



## Promoting Swing Fit on Facebook

There is no questioning that social media provides us with an exceptional opportunity to promote Swing Fit. While we think this is a key tool to promote to a younger audience (which it definitely is), it turns out that women aged 30-54 are the biggest users of Facebook and the fastest growing group of users are women of an even older vintage.

Promoting your Swing Fit program online is, therefore, a must when it comes to engaging women. Here are some pointers on how to effectively use Facebook to promote your Swing Fit program ...

### What to post:

Videos are the most engaging and informative way to promote Swing Fit.

Below are links to existing promotional videos you can link to Facebook.

**Swing Fit promotional video** (1:45 minutes)

<https://www.youtube.com/watch?v=vMBtWjdGGd4>

**Kerri-Anne Kennerley participating in Swing Fit**  
(5:27 minutes)

<http://www.golf.org.au/newsdisplay/swing-fit-features-on-the-golf-show/92493>



### Examples of what to post:

*Aimed at beginners ...*

**Headline:** The fun and healthy way to learn golf!

**Text:** What happens when you combine a health and fitness class with learning golf? Swing Fit!

**Call to action:** Register in an upcoming program now [link to program] OR Register your interest with [insert venue] now!

*Aimed at club members ...*

**Headline:** Get fit for golf!

**Text:** Improve your skills whilst getting fit for golf at the same time!

**Call to action:** Register now [link to program] OR Bring-a-friend to Swing Fit now!

## When to post:

Surveys show the highest Facebook traffic occurs midweek between 1-3pm; but a post at 7pm at night will result in more clicks (meaning your audience is more engaged in the evenings). Engagement on Facebook is reportedly 18% higher on Thursdays and Fridays.

## How to post:

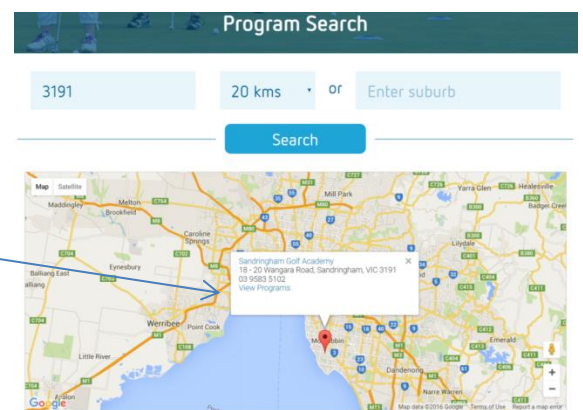
### Create a post on your Club/Facility account

This post will be seen by 'friends' of your club/facility Facebook page, meaning your messaging should be geared towards:

- Inviting current golfers/members to participate in Swing Fit (Intermediate)
- A call to action to 'bring a friend' to Swing Fit

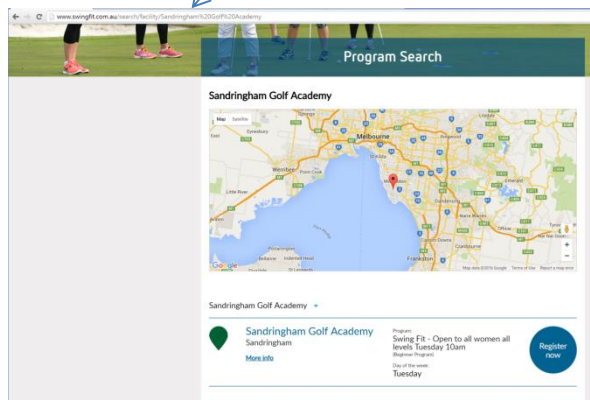
To link people directly to your program ...

