

MEMBERSHIP RECRUITMENT & RETENTION RESOURCES

14. Effective Social Media



Scottish
Golf

We Now Don't Need to Tell you to Use Social Media...Just How to Use It!



We don't need to bore you with why your Club needs to use social media as a marketing tool. It's safe to assume that most people know by now that half the world are on Facebook, younger generations are obsessed with Instagram and Snapchat and if customers aren't in the clubhouse, the easiest and quickest way to communicate with them is through your social media channels.

There are nearly TWO BILLION active monthly Facebook users, so we're guessing that many of your members and potential members are among them.

Even if you have your social media channels up and running, the key to success is knowing how to use them effectively to generate more business. Our guide aims to steer you in the right direction...

1. Start with Building a Relationship

Ultimately, the main reason for using Social Media Marketing is to increase sales, whether you're encouraging your members to spend more, trying to attract visitor golfers and the big-ticket item of recruiting new members. However, human nature dictates that someone isn't going to buy something from you immediately, so social media provides a great tool to help you build a relationship with your audience, which can then lead to an increase in sales.

How do you build a relationship? Keep your audience entertained, informed and engaged!
How do you achieve that? Give them good content!

2. Delivering Great Content on Social Media

For the purposes of this guide, we'll focus on Facebook, which is the biggest and most commonly used platform among the golfing demographic. And for those who are relatively new to it for business purposes, it's the easiest to use.

The beauty of Facebook is that you don't have to be an expert to be good at it. Authenticity wins the day and your audience will connect with good, authentic and simple content. Here are some tips to get you started...

3. Don't hassle people with constant sales messages

Keep your content themes varied. Help your customers get to know your club's personality and give them a flavour of all the different aspects of your club. Constantly ramming selling messages down people's throats will put them off, so intersperse them with other content that brings your club to life.

4. Mix up your golfing content

Many clubs fall into the trap of only posting competition results, but not all your members – or potential members – will be interested in these. Members will have other means of accessing competition scores, so don't think that every result needs posted. And when you are posting competition content, don't just focus on one segment – ensure you have a good mix of men's, women's, juniors, seniors, mixed and team competition news when you are posting.

5. It's not just about the golf



Good content can include other aspects of the club, such as food and drink, the people - members and staff, your sponsors, social events and engaging with your local community, including schools or showing support for your local football, netball or rugby team!

If you are looking to build a relationship with the wider community, it is important to use Facebook to highlight your support of the local community, such as your charity involvement or local causes. You want to be a more than just a golf club, because people will join for more reasons than just golf. The example (left) shows Muckhart Golf Club's female members doing their bit for the community through a Bring and Buy sale, which is likely to make them more appealing to people with a similar charitable mindset.

6. Play to your strengths

- If you market yourself as a scenic golf course, it helps to show off the views from your course with good quality photography.
- If you portray your club as family-friendly, make sure your content reflects this by highlighting your junior section or photos of families enjoying Sunday lunch.
- If your PGA has a great reputation for coaching, use them for a weekly coaching tip or video.
- If you offer a fantastic range of Membership benefits, talk about them regularly!

7. Run a Competition to Win a Prize

People love prizes! Facebook gives you the opportunity to run competitions which can also encourage organic sharing of your club posts from your followers. This might be a free 4-Ball if you're looking to attract visitors, or a free lunch if you're objective is driving traffic to your clubhouse. If you can afford to, you might even consider a big campaign to win free membership for a year, which could drive good engagement among your potential new members.

8. Celebrate your People

People also like people! Particularly if you are a community-based club, your followers will enjoy seeing features on people within your club and they are more likely to like, tag and share. If you have a member who is performing well at a national event for example, make sure you feature them. If you have good volunteers, celebrate their work on Facebook.

And for membership promotions, if you have members who are willing to talk about how great it is being a member of your club, grab them on video, interview them and share their best quotes on your page.

9. Mix your Audiences



Most clubs will have a strong adult male bias, but if you're looking to target more women, juniors or families in your marketing, it's important to highlight those currently at your club who fall into these categories. It's unlikely that you'll engage with a young mum if all your imagery or content focuses on your 50 – 60-year-old male members, so get out there and capture content of women – either out on the course or having lunch in the clubhouse. Similarly, if they have kids, they'll want to see a family-friendly junior section, showing kids having fun.

