

# £1 A Day Facebook Ad Strategy To Get More Members For Your Club



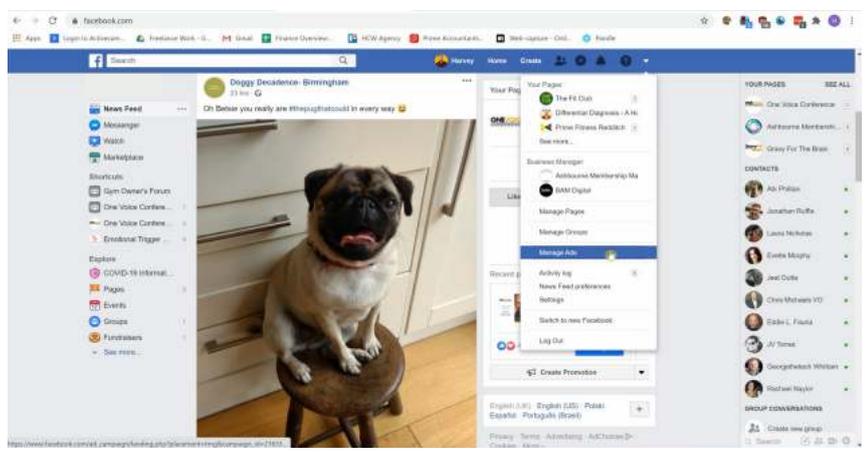
## What You'll Learn in this Guide:

- 1 How to set up a video ad on Facebook for just £1 a day
- 2 Learn an interesting change to Facebook's targeting
- 3 Learn to retarget interested customers with a better deal based on how they interact with your Facebook ad

Please [watch our free webinar](#) for further details, this is step-by-step guide which might not include some of the details you are looking for.

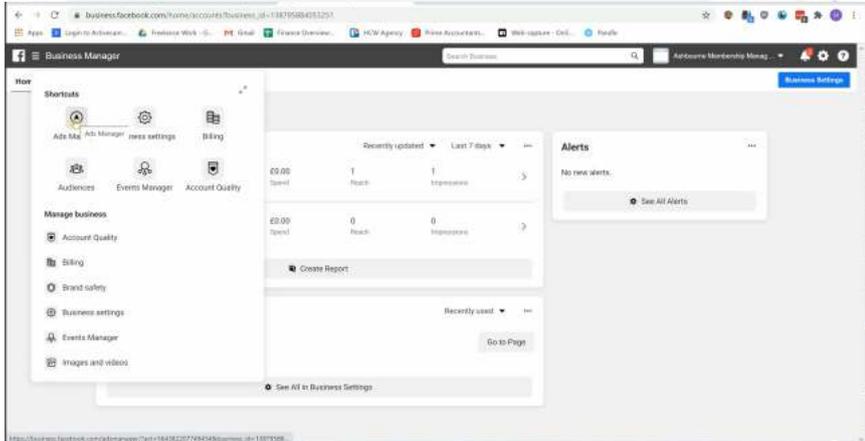
# 1 Go To Your Ad Account

Head over to Facebook and go to your Ad Account by clicking the arrow in the top right hand corner, and selecting Manage Ads.



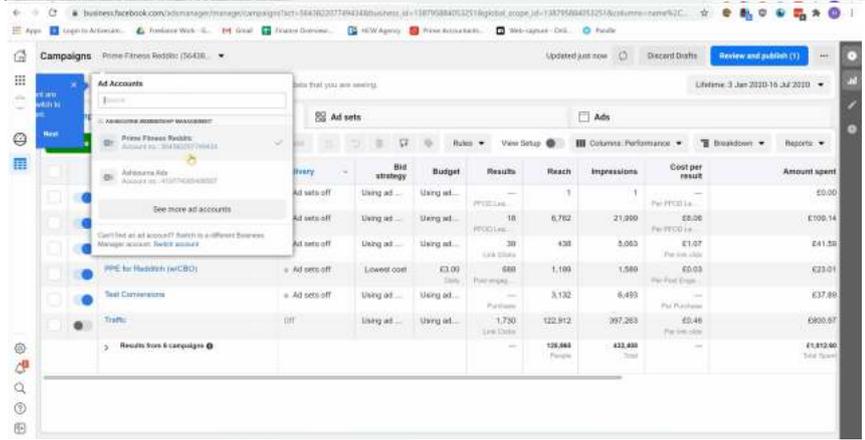
# 2 Head To The Ads Manager

Once in your ad space, head to your ads manager. You can get there by clicking the 3 lines in the top left corner, and then select Ads Manager from the Shortcuts section.



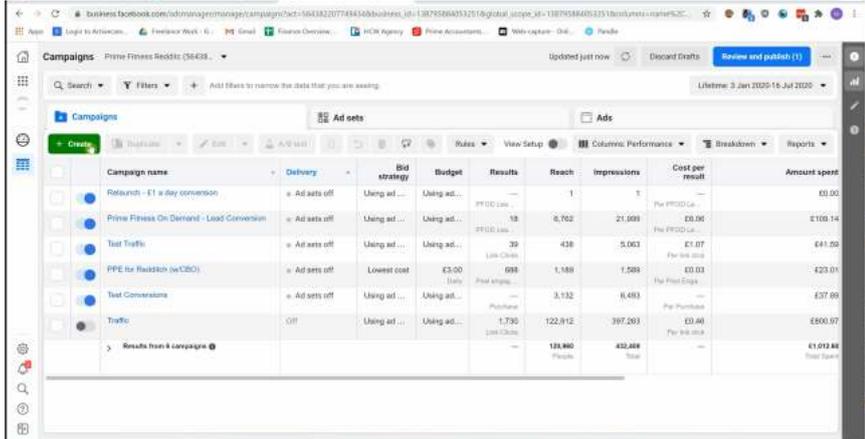
# 3 Select Your Ad Account

Now you're in your ad space, make sure you have the right ad account selected. You'll want the ad account named after the Facebook page you are going to be advertising from. If you have multiple pages you will be able to select your business name from the dropdown menu.



