



**LONDON
SPORT**

A guide to setting a budget for local physical activity campaigns on Facebook

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With contributions from Sport England and Make Sport Fun.

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Overview:

Some of the most frequently asked questions about running physical activity campaigns on Facebook are about budgets.

Budget setting is at the core of campaign planning. How much do I need? How long will it last? What is the minimum? What can I expect to achieve from my budget?

This whitepaper, therefore, aims to arm you with:

- A basic understanding of Facebook budgets
- Examples of budgets applied to actual campaigns
- A grasp of how your target audience can affect the budget required (or the potential outcome!)
- A (very) rough guide to calculating how much budget you may need
- The confidence to begin planning a Facebook advertising campaign

The 4 key components:

1. Identify the Who, Where, What, and How
2. Understand the potential outcomes
3. Relate to previous examples
4. Budget planning for your project

What are Facebook Ads?

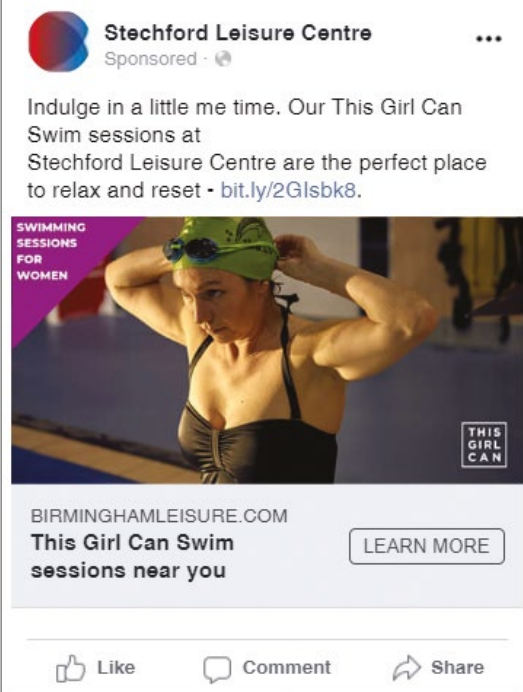
First up, let's take a step back.

You're reading this because you've either seen some excellent Facebook ads targeting you that you've engaged with, or a competitor's ad keeps grabbing your attention as you scroll through your Timeline, and you've thought "we could do something similar!".

You appreciate there's a potential to reach people outside of traditional advertising methods, but don't know where to start. Either way, let's dig into what different types of Facebook ad look like.

Single Image

A locally-targeted ad, reaching females only, within a set radius of the Stechford Leisure Centre:



Stechford Leisure Centre Sponsored · 🌐

Indulge in a little me time. Our This Girl Can Swim sessions at Stechford Leisure Centre are the perfect place to relax and reset - bit.ly/2Glsbk8.

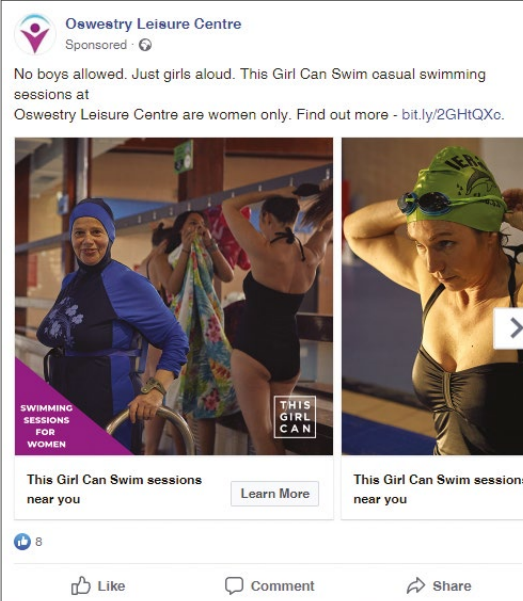
SWIMMING SESSIONS FOR WOMEN

BIRMINGHAMLEISURE.COM
This Girl Can Swim sessions near you [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Carousel

A carousel-style ad for the same This Girl Can initiative, this time targeting users in and around the area of Oswestry Leisure Centre:



Oswestry Leisure Centre Sponsored · 🌐

No boys allowed. Just girls aloud. This Girl Can Swim casual swimming sessions at Oswestry Leisure Centre are women only. Find out more - bit.ly/2GHTQXc.

