Case Study

Using Facebook to Promote Your Club

July 2016
Introduction

Mobile devices are now part of our everyday lives with people using phones and tablets to discover, communicate and shop more than ever. The world of marketing continues to take advantage of this trend with a growing number of businesses realising the benefits that social media like Facebook, Twitter and Instagram have over more traditional media. Social media has enabled smaller businesses like golf clubs to further their reach and engagement with more potential customers especially in the younger segment. With over 900 million users logging in on a daily basis, Facebook has established itself as the premier networking website and as a cost-effective marketing platform to compliment other forms of marketing that businesses are engaged in. Advertising on Facebook has grown at a rapid rate in recent years and is constantly being improved to be increasingly more targeted and efficient.

People visit Facebook to find out what's happening with their friends, family and things they are interested in including businesses. With content from businesses being placed in the stream of information that people view on Facebook, people are more likely to see the post or ad, and take some form of action.

Steps to using Facebook for your Golf Club

Create a Facebook Profile

Golf clubs, like individuals, can create Facebook profiles. This is where to begin when you have committed to using Facebook as a means of promoting your club. A profile is your identity on Facebook so it makes sense to think about how you would like to portray your club to your stakeholders. The quality of your cover image and profile photo are key components of your profile and set the stage for your brand on Facebook. You will also want to edit your settings, add additional photos and videos, and provide your location, phone number and website link. Facebook has a lot of helpful information to guide you in setting up your profile.

Generating Likes

Getting 'likes' is important when using Facebook for marketing purposes in order to maximise your customer reach. And, there are a couple of ways to get them.

- **Online Content**
  Content is anything that you share online for the purpose of educating or marketing to your members and potential customers. This includes written content, videos, photos and promotions. Great content can be a tremendous asset when it comes to building your number of Facebook fans.

- **Other Touchpoints**
  Facebook links can also be added to email signatures, business cards, club newsletters, print media, and of course, your website. Nearly every customer touchpoint is an opportunity to share the link to your Facebook page. The more you let your customers know that you’re on Facebook, the quicker your ‘likes’ will increase.

Start Building your Fan Base
With a business Facebook page set up and ready to use, the next step is to invite people to 'like' it. Remember, the goal is to build 'likes' so encourage your members and other stakeholders associated with the club to connect with your Facebook page.

Get Ready to Post
Now, it's time to begin sharing your content with your online Facebook community. Getting the most out of Facebook is about publishing regular posts and engaging with your fans. While it can often take time to update the club website, posting information and photos on Facebook can be done with ease. Running a successful Facebook page for your club is about being consistent in managing the page; it's a good idea to set aside time 2 or 3 times a week. This can be used to publish posts, follow up on comments from others about posts, look at what others are doing within your local community and check your analytics to determine if your Facebook efforts are effective in helping you achieve your marketing goals.

Keep Building
Providing a regular stream of compelling content that educates, entertains, and engages your Facebook fans is key to successfully reaching your customers.

What is compelling content? For a golf club, this can be anything from promotions to recognising a tournament win by a member to simply posting a great photo of the course. Posts with photos and videos almost always do better in terms of engagement than those that are just words, and a mix of content that will appeal to current members as well as potential customers is critical to gaining a wider following.

Facebook offers some helpful analytics on your Insights page. You’ll definitely want to monitor this to assess which posts have worked and which haven’t. This will guide you in the types of posts and content you publish in the future.

Advertising on Facebook
The next step is to reach potential new customers through targeted Facebook ads. These ads can target Facebook users by gender, location, age, keywords, connections, and more. There are also opportunities to reach the friends of your current fans by using sponsored posts.

Facebook’s targeting capabilities give golf clubs the ability to produce highly relevant ads that are targeted to a very select group – such as women who enjoy exercise and are between 35 and 55 years old. This targeting increases the conversion rate dramatically and keeps costs down.

Facebook ads are a cost effective way to broaden the reach of your marketing efforts. Setting a budget for your ads is a simple step in the process and ads can be run from as little as NZ$1 per day reaching approximately 200 to 350 targeted Facebook users within that budget.

It is important to measure results by conversions as fans, comments, and likes, as well as direct sales. Facebook offers advertisers a variety of monitoring tools to gain insights into the ads that they are running. These include advertising performance, responder demographics, and responder profiles.

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Conclusion

While a large number of golf clubs have taken the first step of creating a Facebook profile, many are yet to fully realise the potential reach to a broader market segment that can be achieved with consistent posting, engagement and advertising on Facebook. Small businesses usually have limited resources and time to spend on marketing so if your club chooses to use Facebook as a marketing tool, it is essential to put a basic strategy in place that will ensure the page is managed effectively. Give yourself time to learn the basics and browse Facebook pages from other sports clubs and local organisations to help gather ideas about what might work well for your club.

For more information on using Facebook to promote your golf club visit www.facebook.com/business. Alternatively, you can contact the Community Golf team at NZ Golf on 09 485 3230 for further assistance.