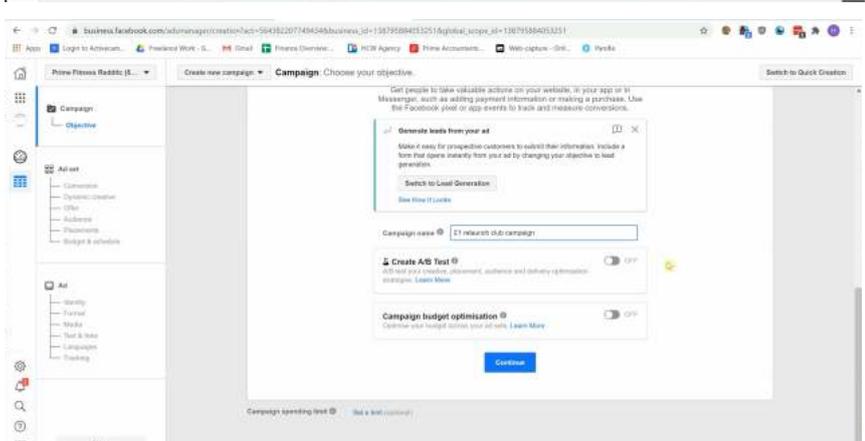
# 4 Create Your Ad

Now we are ready to make our ad! Click the green '+ Create' button to start creating your ad.



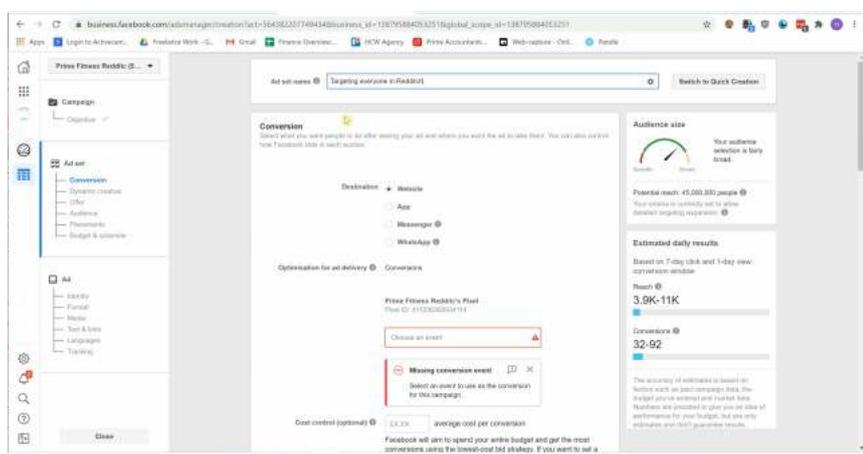
# 5 Start With Your Campaign

When creating an ad, you start with setting your objective. As our aim is to sell gym memberships, select conversions as your objective and then scroll down and give your campaign a simple name that will help you remember what it is at a later date.



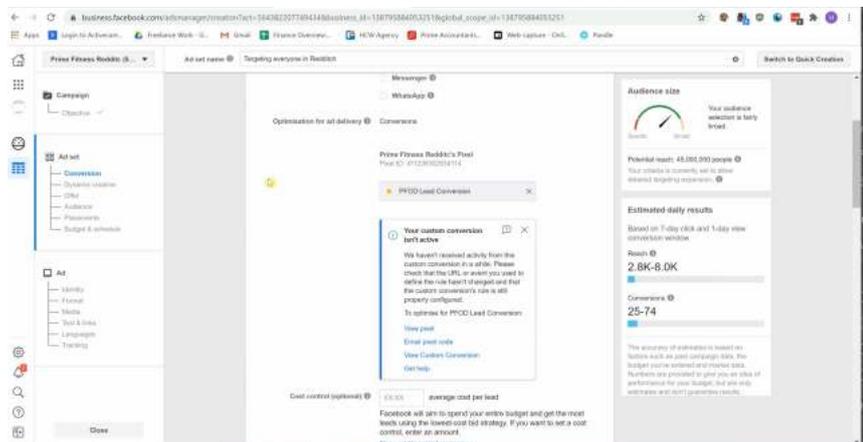
# 6 Begin Creating Your Ad Set

Now you'll start defining the target audience for your ad. Start by giving your Ad Set a simple and easy to remember name. For our ad we are going to be targeting everyone in a specific area so we would call it: Targeting Everyone in Redditch for example. Of course, change this to be your gym's local town or city.