At the other end of the age spectrum, don't forget about your seniors! More and more seniors are using Facebook and the likelihood is that they'll be a big part of your membership base, as well as potential new members. Mix up your content with input from your senior teams and competitions and encourage your senior convenor to take photos. Golf clubs can be an eclectic audience so your social media content should reflect this.

Facebook Advertising - The Technical Bit

By now, you'll already be posting good content through your social media channels on a regular basis but there are still relatively few clubs using Facebook for formal advertising. If you're a novice, you might think it's a daunting experience, but there is a huge amount of help available online to guide you through the process. Facebook wants you to spend advertising budget with them and they therefore make it easy for you to do so.

Our guide will talk you through the process, but don't be afraid to search online, find a 'How To' guide on YouTube or use Facebook's many business tools if you get stuck.

Getting Started:

For each campaign that you're going to create, you need to ask yourself:

What product or services am I specifically promoting?

Membership, or attendance at an Open Day

Who am I targeting?

Pick your audience. Let's go for 35 – 55-year-old men from the local community.

Will they be a cold audience or a warm audience?

Likely to be a warm audience, who play golf already or have an interest in the sport.

What is their pain point, and what objections will they have?

It might be the cost – time versus money. Or they may have negative perceptions of being a member of a club, from their time as a junior, and not aware that the golf club is now a warm and friendly place.

Which stage of the 'sales funnel' are they at?

The three stages are awareness, repeat visibility and engagement and sales.

What is the goal of the campaign?

To attend an Open Day; to enquire about membership; to have a trial (i.e. a free round of golf); and ultimately, to buy a membership.

Do I want leads, brand awareness, site traffic, sales, or something else?

Leads for potential members.

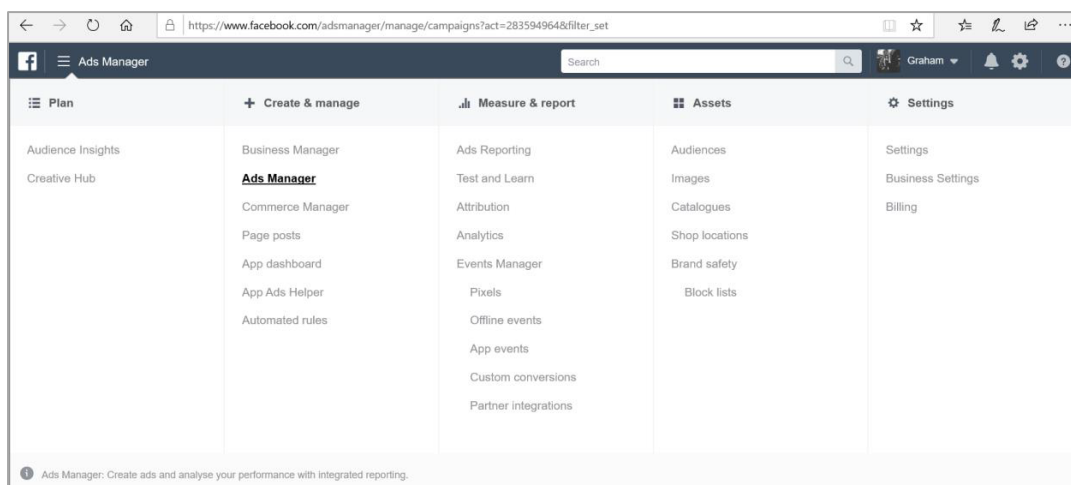
There are seven basic stages to setting up and running a Facebook advert:

1. Set Up a Facebook Business Account

In order to properly advertise on Facebook beyond simply boosting posts, you will need to set up a business account. The Guide below shows you how to set it up:

<https://www.facebook.com/business/learn/how-business-manager-works/guide>

Once you have set up your account, you should select Ads Manager from the dropdown menu as shown below:



You'll then see the below screen (this will show your live ads once they are up and running and all previous ads):

Account overview									
Campaigns									
Ad sets									
Ads									
View Setup Columns: Performance Breakdown Reports									
	Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	
<input type="checkbox"/>	Cawder Amen Corner	Inactive	Using ad se...	Post Engag...	—	—	Per Post Enga...	£0.00	
<input type="checkbox"/>	Cawder Open Day	Inactive	Using ad se...	Post Engag...	—	—	Per Post Enga...	£0.00	
<input type="checkbox"/>	Helensburgh 30-40 Feb	Inactive	Using ad se...	Post Engag...	—	—	Per Post Enga...	£0.00	
<input type="checkbox"/>	Helensburgh 18-30 Feb	Inactive	Using ad se...	Post Engag...	—	—	Per Post Enga...	£0.00	
<input type="checkbox"/>	Event: Putting & Prosecco 23rd of May 6.30-8.30pm	Completed	Using ad se...	Event Resp...	—	—	Per Event Res...	£0.00	
<input type="checkbox"/>	Event: 2019 Midway Open - Gents Individual Stableford	Completed	Using ad se...	Link Click	—	—	Per link click	£0.00	
Results from 14 campaigns				People	Total			£0.00	Total Spent

In order to start creating a new ad, select the green Create button.