- Go to [swingfit.com.au](http://swingfit.com.au)
- Search your postcode and click on your facility
- Click on view programs
- You can then use the URL address generated to link women directly to your program



Results for postcode 3191 within 20km radius

- Albert Park Driving Range
- Sandringham Golf Academy

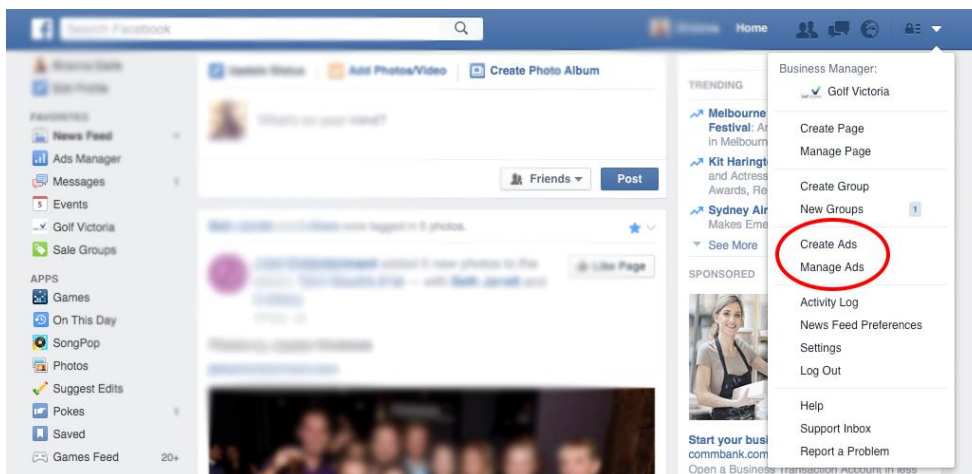


## Create a Facebook advertisement

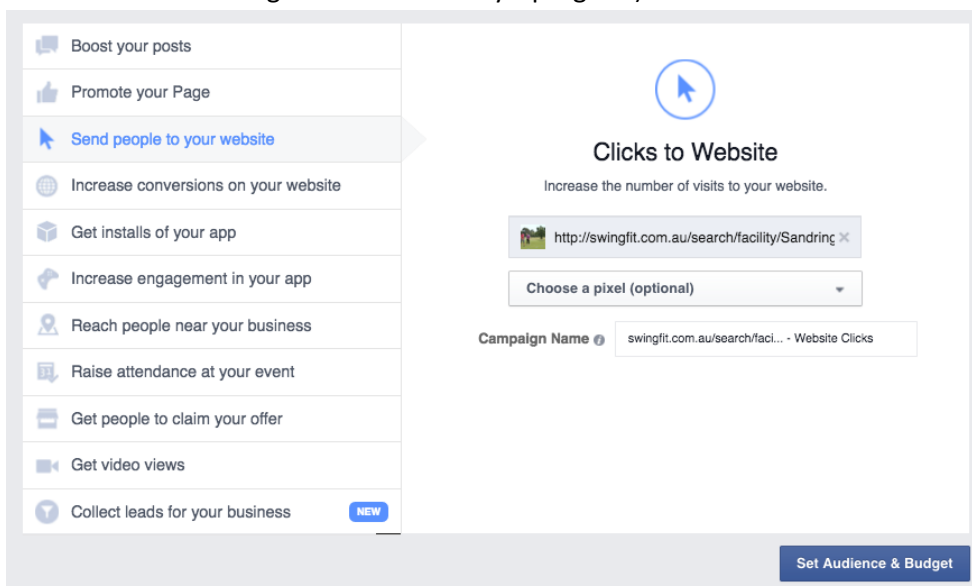
Extend your reach to the local community and specifically target females in your area by placing an add on Facebook. There is a cost associated with doing this, but it can be minimal and you get good bang for your buck.

To do this ...

1. Click the drop-down arrow in the top right hand corner of your Facebook dashboard and select 'Create Ads'



2. You will be given the option of many different objectives for your ad. We recommend you choose "Send people to your website" as this will allow them to sign up for your program directly from the ad. Be sure to use your facility's specific URL here (for the example below we have used Sandringham Golf Academy's program).



3. Select “Set Audience & Budget” to continue
4. When it comes to defining your audience, there are many different options to explore. To cover the basics, we recommend that you refine the location, gender, age and possibly include some more detailed targeting such as an interest in sport or golf. Be mindful that too many restrictions will limit the amount of people you can reach, so sometimes it is best to be more broad.

