

Facebook Advertising

An affordable way to drive new traffic to your facility



PGATM

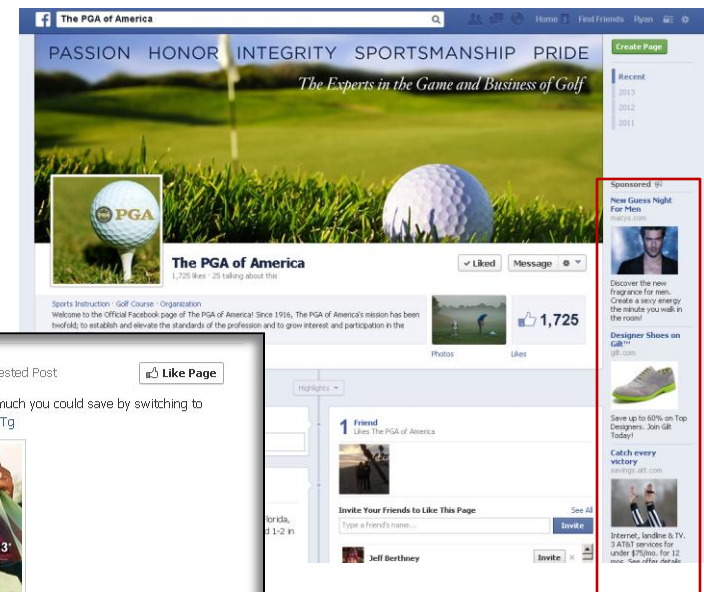


FACEBOOK ADVERTISING

Facebook advertising is a cost effective way to not only grow the amount of fans on your Facebook page, but to also attract new golfers to your facility. These advertisements will appear on the right rail of most Facebook pages and if your ad is popular enough, it could show up in the news feed, as the Liberty Mutual Insurance ad below did.

Some advantages for Facebook advertising Include:

- Easy to run & adjust
 - Read the next slides to learn how to quickly set up & monitor your ads.
- Cost effective
 - You can set a daily spend limit on your ads, so if you only want to spend \$25/\$50 a day, that's all you will spend.
- Great targeting ability
 - Set your ad so that you only spend money on those within a 25/50/100 mile radius. You can even target those who you know are interested in golf.



HOW TO SETUP AN AD

1. Go to <https://www.facebook.com/advertising> and log in.
2. Click the green button labeled “Create an Ad”
3. Facebook will ask you what kind of results do you want. Below are golf related examples of each:

Result Desired	Example
Page Post Engagement	You post a course overview video to your page and want to promote it. This will advertise your video to those around the area.
Page Likes	You’re looking for a way to get more golfers to like your Facebook page. An ad that says “Like Us”
Clicks to Website	Create an ad that links directly to your website. Maybe you have a tee time system that you can link to with a headline that says “Tee Times starting at \$25. Click here.”
Website Conversions	If you have a web team, you can set up tracking to get a great idea of the return on your investment.
App Installs	If you have an app for your facility, you can invite people to download it.
App Engagement	You can target people who use your app to try and get them to use it more often.
Event Responses	If you’ve posted an event on your page (ex. Demo Day), you can advertise that event on Facebook.
Offer Claims	If you created an offer on Facebook (ex. \$20 for after 2 pm tee time today), you can promote that offer to the local area using this ad.



FACEBOOK HELP

Facebook's Support Line = 1-800-601-0077

For feedback or to ask us a question about this webinar,
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