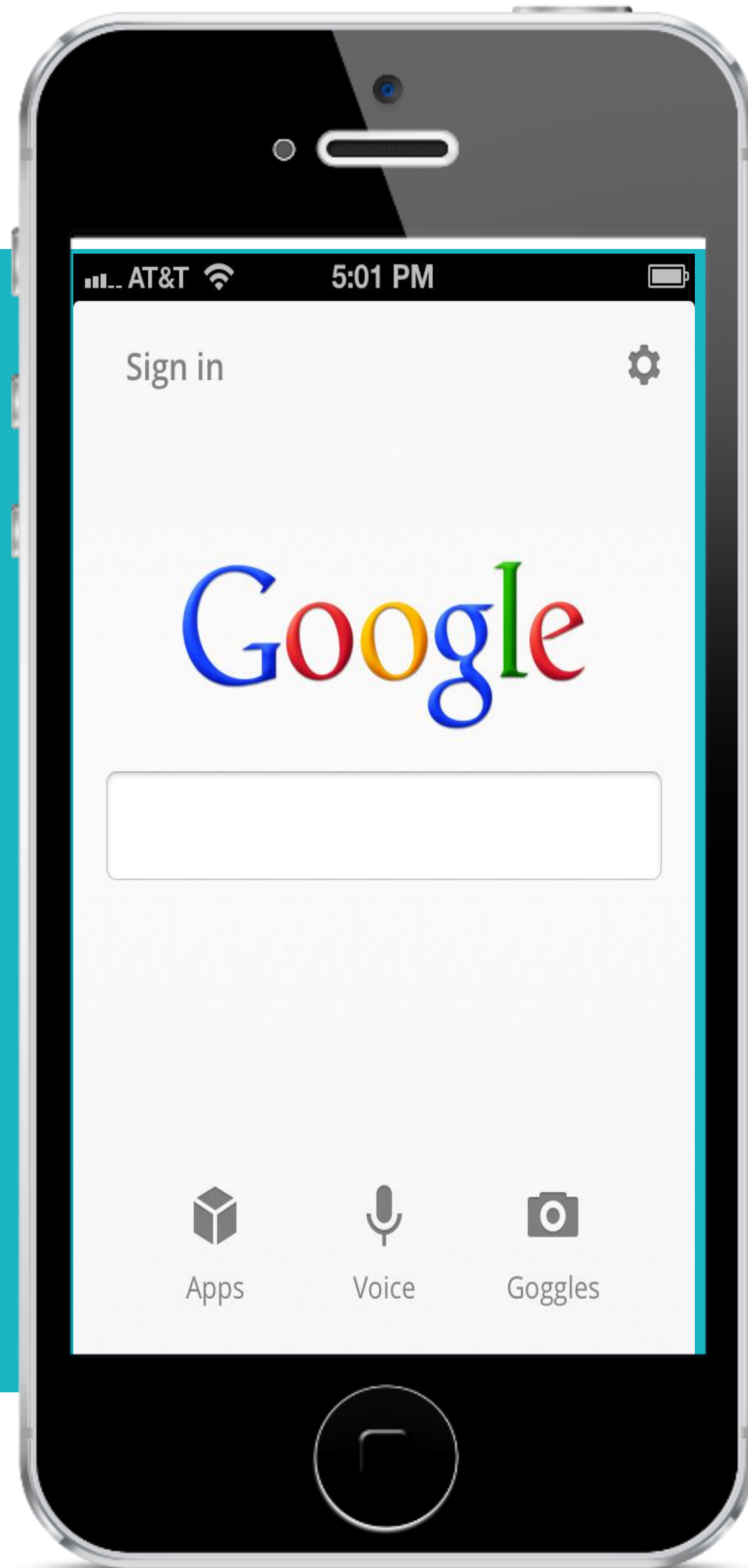




# GETTING FOUND ONLINE

# LOOKING FOR SOMETHING?

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## MARKET SHARE



## WORLD WIDE

40,000 search queries per second  
Over 3.5 billion searches a day



# 2 TYPES OF SEARCH MARKETING

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# Organic / Free Search Results

# Google AdWords Search Results

drone for sale

All Shopping Images Videos News More Settings Tools

About 25,200,000 results (0.53 seconds)

**Drones - Save up To 72% - auselectronicdirect.com.au**  
[Ad](#) [www.auselectronicdirect.com.au/Drones](http://www.auselectronicdirect.com.au/Drones)  
Drones At Lowest Possible Prices. Same Day Dispatch.  
Drone With Camera · GPS Drones · Remote Control Drones · Racing Drones

**Just Drones Australia - EOFY Sale - 20% OFF All Drones**  
[Ad](#) [www.justdrones.com.au/](http://www.justdrones.com.au/) (03) 9317 3560  
Coolest Toy + Hobby + FPV Racing + Camera RC Quadcopters Free Delivery in AUS  
Store · Contact · Classifieds · News

**2017 Best Camera Drone To Buy - Drone Reviews & Comparisons**  
[Ad](#) [campaign.dji.com/drone-guide](http://campaign.dji.com/drone-guide)  
4.5 ★★★★★ rating for dji.com  
Everything you need to know about your new camera drone and more!

**Hover Camera Passport Drone - Only at Apple**  
[Ad](#) [www.apple.com/au/Hover-Camera](http://www.apple.com/au/Hover-Camera)  
Your self-flying personal photographer. Now available. Learn more and shop now.  
4K Video · Enclosed propellers · Lightweight & Portable · 13MP Photos

**Drones For Sale, Parrot Drone| Harvey Norman**  
[www.harveynorman.com.au/cameras-printers-photocentre/drones/drones](http://www.harveynorman.com.au/cameras-printers-photocentre/drones/drones)  
Lift off with the drones available with Harvey Norman. Get the best of the Parrot range including the Parrot mini drone, Bebop drone, AR drone and more.  
DJI Mavic Pro Drone · 3DR Solo Aerial Smart Drone · DJI Phantom 4 Drone

**drone in Melbourne Region, VIC | Gumtree Australia Free Local ...**  
<https://www.gumtree.com.au/s-melbourne/drone/k0l3001317>  
Hubsan X4 H501s drone up for sale, in perfect working order and with lots of spares / extras. This drone is awesome value as it offers high end features that you ...

drone for sale

All Shopping Images Videos News More Settings Tools

About 25,200,000 results (0.53 seconds)

**Drones - Save up To 72% - auselectronicdirect.com.au**  
[Ad](#) [www.auselectronicdirect.com.au/Drones](http://www.auselectronicdirect.com.au/Drones)  
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Drone With Camera · GPS Drones · Remote Control Drones · Racing Drones

**Just Drones Australia - EOFY Sale - 20% OFF All Drones**  
[Ad](#) [www.justdrones.com.au/](http://www.justdrones.com.au/) (03) 9317 3560  
Coolest Toy + Hobby + FPV Racing + Camera RC Quadcopters Free Delivery in AUS  
Store · Contact · Classifieds · News

**2017 Best Camera Drone To Buy - Drone Reviews & Comparisons**  
[Ad](#) [campaign.dji.com/drone-guide](http://campaign.dji.com/drone-guide)  
4.5 ★★★★★ rating for dji.com  
Everything you need to know about your new camera drone and more!

**Hover Camera Passport Drone - Only at Apple**  
[Ad](#) [www.apple.com/au/Hover-Camera](http://www.apple.com/au/Hover-Camera)  
Your self-flying personal photographer. Now available. Learn more and shop now.  
4K Video · Enclosed propellers · Lightweight & Portable · 13MP Photos

**Drones For Sale, Parrot Drone| Harvey Norman**  
[www.harveynorman.com.au/cameras-printers-photocentre/drones/drones](http://www.harveynorman.com.au/cameras-printers-photocentre/drones/drones)  
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**drone in Melbourne Region, VIC | Gumtree Australia Free Local ...**  
<https://www.gumtree.com.au/s-melbourne/drone/k0l3001317>  
Hubsan X4 H501s drone up for sale, in perfect working order and with lots of spares / extras. This drone is awesome value as it offers high end features that you ...





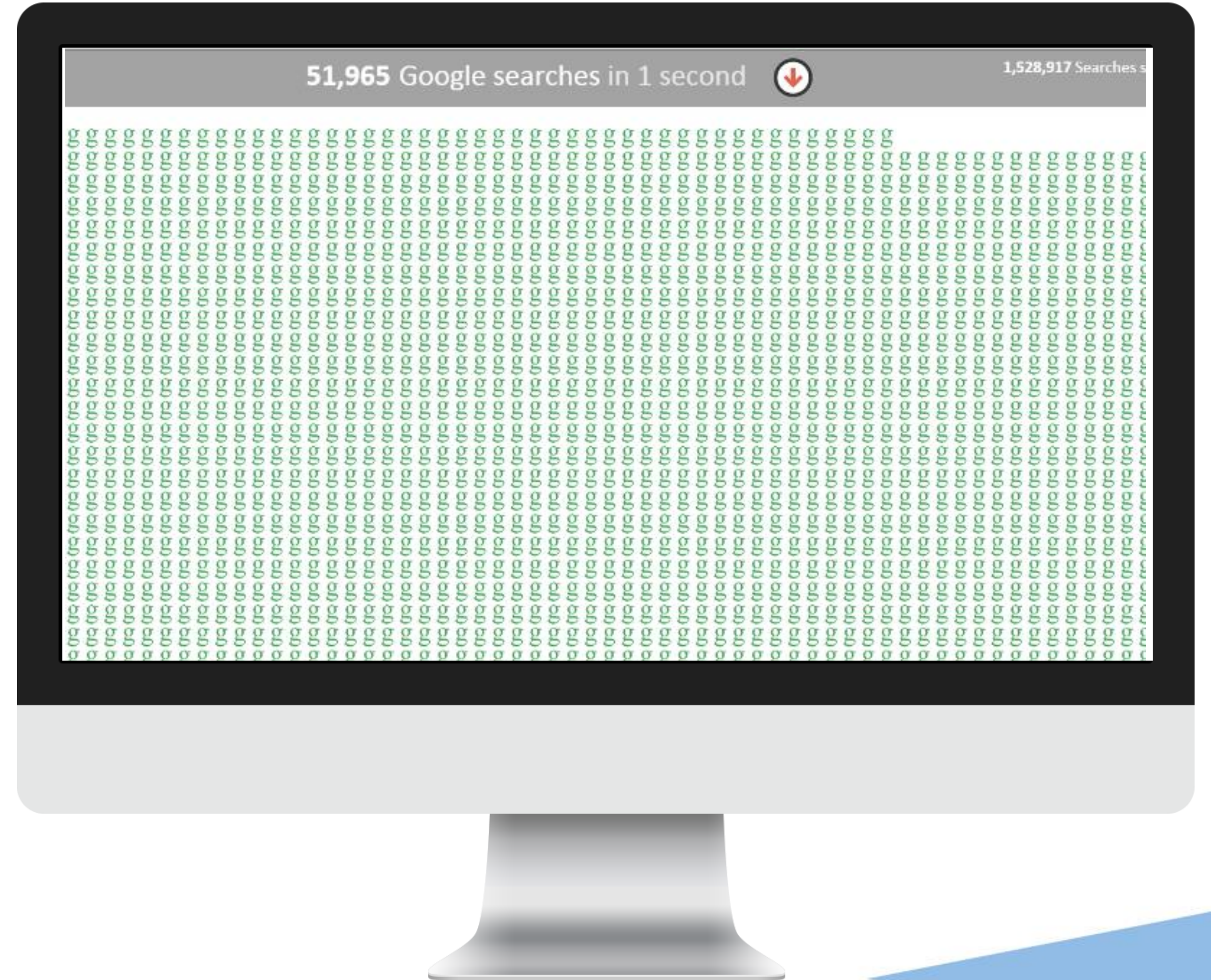
# HOW GOOGLE WORKS



# WHY SEO?

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2.3  
million  
SEARCHES  
PER  
second

