

Marketing Handbook



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Congratulations!

Before you lies the newly designed and tailored Marketing Handbook for BenFit in which several methods are defined with the aim of maximizing business with BenFit.

This handbook will be the guideline for the marketing of BenFit. Success of the end users, the club and its employees is paramount. They are the most important links in this success. This vision is to let many people have good experiences in your club with BenFit.

- View this handbook as a map for marketing, follow the marketing vision of this handbook. Follow the methods, be inspired and the results will follow automatically.

Michael Houët,

Fruit Marketing Project Bureau



Marketing Handbook BenFit

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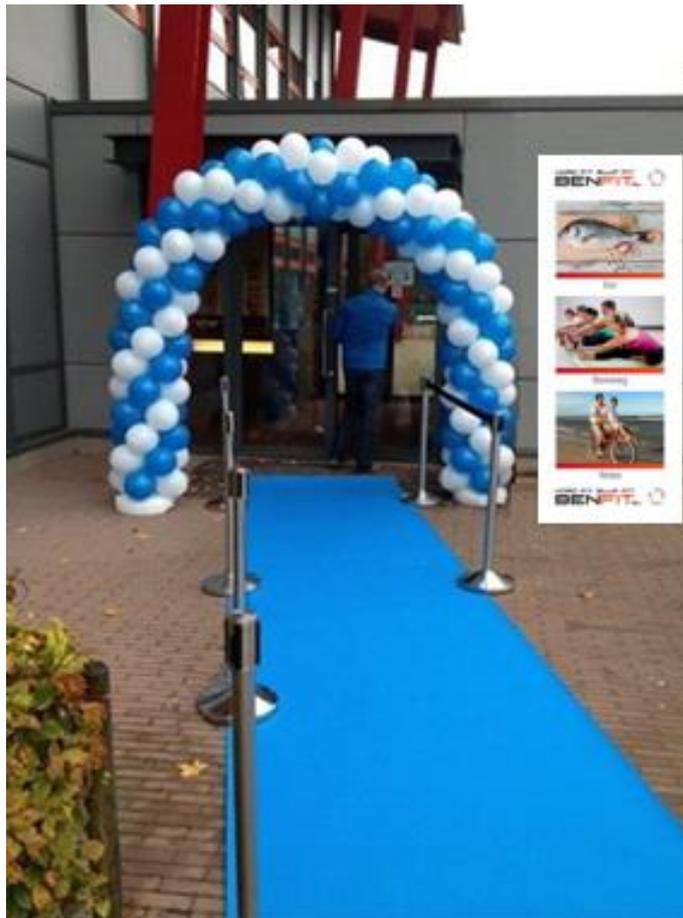
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1. Introduction

Quick success immediately after the launch is an important thing for long-term success with the BenFit programme. It is also conducive to the results when people can quickly apply the gained knowledge from the training in practice. If everyone who is going to train with BenFit immediately has clients and achieves the intended physical result, then the programme is very well supported by the coaches, they automatically become ambassadors of the system and that is a success factor.

To create this, starters are needed. In other words; we will have to recruit the first customers / members who will start with BenFit.

The start determines the finish!



Unknown makes unloved

2. Communicate – Launch – Display

How to proceed? First, start with an internal communication plan to announce the launch of BenFit.

2.1 Communicate

Pre-announcement launch day.

When

- Start 3 weeks before launch day

How

- Put up large posters in the club that are partly blocked (to fuel curiosity) and add a diagonal strip of paper with large letters '3 (2) (1) weeks until...' '7 (6) (etc.) days until...' countdown.
- Put up a standing 'Roll-up' banner, 'Display' or 'Shop in Shop' cover it with a piece of cloth such as used to reveal statues. Do this in a prominent place in the club. You can present the countdown on 1 or more A2 snap frames.
- Use a text-announcement 3 weeks prior: 'We proudly announce our new revolutionary nutrition programme, presented to you on March 12th' 'people have already lost hundreds of kilograms with BenFit' 'Want to learn more? Attend on the 12th of March or ask our coaches'.
- Pre-announcement on the social media-pages of the club. You can use the countdown here as well: 3 weeks, 2 weeks, 1 week etc. For an example, see the next page.