#### Audience

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ? Choose a Custom Audience  | [Browse](#)

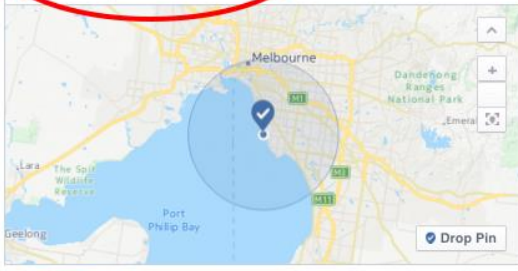
Create New Custom Audience...

Locations ? Everyone in this location ▾

Australia

**Sandringham, Victoria + 10mi ▾**

Include ▾ | Add locations



Add Bulk Locations...

Age ? 18 ▾ - 65+ ▾

Gender ? All Men **Women**

Languages ?


Detailed Targeting ? INCLUDE people who match at least ONE of the following ?

Interests > Sports and outdoors > Sports

**Golf**

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

**Audience Definition**



Your audience is too specific for your ads to be shown. Try making it broader.

**Audience Details:**

- Location:
  - Australia: Sandringham (+10 mi)
  - Victoria
- Age:
  - 18 - 65+
- Gender:
  - Female
- Placements:
  - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- People Who Match:
  - Interests: Golf

Potential Reach: Fewer than 1000 people

5. Click “Continue”
6. The most important things to set in this next section are your budget and schedule. Budget can be daily (how much you want to spend each day) or a lifetime budget (how much you want to spend throughout the duration of the campaign). While in the schedule section, you can begin your campaign indefinitely or you can opt to set a start and end date. We would recommend that you run your ad in the two weeks leading up to your first session, Eg: lifetime budget of \$200, scheduled May 1-14.

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget** ? **Daily Budget**

**Schedule** ? **Daily Budget** 20.00 AUD

**Lifetime Budget** continuously starting today

Set a start and end date

Start	4/5/2016	10:55 AM
End	5/15/2016 <small>(Sydney Time)</small>	10:55 AM

Your ad will run until **Sunday, May 15, 2016.**  
You'll spend up to **\$800.00** total.

#### Optimization for Ad Delivery ?

#### Bid Amount ?

- Automatic** - Let Facebook set the bid that helps you get the most link clicks at the best price.
- Manual** - Enter a bid based on what link clicks are worth to you.

#### When You Get Charged ?

Link Click (CPC)  
[More Options](#)

#### Ad Scheduling ?

Run ads all the time  
[More Options](#)

#### Delivery Type ?

**Standard** - Show your ads throughout the day - Recommended  
[More Options](#)

[Hide Advanced Options](#)

7. The next step is to choose your image, or creative, which may be a single photo/video or a slideshow of images.

### Format




Choose how you'd like your ad to look.

- A single image or video in your ads**  
Show only one image or video at a time in your ad. [Learn more.](#)
- Multiple images in one ad**  
Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