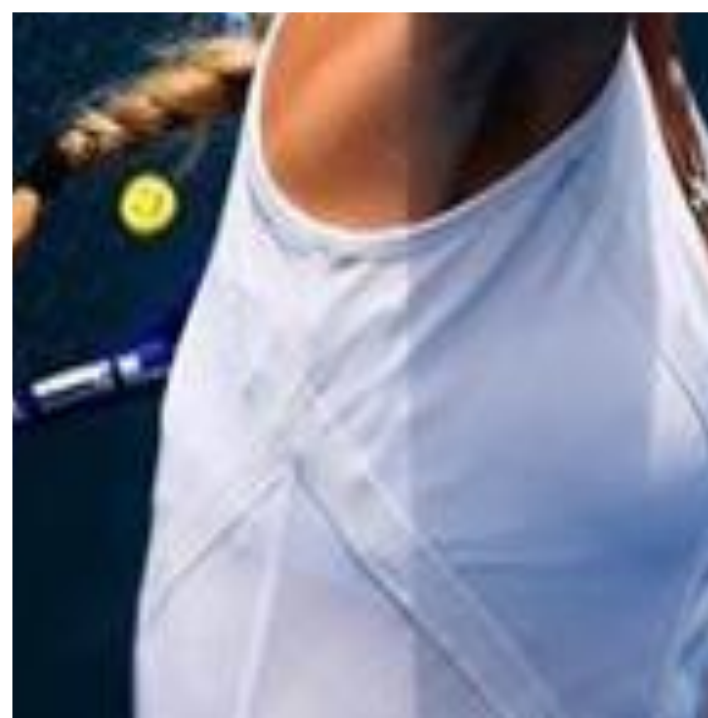






**IT'S ALL ABOUT  
PAGE 1**





95%

of clicks  
HAPPEN

ON  
PAGE ONE



### Restaurants around Bay Street, Brighton, Melbourne - Urbanspoon ...

<https://www.zomato.com> › Australia › Melbourne ▼

Winter Dinner Special Monday & Tuesday Nights June - August 5pm-6:30pm 2 courses 39pp / 3 courses 49pp Inclusive of a glass of Vino. Today:.

### The 10 Best Brighton Restaurants - TripAdvisor

<https://www.tripadvisor.com.au> › ... › Greater Melbourne › Bayside › Brighton ▼

... See 4017 reviews of 127 Brighton restaurants and search by cuisine, price, location, and more. ...  
Sails on the Bay .... #1 of 212 Restaurants in St Kilda.

### The 10 Best Port Melbourne Restaurants - TripAdvisor

<https://www.tripadvisor.com.au> › South Pacific › Australia › Victoria › Melbourne ▼

Port Melbourne Restaurants - Melbourne, Victoria: See 943 TripAdvisor traveler reviews of 943 restaurants in Port Melbourne and search by cuisine, price, and ...

### The 30 Best Restaurants Port Melbourne - Dimmi

<https://www.dimmi.com.au/restaurants-melbourne/...restaurants/port-melbourne-vic> ▼

Find & book the best 30 restaurants in Port Melbourne, VIC 3207. Read reviews and menus, book online instantly, earn rewards. The Provincial Hotel, Mr ...

### The 30 Best Restaurants Brighton - Dimmi

<https://www.dimmi.com.au/restaurants-melbourne/bayside-restaurants/brighton-vic> ▼

Find & book the best 30 restaurants in Brighton, VIC 3186. ... St Kilda. (8.4) from 1192 reviews. Italian; Fine dining, Special occasion; \$95 average per person ...

### Bay Street Grill & Pasta Restaurant, North Brighton - Menus, Reviews ...

<https://www.dimmi.com.au/restaurant/bay-street-grill-and-pasta> ▼

Seduced by an Italian. Right next door to the Brighton Palace Theatre, Bay Street Grill and Pasta is perfect for a pre-show wine and antipasto or post-show coffee ...

### Vivace

[www.vivace.com.au/](http://www.vivace.com.au/) ▼

Welcome to Vivace this Suburban Italian restaurant has a very classy and warm atmosphere, with soft and intimate lighting. ... 317 Bay St, Brighton.

### Dining « Bay Street

[www.baystreet.com.au/dining/](http://www.baystreet.com.au/dining/) ▼

Whatever the occasion, you'll find a mouth-watering choice at Bay Street. Looking for family dining? All our restaurants offer children's menus and offer indoor ...

# 50%

of clicks

HAPPEN

ON

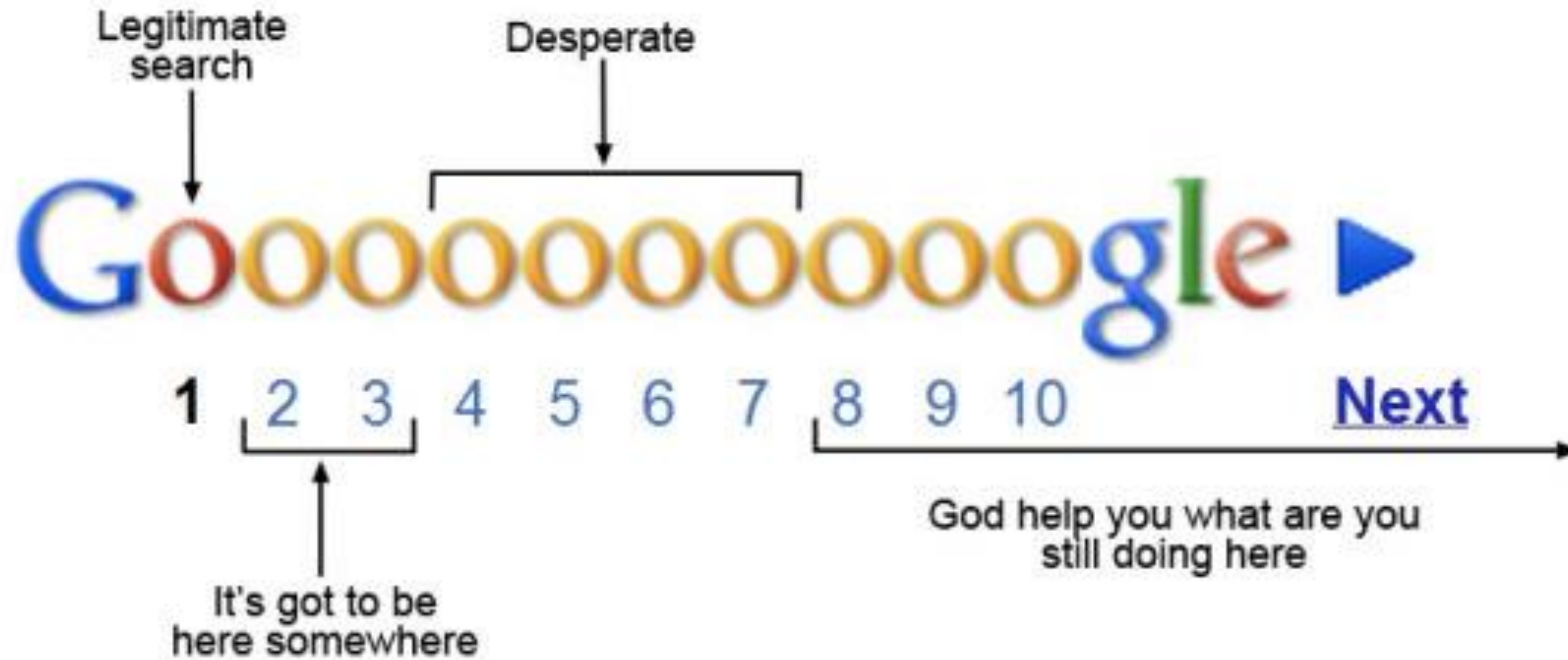
Position 1 & 2



# WHY SEO?

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EATLIVER.COM







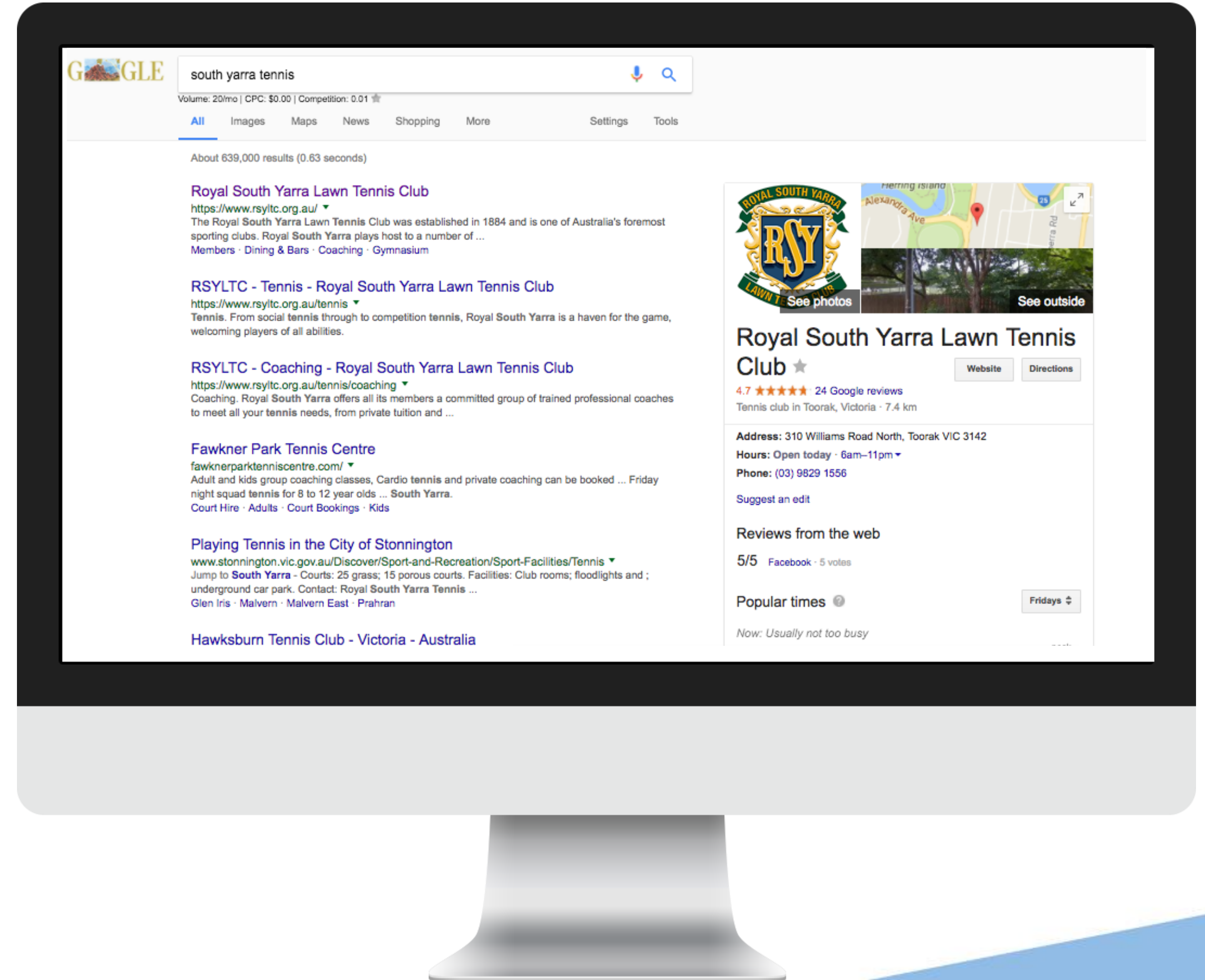
**WHAT IS SEO?**



# WHAT IS SEO?

## Search Engine Optimisation (**SEO**)

- ▶ The process of fixing your website to get the best possible results in the natural listings.
- ▶ ‘organic’ placement (i.e. not paid to Google)



