Scottish Golf

Club Support

Social Media Guide

Background

In the past, traditional print advertising and word of mouth have been the leading forms of promotion and advertising for golf clubs. However, the world has changed significantly in recent years. Social media is now a huge part of today's society, and an important way for businesses to communicate.

In today's digital world, your customers and potential customers are online. They are interacting with friends, colleagues, and business pages on social media. If your club is not on social media to engage with and answer these customers, they may look somewhere else instead. For many, a club's social media platform may be the first place they go to find out information. They may be looking for the latest membership offers, green fee prices, updates on the course condition or a general feel of what the club is like.

For golf clubs, these digital platforms represent a huge opportunity to engage with people easier and quicker than has ever been possible. By building a following on a social media platform, you have a captive audience ready to consume your content and offers. In addition, the ability to run adverts is a cost-effective way of reaching thousands of potential customers in your local area.

For many clubs, these digital platforms may seem daunting, but the reality is that you do not need to be an expert to run a social media channel. The key is ensuring you know your audience and can provide the content that they are most likely to engage with.

The aim of this guide will be to introduce social media, some key hints and tips, and a guide to how to set up a Facebook and Instagram advert.

Social Media Channels

There are many different social media channels, but for golf clubs, the three main ones to focus on are Facebook, Twitter and Instagram. Each of these channels have a slightly different audience, and content is consumed in slightly different ways. It is important to understand the differences in the channels to ensure you can tailor your content accordingly.

Facebook

With nearly two billion active monthly users, Facebook is still the most popular social media platform and can be extremely valuable for promotion. The advertising side of Facebook is also extremely powerful; a full guide on this can be found later in this document. In terms of demographics using Facebook, the spread is extremely wide with every age group well represented, although this does drop off at 65+. The core Facebook audience is in the 18-59 age bracket. There are also more female users on the platform than male.

Twitter

Twitter is a more conversational platform, but is also a valuable place to share information, images, and videos to boost your reach. As a platform, Twitter is great for sharing short tweets (240 characters), videos, images, links and more. Twitter advertising is a much poorer and less beneficial platform than Facebook and Instagram. Twitter is also a fairly young platform with the core user group being aged 18 to 50, similar to Facebook. Unlike Facebook, there are more males than female users on Twitter.

Instagram

Instagram is an image-led platform which is consistently growing in popularity, especially amongst the younger generation. Instagram advertising is done through Facebook, with the ability to use one advert across the two platforms. Instagram is a much younger platform than Facebook, with the biggest group represented being 18-24-year olds, and over 65s hardly represented at all. Like Facebook, there are more females than males using the platform.

Some Helpful Social Media Do's and Don'ts

Social media can be a great tool for reaching and engaging with your target. However, to maximise the potential benefits of using social media, there are some Do's and Don'ts that you should follow.

DO: Know Your Audience

- Before posting anything and carrying out any paid advertising, it is crucial you know and understand who your audience is, and who you are speaking to. Once you know this, your posts should be relatable and engageable to the audience.

DO: Set Goals and Targets

- You should set specific, definable goals for your social media pages. For example, you may be looking to increase the number of visitors to your website or achieve a certain number of sign-ups to one of your sessions.

- You should consistently review your success in achieving these goals and targets.

DO: Post and Engage Frequently with Relevant Content

- To maintain and increase your audience on social media, it is important that you post relevant content regularly. It is also important that you engage with your audience, i.e., if they ask you questions, you should respond, or if someone shares a story with you, you should comment on it or share it.

DO: Offer Value with Every Post

- While posting regularly is important, it is also crucial that you avoid becoming a spammer. All content you post should offer some sort of value to your target audience.

DO: Match the Right Content to the Right Network

- As well as being aware of your target audience, you also need to be aware of the platform you are posting on.

DO: Be Visual

- Social media is a visual medium and people are less and less inclined to bother reading text. Therefore, it is crucial that as far as possible, you use video or pictures as part of your posts.