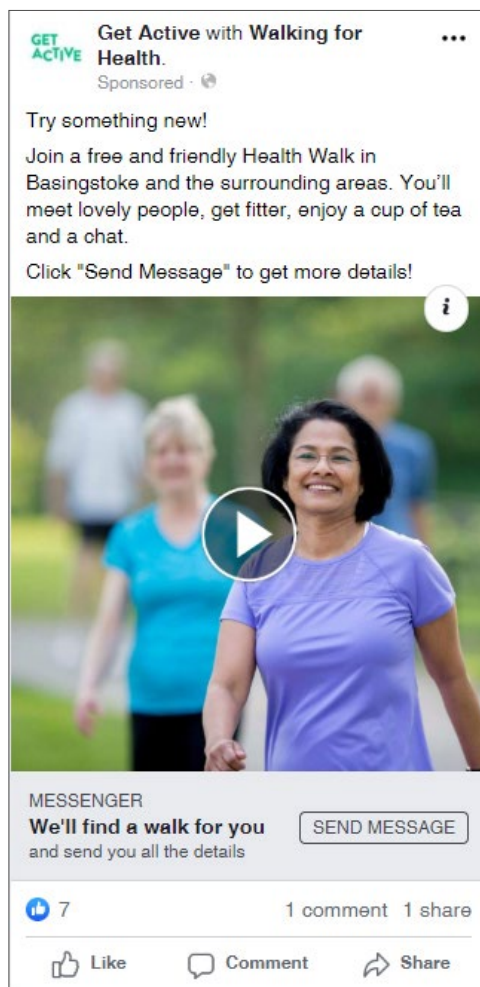
SWIMMING SESSIONS FOR WOMEN

This Girl Can Swim sessions near you [Learn More](#) **This Girl Can Swim sessions near you**

👍 Like 💬 Comment ➦ Share

Video

Finally, a video-based mobile ad promoting walking in and around Basingstoke:



Let's look at some jargon you might come across. We'll just detail a handful of the basics that crop up in the whitepaper:

- CPC – cost per click (or cost per result). This is the average you pay every time someone engages with your ad & visits your website.
- CTR – click-through-rate. This is the proportion of times your ad was clicked as a % of how many times it was shown (impressions). Shown 100 times, clicked 3 times = 3% CTR.
- Reach – the potential audience size based on your targeting and budget. Within the UK, and with an unlimited budget, this could be up to 42 million users.
- Conversion – an action, based upon the campaign objective, such as an enquiry, a download, a sign-up.
- Facebook Pixel – the tracking code that allows you to measure and optimise campaigns with better detail and serve ads to people who have previously visited your website.who have visited your website.
- CPA – cost per acquisition. The total cost for each person who completes your desired action. This could be signing up or actually attending an activity session.

Identify

The below criteria will help you to initially identify the feasibility of a Facebook ad campaign. To assess how much budget is required for a campaign you will first need to define the audience that you would like to target. Facebook provides several options for refining your targeting that will have a huge impact on your potential audience size, which in turn will affect the total budget that you will need.

That said, Facebook is pretty flexible. Budget can dictate the approach, and therefore activity can be launched with just £100. The outcome (the important part!) will, however, depend on a number of things. We can break these down into the **What, Who, Where, and How**.

WHAT - OBJECTIVE

There are many different campaign 'objectives' which will affect how your ads are served and the likely budget required. These can effectively be narrowed down into three categories:

1. Awareness;
2. Traffic;
3. Conversions.

Awareness objectives are focused on using your budget to reach the maximum number of users within your audience and can be excellent for reaching new users and making them aware of your offering.