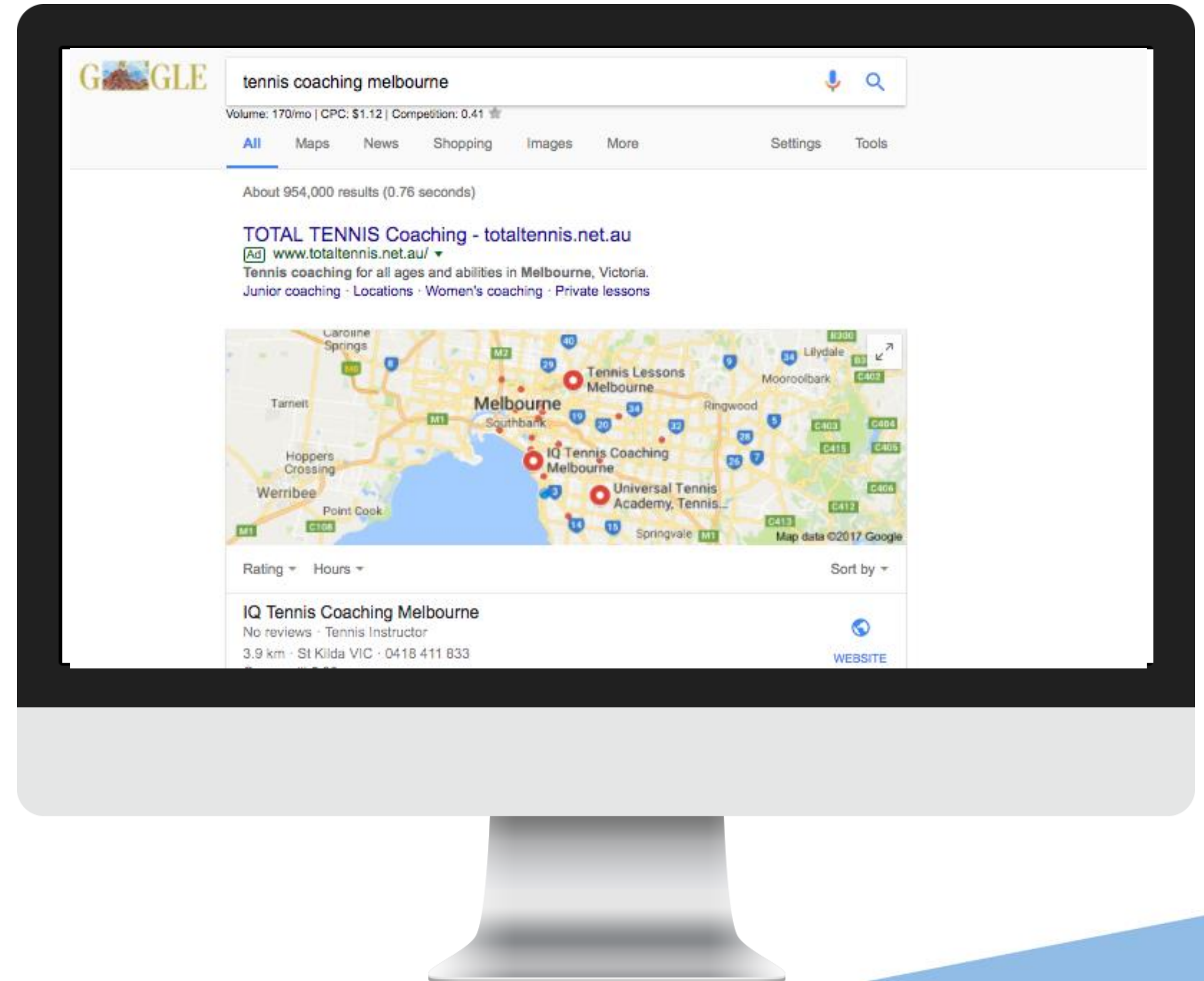


# WHY SEO?

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A strong SEO strategy can lead to:

- Increased visibility for your brand
- Improvement in overall traffic figures
- Better-quality leads
- Improved conversion rates
- Reduced cost of sales





# SEO: A MARATHON NOT A SPRINT

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**WINNING  
GOOGLE  
LOVE**



# WHAT DOES GOOGLE WANT

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ALL ABOUT RELEVANT +

AUTHORITATIVE RESULTS

You have to ask the question... are the pages on your site

the best and most relevant results when a search is made? How can you build more 'authority'?

In comes SEO.





# GETTING STARTED WITH SEO





# QUICK WIN GOOGLE MY BUSINESS



# GOOGLE MY BUSINESS

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Google My Business is a free and easy-to-use tool for clubs to manage their online presence across Google, including Search and Maps.

Makes it easy to create and update your listing — so you can stand out, and bring customers in.



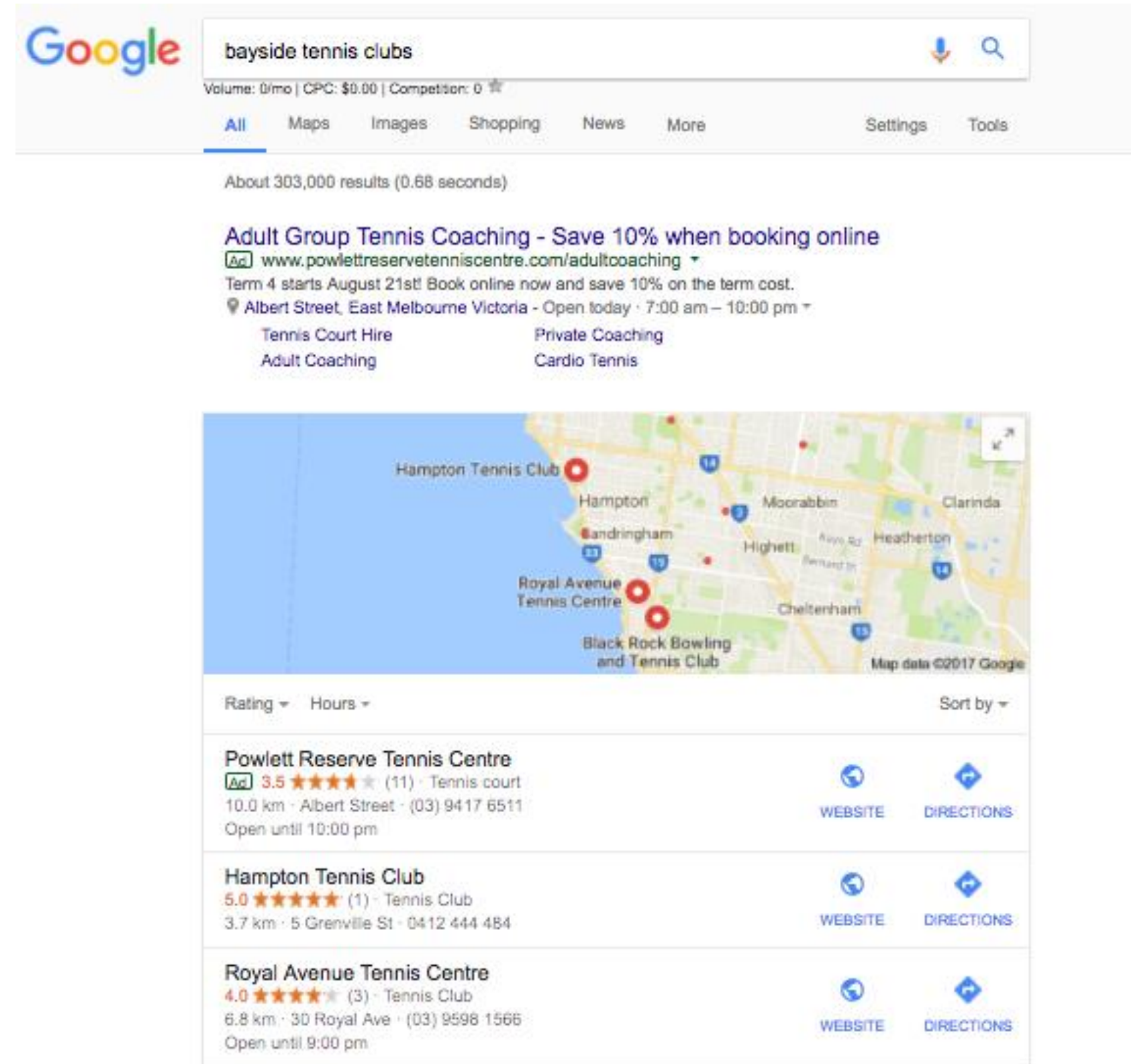


# GOOGLE MY BUSINESS

---

Puts your club info on Search, Maps and Google+ so that customers can find you.

No matter what device they're using.