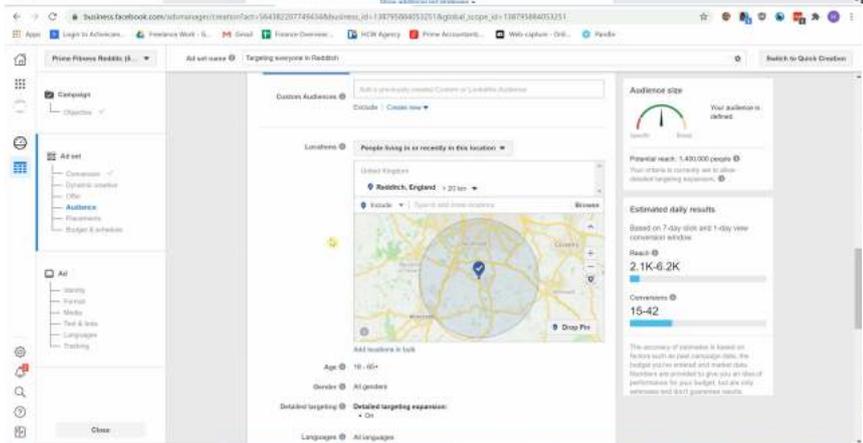
# 7 Add Your Facebook Pixel

It's time to add your Facebook pixel to your site. We would recommend asking your website developer or administrator to install this for you, or [follow this guide](#). The pixel tells Facebook what people are doing on your site, so you know whether your ad converts.



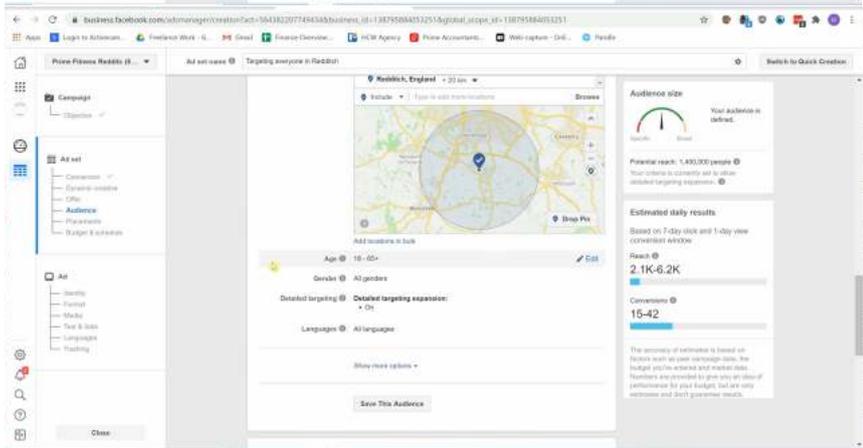
# 8 Define Your Audience

You do have the option to create custom audiences, but for this specific ad, we're targeting everyone in a specific area. Enter your gym's location and add a 20km radius to target the people living nearby your gym. We won't be using detailed targeting in this example and we will explain why later.



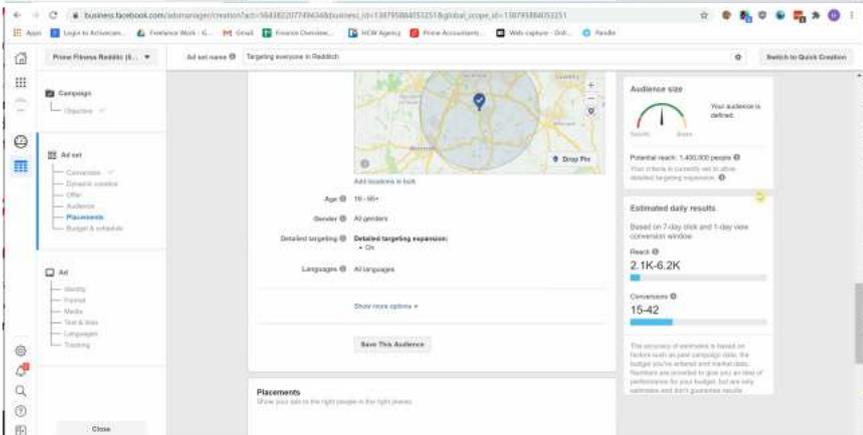
# 9 Select Your Age Group & Genders

Now it's time to choose your age group. Make sure you select the age group most appropriate to your gym as you don't want your ad showing to 60+ year olds if your gym style and classes are targeted toward the younger generation. The same goes with gender as there's no point advertising to males if you are a womens only gym.



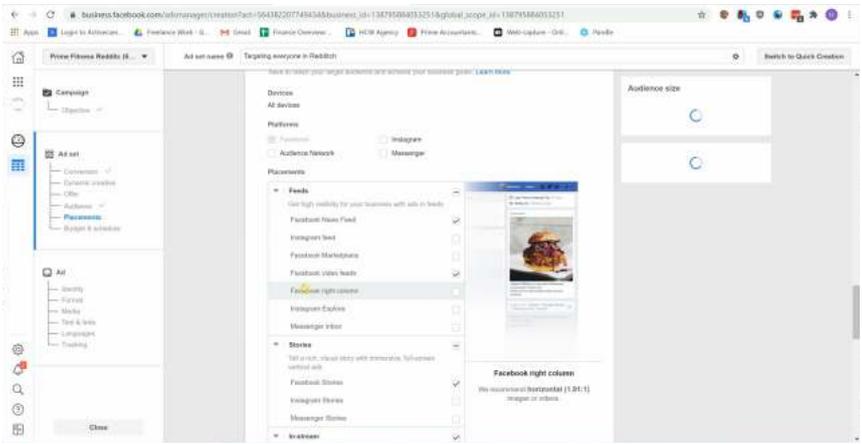
# 10 Review Your Ad Reach

You can now take a look at the audience size your ad could potentially reach. On the right hand side you will be able to see the potential audience size and estimated daily reach based on your defined audience. This number is based on having a high quality ad. Confirm everything to move on.