Traffic as an objective is aimed at delivering the maximum number of suitable clicks or landing page views from the target audience, from a given budget.

Conversions focus on getting the maximum number of actions from your traffic, whether that's sign-ups or enquiries.

Each of these will spend your budget in a different fashion, however, and the allocation of budget to a Facebook campaign must be based on your initial goal.

WHO - TARGET

Facebook allows you to target users based on their age, gender, location and interests.

Therefore, it is vital to understand who the priority audience of your campaign is. We suggest focusing on demographics first.

Consider all avenues – is the audience young & male, or female and of all ages?

We've found that one of the biggest factors on cost is how closely you can align your campaign offer with the audience you are targeting.

As an example, the below table shows various campaigns run by Make Sport Fun between 2015-2018.

Campaigns	Cost-Per-Acquisition (CPA)*
Walking groups promoted to women 55+	£1 / enquiry
Family golf sessions promoted to women 38-50	£2.50 / enquiry
Running group promoted to 26-40-year olds	£3 / enquiry
Cycling group promoted to 26-40-year olds	£4 / enquiry
Walking football promoted to men 50+	£5 / enquiry
Aerobics sessions promoted to women 35-55	£5 / enquiry
Sessions for 16-25 olds	£15 / enquiry

Source: www.makesportfun.com

*note, approximate CPAs based on enquiries via an email, chat initiation, or similar.

Note how as the broadness of the project's potential targeting increased, so did the CPA.

Across these and other projects, we have also noticed that it's significantly more expensive to target younger audiences on Facebook than older. Generally, Facebook campaigns targeting over 45s are likely to return more results than those targeting younger audiences.

You can also use more advanced targeting to select your audience.

The most obvious use of this tool is to choose interests that directly relate to your offering, such as 'swimming' or 'five a side', but looking at the profile of your priority audience, you can begin to explore targeting criteria beyond the obvious.

For example, the London Sport campaign to recruit new participants for walking groups found the audience were also likely to have an interest in 'Age UK', 'Mary Berry', 'Hairy Bikers', and 'BBC Breakfast'. This approach can be particularly useful if you are seeking to reach a less active audience or a new audience for your campaign.

If you have the Facebook Pixel installed on your website, you can also remarket to previous site visitors while they are on Facebook. You can refine this audience by choosing which URLs they visited or if they performed a certain event on your site (you can also exclude these users).

There is also the option to target 'lookalike' audiences based on your remarketing audiences. These audiences are populated automatically by Facebook, searching & finding users who have similar behaviours and interests to your existing audiences, but who haven't visited your website.

If you don't have the Pixel installed, you can still remarket to users who have previously interacted with your Facebook page and posts and create lookalike audiences from these too.

From a budget perspective, a recommendation is to try numerous targeting approaches and refine the most successful.

WHERE - LOCATION

Now you've defined the type of user you want to reach, it's critical to consider their potential location(s). This is especially important when considering a local campaign with modest budgets, for example, if you want to reach particular users close to an event location, or complex. Targeting users in 'London' for a Netball initiative in Hackney will result in spending your budget on lots of people who will likely not be able to actually attend a session.

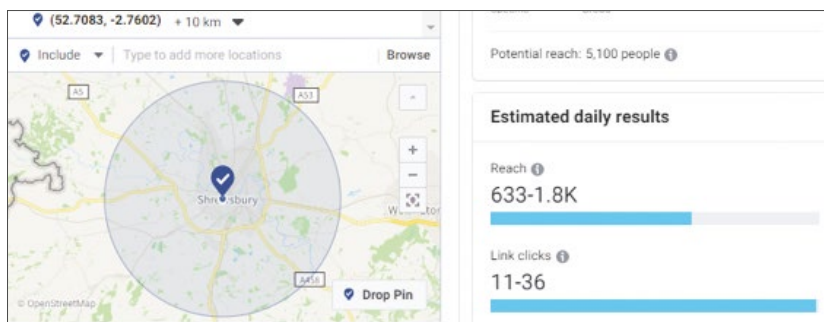
Budget allocation will depend on the number and size of the targeted areas. You can choose to limit your ads to countries, counties, towns and even postcodes. You can also use radius targeting where you drop a pin on a location and create a radius around the pin up to 80km wide with anyone within the radius who matches your targeting criteria being included in the audience. Note that you can use multiple radii.