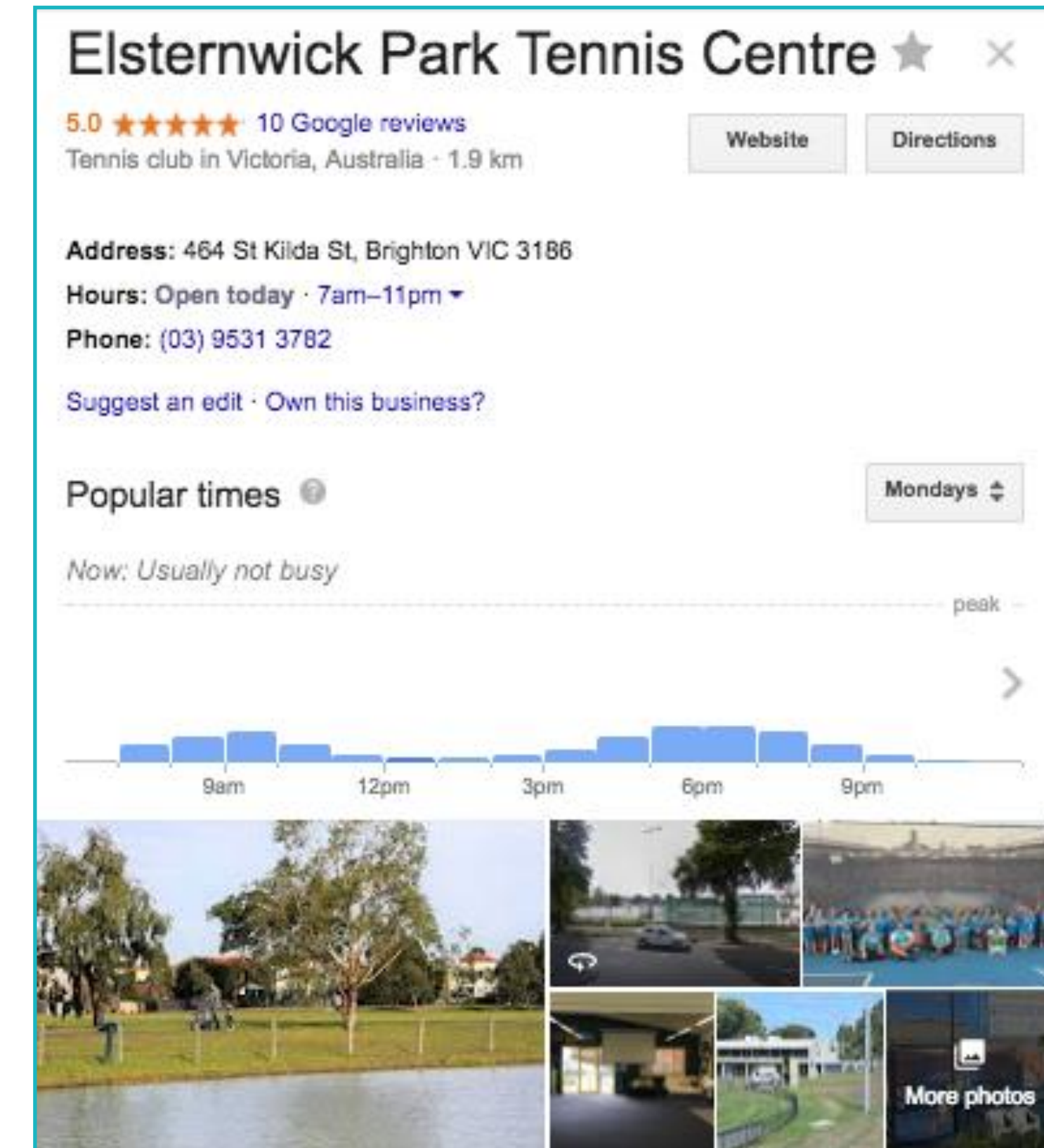
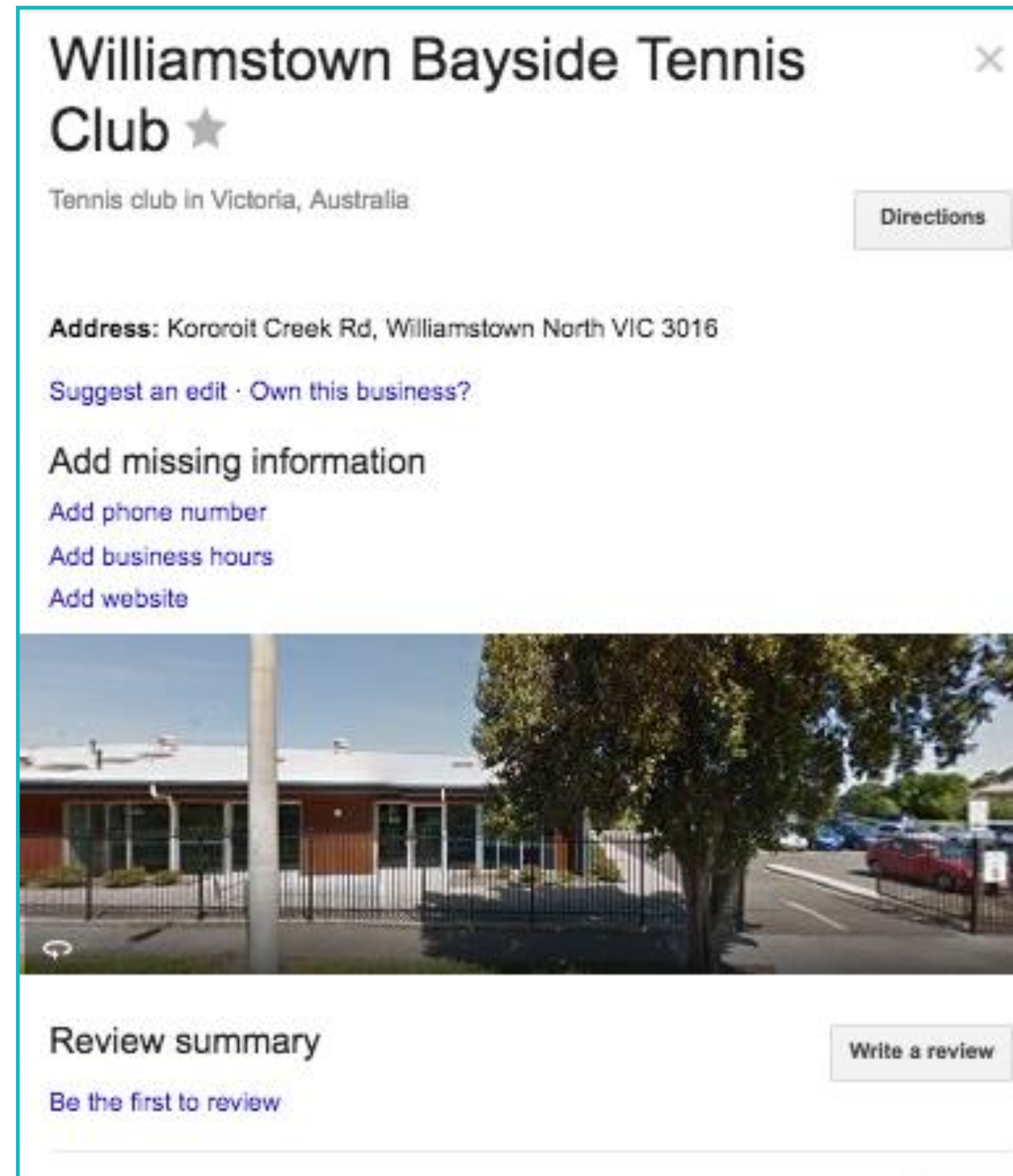
# GOOGLE MY BUSINESS

Not all listings are created equal.

Make it count by adding helpful and useful information.

Keep your listing fresh with new photos, opening hours and customer reviews.

Create your own at [www.google.com/business](http://www.google.com/business)





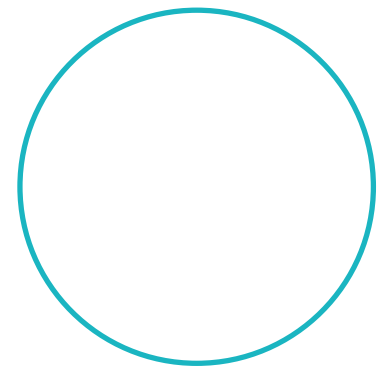


**OPTIMISE  
YOUR SITE**



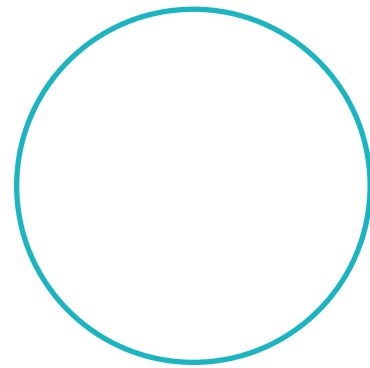
# SIMPLE SEO

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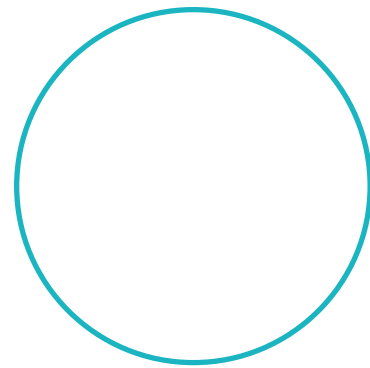
## **SITE SPEED**

We're an impatient lot these days. Load times of 5 seconds or less or we're off.



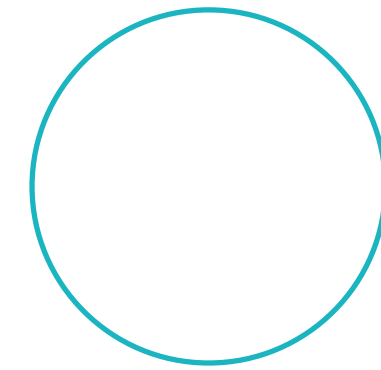
## **DIRECTORY LINKS**

Get listed and found more easily



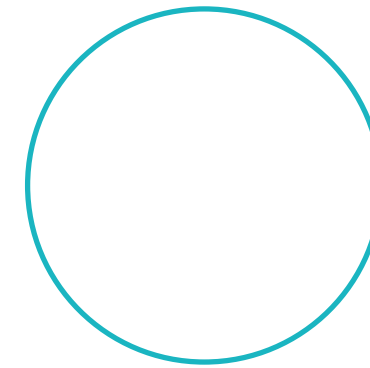
## **PAGE OPTIMISATION**

Deeper dive stuff into how you build your pages to help Google find you



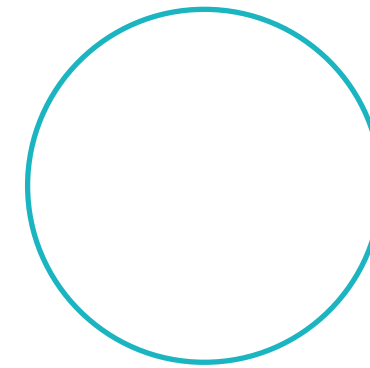
## **RESPONSIVE**

Google loves sites that look good on all devices



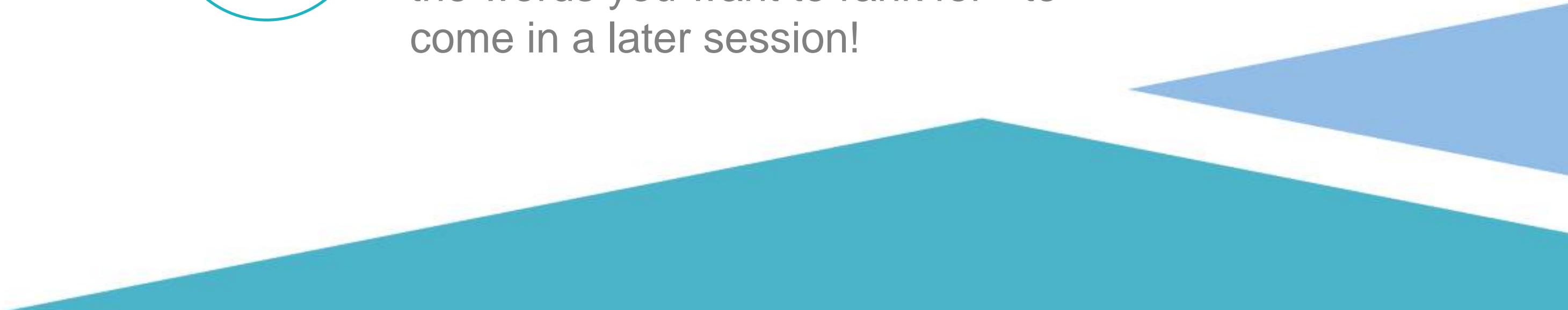
## **CLAIM LINKS**

Finding sites where you have content and ask them to link back to you.



## **KEYWORDS**

Understanding and researching all the words you want to rank for - to come in a later session!