2. Set your Goals

The first thing to do once you have started the creation of an ad is to select your marketing objective. There are several options that will influence how your ad operates on Facebook.

Awareness Objectives – top funnel objectives that aim to generate interest in what you have to offer.

- Brand Awareness – when you are looking to increase awareness for your brand but don't necessarily want people to engage with your content. This is more valuable for larger companies who are looking to put their brand at the front of mind with consumers and are not necessarily looking to generate web traffic.
- Reach – this will aim to get your ad seen by as many people as possible within your target audience and budget constraints.

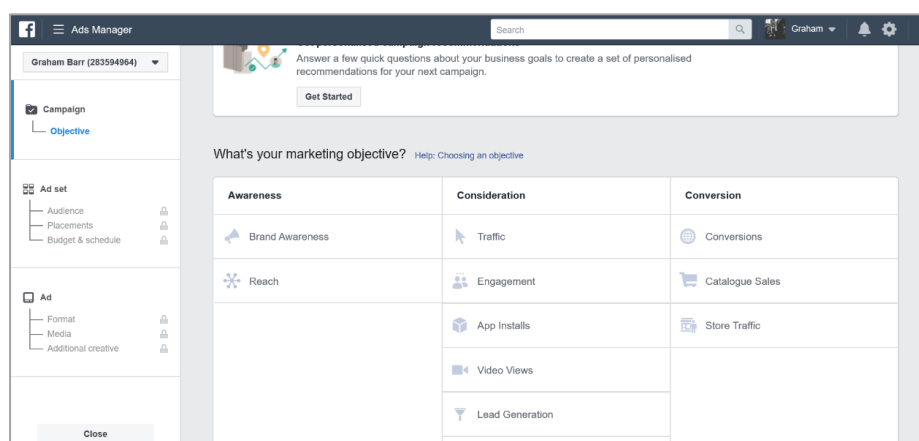
Consideration Objectives – to reach people who may have some interest in what you have to offer and are likely to want to engage or discover more information.

- Traffic – when your goal is to drive traffic outside of Facebook, for example to a blog post or landing page.
- Engagement – when you want more people to engage with your ad including reactions, likes, comments and shares. You can also use this when you wish to generate more page likes or event responses.
- App Installs – if you have an app you wish people to download.
- Video Views – when your prime objective is to get more people to view your video and your priority is not for them to click on your link or convert on whatever you are promoting.
- Lead Generation – use the lead generation objective when you want to generate leads on Facebook right within the ad and without driving traffic to your website. Facebook lead generation allows you to capture data such as name, email address, phone number etc, auto-populating this information where it is already available.

Conversion Objectives – should be used when you want people to register, opt-in, download, purchase or visit your store. The three options are below but it is unlikely you would ever use them.

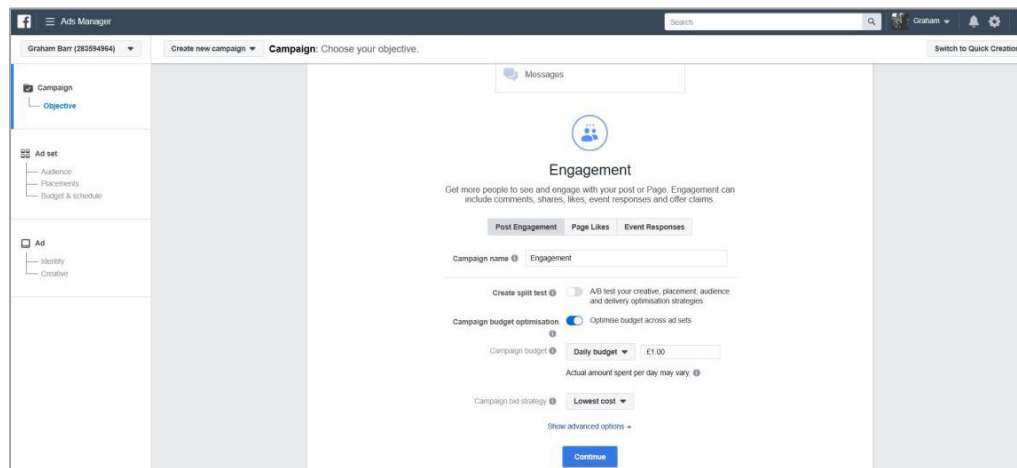
- Conversions
- Catalogue Sales
- Store Traffic

When choosing the objective as shown in the below screenshot, you should select Engagement.



