

PROMOTING A CLUB IN A DIGITAL AGE

FACEBOOK ADVERTISING CASE STUDY

The following paper outlines the process the Scottish Motor Racing Club (SMRC) went through to get 59 new people to sign up to come along to an SMRC 'Go Motor Racing Day'; a day at Knockhill – facilitated by a club coach - where participants have motor racing explained to them and get the chance to see some race cars on track and meet the teams and drivers. It goes on to analyse the results of this effort and makes some recommendations for future campaigns. This paper is intended to be a resource to help other motorsport clubs looking to try similar recruitment campaigns.

BACKGROUND

In 2017, the SMRC was experiencing a decline in their race entries and knew they had to take some action to turn this around. In previous years, the club had been pro-active in trying to attract new people into the sport by running their 'Go Motor Racing Nights'. Whilst the nights were deemed to be good social evenings, it was acknowledged that there was little impact in terms of converting newcomers into the sport because the nights generally only attracted people who were already engaged in the club.

The ability to target an audience very specifically meant that, on paper, Facebook advertising seemed like an obvious solution to try and get the right people along to the SMRC's events and the club agreed to be the 'guinea pig' in the first Facebook advertising recruitment campaign for a motorsport club (to our knowledge).

HOW FACEBOOK ADVERTISING WORKS

If you have a Facebook page for your club or business (not a personal profile page) then you can use Facebook Business Manager to create adverts that target users by their age, location, interests etc. You can also re-target visitors to your website with an advert and you can even create a lookalike audience from your existing email database.

You can advertise from as little as £2 per day but for campaigns to be effective, it is recommended that you spend a minimum of £5 per day on a campaign, over a duration of 3 – 4 weeks.



Scottish Motor Racing Club Sponsored · 👍 ...

Did you know you can go motor racing in Scotland?

Come along to our free Go Motor Racing Day at Knockhill Racing Circuit on 18th March to find out how!

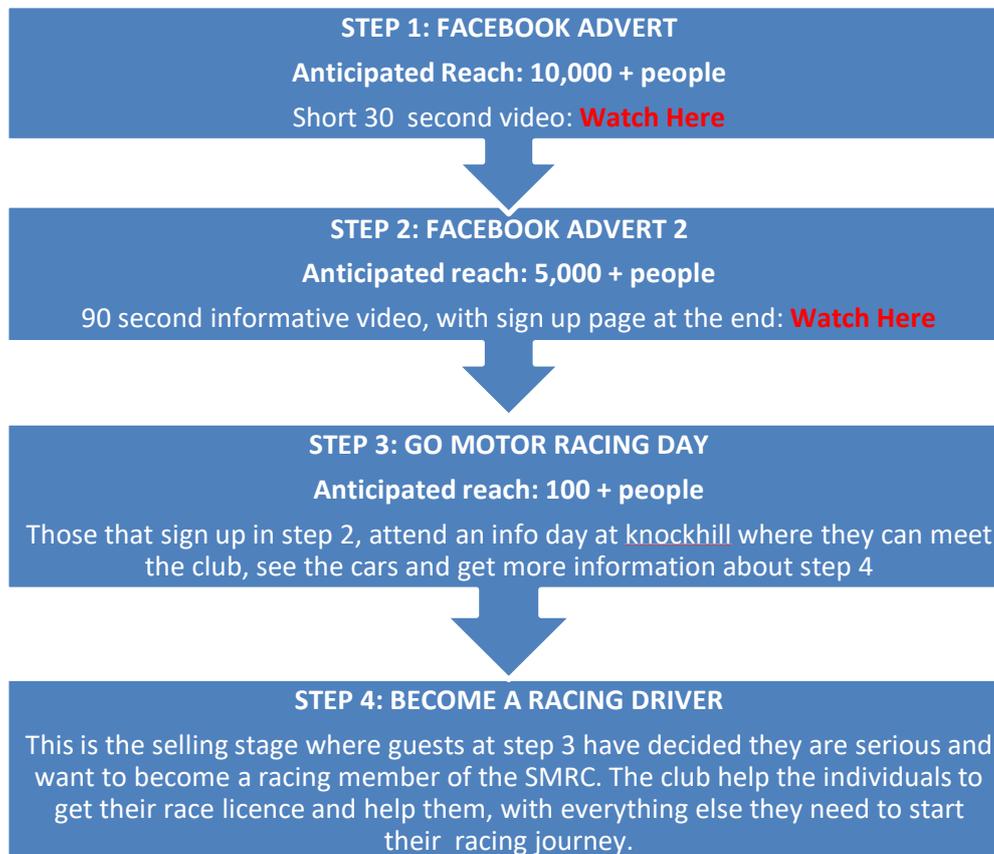
Click here to find out more:
<https://www.smrc.co.uk/get-involved-in-motor-racing/>

Go Motor Racing Night - 18th March, Knockhill [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

THE SMRC CAMPAIGN

The format of the SMRC's campaign "funnel" is outlined in the info chart below. The funnel is a marketing term that outlines the process for converting interest into a sale. In short; instead of simply trying to sell to a broad audience straight away, sellers should aim to 'warm up' the genuinely interested audience by engaging with them multiple times and feeding them increasingly more informative messages before finally asking them to buy.