DO: Shorten Links

- A full hyperlink to a news article or web page can be long and aesthetically unpleasing as part of your posts. To resolve this, use a platform like bit.ly to shorten the links before posting them.

DON'T: Sacrifice Quality for Quantity

- Never post for the sake of posting. If you have scheduled to put out a post on a certain day, but have not gathered the content required in time, do not post for the sake of it. Take a step back and ensure you gather the quality content required before posting.

DON'T: Forget to Proofread

- It may seem obvious, but always ensure you check and double-check your posts

DON'T: Share the Exact Same Content Again and Again

- You should always aim to keep your content fresh and new. If you repeatedly share the exact same content your audience will become disengaged. You can re-use content, as long as it is in a planned and spaced out manner.

Targeted Advertising - Facebook and Instagram

Where to start?

Facebook targeted advertising is an excellent tool when it comes to promoting your golf club, whether that be memberships, visitor rounds or social events.

Facebook ads are also connected to Instagram ads which means you can run a single ad on both platforms. These ads are an affordable way of reaching large numbers of people. You do not have to run an ad on both platforms and can select one or the other as well.

Before you start a campaign, it is important you have a clear vision of what you want to achieve and how you are going to do it. You should ask yourself:

What product or services am I specifically promoting?

- This could be memberships, green fees, a social night or an Open Day. The key is not to cast the net too far and wide and focus on one product per advert.

Who am I targeting?

- Select an audience to target with your advert, the more specific you can be, the more impact your advert will have. For example, for an intermediate membership offer you may want to target 18-30-year-old males or for a Get into Golf programme it may be targeted at 35- to 55-year-old females.

Will they be a cold audience or a warm audience?

- This depends on what you are promoting. For example, if you are promoting full membership to existing golfers, it will likely be a warm audience open to being sold do. For other products, for example social evenings, the audience may be colder and need more persuading if they do not have an existing link to your club.

How will they buy the product?

- This may be a quick online transaction, or it could involve further engagement with your club. If the answer is, they will need to speak to someone at the club, take the burden off the customer and design a way that you contact them, for example they could fill in a quick form with their details and you can then get back in touch. The key is to give the customer as little work to do as possible.

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 funnel are they in exactly?

- The three stages are awareness, repeat visibility and engagement and sales. Are your audience seeing your advert for the first time and becoming aware of it, are they seeing it again and thinking more about it or are they engaging with you and ready to buy?

What is the goal of the campaign?

- With the above in mind, you should set a clear, measurable goal for your campaign. For example, you may want to generate 10 new memberships or have 50 people attend an Open Day.

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

- More times than not, you will likely be looking to generate leads/sales from your advert, however you may want to carry out a brand awareness campaign to boost the profile of your club locally.

Setting up a Business Manager Account

Before setting up an advert, the first thing to do is create a Business Manager account to attach to your Facebook page.

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 left-hand options menu on your Facebook homepage. This should take you to your Ads Manager homepage which will look something like below:

On this screen, you will be able to see all the adverts you have created previously, and the stats from them. This is a handy place to return to regularly when you have ads running to allow you to monitor performance. On the top right, you will see a date drop down that allows you to select the period you would like to see ad performance from.

Creating an Advert

Once you have set up your Business Manager account and have managed to access your Ads Manager homepage, you are now ready to start setting up adverts.

In order to start creating a new ad, select the green "Create" button.
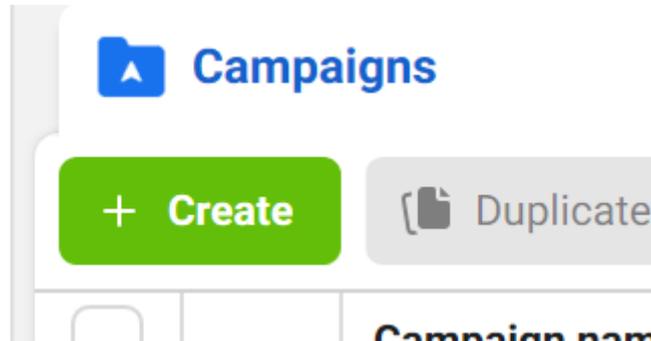
Set your Goals