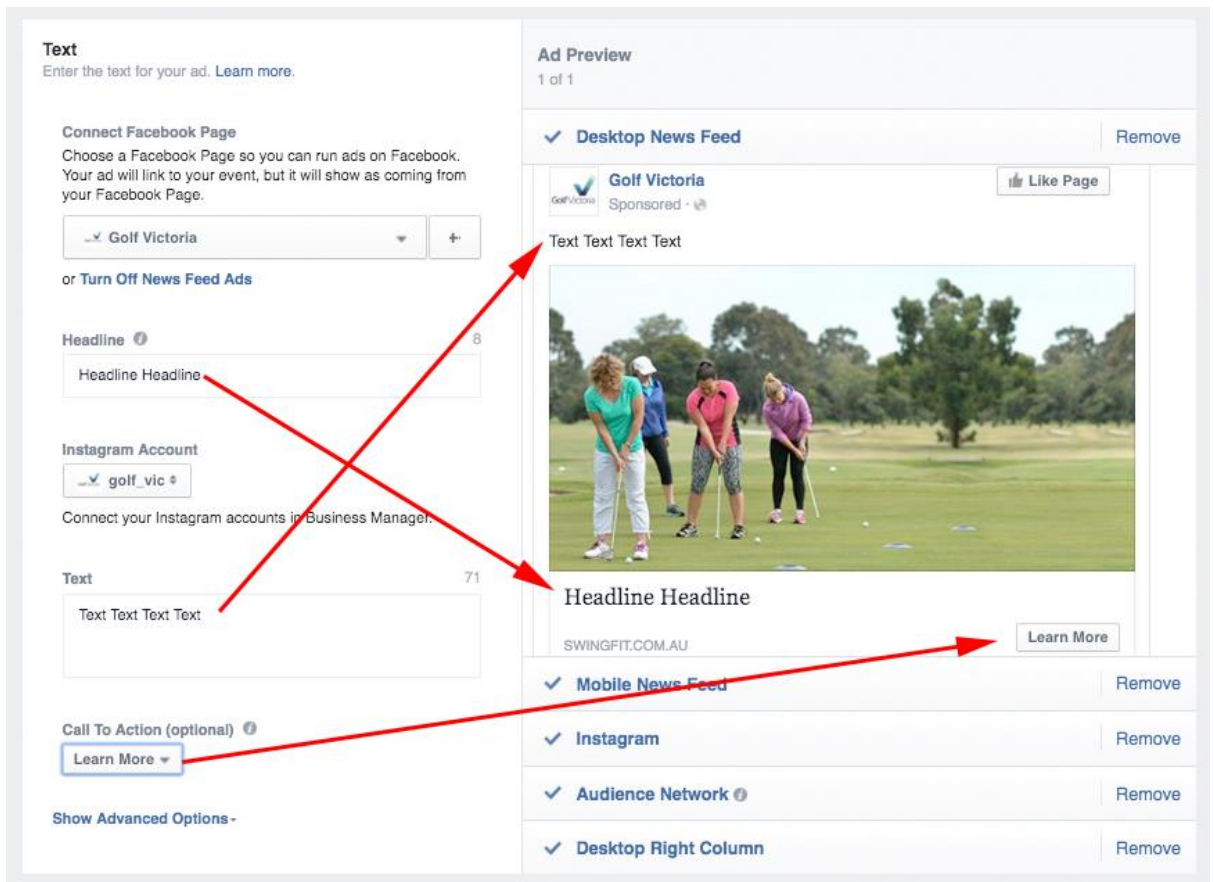
### Media

Choose the image or video you'd like to use in your ads.

 <p><b>Images</b> Upload your own images, choose images from your Facebook Page or use stock images</p>	 <p><b>Slideshow</b> Upload or choose 3 to 7 images that will play as a video</p>	 <p><b>Video</b> Upload a video or choose one from your library</p>
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8. In the final section of the ad creation process, you choose the wording that you want to appear with your video or photo/s. The arrows on the screenshot below demonstrate where the "Headline", "Text" and "Call to action" elements will appear on your ad. Finally, you may have noticed as a Facebook user that there are multiple places that ads can appear.

They can appear within your Newsfeed (mobile device or desktop), on Instagram, on audience networks (third party websites) or on the right column of your desktop newsfeed. You can choose to “Remove” any of these options if you would like.



The screenshot displays the Facebook Ad Manager interface. On the left, the 'Text' section includes a 'Connect Facebook Page' dropdown set to 'Golf Victoria', an 'Instagram Account' dropdown set to 'golf\_vic', a 'Text' field with 'Text Text Text Text', and a 'Call To Action (optional)' dropdown set to 'Learn More'. On the right, the 'Ad Preview' shows a desktop newsfeed layout for 'Golf Victoria' with a photo of four women on a golf course. A 'Learn More' button is visible at the bottom of the ad. Below the preview, a list of placement options includes 'Desktop News Feed', 'Mobile News Feed', 'Instagram', 'Audience Network', and 'Desktop Right Column', each with a 'Remove' button. Red arrows indicate the mapping between the configuration fields on the left and the elements in the ad preview.

9. Be sure to review your ad before placing your ad order.