Club Guide for Facebook Ads and Social Media Ideas

Running Facebook Ads

This guide should help you set up and manage your Facebook Ads campaign to attract newcomers to Welsh Judo

YouTube video help: https://www.youtube.com/watch?v=bi0hACzioA0

Step 1: Set Up Your Facebook Ads Account

- Create a Facebook Business Manager Account: Go to Facebook Business Manager and click "Create Account."
- You'll need to add your club's page to the business manager if it's not already linked.
- Create Your Ad Account: Follow the instructions to set up an ad account within your Facebook Business Manager.
- Add your payment method for ads.

Step 2: Define Your Campaign Objective

Objective Selection: Choose what you want to achieve with your ad, such as:

a. Awareness (e.g., reach new people)
b. Consideration (e.g., traffic to your website or sign-ups)
c. Conversion (e.g., getting people to register for a class)

Target Audience: Define who you want to target with your ad. For Welsh Judo, target:

d. Age groups interested in fitness or martial arts (e.g., 18-45)
e. People within a specific location (cities or towns in Wales)
f. Interests such as martial arts, fitness, or judo

Step 3: Create Your Ad

Ad Format: Choose from a variety of ad formats:

a. Image or Video Ads: Great for showcasing your classes, testimonials, or judo in action.
b. Carousel Ads: Allows you to show multiple images of different aspects of your classes.
c. Slideshows or Collection Ads: These can also be used to promote a series of images or videos about your club.

Ad Copy: Use attention-grabbing headlines, short descriptions, and clear CTAs (Call-to-Actions).

d. Example Headline: “Try Judo for Free in [City Name]!”
e. Example Description: “Join a welcoming community, learn judo, and get fit with no experience necessary. Your first class is free!”
f. Example Call To Action: “Sign Up Now” or “Book Your Free Class.”

Step 4: Set Your Budget

- **Daily or Lifetime Budget:** You can set either a daily budget (how much you want to spend each day) or a lifetime budget (how much you want to spend during the entire campaign).
- **Bidding Options:** Facebook automatically optimises your ads based on your set budget and objective. However, you can adjust your bids if you want more control over how much you pay per result (like per click or per sign-up).

Step 5: Launch Your Ads

- Review Your Ad: Double-check everything, including your targeting, visuals, ad copy, and budget.
- Publish: Once you're ready, click "Publish" to start running your ad.

Facebook will review your ad, which typically takes a few hours before it's live.

Step 6: Monitor and Optimise Your Ads

Track Performance: Use the Facebook Ads Manager to monitor how your ads are performing. You can see metrics such as reach, clicks, and conversions.

1. Optimize: If you notice some ads are performing better than others, adjust them by:

    a. Changing the targeting (e.g., testing different locations or age groups).
    b. Modifying the ad copy or creative (e.g., different images or headlines).

2. A/B Testing: Run different versions of your ads (A/B testing) to see which ones resonate best with your audience.

Step 7: Analyse and Improve

1. Conversions: Measure how many people sign up for classes or click on your ad to learn more. Track this through Facebook's Pixel or through your website's tracking tools.
2. Refine Your Approach: Use your insights to improve future ads. For example, if a certain type of creative or message works well, focus more on that style.

Quick Tips

- Use High-Quality Visuals: Great images or videos of your judo classes will grab attention and drive engagement.
- Clear Call-to-Action: Make sure the action you want people to take (e.g., sign up for a free class) is clear.
- Target Locally: Focus on people within a specific geographic area to increase your chances of attracting nearby participants

Facebook Adverts Ideas

Ad Idea 1: Join the Judo Journey

Target audience: Judo practitioners, Families

Primary text: Discover Judo Wales! Dive into a sport that embodies respect, tradition, and self-improvement. Join Judo today!

Headline: Start Judo Today!

Description: Explore the transformative benefits.

Ad Idea 2: Embrace Judo Benefits

Target audience: Sports enthusiasts, Community members

Primary text: Experience the dynamic strength & discipline of Judo Wales. Embrace a sport that fosters growth and excellence!

Headline: Feel the Power!

Description: Join our inspiring classes.

Ad Idea 3: Youth Judo Programmes

Target audience: Families of athletes, Community members

Primary text: Enroll in Youth Judo programs in Wales. Cultivate confidence, resilience, and lifelong skills!

Headline: My Kids Love Judo!

Description: Sign up today and start their journey!

Ad Idea 4: Throw yourself into Judo

Target audience: Community members, Sports enthusiasts

Primary text: Step into the vibrant world of Wales martial arts. Promote a community of respect and perseverance by joining Judo!

Headline: Discover Judo!

Description: Excitement and growth await!

Ad Idea 5: Promote Judo, Build Community

Target audience: Families, Community builders

Primary text: Promote Judo and help build a community of strength and unity. Join Judo and make meaningful connections!

Headline: Benefit with Judo!