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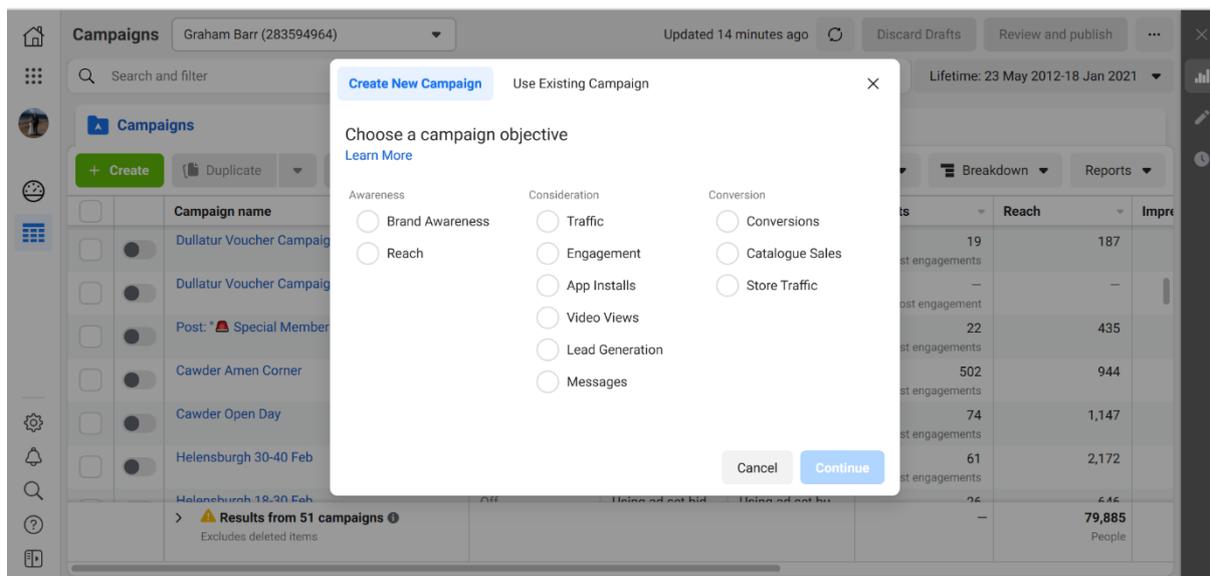
Awareness Objectives – top funnel objectives that aim to generate interest in what you have to offer.

- 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.

- Messages - Get more people to send messages to your business on Messenger and Instagram Direct.

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

There are probably two main types of advert that are useful to golf clubs – engagement and lead generation. The lead generation adverts are slightly different and a guide on these can be found here:
https://www.facebook.com/business/help/397336587121938?id=735435806665862