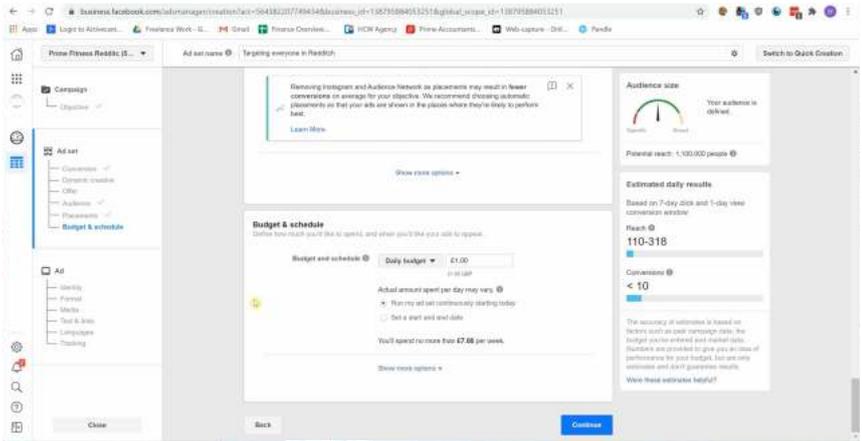
# 11 Choose Your Ad Placement

As this is a video ad we only want showing on Facebook, we will select manual placement. The only options you want to remain ticked are: Facebook, Facebook News Feed & Facebook Video Feeds.



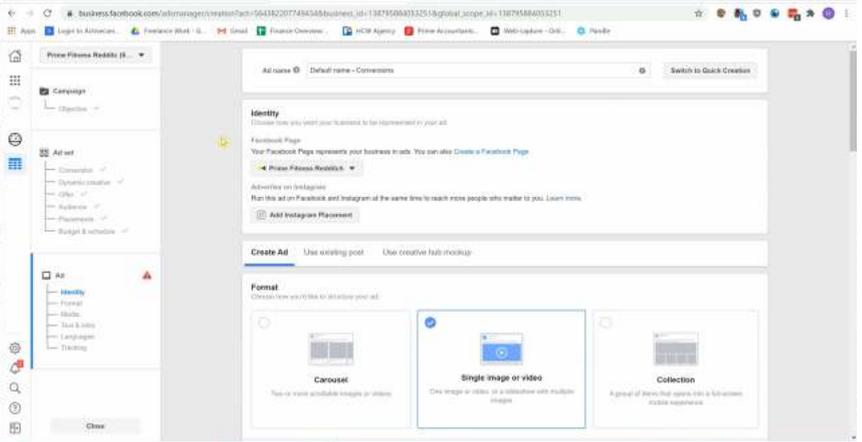
# 12 Set Your Budget

It's now time to set your budget. Set the daily budget to £1 and select run my ad continuously. You can stop your ad when you are ready. You will also see the audience size and estimated daily results have reduced, this is ok. Facebook spends higher budgets quicker, so it's better to start small and build up.



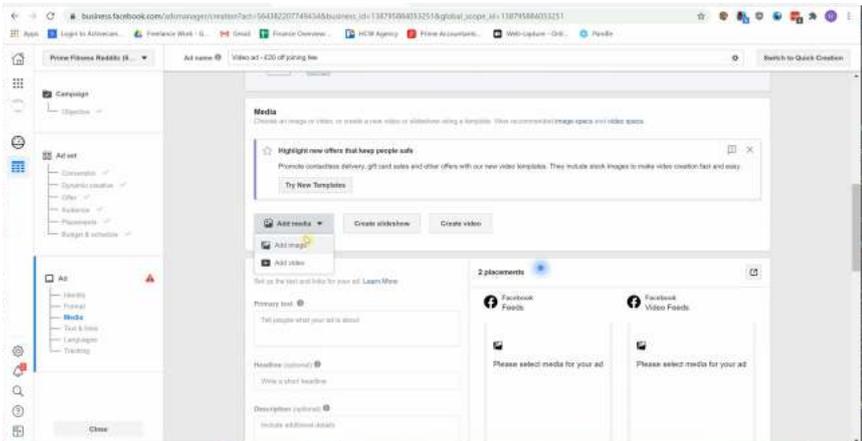
# 13 Start Building Your Ad

Give your ad a relevant name, select the Facebook page for your business and then select single image or video. You can use an existing post if you'd like, but for our example we are starting from scratch.



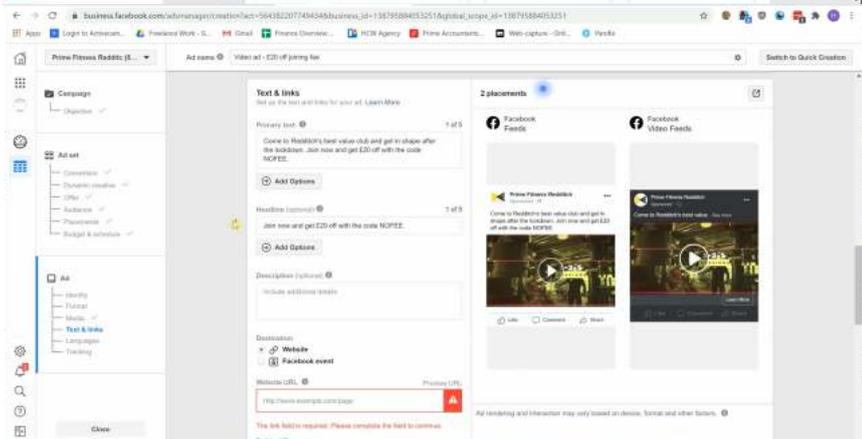
# 14 Upload Your Video

You can now add your media to your ad. For this ad we are using a video, so go to Add Media and choose Add Video. You will be able to upload a new video or choose an existing one you might have used before.