By being extremely pinpointed with this element of the configuration, you're able to ensure you only reach users who are likely to be interested or able in physically visiting the location being promoted.

Locations can also be excluded, both in the conventional location targeting and in radius targeting.

Obviously, the more locations you are targeting, the more budget you will need, however targeting small towns or individual postcode groups can potentially make Facebook advertising feasible for small budgets.

An example of the targeting set-up for a This Girl Can Swim session in West England. It shows the projected reach & traffic which can be useful for estimating budget requirements.



HOW - AD FORMAT & PLACEMENT

The platforms and ad formats that you want to run will impact your reach and engagement levels which can have an effect on your budget allocation.

There is a choice of placements on Facebook, Instagram and the Audience Network (approved third party sites) that you can choose to utilise or not. Running ads on all of them will require significantly more budget than just running ads on one, as your potential audience size will increase with each placement. Small budget campaigns might choose to operate on Facebook only, for example.

For ad formats you can use single image, carousel and video - using all three will maximise your reach and will require more budget than using just one of the formats. Users will engage differently with each, depending on what the ad creative is. The engagement with an ad (likes, clicks, shares) will also have an effect on your CPCs - typically the more engaging your ad is, the cheaper the interactions are for you, and the further your budget will go.

Therefore - high relevancy, highly engaging ad content advertising your offering is critical.

Examples of single image, video and carousel ads from the London Sport 'Walking for Health' campaign.

Get Active London
Sponsored · G

Get more out of your day!
Join a free and friendly Health Walk near you. You'll meet lovely people, get fitter, enjoy a cup of tea and a chat. You'll feel refreshed both in your body and mind.
Sign up to get more details!

WWW.GETACTIVE.IO/LONDON/SPORT/WALKING
We'll match you with your nearest free Health Walk! [Sign Up](#)

and 350 others · 47 Comments · 73 shares

Like · Comment · Share

Get Active with Walking for Health.
Sponsored · G

Health walks are short walks that take place every week.
Led by a qualified instructor
Walk at a pace that is right for you
All walks are free... See more

WWW.GETACTIVE.IO/LONDON/WALKING
Free weekly walking groups in London [Learn More](#)

Diana Christodoulou, Tahira Qureshi and 3 others · 2 shares · 53K views

Like · Comment · Share

Get Active
Sponsored · G

If you would like to meet people, get healthier and fitter then come and join us on a health walk!
All walks last less than an hour, we don't walk too fast, and the groups are very friendly and welcoming.

Walks are free and there is no need to book
Just turn up at the meeting point

All health walks are led by free volunteers
To make sure no one gets left behind

Sylvia Donaldson, Anne Wilson and 23 others · 7 Comments · 10 shares

Like · Comment · Share

WHEN - THE TIME PERIOD THAT YOU WANT TO RUN THE CAMPAIGN FOR & SEASONALITY

Facebook does offer a lifetime budget option where you set the total budget that you want to spend, start date and end date, with the spend then being spaced out over that period to utilise your total budget. However, if your budget is small and your proposed run time is long, then your campaign won't be as effective as users will not see your ads often (or not at all) so they will lose impact.

Another, relatively minor, consideration is seasonality. For example, it is likely that advertising around physical activity/fitness in January will be saturated by post-Christmas campaigns which may drive up click costs, and if you advertise around Black Friday/Christmas run-up then competition for ad space across the board will be high.

Outcomes

You will likely have a certain goal in mind from your campaign, such as raising awareness of a new venture, membership sign-ups, or applications for a taster session. You can make the most of Facebook's machine learning and 'big data' to get the best CPA from your campaign.