**MOBILE  
FIRST**



# GOOGLE'S MOBILE FIRST

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- Google's mobile-first indexing.
- Unresponsive websites are now being penalised in Google's SERP





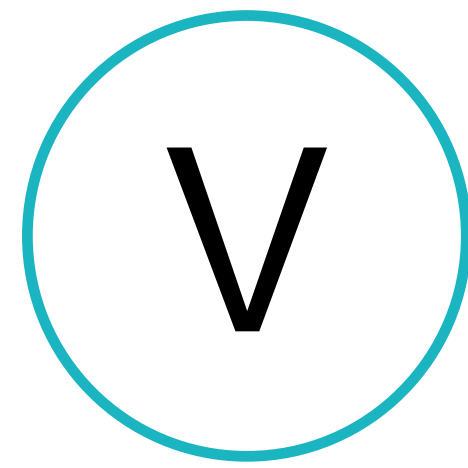


# LINK BUILDING

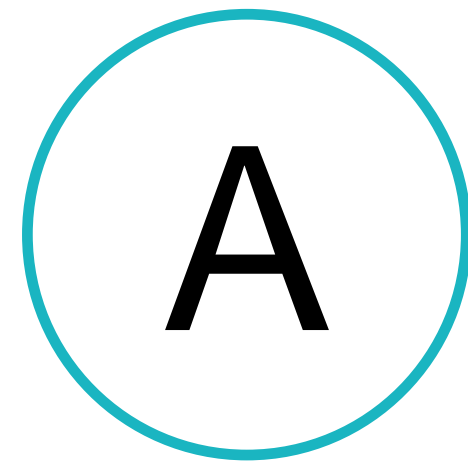


# OFF PAGE SEO - IT'S ALL ABOUT LINKS

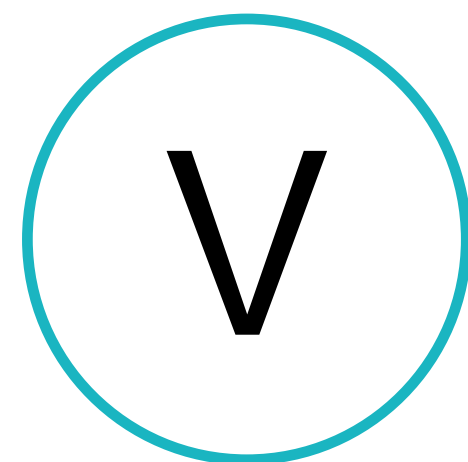
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**Volume** - Number of links should increase over time



**Authority** - Credibility of your links



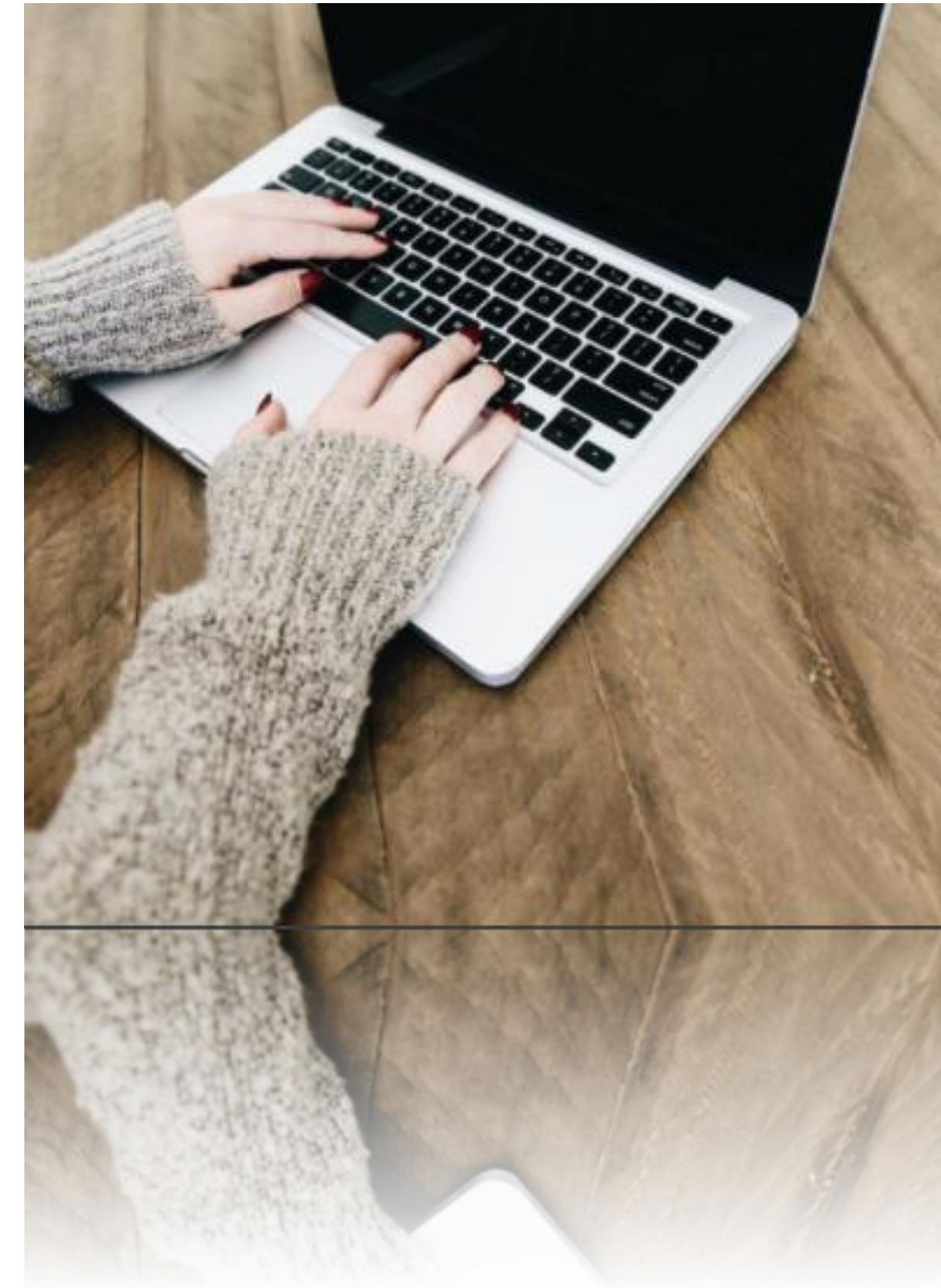
**Velocity** - Steady flow of links should stay consistent.



# HOW TO BUILD THOSE LINKS?

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- ▶ Think about opportunities to get content about the club featured and linking back to the site.
- ▶ Local newspapers
- ▶ Council website
- ▶ Sporting directories
- ▶ Sponsorships
- ▶ Coaches websites
- ▶ Schools websites
- ▶ Local sporting bloggers
- ▶ Local directories







# TAKEAWAYS

- MOBILE IS KING
- 5 Rules that makes a good website
- Importance of SEO
- Simple steps to SEO success
- *Google My Business*
- *Mobile friendly website*
- *Link Building*



A high-angle photograph of a tennis court with a vibrant blue surface and white boundary lines. In the upper left, a player in a white outfit is captured mid-air, leaping to hit a backhand shot. In the lower right, another player in a pink shirt and white shorts is seen from behind, preparing to receive the ball. The tennis net is visible in the middle ground. The scene is brightly lit, casting long shadows on the court.


# FACEBOOK FUNDAMENTALS

TENNIS WEST CLUB FORUM



# IT'S ALL ABOUT THE CONNECTION

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- ▶ Facebook isn't a sales platform.
  - ▶ It's a platform designed for storytelling and building relationships.
  - ▶ It's for sharing content that people find valuable, entertaining and/or informative.
  - ▶ It's a place where clubs can create a genuine relationship with customers.
  - ▶ It's all about connections, community & culture over commerce.
  - ▶ **56% of people will UNFOLLOW salesy or boring brands.**
- 





# SOCIAL MEDIA HABITS 2017



# SOCIAL MEDIA FUNDAMENTALS

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Almost eight in ten people...



**79%**

now use  
social media

which is

**↑10**

points higher  
than last year



# SOCIAL MEDIA – WHERE?

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Where people check social media...



**96%**  
at home



**59%**  
in the bedroom



**43%**  
on public  
transport



**35%**  
at work



# SOCIAL MEDIA – WHERE AT HOME?

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## Where we socially network at home

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84%	Lounge/living room
59%	Bedroom
34%	Kitchen
20%	Study
14%	Bathroom
12%	Toilet



# SOCIAL MEDIA – WHEN?

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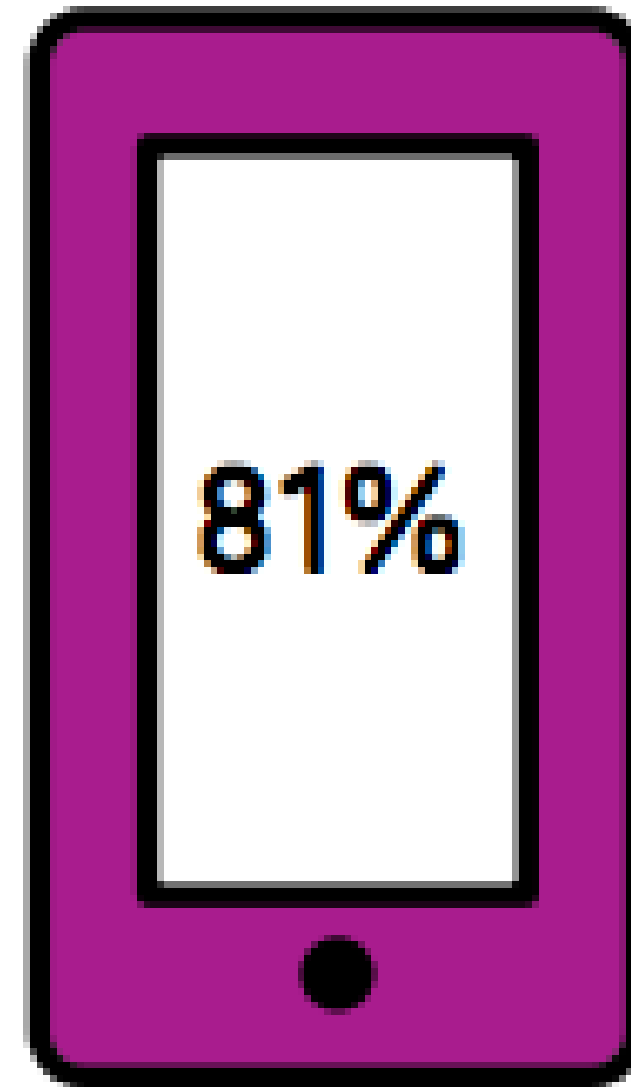
## When we socially network

71%	In the evening
57%	First thing in the morning
47%	Lunchtime
47%	Breaks
39%	Last thing before I go to bed
21%	During work
18%	Commuting



# SOCIAL MEDIA IS A GAME OF PHONES

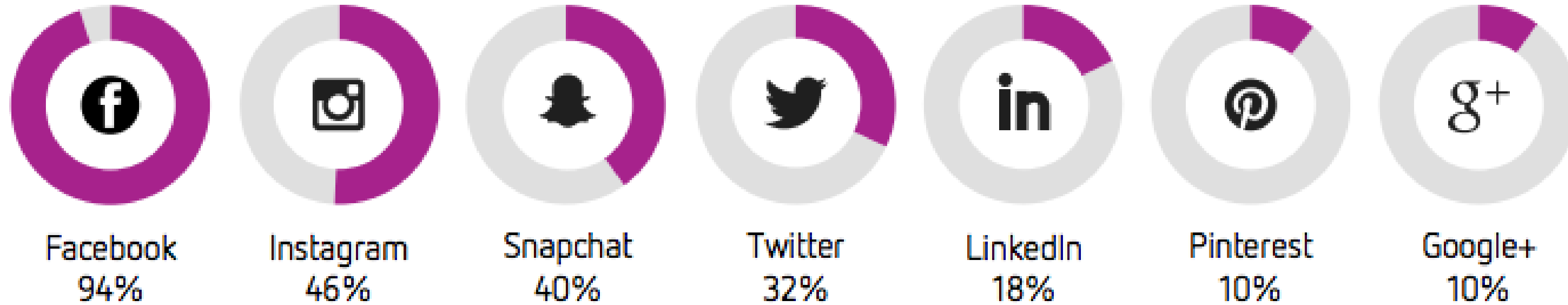
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81% of people use smartphones to access social media

# WHAT PLATFORMS ARE WE USING?

## Social networking sites used this year





# DEMOGRAPHICS BY PLATFORM

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Social networking sites used	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook	91%	97%	94%	99%	90%	94%	91%
LinkedIn	22%	14%	10%	22%	22%	25%	9%
Instagram	50%	41%	81%	56%	35%	16%	9%
Google+	11%	10%	4%	9%	15%	16%	12%
Twitter	35%	28%	70%	20%	15%	17%	13%
Snapchat	43%	36%	77%	49%	25%	10%	4%
YouTube	60%	43%	75%	45%	54%	37%	26%



**FACEBOOK IS KING**



# FACEBOOK

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- Social Media Royalty - most widely used platform across all ages and genders
- 90% of FB daily users access on mobile
- Just about everyone is on there (62% of Australian population)
- Facebook advertising targeting capabilities are out of this world.
- Clubs will need to have a page to advertise.