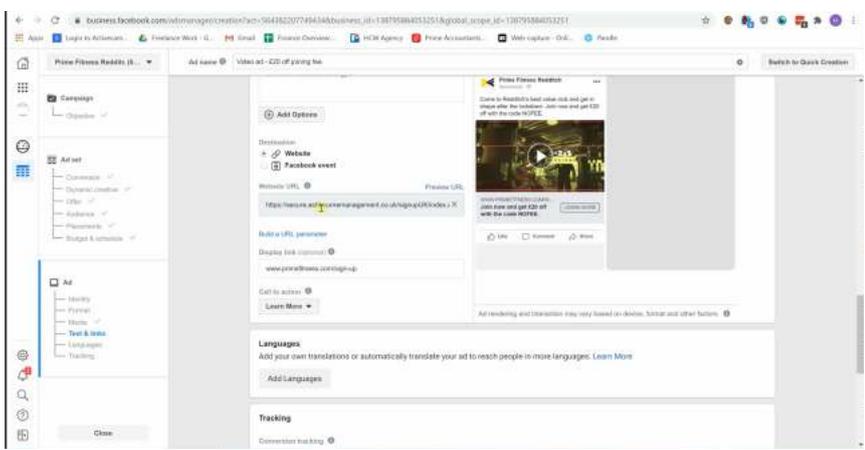
# 15 Write Your Ad

When writing your ad, keep the primary text short and to the point so it is entirely visible when placed (see examples to the right). You can then add further details in the description to provide more information. Make sure to use keywords such as club, gym or fitness.



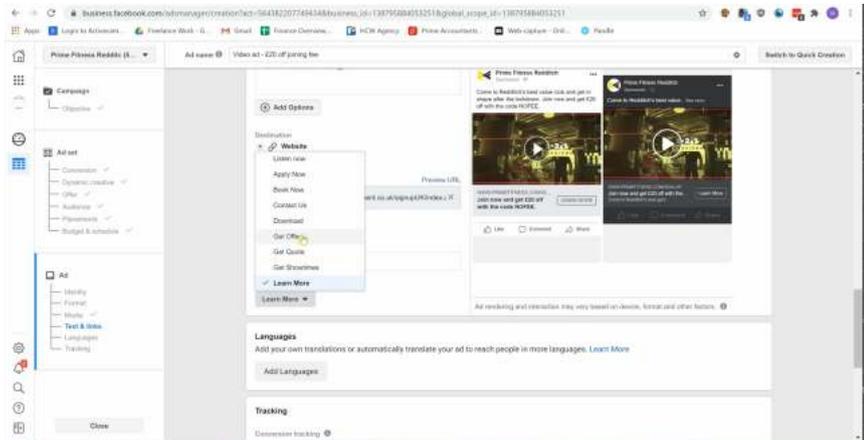
# 16 Add Your Website

Input the website URL you want people to be taken to when they click your ad. You can then also choose an additional display link so that the URL people see is cleaner. This is simply for display and they will still be taken to the website URL you entered first.



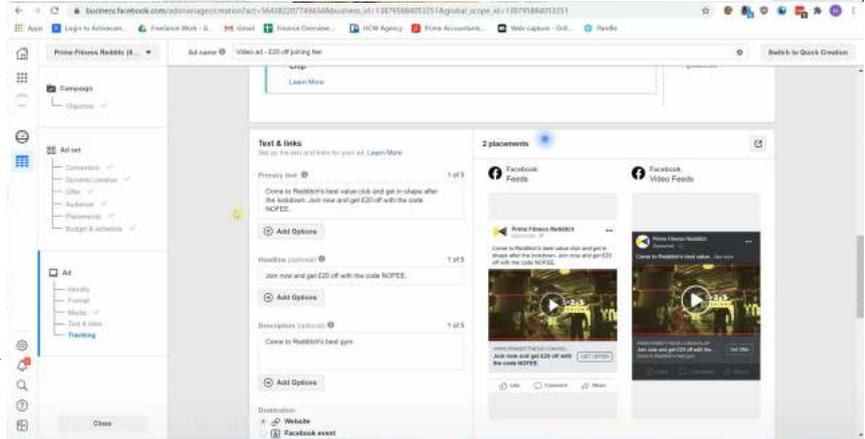
# 17 Choose Your Call To Action

Now choose your call to action, Facebook gives you a list of predefined options so choose the one most relevant to your ad. For this ad, 'Get Offer' would be the most appropriate.



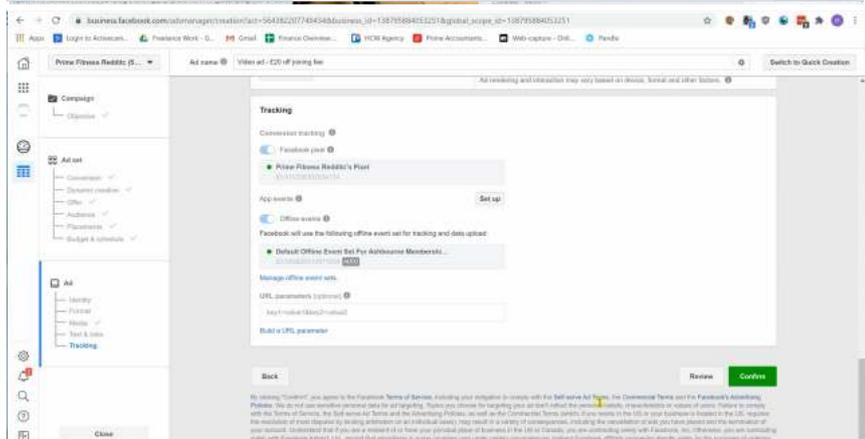
# 18 Review Your Ad

You can now see what your ad will look like to everyone! The reason why we didn't choose specific targeting earlier is due to Facebook having changed its algorithm so that it now targets people based on what you have written in your ad itself. If you have used words like "gym", Facebook will target gym goers automatically.