Facebook offers an 'objective' to choose when you set up your campaign (see image below). If you select 'conversions' you will be able to select a conversion from your Facebook Pixel as the campaign target, and Facebook will work to get you the maximum number at the lowest cost.

What's your marketing objective? [Help: Choosing an objective](#)

Auction Reach and Frequency

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

It is best practise to measure some form of conversion in order to provide context on how well your campaign is performing which will help with optimisation. If you cannot get the Facebook Pixel set up on your site, then you can choose the 'traffic' objective to get the most clicks from your budget, or 'engagement' to maximise reactions, shares and comments.

If your goal is simply to raise awareness, then there are objectives available to maximise reach or ad recall from your budget.

Example Facebook Advertising campaigns

Sport England - this was a two-month project for the 'This Girl Can Swim' nationwide initiative. The focus of this Facebook campaign was to encourage inactive women to come to a pool session at one of 33 pools across the UK.

Ads were shown in a radius around each pool location (ranging from 3km to 17km depending on whether they were in a more urban or rural location and proximity of other pools), to women between 18 and 65 years old.

London Sport - this was a project in partnership with 'Walking for Health' with the aim of getting 55+ year-olds to sign up for local health walks throughout London.

Radius targeting was also used for this campaign, but with a much tighter radius of 1-2km in order to target certain London boroughs.

Lookalike and remarketing targeting were used alongside cold targeting.

Metric	This Girl Can Swim	Walking for Health
Click cost	£0.57	£0.52
Click-through rate	0.73%	1.92%
Clicks	103,039	30,039
Reach	1,516,346	254,709

This data highlights the potential differences in the performance of any two given campaigns. The London Sport campaign achieved a higher CTR, largely due to shorter-burst campaigns focusing on generating enquiries and targeting a smaller age range within tighter geographical radii.

The Sport England campaign, however, had far bigger reach due to broader targeting in more locations and delivered significant levels of traffic to the local sites it was promoting.

Budget Setting

Now you have a grasp of what Facebook ads can do for you, it's time to start thinking about allocating a budget for your upcoming project.

Business data will help you define how much you should consider allocating to marketing, and this should guide the initial approach (including for how long you might run a campaign, or for how broad). There is no simple formula for calculating budget at this stage for specific project promotion on the Facebook platform, however, here are some key considerations:

- Expect a minimum daily spend of no less than £5. This is £150 per month for any given campaign.
- With numerous targeting approaches to consider, a recommendation is to allocate no less than £300 per month to a Facebook project. Where locations or approach are multiple, this can be scaled as the total budget allows.
- Shorter campaigns often work best. Ad fatigue, especially for smaller audiences is a crucial consideration and will affect effectiveness and outright spend.
- Anticipate further costs outside of Facebook ad spend, such as budget required for creative, image creation/editing, video shooting, as well as ad copywriting & proofreading. Technical implementation of items such as the Facebook Pixel and conversion setup is likely to be key to demonstrating your outcome and may incur further cost.

Caveats

The above are either approximate benchmarks or data based on a single set of criteria, and other campaigns' performance metrics will vary depending on a large number of variables, such as:

- The ad copy & imagery/video used
- The offering itself - free trial, whitepaper download, event invitation
- The targeting (type of sport, activity/interest), and the size of the audience
- Budget
- Seasonality

The most effective way to assess how all of these factors will affect your budget is to define all of the above and then create a draft campaign in the Facebook Ads Manager interface using your desired targeting. Facebook will then provide an estimated reach and cost figure per ad set in real-time and you are not required to run any ad activity.

Next steps

1. Explore your target audience - write down the who, what, and where. The how can follow later.
2. Consider your offering, and detail your expected outcome(s).
3. Allocate a maximum budget for, say, 2-4 weeks of activity, as an initial trial. Time can be shortened and lengthened once the reach and budget are aligned.
4. Look to draft a campaign on Facebook itself to help understand how far your budget will go and what its impact may reach. If you are not familiar with Facebook Ads Manager this video shows how to access it and set up a campaign.

For more information about this whitepaper:

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