When you initially go to create the advert, you will see the below asking you to outline some points about how much you will spend on the advert.

As you can see below, the daily budget is set at £1.00. This may seem low; however, it will allow you to find out if the advert is working without spending too much money. If the advert is performing well, you may want to up your daily budget slightly, and if it is performing poorly, you can change it without having spent too much money. More times than not, you will select all the other below settings as shown.

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar contains a navigation menu with 'Campaign' and 'Objective' selected. The main area is titled 'Engagement' and includes a description: 'Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.' Below this, there are three tabs: 'Post Engagement', 'Page Likes', and 'Event Responses'. The 'Post Engagement' tab is active. The form fields include: 'Campaign name' (set to 'Engagement'), 'Create split test' (unchecked), 'Ad test your creative, placement, audience and delivery optimisation strategies' (checked), 'Campaign budget optimisation' (checked), 'Daily budget' (set to '£1.00'), 'Actual amount spent per day may vary', and 'Campaign bid strategy' (set to 'Lowest cost'). A 'Continue' button is at the bottom right.

3. Setup your targeting

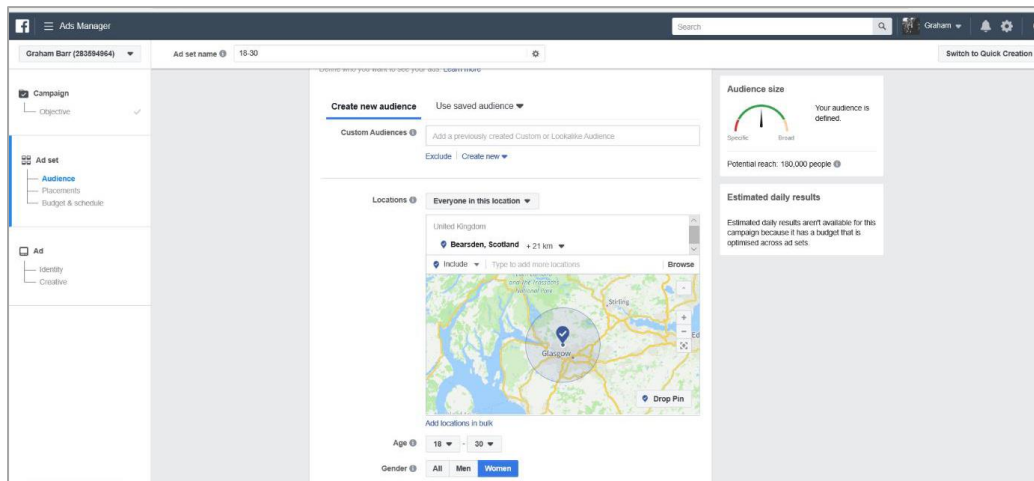
Once you have created your campaign and set its purpose, the next stage is to set up your targeting to dictate who you want to see your advert. The first things Facebook will ask you to consider are age, gender and location.

The below screenshot shows the location set as a 21km radius from Bearsden. Depending on the location of your club, you should set a similar radius from where you are. The location targeting also lets you drop pins for more precise locations – this can be handy if you are not in a central area and there are large areas with water or no houses.

In terms of age, you can see the below is set to 18 to 30 Facebook will allow you to select from 18 to 65+ but even although everyone from the age of 18 to 65+ is a potential new golfer, you should avoid running ads with such a broad age range. The reason for this is because an 18-year old may want different benefits from taking up golf as a 60-year-old would. For a young person, you may want to focus on the social aspects of golf, while for an older demographic, you may want to focus more on the health aspects. Therefore, it would be advisable to run separate ads for these different age groups.

The final point to consider at this stage is gender. This is straightforward in the sense that you simply select whether you want your advert to be seen by men only, women only or everyone.

