



## Guide to Facebook advertising

Advertising your club on Facebook is an effective way to target parents and showcase Squash Stars. Below is our quick guide to getting started:

### Why advertise on Facebook?

- It's one of the most effective ways to target and reach a specific audience group (based on age, gender, location, interests) and advertise activities at your club or build your following.
- Your posts aren't showing up in all your followers' Facebook newsfeeds – in fact the average Facebook post reaches 6% of your followers so if you have 200 followers on Facebook, only 12 people will see your posts. So advertising on Facebook can be an effective way to reach all your followers.
- Facebook advertising costs a fraction of what other online marketing channels cost.

### Getting started

In order to advertise on Facebook, you need to ensure your club/venue's Facebook account is a Facebook Page and not a Profile or Group. More info [here](#) including how to convert your Profile to a Page.

Not got a Facebook account yet for your club? Set up a Page [here](#).

### Facebook advertising – two different options:

**1) Boosted post:** this is the simplest way to advertise on Facebook and a great way to maximise visibility of your Squash Stars sessions. A boosted post is simply a regular Facebook post that you pay to reach a wider audience. When you boost a post, you choose three things:

- Who you want to reach: you'll pick a target audience of the type of people you want to connect with (including age, gender, location, hobbies)
- Your max budget: exactly how much you want to spend over the course of your entire ad campaign
- How long you want to run your ad: once you click 'Boost' and your ad is approved, people in your target audience will see your ad in their Facebook news feed for the duration you've set.

Further reading: [Getting started with boosted posts](#).

**2) Facebook Ads:** these are created through Facebook Ads Manager and offer advanced advertising features to help you reach your specific marketing goals and reach a more defined audience. To set up your Facebook Ad account, go to [Facebook Ads Manager](#) and select your ad account and fill in your details.

Further reading: [Getting started with Facebook ads manager](#).

### How to decide on which type of advertising

Before deciding whether Boosted Posts or Facebook Ads are best for your club, you should assess what your goals are and what you want your post or page to achieve. Key differences:

BOOSTED POST	FACEBOOK ADS
Page likes	Converting people to your website
Comments	Video views
Shares	Shop/product orders
Brand awareness	

**Further reading:** [The difference between boosted posts and Facebook ads](#)

If your club is looking to build a following (Page Likes) and promote your Squash Stars sessions (Brand awareness), we recommend starting with Boosted Posts.

**Further reading**

For further advice on getting started with Facebook advertising, visit the Facebook [Help Centre](#).

For advice on making the most of Facebook, check out this quick guide from [Club Matters](#).