To create an ad with the goal of engagement you should select engagement, then post engagement and then press continue.
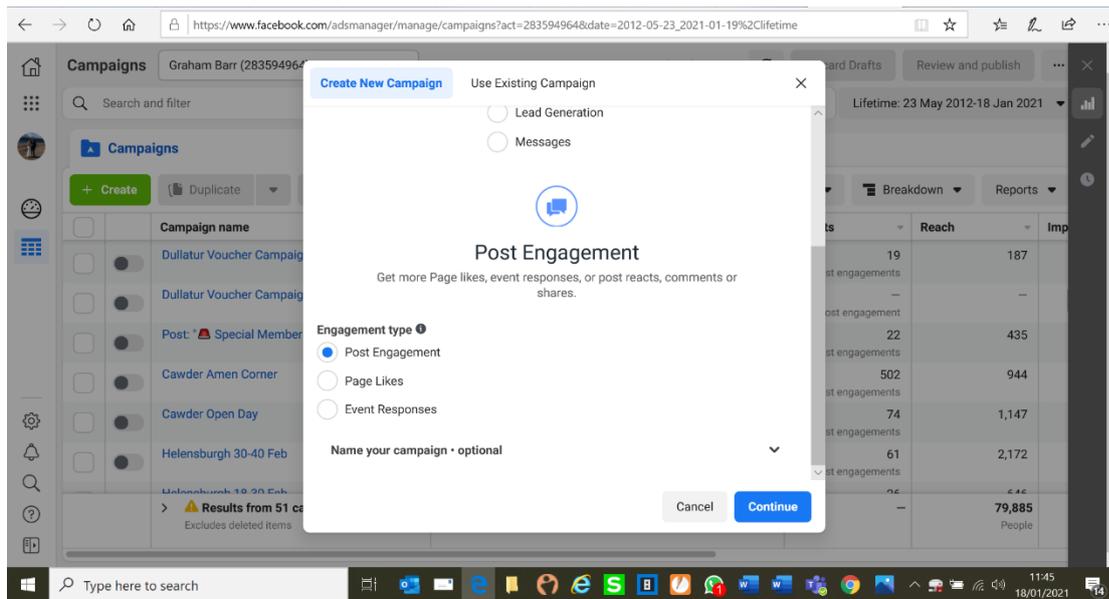
The next page Facebook will take you to will ask you some details about your advert including campaign name and budget. You should name your campaign relevant to the ad (this will not show anywhere so don't worry too much about it – it is more for your own reference).

When setting your budget, there are two options – daily (an amount to spend each day) or lifetime (an amount to spend for the full campaign).

As you can see below, the lifetime budget is set at £20. Choosing daily budget instead of lifetime budget also works equally well, the key is to monitor the success of the ad which 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 budget slightly, and if it is performing poorly, you can change it without having spent too much money.
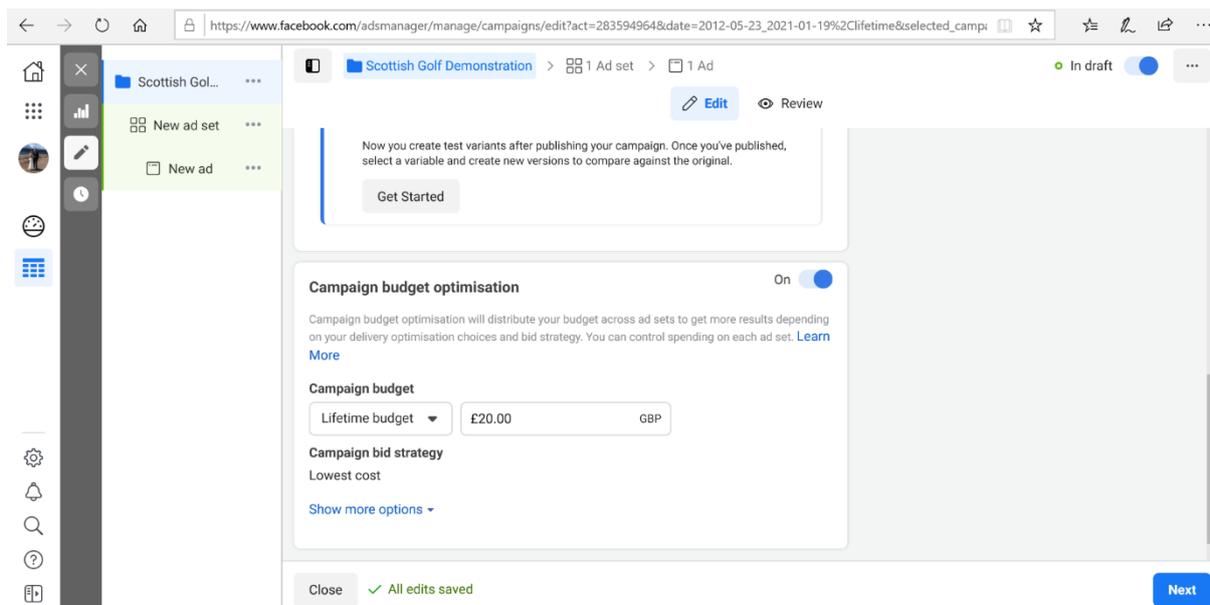
Set your Targeting

