Using Paid Social Media Ads to Achieve Club Goals

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How Can Clubs Use Paid Ads?

• Increase membership
• Fundraise
• Boost involvement in a program
• Boost event attendance
• Raise awareness
• Grow mailing list beyond club membership
Advantages of Paid Advertising?

• Reach specific target audience based on:
  – Age, Gender, Location, Language and **Interests**:
    • Fundraising For A Cause, Nonprofit organization, Charity and causes, Volunteering

• Small investment can have big payoff
• Control over budget
• Reinforce messages shared via organic posts
• Can achieve faster results than organic
What are Some of the Options?

- Google AdWords
- Youtube Ads
- Promoted Pins on Pinterest
- Promoted Tweets on Twitter
- Facebook Ads, sponsored posts, etc
- Instagram Ads
Perlen und Schmuck Basteln - Ab 20 € Kostenloser Versand.

Perlen Auktion Online - Ihr neues Online Auktionshaus - catawiki.de

Schmuck Perlen - 200.000+ Perlen zur Auswahl - pandahall.com

Perlenfachgeschäft Berlin - perlenfarm-berlin.de

Perle – Wikipedia

Perlen, Swarovski, Toho Rocaillies, Schmuckzubehör bei i-perlen.de

Also paid ads
Facebook Ads
Pinterest ads
Youtube’s in-stream ads
Youtube’s in-display ads
Audi @AudiOnline

Passt du auch in keine Schublade? Finde es jetzt heraus! Mit dem Audi Q2.

Der #untaggable Hashtag Konfigurator
esome-audi.s3-website.eu-

Promoted

CNN @CNN · 18h
A gigantic sinkhole 50 feet deep swallowed a huge section of a road and cut power to 170
So paid ads are everywhere!

• They may be annoying to us as customers
• But as advertisers, they offer incredible opportunities to reach like-minded people
How Difficult is it to Run an Ad?

• You can set up an ad in minutes by following the prompts

• Some platforms and services are easier than others
  – eg AdWords Express is much simpler than AdWords

• Trying to get one’s mind around the analytics for the first time takes some effort
  – focus initially on a few specific measurements such as conversion rate, CPC, CTR
How Should One Get Started?

• Distill your message to its essence, include key search terms
• Determine a concrete, measurable objective
  – eg, recruit 25 new members specifically to engage on the FAWCO Educational Initiative within 21 days
• If the ad supports graphics, select attention-grabbing image
• Identify which platforms your audience is on and run an ad there
  – eg, Gen X on facebook, Millennials on Snapchat, etc
• Or use Google AdWords to connect with people searching on google for what you offer
• Determine your budget
75€ Free AdWords Credit

Google this and lock in your code for free advertising credit for future use!
Google AdGrants for Nonprofits

Share your cause with the world.

Imagine what you could do with $10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.

SEE IF YOU'RE ELIGIBLE

SIGN UP
AdGrants: Amazing Opportunity

- Text-based ads appear below paid ads
- Up to $10,000 of in-kind AdWords advertising each month!!
- Eligibility:
  - must be nonprofit charitable organization in good standing in their country
  - If outside the US, must be registered with local TechSoup partner
Getting Started with Facebook Ads
Choose your objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business
- Increase brand awareness
Send people to your website
Increase conversions on your website
Raise attendance at your event
Define Your Audience

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users.
Create a Custom Audience.

Locations
- Everyone in this location
  - Germany
  - Include

Age
- 18 - 65+

Gender
- All
- Men
- Women

Languages
- Enter a language...

Detailed Targeting
INCLUDE people who match at least ONE of the following
- Interests > Business and industry > Online
  - Volunteering

Audience Definition
Your audience selection is fairly broad.

Audience Details:
- Location:
  - Germany
- Age:
  - 18 - 65+
- 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: Social media marketing

Potential Reach: 690,000 people

Estimated Daily Reach
- 1,300 - 3,400 people on Facebook
- 850 - 2,200 people on Instagram

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Go From Broad to Defined

To avoid paying for ads going to people not in your target audience
Determine Budget and Schedule

• Choose either daily or lifetime budget
  – You could decide that your lifetime budget is only 25€ - what you spend is up to you
• Chose to have your ad run continuously or set a start and end date
• Choose Automatic or Manual bid
Compose Your Ad

• Write a headline and descriptive text
  – Match the language of your ad to that of the website you’re sending people to
  – The better the match, the higher your ad’s quality score, and the lower your cost per click

• Enter website url

• Include a call to action
  – eg sign up now, donate now, learn more, etc
Review and Launch!

I created this sample Facebook ad in under 10 min by copying text from the FAWCO site.
Check results in the Ads Manager

- Make changes as you go to fine-tune your results
- You can even run 2 parallel ads with different text or images and simply delete the one that is not performing as well
Getting started with Google AdWords

• Go to google.com/adwords and click Start Now
Name Your Campaign

Google AdWords

Type: Search Network only - Standard

Campaign name: OlmannCreative

Type: Search Network only

Networks: Google Search Network, Include search partners

or load settings from: Existing campaigns

Learn more about campaign types
Create Your Ad

• Choose Location, Language, Budget
• Write headline, include benefits
• Include a Call to Action
• Include keywords that your target audience is likely to type into a search engine
Keyword Planner

- [https://adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
- Find keyword ideas and estimate how they will perform
Understanding Bidding

• If you sell shoes and want to use „shoes“ as a keyword, you‘re going up against a lot of competition. For your ad to appear above, say, Zalando‘s, you may have to pay 5,00€ per click using that keyword

• Better to identify your niche. If you sell only red patent leather boots, use that as your keyword instead – you will pay much less and your ads will go only to the people typing in that precise search term (this is a marketer‘s dream)
Track Progress in Adwords Dashboard

Google AdWords Campaign Management dashboard showing a line graph and a table with campaign details.
Key Metrics

- **Average position (ad slot)**
  - the higher the better
- **Impressions**
  - # times ad appeared on search results page (doesn’t mean anyone actually looked at it!)
- **Click Through Rate (CTR): 2%**
  - Clicks/impressions
  - eg if 100 people see your ad, 2 or more should click on it
- **Cost Per Click (CPC): <30 cents**
- **Conversion rate: 10%**
  - eg if you send 100 people to a landing page to collect their email address, at least 10 should provide the info
Conclusion

• Paid social media ads can help clubs reach their goals with a minimum investment
• If you are crystal clear on your message, you can set up an ad in 10 minutes – however learning how to understand the analytics takes time
• Successful ads have targeted audiences and relevant keywords – and google rewards high quality ads with lower costs per click
• A great way to start is with 75€ of free credit
• For eligible nonprofits, Google AdGrants offers an incredible opportunity for outreach
If you need assistance getting started with or managing your paid ads, please contact me:

OllmannCreative.com