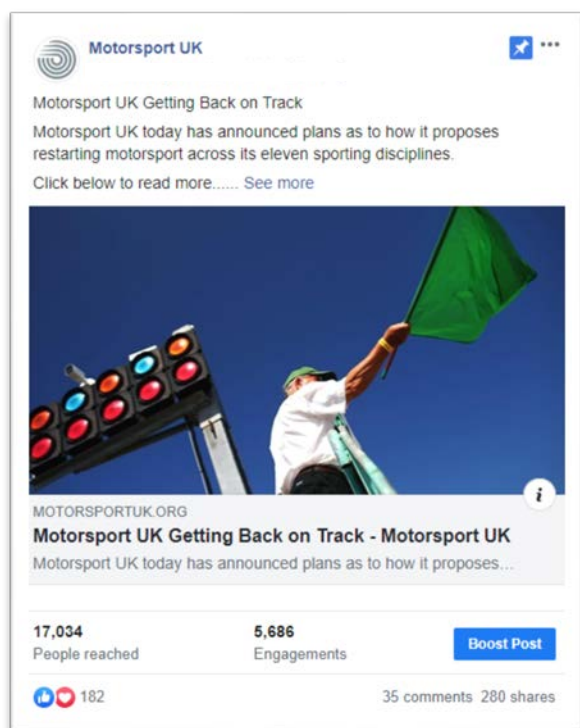


HOW TO ADVERTISE ON FACEBOOK

When it comes to a platform like Facebook, there is good and bad news for motorsport event organisers. The bad news is that unsponsored or 'organic' posts typically reach only one or two per cent of your page's followers. The good news is that if you have some budget you can unlock a wealth of potential with Facebook's advertising functionality. This allows you to target and reach defined audiences, including those who do not already 'like' your page, often for a relatively modest financial outlay. This is a great way of marketing your event to new audiences.

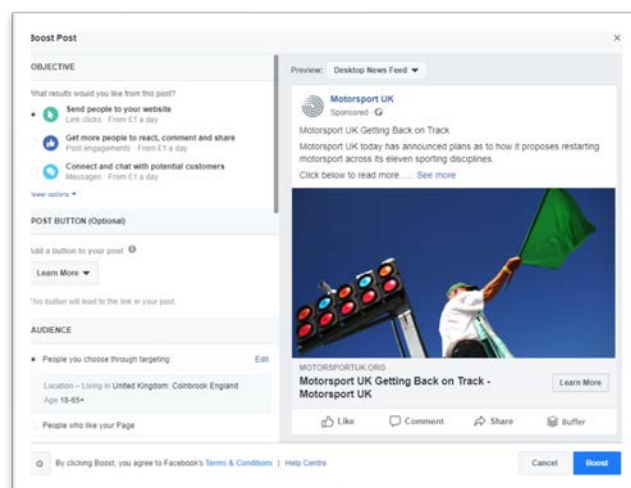
STEP ONE



Choose which post you wish to promote. This is where you should try to think strategically; is your post relevant to the specific audience you want to target, and does it have a call-to-action, such as a link to your website?

Once you have boosted your post you will be unable to edit it so make sure there are no errors before proceeding! When you've selected the post you want to promote, click the blue 'Boost Post' button underneath it.

STEP TWO



Next, you need to set-up your campaign. Choose the objective of your boosted post and the audience you want it to reach. If you want to reach new audiences, select 'People you choose through targeting'. You can then target an audience by location, gender, age range and interests.

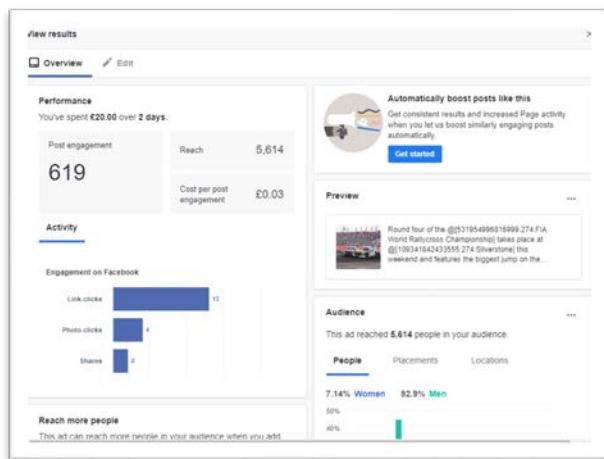
STEP THREE

Set the budget for the promotion and decide how long you want it to run. Facebook will give you a predicted reach depending on the amount of money you wish to spend and the length of the promotion. The minimum budget is £1.00 per day. If your daily budget amounts to less than this, the promotion will not run!

STEP FOUR

Enter your payment details and submit your post to Facebook for approval. Facebook will then review your post and notify you when it has been approved. This normally happens within 24 hours. Once approved, your sponsored post will be live.

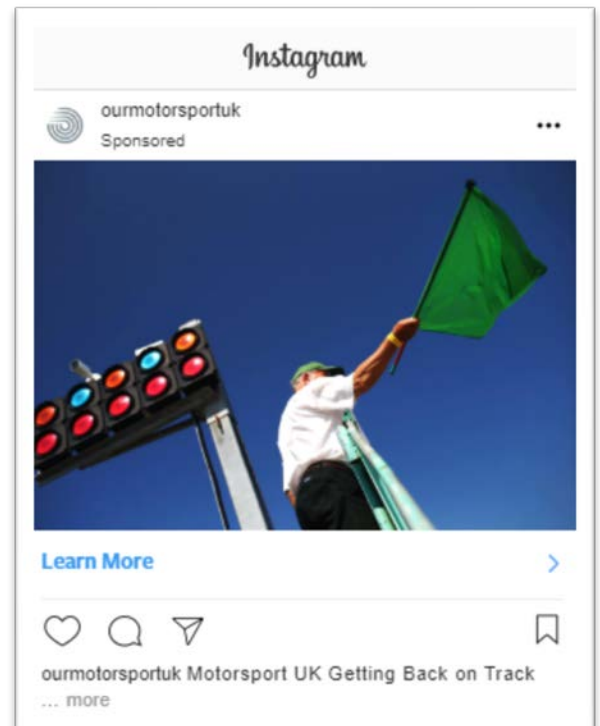
STEP FIVE



Track and evaluate your post to make sure it is successful and improve for next time. You can see the reach and engagement (comments, reactions and shares) data for all your posts using the 'Insights' tab at the top of your page. Or you can click on the 'Ad tools' tab to have a look at your recent promotions.

TOP TIPS

- Try to include a call-to-action button in your post to encourage people to become more engaged, like visiting your website, signing up for a newsletter, getting in touch or entering an event
- Posts with photos and videos tend to perform better so make sure to choose a photo or video post to boost



- You can select for your boosted post to also appear on Instagram. This is a great way of reaching more people without spending any more money. See our guide to using Instagram for more information.

For more club information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions for further guides, email the Motorsport UK Learning and Development Team on club.development@motorsportuk.org.