At this point, it is valuable to note that on the right-hand side, the potential reach is 180,000 people. That means that based on the gender, location and age selections made so far, there are up to 180,000 people who could see your post. However, that is far too high and will need narrowed down.



While location, age and gender are a good start when setting up a targeted Facebook advert, that alone isn't enough. If your target audience is too large, your click-through rate will be low meaning your ads will fail. The way to solve this problem is to carry out detailed targeting.

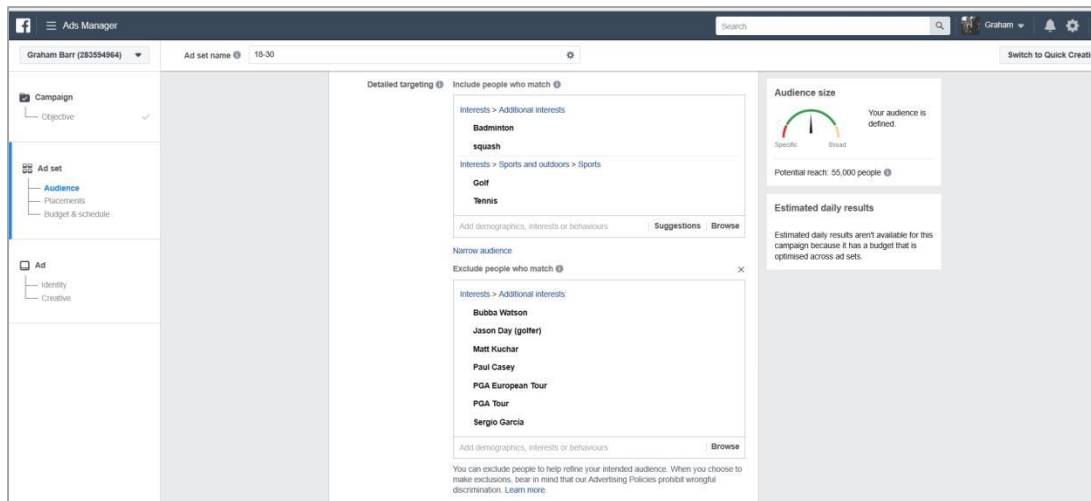
Detailed targeting will allow you to look at people's demographics (things like education, financial, life events, parents, relationships etc), people's interests (things like entertainment, fitness and wellness, food and drink, hobbies etc), and behaviours (things like device use, digital activities, purchase behaviour, consumer classification etc).

While running a golf advert, it can be tempting to target interests heavily based on golfers, golf tournaments etc. However, when trying to encourage people to take up golf for the first time, it is valuable to avoid that temptation to an extent.

For example, Tiger Woods or Rory McIlroy are so popular that they're reach will go beyond just golfers. However, if you were to put someone like Bubba Watson, the likelihood is that you will only reach golfers as it is likely that only people already playing golf would know and be interested in him. There are thousands of different interests, demographics and behaviours you can choose to target with Facebook ads. While setting up an advert, it is useful to play around with adding and deleting various interests to see the impact they have on your potential reach.

When setting up the ad, you need to select multiple interests as selecting one will still result in too broad a target group. The key thing to consider is making sure your ad message suits the interests of the audience you're trying to target. When targeting by interests, you can also choose to exclude people who have displayed an interest in something. Using the above example, you could potentially set your interests and exclude people who have shown an interest in Bubba Watson. This tool simply allows you to ensure certain people will not see your advert and you are not spending money on people who would have no interest in what you are offering.

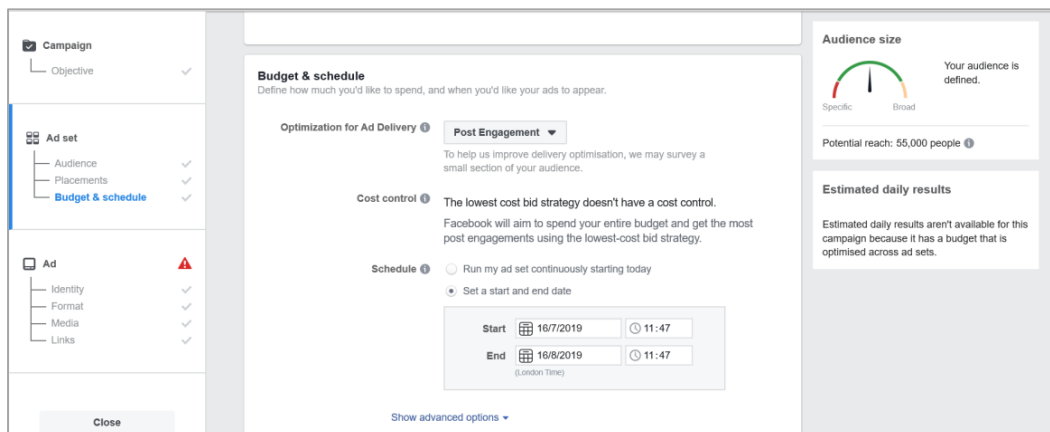
As you can see below, the interests targeted are badminton, squash, golf and tennis, however some more golf terms such as specific individual golfers and tours have been excluded to try and target people with a lesser connection to golf, but still with a general interest that may lead them to take up the sport when presented with the opportunity.