On Social Media as well

How

- Post pictures, messages, news, results of ex-participants daily.
- Have staff, members, participants, ex-participants, family and friends **post, share, like.**

When

- Start 3 weeks before the launch with Facebook and Twitter.

Ideas:

- Countdown calendar
- A competition: who has the best reason/motivation to lose weight? Where a BenFit track is the prize! (I do not understand this, please explain). Variations on this are also possible, for example, who collects the most likes in a personal message.
- Date information evening & register KiloRace
- Testimonials from Local Hero, try-outs from participants or coaches, etc
- Newsletter with the announcement 'We are proud.....' it's important to mention the name "BenFit" here
- On the TV's in the club, a similar announcement as the posters
- Send a text message 3 days before with a question, e.g.: 'would you like to lose 8-10 kg in 12 weeks' (we cannot make this statement in the UK) 'would you like to feel more energetic?' or 'create more muscle mass with a balanced sports diet'. With 'Come to the BenFit introduction day on March 12th' at the end.
- Email 7 days before the launch 'bring a friend'- free tickets to members so they can bring a non-member for free to the BenFit lecture.

The Golden Ticket

How

- Communicate 3 days before the launch: 'there are only a few places left for the launch/lecture'.
- Have group class coaches ask 7 days before the launch, every day who is coming to the launch/lecture of the new nutrition programme.
- During peak hours, announce over the PA system: 'Dear members, we are proud to announce that we started a collaboration with the revolutionary nutrition programme BenFit. Next Saturday March 12th is the launch. Would you like to attend the lecture? Register at the reception desk'.
- Call members proactively who you know have losing weight as their main goal and invite them for the launch/lecture.

GOLDEN TICKET

Will you be there?

When? January 15th

Time: 19:00

Where: Group studio

Remarks

- Communicate it as the launch of a revolutionary nutrition programme.
- Mention the launch date in newsletters and also the name "BenFit". You could stay mysterious about this as a strategy, do not give away too much!
- People who read the newsletter can see and brief the members in the club who saw the mysterious countdown and who have questions. This will bring good buzz in the club and causes a fast spreading of the news.

2.2 Recruitment

Launch

Goal

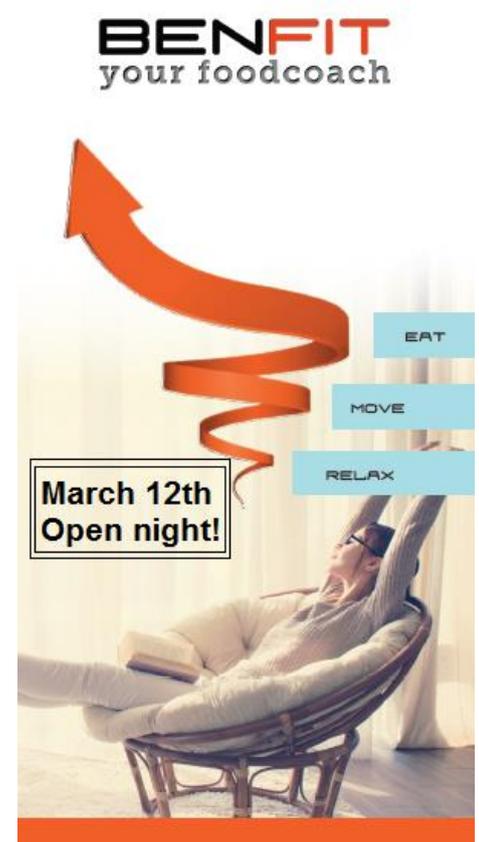
- Create attention for the product BenFit and a an impression with the people so they will spread the word. By making it sensational more people will tell others about what's happening. Sensation is shared the most. The main goal for that day is selling BenFit at least 10x.

When

- Choose the launch date on a day where there are no events, or (school) holidays. The best date is usually in the fitness high season on days that most people have a day off work.