# FACEBOOK – IT'S ALL ABOUT THE NEWSFEED

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- ▶ The goal of the news feed is to show everyone the right content at the right time so they don't miss anything
- ▶ Typical user has **1,500+** stories that *could* be shown in their news feed
- ▶ Facebook algorithm decides what posts to show and in what order
- ▶ Based on over 100k factors including trending topics, post popularity, likes and comments and who you interact and engage with regularly
- ▶ Average page gets around 2% reach organically





# AVG. ORGANIC REACH OF CONTENT PUBLISHED ON FB BRAND PAGES

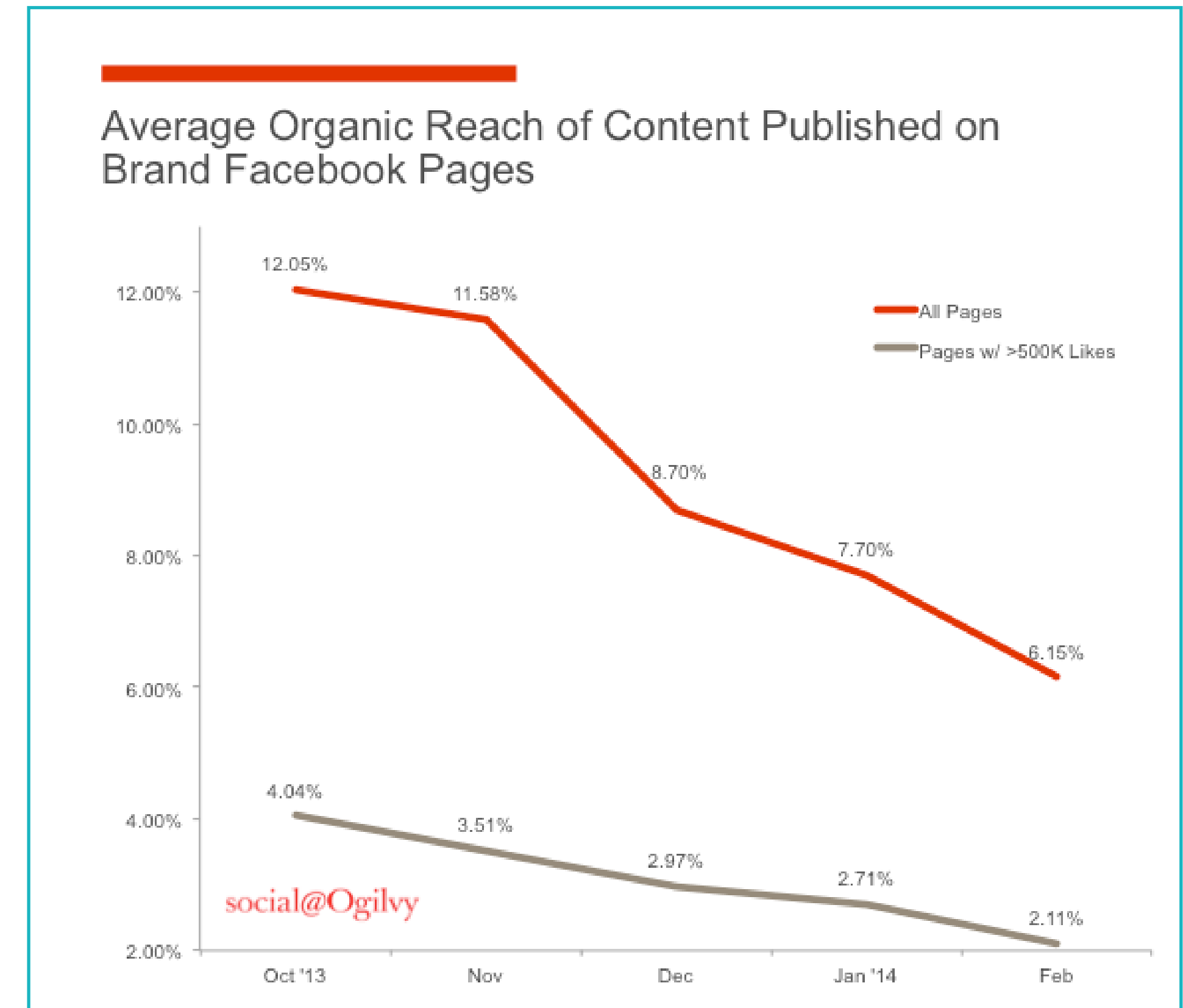
---

The days of free and easy reach are gone.

These days, only 1- 2% of people who 'like' your page actually see your content.  
Why? Well, Facebook got busy.

In just one year 2015 to 2016, over 10 million new businesses joined Facebook.  
You need to work harder & smarter to get attention.

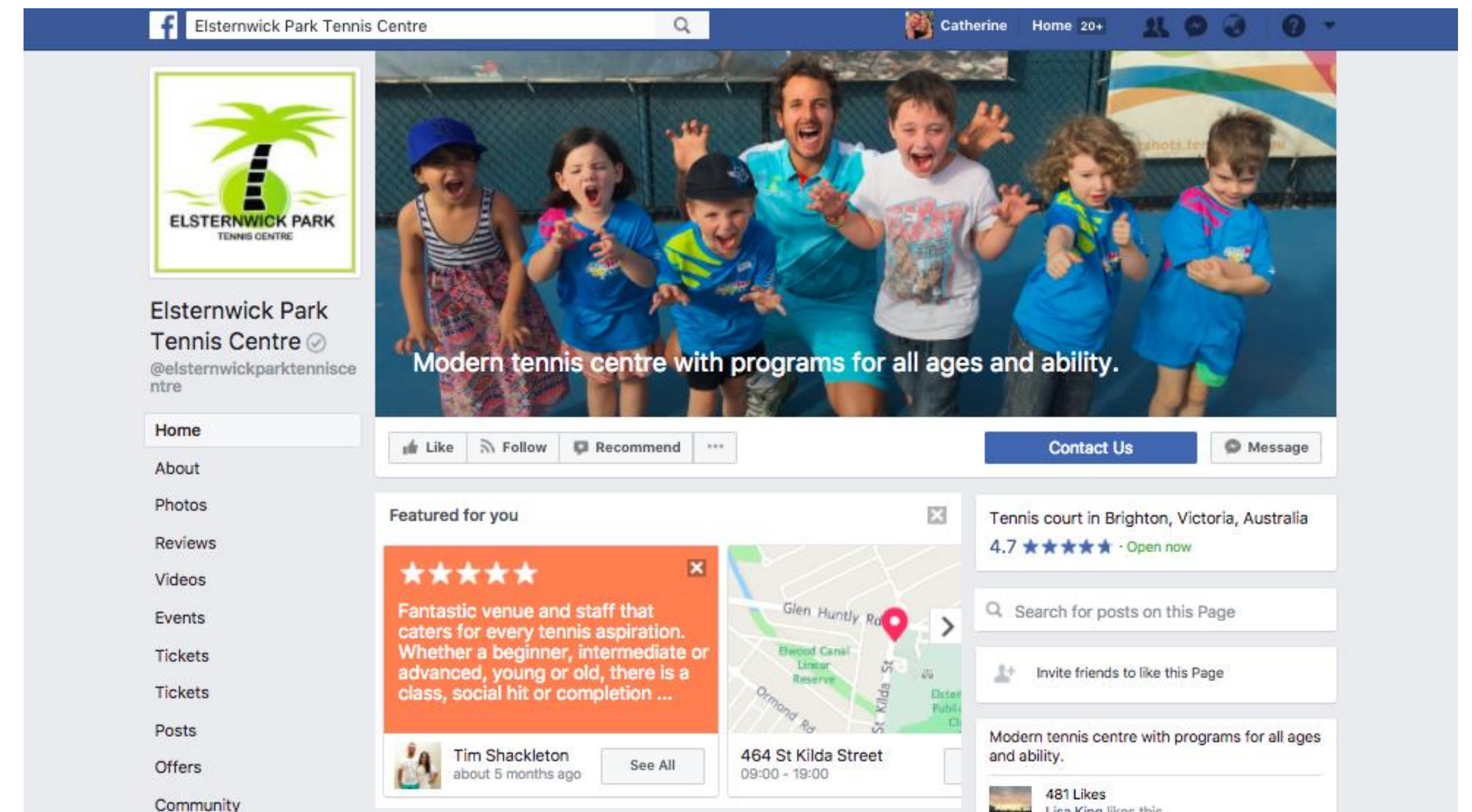
Or pay to play (boost or advertise)



# SHOULD CLUBS HAVE A PAGE?

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- ▶ It's a no-brainer for a club to have a page.
- ▶ If you have an active Facebook account, it will show up in Google searches.
- ▶ People will click on the link and can start checking you out to find out more about you.
- ▶ Could be a good short term alternative to update your Facebook page if your website is back in the dark ages.
- ▶ Make sure you complete your profile as fully as possible with quality images, a profile, contact details.
- ▶ Even if you don't build a following you'll create visibility and a good first impression.