Overall, the best advice is to spend some time playing about with various interests, demographics and behaviours in order to narrow it down to an audience that works for your advert. As you can see from the above screenshot, the audience has been narrowed down to 55,000 which is useable, but the narrower you can get it the better – the more details you can put into your targeting, the more likely you are to have your adverts seen by your ideal prospective customers.

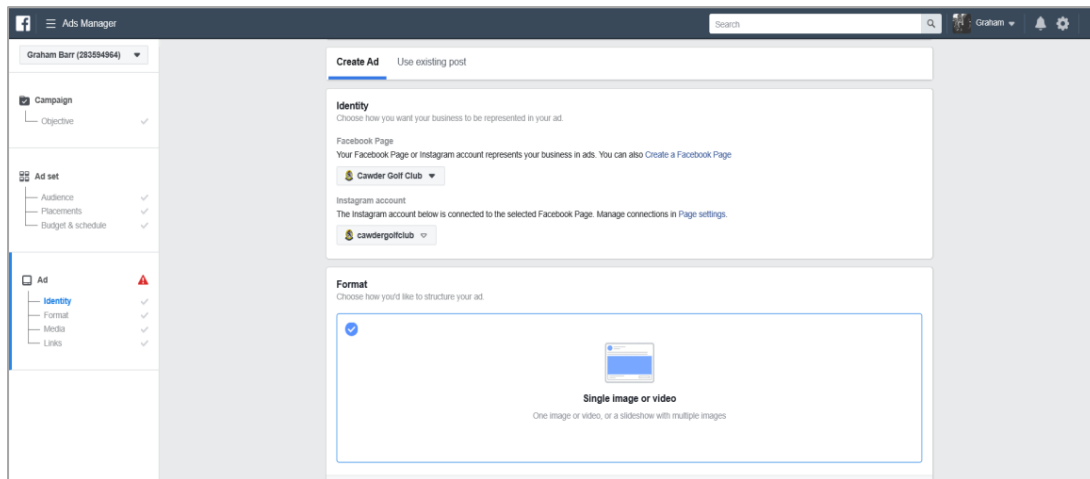
4. Define your Budget

As already discussed, when you initially go to create the advert you will see the below asking you to outline some points about how much you will spend on the advert. Once into the actual targeting and set up of the ad, you are then able to set the start and end date you would like the ad to display for. This allows you to control how long your ad will show for. It is worth noting that even once the ad is live you can alter this, as well as any other parts of the advert.