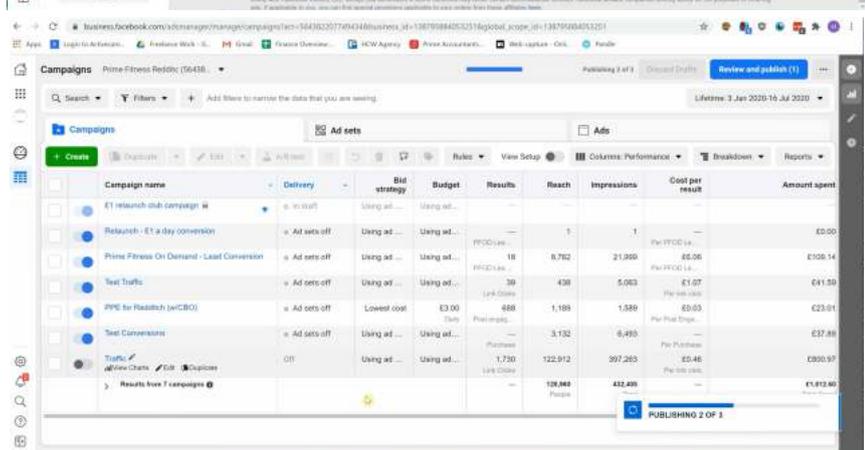
# 19 Ensure Pixel Is Selected

As you then scroll down you will see your Facebook pixel should be connected up ready for tracking your ad and peoples interactions. You are then ready to click confirm!



# 20 Your Ad Is Being Published!

You'll now return to your main ad space and see that your ad is in the process of publishing. This can take a few hours. If it takes any longer, check back and see if you've made any errors that are preventing it from publishing.



# How To Review Your Results & Increase Your Budget

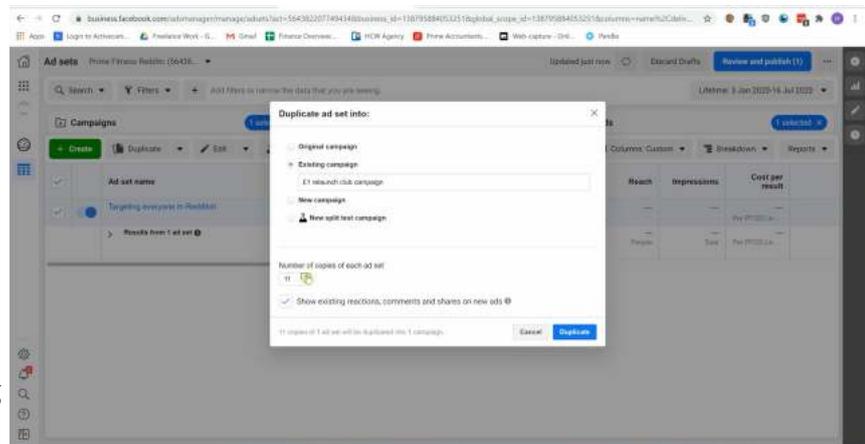
Once your ad is published and running you can return to your ad account and see all the ads you have running in a list formation. You will see your list of campaigns, and if you click into a specific campaign you will then be able to see the ad set associated with that campaign, and again if you then click the ad set you will then be able to see the ad itself.

You can also see your results here and see the reach your ad is having, what your conversion rate is and importantly, what your total spend is.

If you want to increase your budget, to do this you don't want to just increase your budget on a single ad. The more you raise the budget of an ad, the quicker Facebook spends it, so you are better off having a small budget running across multiple ads and then Facebook spends your budget on each ad more efficiently. The steps to follow when increasing your budget are as follows:

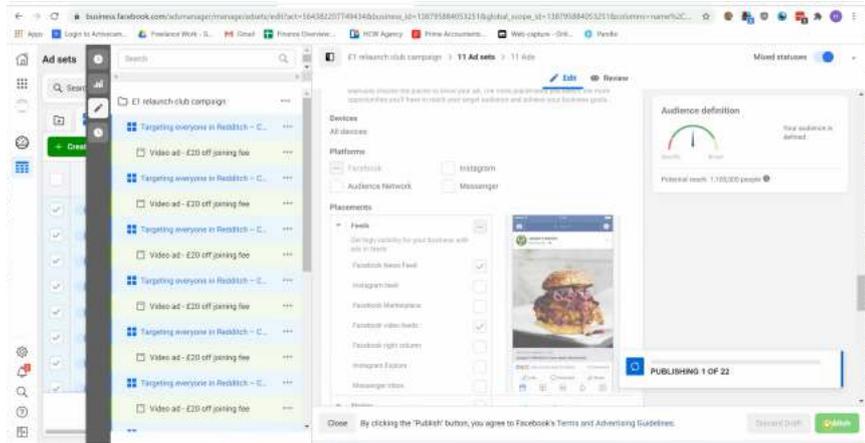
## 1 Duplicate Your Ad Set

Head to your ad set in a specific campaign and duplicate the current ad set you are using. When the Duplicate Ad Set Options appear, choose existing campaign and then select the number of copies you'd like. 12 sets is a good number, so 11 copies is what we'd suggest. And leave the existing reactions option ticked.