Description: Be part of a movement

Running Google Ads

This guide is designed for Welsh Judo clubs who are new to advertising on Google. It includes ready-to-use ad copy for each month of the 6-month campaign, with simple headlines, descriptions, and suggested call-to-actions (CTAs).

Video gudie: https://www.youtube.com/watch?v=i3-Dvy4Wjb4

Month 1 – Discover Judo

Headline: What Is Judo? | Learn in Wales

Description: Discover the sport of judo with friendly local clubs across Wales. Beginners are always welcome.

Call to Action (CTA): Find a Welsh Judo Club Near You

Headline: Judo Classes Near You

Description: Build confidence, fitness, and focus. Join a welcoming judo community near you.

Call to Action (CTA): Find a Welsh Judo Club Near You

Headline: Beginner Martial Arts for All Ages

Description: Discover the sport of judo with friendly local clubs across Wales. Beginners welcome.

Call to Action (CTA): Find a Welsh Judo Club Near You

Headline: Try Judo – No Experience Needed

Description: Build confidence, fitness, and focus. Join a welcoming judo community near you.

Call to Action (CTA): Find a Welsh Judo Club Near You

Month 2 – Try Judo for Free

Headline: Free Judo Class This Week

Description: Join clubs across Wales for our national Try Judo Week. All ages welcome – book your free class today!

Call to Action (CTA): Reserve Your Free Judo Spot

Headline: Try Judo in [City/Town Name]

Description: No experience needed. Come see what judo is all about – free sessions available this week only.

Call to Action (CTA): Reserve Your Free Judo Spot

Headline: Judo Open Week | No Cost, No Gear Needed

Description: Join clubs across Wales for our national Try Judo Week. All ages welcome – book your free class today!

Call to Action (CTA): Reserve Your Free Judo Spot

Headline: First Class Free – Book Now

Description: No experience needed. Come see what judo is all about – free sessions available this week only.

Call to Action (CTA): Reserve Your Free Judo Spot

Month 3 – Real Stories, Real People

Headline: Why I Started Judo at 40

Description: Meet people just like you who found strength, friendship, and fun through judo.

Call to Action (CTA): Read Their Stories. Begin Yours.

Headline: Judo Changed My Life

Description: From nervous beginner to confident athlete—your judo story starts here.

Call to Action (CTA): Read Their Stories. Begin Yours.

Headline: Real Stories from Welsh Dojos

Description: Meet people just like you who found strength, friendship, and fun through judo.

Call to Action (CTA): Read Their Stories. Begin Yours.

Headline: Start Judo – Any Age, Any Time

Description: From nervous beginner to confident athlete—your judo story starts here.

Call to Action (CTA): Read Their Stories. Begin Yours.

Month 4 – Bring a Friend Challenge

Headline: Try Judo Together

Description: Training is better together! Bring a friend to your local judo club and both join for free.

Call to Action (CTA): Sign Up for Our Friend Challenge

Headline: Bring a Friend – Both Train Free

Description: No pressure, no judgement – just a fun way to try something new with someone you trust.

Call to Action (CTA): Sign Up for Our Friend Challenge

Headline: Fun Martial Arts for Two

Description: Training is better together! Bring a friend to your local judo club and both join for free.

Call to Action (CTA): Sign Up for Our Friend Challenge

Headline: Start Judo With a Mate

Description: No pressure, no judgement – just a fun way to try something new with someone you trust.

Call to Action (CTA): Sign Up for Our Friend Challenge

Month 5 – Feel Stronger in 6 Weeks

Headline: Get Fit with Judo

Description: Build strength, confidence, and focus – no boring gym required. Judo is your new path to fitness.

Call to Action (CTA): Register for the 6-Week Intro Programme

Headline: 6-Week Judo Challenge

Description: Join our 6-week beginner program at clubs across Wales. It's never too late to start.

Call to Action (CTA): Register for the 6-Week Intro Program

Headline: Ditch the Gym, Try Judo

Description: Build strength, confidence, and focus – no boring gym required. Judo is your new path to fitness.

Call to Action (CTA): Register for the 6-Week Intro Program

Headline: Fun Fitness for Adults & Teens

Description: Join our 6-week beginner program at clubs across Wales. It's never too late to start.

Call to Action (CTA): Register for the 6-Week Intro Programme

Month 6 – Community Celebration

Headline: Join Welsh Judo Today

Description: Be part of our growing judo community. Meet new people, learn new skills, and celebrate progress.

Call to Action (CTA): Join the Movement

Headline: Be Part of Something Bigger

Description: Welsh Judo is more than sport – it's confidence, community, and fun.

Call to Action (CTA): Join the Movement

Headline: Find Your Local Judo Club

Description: Be part of our growing judo community. Meet new people, learn new skills, and celebrate progress.

Call to Action (CTA): Join the Movement

Headline: Start Something New in [City/Town]

Description: Welsh Judo is more than sport – it's confidence, community, and fun.

Call to Action (CTA): Join the Movement

Content Ideas for Social Channels

Not sure what to post? These content ideas are tailored for your key marketing channels, making it easy to create engaging content where your audience spends time.