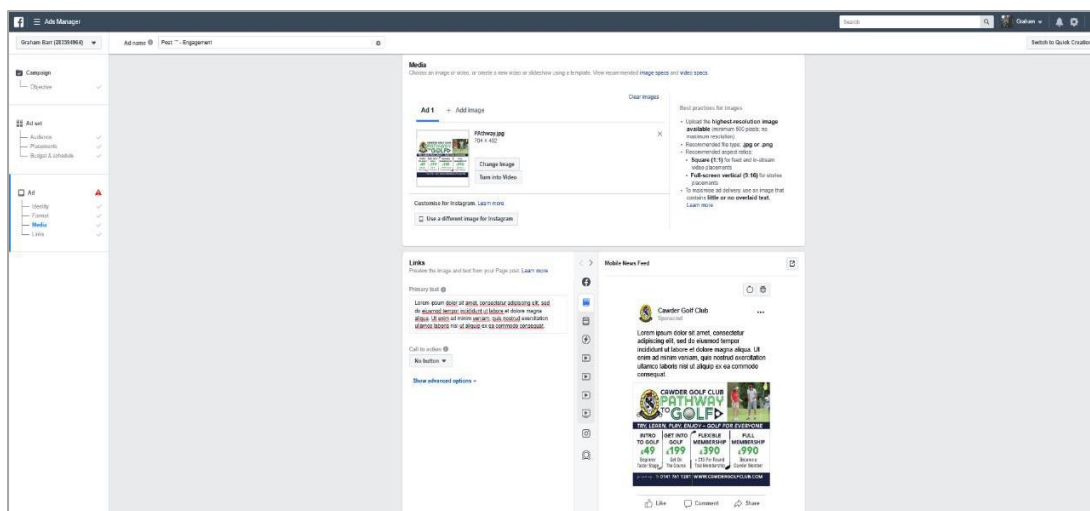
5. Design Your Ad

When you get to designing your ad, firstly ensure that you select Create Ad rather than use existing post. In the below screenshot, you will notice that you are asked to confirm the Facebook account the ad will display from and the Instagram account. If you have an Instagram account, you should link this to your Facebook, and it will appear from the drop-down list. If you do not have one, you should either leave it as not showing on Instagram or set it as Use Selected Page.

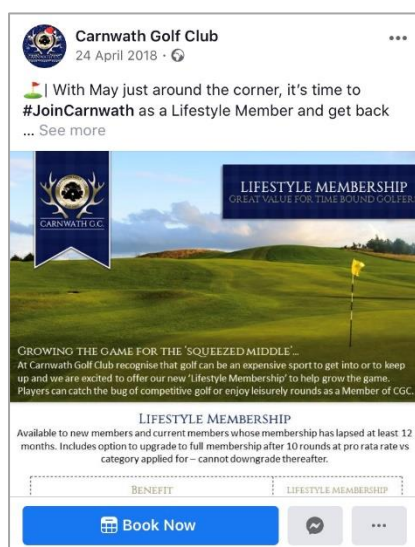


One thing that is important to note when selecting the image to use in your advert is that Facebook does not like text on images. While you can get away with a small amount, your ad may perform poorly, or be rejected completely if you have too much text on it.

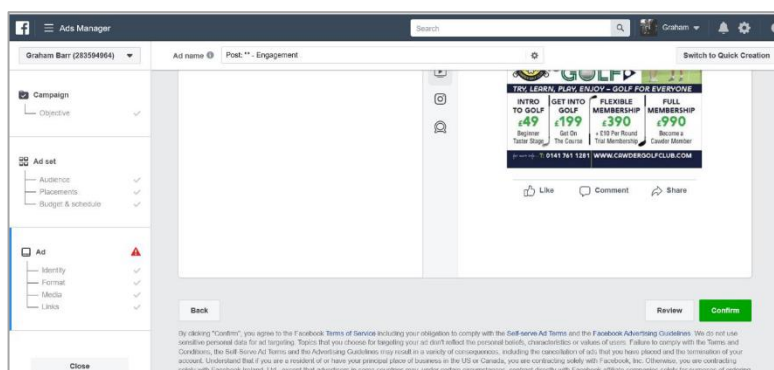
Below is an example of an image that would be too text heavy for a Facebook ad.



6. Press Play!



Having set your targeting, budget and designed your advert, the only thing left to do now is confirm. Once you have done this there will be a short period where Facebook verifies your ad and ensures that it doesn't breach any of their guidelines.