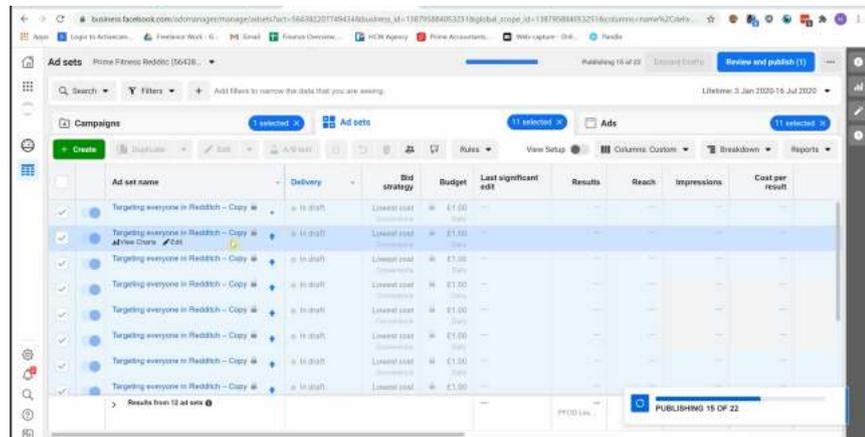


## 2 Review Your Ads

You will then be able to see all of your ad sets and associated video ads that will run alongside them. You want to keep everything the same across them all, so scroll down and click publish!



## 3 Your New Ads Are All Published!

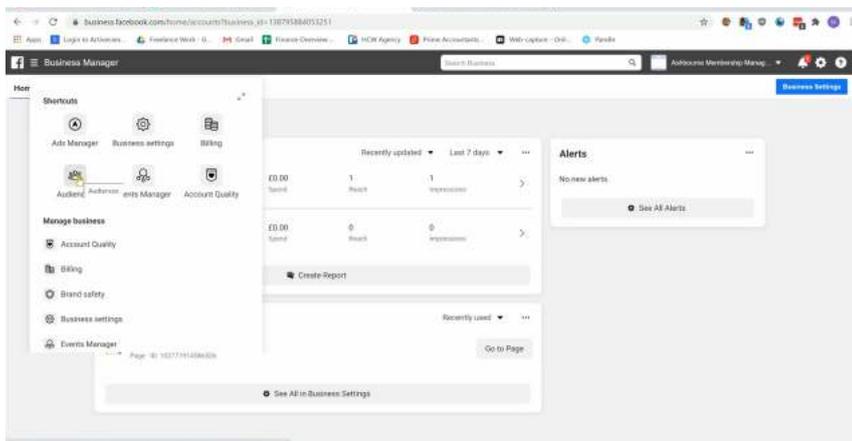


# How To Retarget Your Ads

Another great way that you can engage people is by retargeting a new ad at people who have watched the video in our original ad. This way you can target people who have spent a long time looking at your ad, but haven't clicked it. The thinking is that the longer somebody watches our a video, the more interested they are.

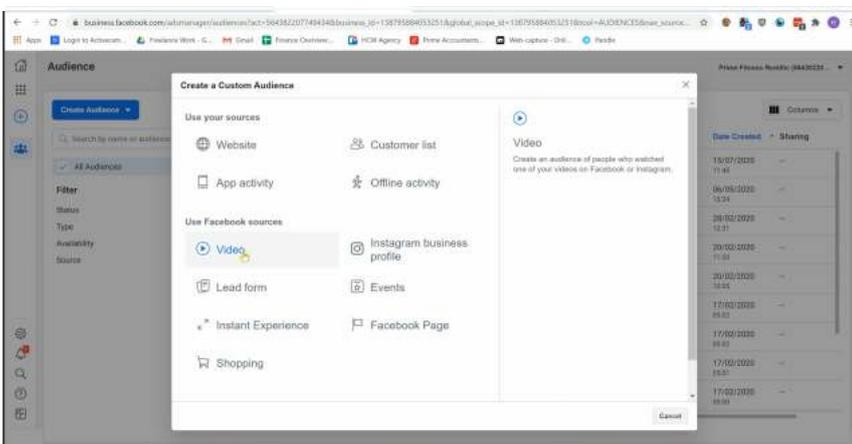
## 1 Look At Your Audiences

Go back to the home page of your facebook ad account. Click on the 3 lines next to Business Manager and select Audiences. All of the audiences you have ever made will exist here.



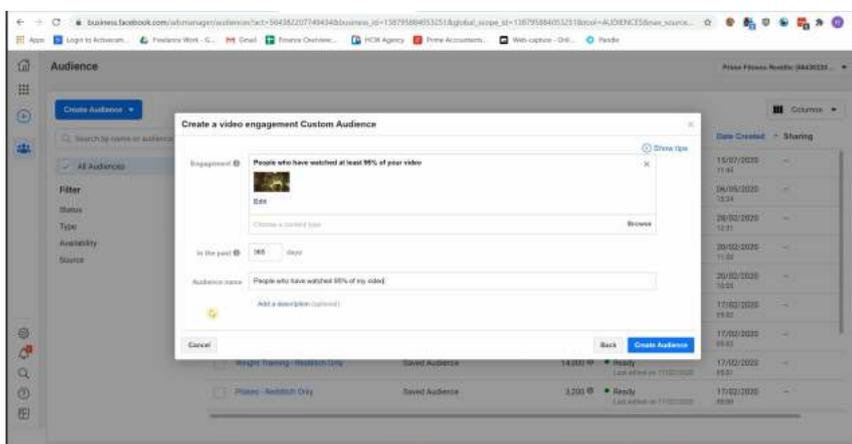
## 2 Create A Custom Audience

Click on the create audience button and choose custom audience from the drop down menu. You can create custom audiences from a number of sources such visitors to your website, but for this example please select video from the Facebook Sources section.