How

- Agree with all your staff on a launch date and time, gather together in a prominent spot.
- Reveal at that time the covered parts of (multiple) professional-looking posters. Arrange (multiple) professional-looking photographers who make pictures of the reveal. Choose tension building music for the reveal with a well-timed climax.
- Orange carpet with the BenFit logo at the beginning of the carpet and a welcome right in front of the entrance. With orange cord on poles.
- Dress up the club with balloons (white and orange)
- At the front entrance a balloon bow with white and orange balloons.
- Reception in the 'lecture hall' with mild euphoric music (e.g. You're Simply the Best by Tina Turner). Start the lecture with an energizing promotion film of BenFit. After that, let a 'local hero'/local influencer speak about their experiences (e.g. the receptionist everyone knows, the hairdresser, city councilor or other well-known people) who secretly followed BenFit the last 10 weeks. After that, mention club-practical issues concerning BenFit.
- Ask: who would like to be the first 10 people to start? After that there will be a waiting list (communicate this: it creates urgency and scarcity).
- On launch day, put up extra posters, every few meters the potential participants are confronted with BenFit. Remove this overkill of posters after 2 weeks-to a normal number (about 1 poster per 100m² club).
- Start a "Fill in and win!" event with a large box (leadbox) in a prominent spot in the club. 'Do you have the best reason to follow BenFit? Fill in and win a free BenFit-programme!'. Goal: To get leads from other suitable participants for BenFit.



Details

- Communicate it as the launch of a revolutionary nutritional programme. Give visitors the feeling they are witnessing the start of something special. "Only a few places" "Only 10 spots available" (add max. 20 per week).
- A time schedule could be: launch at the weekend, Wednesday weigh-in (10 max.), Thursday 20 new members, agree upon a starting date. 30 members registered in the first 5 days.
Why? Urgency, scarcity and worth makes sure the product is wanted more.

Regular Recruitment

Goal

- Keep attracting BenFit starters.

When

- After the Launch Day

How

- Orange walkway with the BenFit logo, leave it for 2 more weeks.
- Decorate the entire club with balloons (white and orange) leave it for 2 more weeks.
- Next to a busy road or parking lot, place a (boat)trailer with a frame with a canvas with BenFit ads for the club.
- Organize a “Because of great success” an extra lecture, just like the lecture on launch day.
- Every once in a while, do a “Fill in and win” event with a large box (leadbox) in a prominent spot in the club. ‘Do you have the best reason to follow BenFit? Fill in and win a free BenFit-track!’. Goal: To get leads from other suitable participants for BenFit.
- Leadboxes outside the club. Fill in and receive a free nutrition consultation. Tip! Check out www.leadbox.co.uk
- A new local hero campaign. Have a local hero blog about the track. “Follow live on social media” options.
- Ex-member mailing with a ‘come back’ discount for BenFit.
- Place large posters at entrances, around 1 poster per 100m².
- ‘Cardio tags’ or in the ‘Cardio theater’ posters with triggering slogans about BenFit. E.g.: “Lose 10 kg? How? Ask the instructor!” etc.
- Play the promofilm of BenFit at peak hours on the TV’s (or beamer) <https://www.youtube.com/watch?v=GofLYik9Ms>
- Use the non-user strategy: sleeping members who have losing weight as their goal and stopped coming to the gym because of no or little results. Invite them for a BenFit consult.
- Point of sale strategy: offer BenFit when selling a membership.
- Another marketing **event** could be: ‘Start together and get a 30% discount!’



2.3 Display

Goal

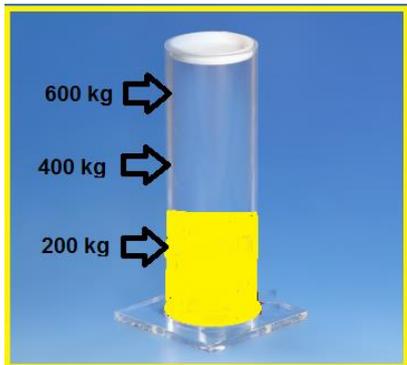
To show BenFit 'non-users' results they have already missed. The goal is to also activate this group with BenFit.

When

- After the launch and until as long as BenFit remains.