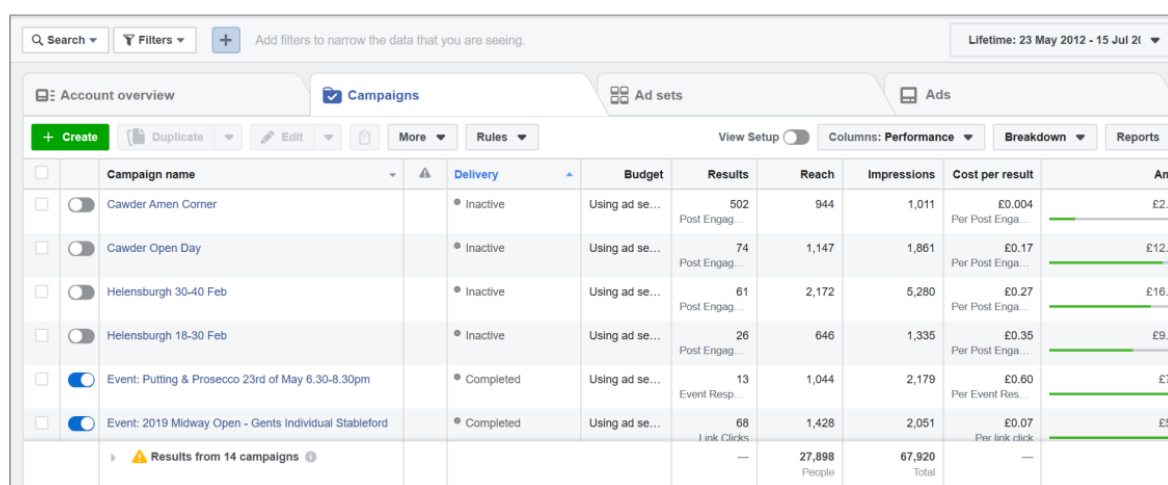


7. Review

Once you have set the ad live and it has been accepted, you will start seeing results as shown below. The key metrics that will show automatically are:

- Results – how your post has performed in terms of its goal. In the below examples, there are results in terms of post engagements, event responses and link clicks.
- Reach – how many people have seen your ad.
- Impressions – how many times your ad has been seen (it takes people on average around three views of an ad to act)
- Cost per Result – how much each result (depending on your ad goal) has cost.

It is also possible to see other results such as what device people are viewing the ad on, and a more detailed breakdown of engagement by clicking on the Columns tab.



The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar, filters, and a date range selector set to 'Lifetime: 23 May 2012 - 15 Jul 21'. Below this, there are tabs for 'Account overview', 'Campaigns' (selected), 'Ad sets', and 'Ads'. A toolbar includes '+ Create', 'Duplicate', 'Edit', 'More', and 'Rules'. The main table displays campaign performance data with columns for Campaign name, Delivery, Budget, Results, Reach, Impressions, Cost per result, and Amount. The table lists several campaigns, including 'Cawder Amen Corner', 'Cawder Open Day', 'Helensburgh 30-40 Feb', 'Helensburgh 18-30 Feb', and two event campaigns. A summary row at the bottom shows 'Results from 14 campaigns' with a total of 27,898 people, 67,920 impressions, and a cost per result of £0.07.

	Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount
<input type="checkbox"/>	<input type="checkbox"/> Cawder Amen Corner	• Inactive	Using ad se...	502 Post Engag...	944	1,011	£0.004 Per Post Enga...	£2.1
<input type="checkbox"/>	<input type="checkbox"/> Cawder Open Day	• Inactive	Using ad se...	74 Post Engag...	1,147	1,861	£0.17 Per Post Enga...	£12.4
<input type="checkbox"/>	<input type="checkbox"/> Helensburgh 30-40 Feb	• Inactive	Using ad se...	61 Post Engag...	2,172	5,280	£0.27 Per Post Enga...	£16.6
<input type="checkbox"/>	<input type="checkbox"/> Helensburgh 18-30 Feb	• Inactive	Using ad se...	26 Post Engag...	646	1,335	£0.35 Per Post Enga...	£9.1
<input type="checkbox"/>	<input checked="" type="checkbox"/> Event: Putting & Prosecco 23rd of May 6.30-8.30pm	• Completed	Using ad se...	13 Event Resp...	1,044	2,179	£0.60 Per Event Res...	£7.7
<input type="checkbox"/>	<input checked="" type="checkbox"/> Event: 2019 Midway Open - Gents Individual Stableford	• Completed	Using ad se...	68 Link Clicks	1,428	2,051	£0.07 Per link click	£5.8
▶ ⚠ Results from 14 campaigns ⓘ				—	27,898 People	67,920 Total	—	—

With these results in mind, it is important that you constantly review your ad in order to ensure it is performing well and you are not wasting money on ads that aren't working. While there are no set guidelines, one of the key things to look at is cost per result. Ideally, you would look to keep the cost per result at below or as close to £0.35 if possible. In addition, you would look to keep an eye on the frequency (impressions/reach) to ensure that the same people are not seeing the ad too many times. While it takes people around three views of an ad to act, you would look to limit the frequency to 4 at most as beyond that number would be wasted views as the user will have seen it enough times already and decided to either act or ignore.

Overall, the key thing to remember when you are running a Facebook advert is that there is a significant element of trial and error involved. As discussed, setting your budgets low at the outset will allow you to discover what works, and what doesn't, meaning that if you do decide to increase you do so with the confidence that you are putting the money behind something that works.