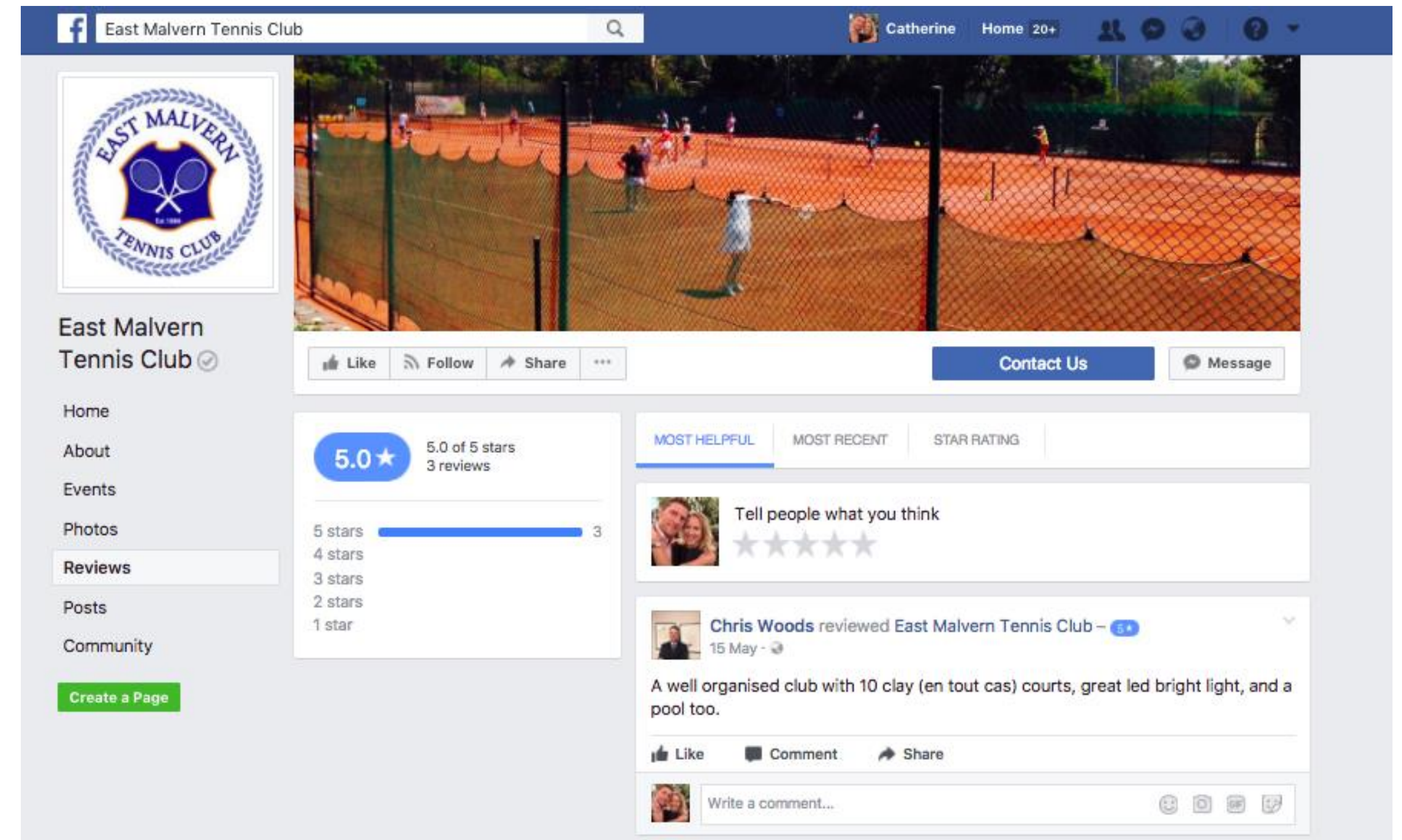




# QUICK WINS

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- ▶ Quick win 1: work on a review strategy: Get people leaving positive reviews about you on your page - leaves a good first impression.
- ▶ Quick win 2: encourage the community to spread the word and check-in, tag and post a photo on their feed.







**GROUPS**



# GROUPS

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- ▶ Groups exist for anything and everything - wherever people want to connect over common interest.
- ▶ A great way to manage communities and build engagement
- ▶ A place for people to share their common interests and opinions
- ▶ Hosted by you but users can ask advice, share opinions, discuss issues, post photos and content
- ▶ Clubs can also join groups, comment and add value - be helpful, don't sell!







# BEGINNERS GUIDE - THE BOOST



# TIPS TO PAID SOCIAL:

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- ▶ Test your posts organically before you make them paid - sends Facebook signpost that it's good content.
- ▶ Don't make any ads too salesy.
- ▶ Don't advertise just for awareness - drive action!
- ▶ The "Boost" is a good place to start.
- ▶ You can experiment with a small budget. (\$30+)
- ▶ Promote your best content
- ▶ Be patient - it can take time to see results
- ▶ Keep an eye on your insights and optimise



The image shows a Facebook sponsored post for General Assembly. At the top left is the GA logo (a red gear with 'GA' inside) and the text 'General Assembly' followed by 'Sponsored · 🌐'. Below this is the text: 'General Assembly offers the most prestigious education in coding, design, data, marketing and product management.' The main image is a woman sitting at a long wooden table in a dark room, working on a laptop. Behind her is a large red gear logo with 'GA' and the words 'GENERAL ASSEMBLY' on the wall. Below the image is the text: 'Find out why 300,000 people chose GA' followed by 'Get an edge in your career by learning the most critical and in-demand skills of the 21st Century at one of our campuses or online. You'll see why over 300,000 people have chosen GA over the competition.' At the bottom left is the URL 'GENERALASSEMBLY.LY' and at the bottom right is a button that says 'Apply Now'.

# FACEBOOK: THE BOOST

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- ▶ This is the most basic form of Facebook advertising you can do.
- ▶ Because organic reach is so low you get the option to 'boost' your posts out to reach more people.
- ▶ More page 'fans', or **their friends**, or an audience you choose.
- ▶ Boost only the best posts
- ▶ Pick helpful posts, content that gets you sign ups

### Reach more people by boosting your post

[Learn More](#)

**Audience**  People who like your Page and their friends [?]  
 People you choose through targeting [?]

**Maximum Budget**  ▼


**Est. People Reached** **170,000 - 450,000** of 21,000,000  
  
Your budget and targeting determine how many people your post will reach.


[More Options](#) ▼


By clicking "Boost Post," I agree to Facebook's [Terms and Advertising Guidelines](#).





# WHAT CAN YOU BOOST?

 243 likes **+3 this week**  
Robyn Cara and 2 other friends

 141 post reach this week

 **See Pages Feed**  
Posts from Pages that you've liked as your Page

 Invite friends to like this Page

 **Boost your Page for \$5**  
Reach even more people in Australia  
**Promote Page**

**Want More Page Likes?**  
A new and simple way to create an advert to encourage more people to like your Page.

[Learn more](#) **Skip**



 **Get more likes, comments and shares**  
Boost this post for £4 to reach up to 830 people.

39 people reached **Boost post**

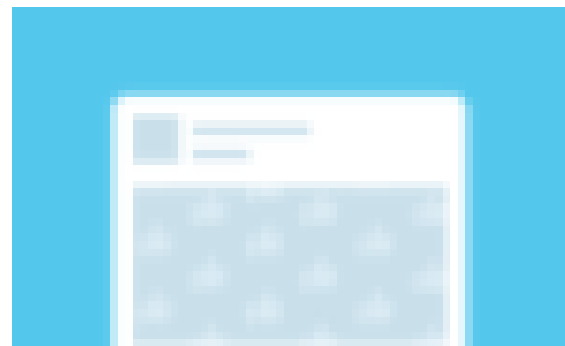
# CHOOSE YOUR OBJECTIVE

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Change objective



What results would you like from this post?



**Engagement: reactions, comments and shares**

Prioritise showing your boosted post to people who are likely to engage with it.



**Website visits: encourage people to visit your website**

Prioritise showing your boosted post to people who are likely to visit your website.



Cancel

Save



# CALL TO ACTION

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POST BUTTON (Optional)

Add a button to your post ⓘ

Learn More ▼

No Button

Shop Now

Book Now

✓ Learn More

Sign Up

Get Directions

Send Message

to the link in your post.

se through targeting

Edit

in: Australia: Victoria



**FIND YOUR  
PEOPLE**



# AUDIENCE TARGETING

---

Edit "People you choose through targeting" audience ✕

Make sure that you save your edits once you've finished.

Gender ?

All  Men  Women

Age ?

-

Locations ?

Australia

Victoria

Add locations

Detailed targeting ?

INCLUDE people who match at least ONE of the following ?

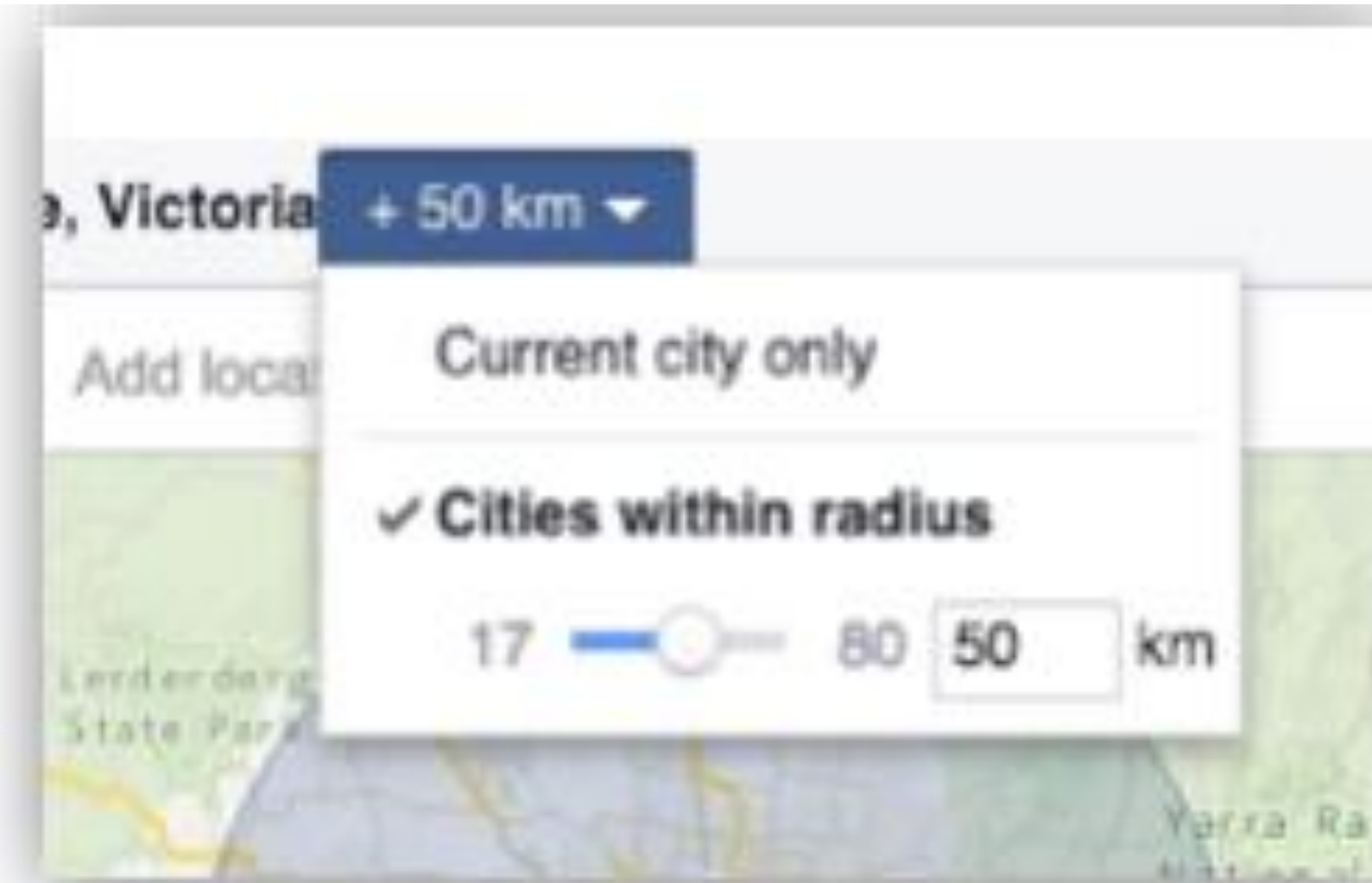
Add demographics, interests or behaviours | [Suggestions](#) | [Browse](#)

Exclude people

Get better results by showing this advert to additional groups of people who are likely to engage with it. ?