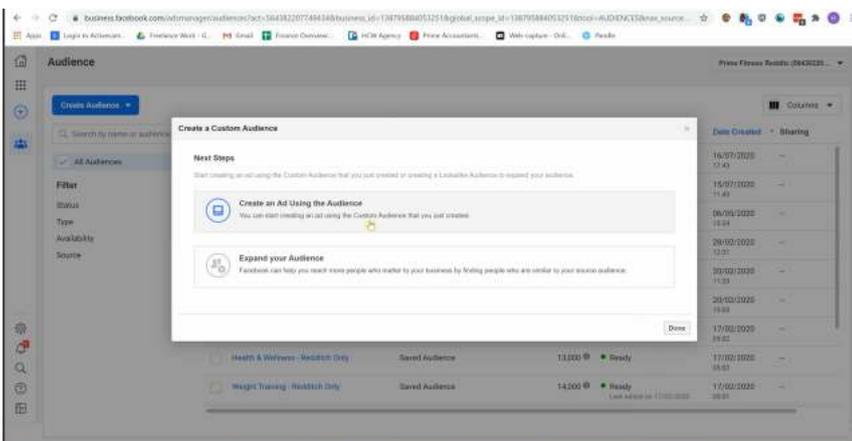
## 3 Further Define Your Audience

Choose the amount of engagement you are looking for and from which specific video you have used (e.g. people who have watched 95% of your video), define the time frame and give this audience a new name. Then click create audience.



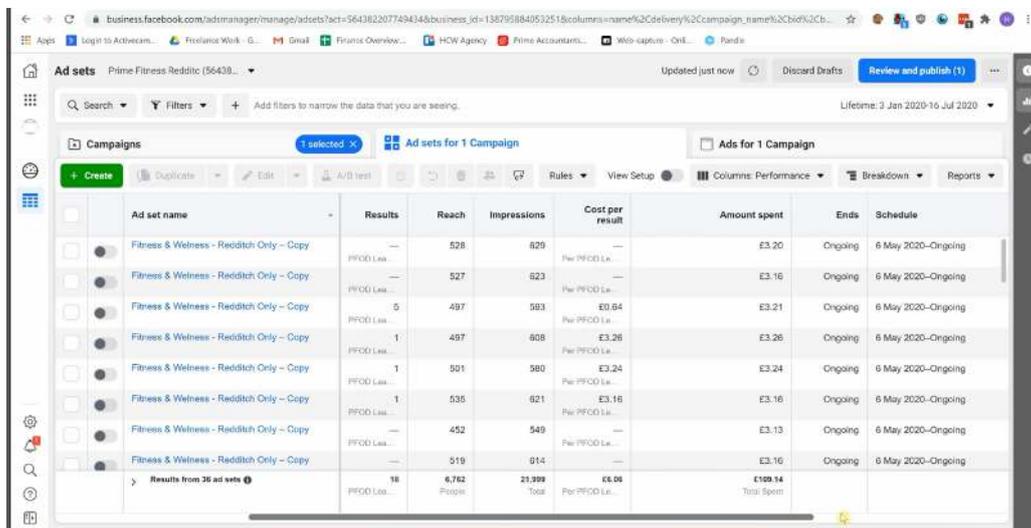
## 4 Create Your Retargeted Ad

Create an ad which is the same as the previous ad you have used but with a better proposition. The reason we do this is that as Facebook is retargeting people who have watched 95% of your video but didn't click through. They were clearly interested, so an offer of a greater amount should entice them to click through this second time.



Over time be sure to check back on your ads to review the amount you have spent, the number of leads you have got and work out which ads aren't doing well and which ones are.

Delete them, change the copy based on response and try new things. Keep people engaging with your ad.



Ad set name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule
Fitness & Wellness - Redditch Only - Copy	—	528	629	—	£3.20	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	—	527	623	—	£3.16	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	5	497	593	£0.64	£3.21	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	1	497	608	£3.26	£3.26	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	1	501	580	£3.24	£3.24	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	1	535	621	£3.18	£3.18	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	—	452	549	—	£3.13	Ongoing	6 May 2020–Ongoing
Fitness & Wellness - Redditch Only - Copy	—	519	614	—	£3.16	Ongoing	6 May 2020–Ongoing
<b>Results from 26 ad sets</b>	<b>18</b>	<b>6,762</b>	<b>21,999</b>	<b>£6.06</b>	<b>£129.14</b>		

Good Luck & Keep Learning!



Ashbourne Membership Management takes the weight off you, your staff and your club, so that you can focus on the things you love about your business.

Ashbourne handles your payments, website and automates your entire process from initial sign up to class bookings.

We not only manage your club, but provide you with free resources and help to keep growing your business and improve your marketing.

If you would like more support like this, then get in touch with our sales manager Grant today and he'll answer all your questions and give you a full walk-through of what the Ashbourne management system has to offer.

[REQUEST A DEMO](#)