The next page you will reach will allow you to outline the targeting of your ad. On the top half of the page, you should outline the name of your ad set (again, this will not be seen publicly anywhere) and the schedule of your ad.
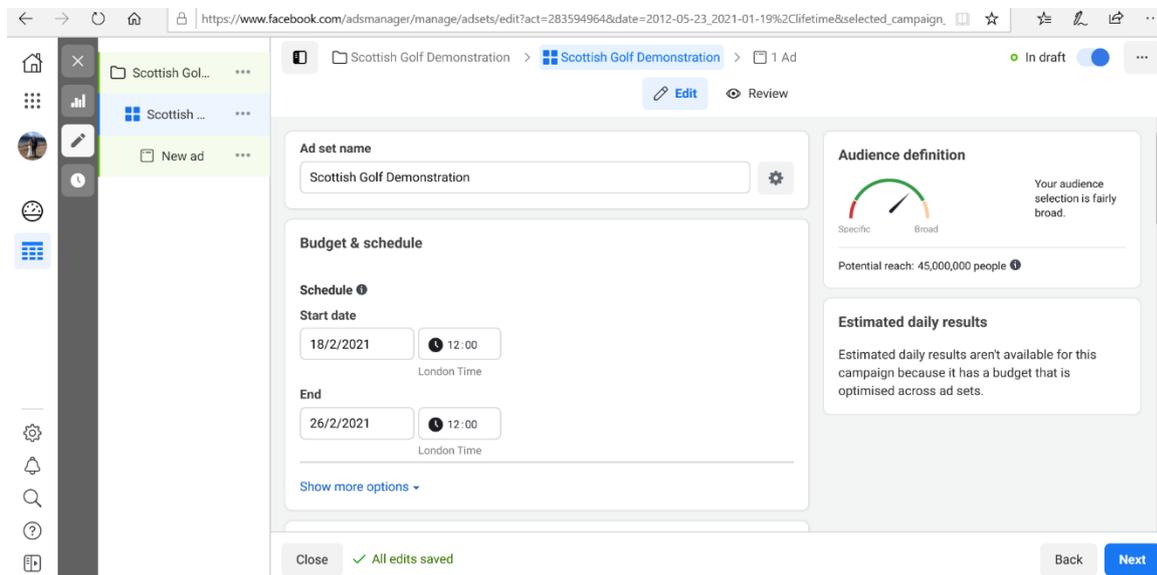
Once you have created your campaign and set its purpose, the next stage is to set up your targeting to dictate who you want to see your advert. The first things Facebook will ask you to consider are age, gender, and location.

The below screenshot shows the location set as a 20km radius from Glasgow. 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 my 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.

You can also consider gender at this stage. 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.

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, and activities 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 their 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.