Facebook

1. Discover Our Upcoming Judo Community Events Near You!
2. How Our Personal Growth Programmes: Are Shaping Young Minds
3. Meet Our Inspiring Adaptive Athletes in the Judo Community
4. Join the Conversation: The Role of Judo in Building Life Skills
5. Behind the Scenes with Our Coaches: What Does It Take to Teach Judo?

Instagram

6. Capturing Moments: Highlights from Our Recent Judo Championships
7. Inspirational Stories: How Judo Transforms Lives Every Day
8. A Day in the Life of a Judo Coach: Training and Triumphs
9. Inclusive Judo: Celebrating Diversity on the Mat
10. Judo Tips and Tricks: Improve Your Technique with Our Experts

Examples of an Instagram and Facebook Posts for your Judo Campaigns

Post 1: Unlock Your Potential

📸 [Image of a person practicing judo]

Unleash your inner strength with judo! 🌟 Whether you're a beginner or seasoned athlete, judo offers a path to personal growth and community. Start your transformative journey today! #UnlockPotential #JudoJourney #Welshjudo

Post 2: Join the Judo Community

📸 [Image of a judo class in action]

Ready to connect with like-minded judo enthusiasts? 🤝 Our events bring excitement and camaraderie. Join us and be part of the action! #JoinNow #JudoEvents #Welshjudo

Post 3: Celebrate Judo Triumphs

📸 [Image of a judo medal or trophy]

Join us in celebrating incredible judo achievements! 🏆 From local heroes to international stars, discover stories of success and triumph. #CelebrateSuccess #JudoWins #Welshjudo

Post 4: Discover New Skills

📸 [Image of a judo instructor demonstrating]

Master the art of judo and boost your confidence! 💪 With our expert instructors, you'll learn discipline and skill. Enroll in our programs today! #MasterSkills #JudoTraining #Welshjudo

Reel Idea: Pathway to Growth

🎥 [Compilation of judo training clips]

Embark on your judo journey! From fitness to self-discovery, judo is for everyone. Let's grow together! 🌱 #PathToGrowth #JudoForEveryone #Welshjudo

Marketing and Promotion Ideas

These ideas will help you get more eyes on your content. Try a mix of them to see what drives the most engagement and reach for your business.

1. Host an online webinar or live session with a top judo coach or athlete.
2. Run a social media contest with prizes for the best judo-themed photo or story.
3. Create a video series of judo tutorials and share them across platforms.
4. Partner with local schools to offer introductory judo classes.
5. Organise a "bring a friend" day to increase community participation.
6. Launch a storytelling campaign featuring personal growth journeys through judo.
7. Collaborate with other sports organisations to cross-promote judo events.
8. Offer free trials or demo classes to attract new members.
9. Set up a booth at local fairs or community events to promote judo.
10. Implement a referral program that rewards current members for bringing in new participants.

FBK Post Ideas

Don't forget to put a call to action (so they know where to find and contact your club)

Post Idea 1: Empower Through Judo

Unlock your full potential with judo! Discover how it enhances both physical and mental dexterity. Join us in this transformative journey.

Post Idea 2: Judo Community Events

Ready to connect? Join our upcoming Judo events and meet like-minded individuals passionate about growth through sport. Be part of the action!

Post Idea 3: Inspiring Adaptive Athletes

Meet the trailblazers! Our adaptive athletes break barriers every day. Discover their inspiring journeys and join our inclusive programmes.

Post Idea 4: Grow with Judo

Judo isn't just a sport; it's a path to personal growth. Learn how it builds discipline, respect, and confidence. Explore our programs today.

Post Idea 5: Coaching Masterclass

Aspiring judo coaches, elevate your skills with our masterclass series. Learn innovative techniques to bring out the best in your athletes.

Post Idea 6: Judo for Kids

Give your child the gift of growth. Discover the life skills and community benefits that judo brings to young athletes. Enroll now!

Post Idea 7: Inclusive Judo Programmes

Join our mission to promote equality in sport. Our adaptive judo programs offer opportunities for all. Get involved and make a difference.

Post Idea 8: Judo Success Stories

From beginners to champions, our athletes' success stories are a testament to judo's impact. Read their journeys and get inspired to start yours.

Post Idea 9: Judo Tips & Tricks

Hone your skills with expert judo tips and tricks. Whether you're a beginner or a seasoned judoka, there's always room for improvement.

Post Idea 10: Judo for Personal Fitness

Explore how judo can be your pathway to fitness and self-improvement. Join a community that supports your journey toward better health.

Additional Content Ideas

1. **Judo Success Stories**: Share testimonials from judo students who have experienced personal growth and success through their training.
2. **Judo FAQs**: Provide answers to common questions about judo, such as what to expect in your first class or the benefits of practicing judo.
3. **Instructors' Corner**: Highlight the expertise and backgrounds of your judo instructors to build trust and enthusiasm among potential students.