Suggestions

- Plexiglass cylinders filled with yellow dye with which you can see by means of a scale how many kilos of fat have already disappeared in its entirety through the BenFit programme.
- Via posters
- On a light bar with text appearing on it.
- Stack blocks of fat and communicate with an A2 click list how much fat has already disappeared through BenFit programming.
- Hang a tape measure in the club and stick an arrow in place at the amount of cm that has already disappeared through BenFit programming.
- Post testimonials of successful members in the club ('the wall of success').
- Create an info corner with a map where people can get information such as testimonials, example menus, results overviews, extra explanations etc
- Members' testimonial videos broadcast in the cardio theater



'Local hero'

3. Marketing strategies

3.1 Local hero strategy

A well-known person as PR-project, the so-called 'Local hero strategy'. *

What

With this strategy you appeal to people by using a familiar face, the 'hero' who has a successful result. It is not the case that 'heroes' can only be celebrities. It is precisely the locally well-known people you seek for this strategy.

Who

The hairdresser from the busiest salon in the region, or a city councillor who is very active in the club. Or maybe even your own most congenial receptionist.

How

Ask this 'local hero' subtly, through friends. In return for this free service you ask 100% commitment and discretion about the terms. Important: Always get the desired results, this is extra important with these influencers.

Script: 'I have an idea which can benefit both of us a lot. My specialty is helping people with their nutrition, especially losing weight. What would it mean to you if I helped you lose 10 kilos?'
<reaction> 'I will help you for free. The only thing I expect in return is that when you get results, I can use your enthusiasm and recommendations for our marketing. For us you are a 'local hero'. This way we help you and you help us show that BenFit works really well.'

Promotion for the follow-up:

Beforehand, agree that you receive a testimonial (with picture) for BenFit's promotion. Maybe a before and after photo. Place the photo on the website, use it in newsletters and tell everyone.

Suggestion:

Every 6 months a new 'local hero'

Details 'Local hero'

When someone is interested, this means: this person will do it when, if and for as long as they benefit.

Commitment means; this person will plan everything around what you have in store for them. Do a motivation test beforehand.

Motivation test for the 'local hero'.

With this test you select the 'local hero' and with the commitment test you can estimate what they would do to make this public BenFit track a success. In this test questions are asked to test the willingness. By exaggerating you know if someone would do anything to make this a success.

- Are you prepared, if necessary because of disappointing results, to double your amount of training?
- Are you prepared to continue with BenFit (as long as it takes) until you achieved the results? Even if it takes 28 weeks instead of 14 weeks.
- Are you prepared to force yourself to sleep more than 9 hours a night?
- Are you prepared to keep to the BenFit meal plan 100%? Even if that means drinking water at a party instead of wine or other snacks that are not on the meal plan!
- Are you prepared to take it easier at work? No stress during the BenFit-traject.
- Are you prepared to take some time off from other commitments for BenFit?

When someone answers 'yes' sincerely and wholeheartedly for 5 times for this questionnaire, then you know you have someone who is committed to the plan in this moment.

When in doubt: find another 'local hero'. A 100% result is a requirement!

'Combi strategy'

3.2 Combi strategy

Goal

Recruit 3% of your current active current members per event for BenFit.

What

Combine BenFit with an exercise programme, e.g. 'bootcamp' or a training innovation like 'Better Belly'. In order not to lose potential profits with a Combi-discount, it is wise to do the combi-strategy only when the added product is already available at your club.

What target audience

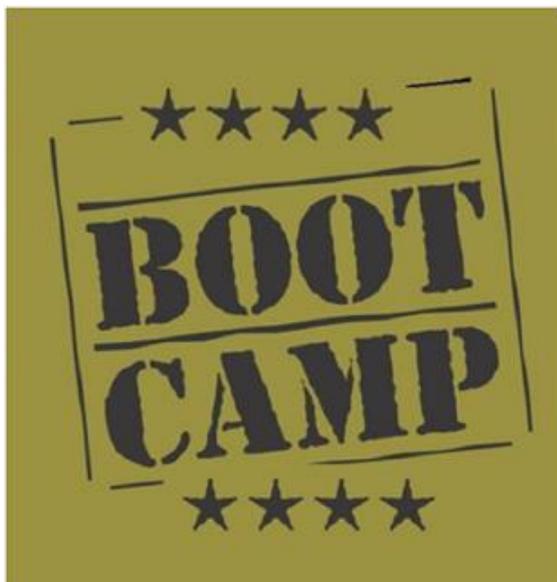
All members and prospects of the club. Past users of other fitness innovations e.g. 'Better Belly'.