At this point, it is valuable to note that on the right-hand side, the potential reach is 63,000 people. That means that based on the selections made so far, there are up to 63,000 people who could see your post.
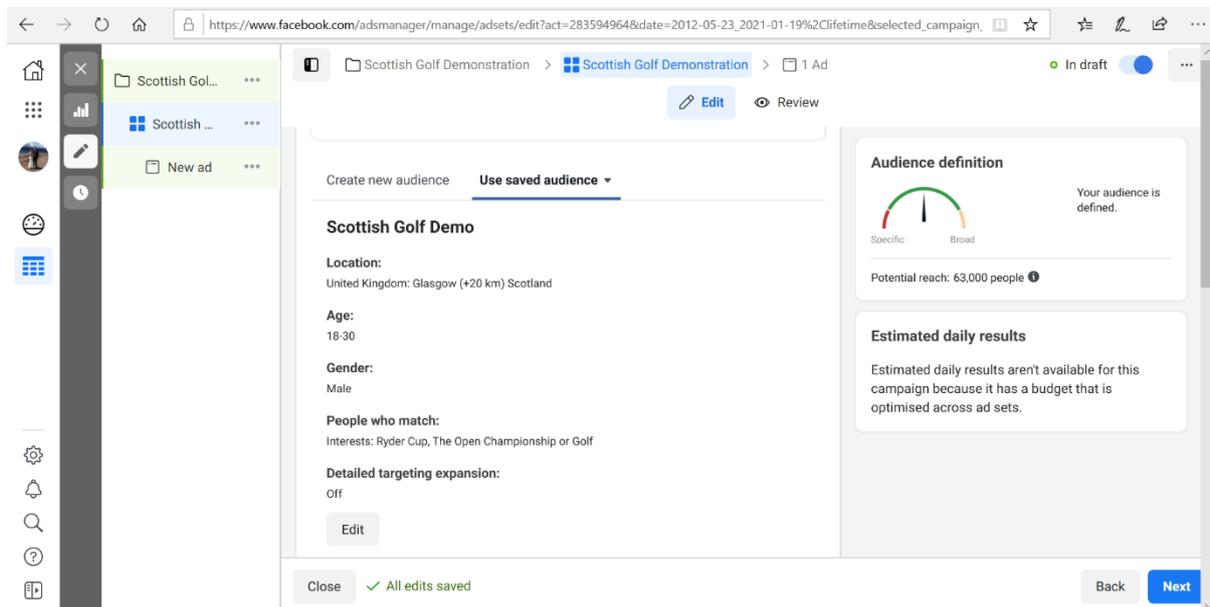
Overall, the best advice is to spend some time playing about with various interests, demographics and behaviours in order to narrow it down to an audience that works for your advert. The narrower you can get it the better – the more details you can put into your targeting, the more likely you are to have your adverts seen by your ideal prospective customers. As a rough guide, you should look to keep your potential audience under 100,000.