The audience for the campaign targeted people as follows:

- Gender: Male and Female
- Location: Scotland
- Age: 25-55
- Interests: BTCC, Knockhill Racing Circuit, Allan McNish, David Coulthard, British GT, Top Gear
- Email Lookalike audience, SMRC website visitors and existing SMRC page followers were also targeted

CAMPAIGN RESULTS

The campaign resulted in 59 people signing up to attend the 'Go Motor Racing Day' (step 3), almost all of whom were people that the club had never spoken to before. Unfortunately snow at Knockhill meant that the day – which was due to take place on 18 March - had to be cancelled.

This means we have not yet got a true analysis on the impact of the campaign in terms of its success converting interest into members. However, we can draw some interesting conclusions from the Facebook campaign itself, which on the surface seems to have worked well.

The SMRC spent £490 on Facebook advertising for this campaign over the course of three weeks. The adverts reached a total of 38,000 people, with 1500 of those people clicking through to the sign up page and 59 people in total signing up to the info day. The table below outlines what ad set the sign ups came from and the associated advertising costs with each different ad set.

Ad set name	Results (sign ups)	Reach	Cost per results	Amount spent
Email List Lookalike	14	13524	8.21	114.87
Cold Interests	19	11694	6.66	126.57
Video 1	0	15,847	0	91.33
Website Visitors 30 Days	4	792	11.4	45.6
Video Views	5	1053	6.27	31.37
Email List	0	74		12.52
Page likes	10	963	2.22	22.15
Page likes friends	1	2720	15.05	15.05
Cold Interests New	1	4798	29.78	29.78

Key Points:

1. The most successful ad set in terms of sign ups was 'cold interests'. This means that most people signed up directly off the back of watching the longer and more informative video 2.
2. Only 5 people signed up through the 'video views' process. This means that, contrary to our theory, the campaign did not work in the logical way we thought where a mass audience watched video 1 and were then signed up off the back of being re-targeted by video 2.
3. The most cost effective sign-ups are people that already liked the SMRC Facebook page, at a cost of £2.20 per sign vs £6.66 for those who signed up from 'cold interest'.

CONCLUSION

Overall, it seems fair to conclude from this case study that Facebook advertising campaigns can hold value for motorsport clubs. Whilst this process is not yet complete (due to the Scottish weather!) it is fair to say that the SMRC have never had 59 new people interested in attending one of their previous Go Motor Racing nights referenced in the 'background' section of this paper, so this in itself is a big step forward.

This Case Study is intended to act as a resource to help other clubs run similar recruitment campaigns and with this in mind, we have concluded the paper with the four key points to take into account when considering a Facebook advertising campaign:

1. **'Warm up' your audience:** an advert that simply asks a completely cold audience to pay to enter an event of some form is unlikely to be successful; in the SMRC's case it would be the equivalent of walking over to a person in the street - who had just jumped out a sports car - and asking them to spend £350 on an ARDS test! Invite people to events where they can find out more information about the sport and/or target them with relevant and interesting content (video's or pictures of your events) to get them engaged in your activities before you try to 'sell' to them.
2. **Build your page following:** you'll note from the Campaign Results table, that the most cost effective sign ups from the SMRC campaign were those who were already following the SMRC's page. For this reason, the first priority to have a successful recruitment campaign is to build your page following by sharing regular club updates and engaging content. Paying to 'boost your page' is also worth considering before spending money on an advert. Your page followers are in effect digital members and are therefore partly 'warmed up'.
3. **Facebook is only part of the solution:** there needs to be a user friendly introduction to the club / sport at the other end of any Facebook campaign, otherwise it will fall down. Simply spending money on Facebook advertising will not grow a clubs membership so good old fashion customer service is still key to success.
4. **Ask for help:** Facebook advertising can look a little daunting at first. We have learned a lot ourselves from going through this process with the SMRC and are keen to help other clubs to start similar campaigns so please get in touch!