# LOCATION TARGETING

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# INTEREST AND BEHAVIOUR TARGETING

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Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

EXCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse



Add demographics, interests or behaviours | Suggestions | Browse

- ▶ Demographics ⓘ
- ▶ Interests ⓘ
- ▶ Behaviours ⓘ
- ▶ More Categories ⓘ

# BUDGET AND DURATION

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**Total budget** ⓘ

\$7.00 AUD

**Estimated people reached** ⓘ

1,300-3,300 people of 2,500,000

Refine your audience or add budget to reach more of the people who matter to you.

**Duration** ⓘ

**1 Day** 7 Days 14 Days

Run this advert until

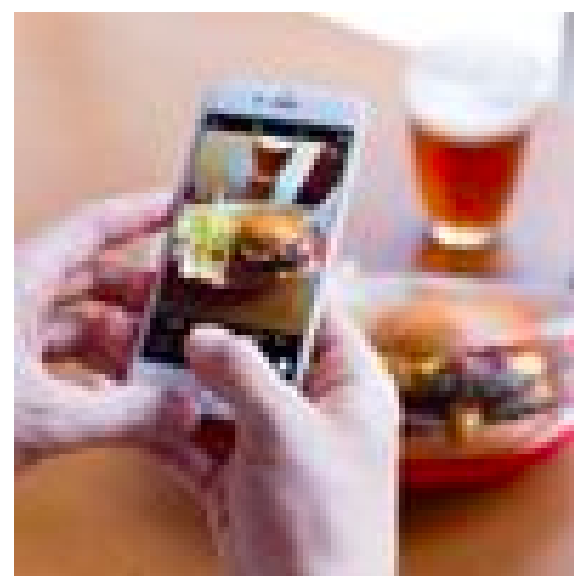


# TRACK AND MEASURE

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## Recent promotions on Photography Studies College

[+ Create New Promotion](#)



### Boosted post

Finishes in 19 days

PSC invites you to immerse yourself in the world..

Promoted by Rachel Psc on 06/22/2017

179

People reached

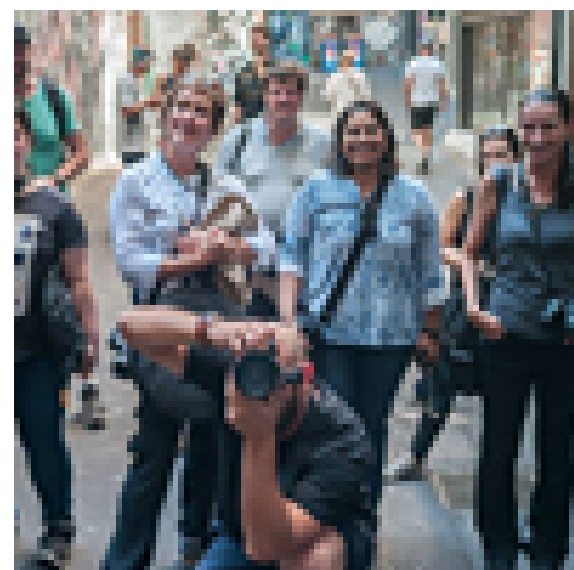
20

Post engagements

\$1.35

Spent out of \$36.00

[View Results](#)



### Event promotion

Finishes in 6 days

Experience Day for Secondary School Students  
Wednesday, 28 June 2017, 10:00 - 14:00

Promoted by Rachel Psc on 06/14/2017

1,778

People reached

47

Engagements

\$43.09

Spent out of \$67.00

[View Results](#)





# FACEBOOK ADS



# TYPES OF ADS

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**Single image** - a single image ad. This image is either populated automatically or you need to provide one in the correct specs.

**Carousel** - a multiple image or video ad with up to 10 images.

**Slideshow** - a looping video ad with up to 10 images.


**Canvas** - a full screen experience.

**Video** - video is hands down the most effective - and cost effective - form of Facebook advertising currently


Don't forget captions!



# DESKTOP AND MOBILE NEWSFEED AD

① Jasper's Market  
② Sponsored · 


③ It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

④ 


⑤ **Fig Tart with Almonds**  
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time ...  
[WWW.JASPERS-MARKET.COM](http://WWW.JASPERS-MARKET.COM) [Learn More](#)

87 Likes · 5 Comments · 13 Shares

[Like](#) [Comment](#) [Share](#)

① Jasper's Market  
② Sponsored · 

③ It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

④ 

⑤ **Fig Tart with Almonds**  
The simplicity of this tart perfectly ... [Learn More](#)  
[www.jaspers-market.com](http://www.jaspers-market.com)

87 Likes · 5 Comments · 13 Shares

[Like](#) [Comment](#) [Share](#)

## 1. Social Information

When available, people will see if their friends have engaged with your business.

## 2. Business Name

The name of your business always shows prominently.

## 3. Text

Grab interest with more info about what you're advertising.

## 4. Images and Videos

Compelling images and videos encourage your target audiences to engage.

## 5. Call to Action (optional)

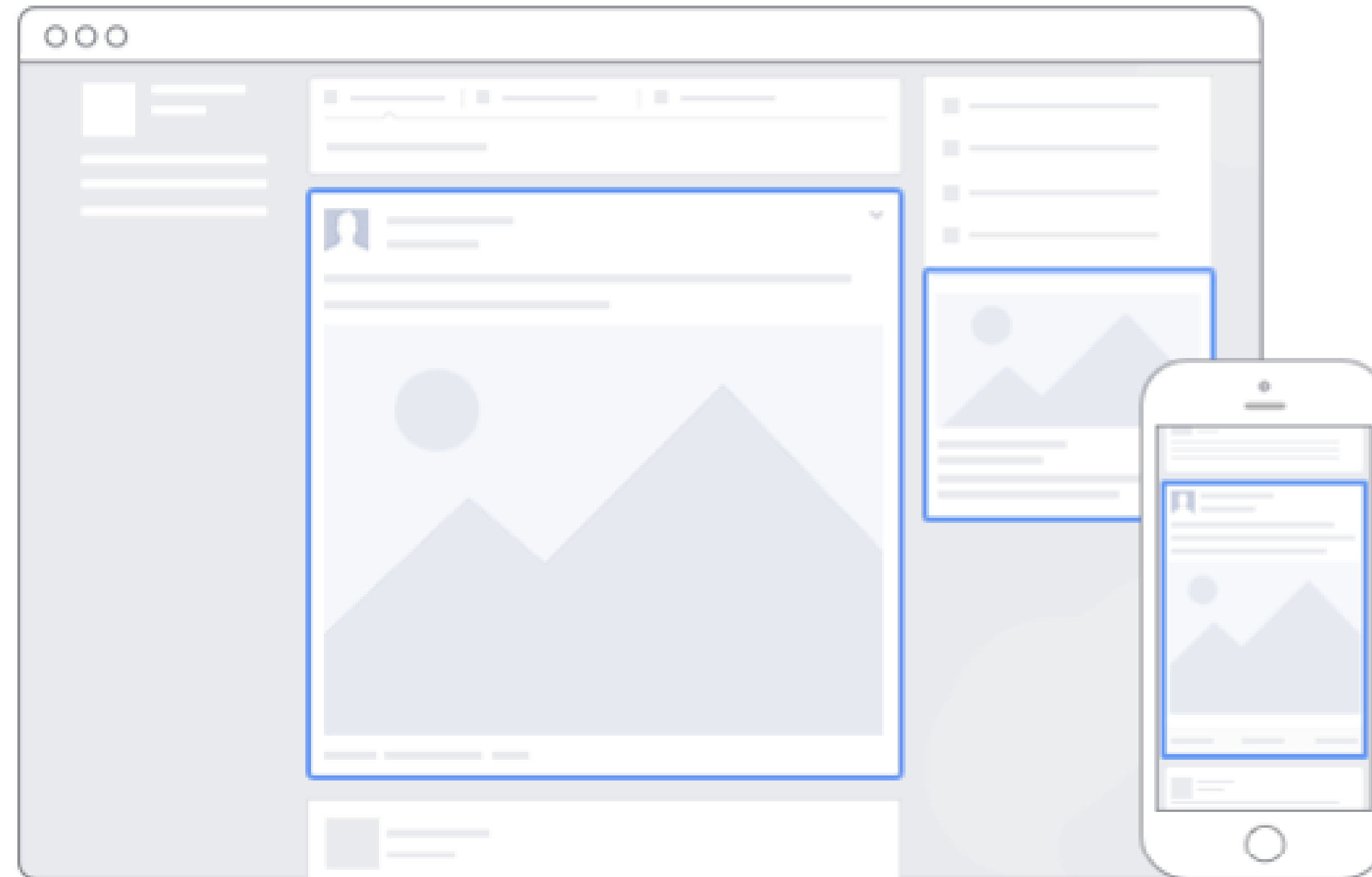
A customizable button encourages people to click.



# AD PLACEMENT OPTIONS

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Facebook Desktop and Mobile



# CANVA: 5 STEPS TO FACEBOOK ADS

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- ▶ Create a new Canva account to get started with your own Facebook Ad design.
- ▶ Choose from a library of professionally created templates.
- ▶ Upload your own photos or choose from over 1 million stock images.
- ▶ Fix your images, add stunning filters and edit text.
- ▶ Save and share.








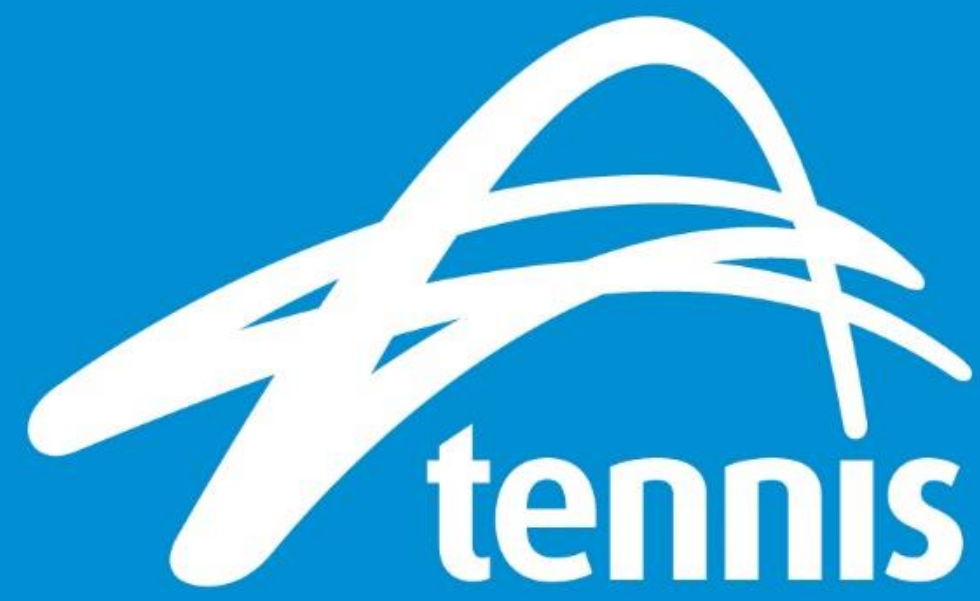
# WRAP UP

# FACEBOOK FUNDAMENTALS | TAKEAWAYS

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- ▶ Pick a channel and stick with it – Facebook is a great place to start
  - ▶ Experiment with what content works and what falls short
  - ▶ Don't try to oversell – social media is not a sales platform
  - ▶ Decide what audience you want to attract to your club and target them
  - ▶ You don't have to spend a fortune or waste time and energy to get quick wins
  - ▶ Ask for help – different voices can attract new audiences
  - ▶ Always ensure you follow the social media policy
- 





**GET  
COURT  
UP**