Creating your Advert

Once you have finished defining your targeting, the next and final step in the process is to create your actual ad. In the below screenshot, you will see the first part of doing this. You should name your ad, again this will not be seen anywhere and is just for your reference. Next, you should select the accounts the ad should show on, both for Facebook and Instagram. If you do not want your ad to show on Instagram, that option is available from the dropdown as well.
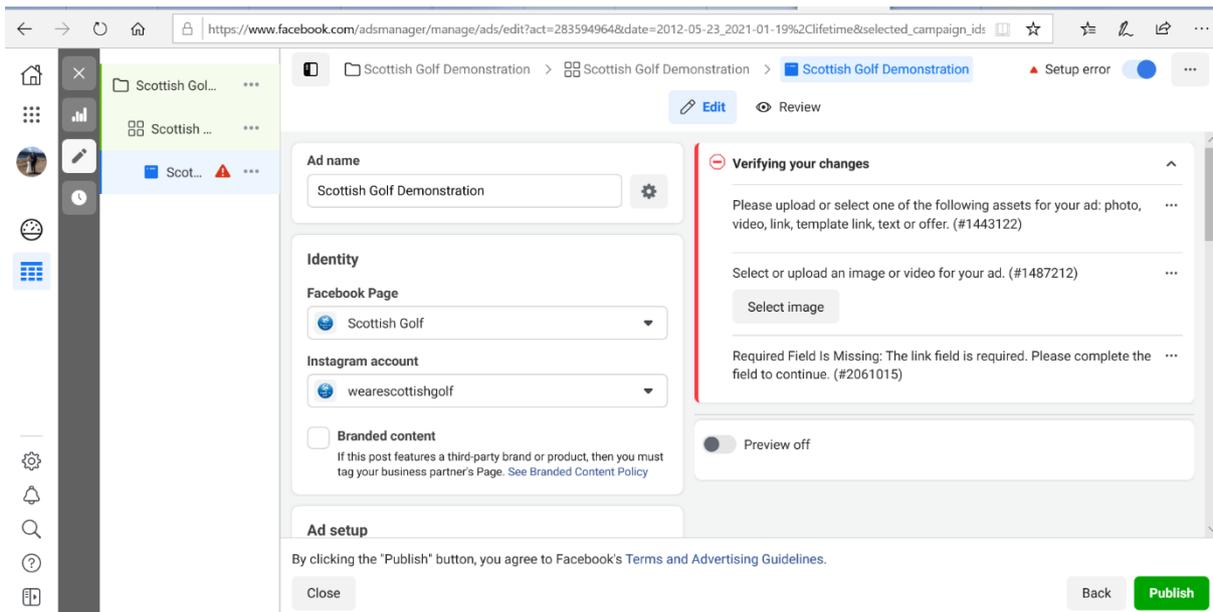
Having done the above, the final stage is to select your ad creative in the form of media (image or video) and text. You will see an example of this below where an image has been selected and text added. A key thing to ensure is that you include a call to action in your text, whether that be a link to your website, a nudge to message the page for more info or a link to an enquiry form.
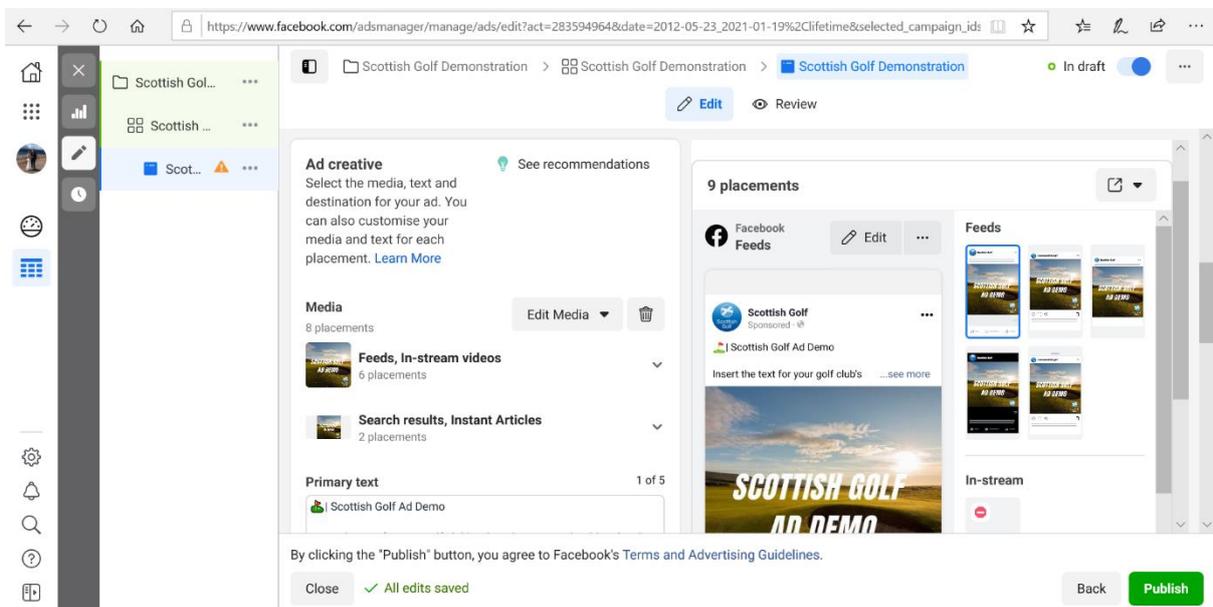
One thing that is important to note when selecting the image to use in your advert is that Facebook does not like text on images. While you can get away with a small amount, your ad may perform poorly, or be rejected completely if you have too much text on it.

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.

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.

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

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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 spend, you do so with the confidence that you are putting the money behind something that works.