

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, unless they are particularly strong posts that hit the spot with that two per cent and are quickly shared to a wider audience.

The good news is that if you have some budget, then 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 small outlay. This is a great way of marketing to a whole new audience.

Step 1

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 the page of your website where they can find information or sign-up to an event. Once you have chosen the post you want to promote, click the blue 'Boost Post' button.

Step 2

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 3

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.

Step 4

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 very quickly. Once approved, your sponsored post will be live.

Step 5

Track and evaluate your post to make sure it's successful and improve it 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 current and recent promotions.

Any other tips?

Why not include a call-to-action button in your post to drive people to take action, like visiting your website, signing up for a newsletter, getting in touch or entering an event?