What to do

Call 'past users' of other fitness innovations. Mail ex-members an offer of this combi-action.
Practice the action 'pitch' with the staff.

Marketing

- Visual promotion for the combi-discount in the club
- Newsletters
- Broadcast through the PA installation.



COMBI ACTION

BENFIT
your foodcoach



'Referral strategy'

3.3 Referral strategy

Goal

2 new potential candidates per succesful BenFit client.

What

Get referrals to people who might be interested in BenFit. An advantage: you do not need marketing for this.

Who

Clients who just had good news/results

How:

After someone booked a lot of results: ask positive questions where the answer can only be "yes". Build up to a jubilant mood.

Script;

*'what do you think of the results up **to** now? <with a good-news expression>*

'How do you feel now?' 'Your partner/child will be proud, don't you think?'

'What does this mean for you?' <share their pride>

'I think you did very well and I am proud of you too, this is what I love to see, your results make me happy too'

'<name> who do you think this would work for as well?'

'who do you think deserves these results as well?'

'Gift voucher strategy'

3.4 Gift voucher strategy

Goal

1 new candidate for 2 weeks of BenFit with a follow-up to the complete 12 week track as a goal

What

Give a BenFit client a gift voucher for two weeks (free) for a friend

Who

Clients who just had the last weigh-in in the BenFit track and achieved their desired results.

What to do

At the end of the last BenFit consult in a BenFit-track, give them a physical voucher for 2 weeks free BenFit for a friend. It's important is that you only give this to people who are happy with the results they achieved.

Script; 'Dear <name>, Congratulations on your great results with BenFit. We have something nice for you to give to a friend'. Give the voucher! 'I'd say; give it to someone you think deserves the same result you achieved'. 'Who are you thinking of right now'? Write down the name, possibly how they know them and ask if you can invite that person for this gift. **If** they would like to inform the person themselves first, call after 4 days to ask what they thought of the gift? Ask again if you can invite the person.

VOUCHER

2 weeks BenFit for free!



Marketing

Voucher

'Low and non-user strategy'

3.5 Low and non-user strategy

Goal

Schedule an appointment with people who do not come regularly.

What

Approach members who do not come as often, or have not been in a while. An advantage: you do not need marketing for this.

Who

Low users: Club members who come to the club less and less often.

Non users: Club members who have not been to the club for 24 days.

What to do

Call and invite.

Script:

You 'Hi <name>, it's <your name> of <name club> I haven't seen you in the club for a while and was wondering how you were doing?'

Member (reacts.....)

You 'If you remember what we talked about in your intake, we like to motivate our members to come and exercise. <name> with what goal did you come to us x months ago?'

Member '(goal..... if the goal fits within the solutions of BenFit? Continue the script. If not, offer to sit down with an instructor to look at the schedule!) 'Lose weight'

You 'Then I have good news for you! We have a fantastic nutrition programme that works really well for members like you. We have seen people lose 10 kilograms in 14 weeks'. 'How does that sound for you?'

Member (reacts.....)

You '<name> I'd love to invite you to give you more information'. 'I am at the club until and tomorrow from until ... 'what works best for you?'
<schedule the appointment>

'Past user strategy'

3.6 Past user strategy

Goal

Schedule an appointment.

What

Club members who stopped exercising and paying. Make them enthusiastic about BenFit.

Who

Past users: Club members who stopped exercising and paying.

What to do

(E)mail an invitation, then call and invite.

How

Script:

You	'Hi <name>, it's <your name> speaking, from <name company>. (If you know the know them then say 'How are you?')
Ex Clubmember	(reacts.....)
You	'A few days ago, we sent you an invite for an introduction to BenFit'.
Ex Clubmember	(reacts.....)
You	'What would you think of making an appointment to see what BenFit could mean for you?'
Ex Clubmember	(reacts positively to the invite.....)
You	<name> I'd love to invite you to give you more information'. 'I am at the club until and tomorrow from until 'what works best for you?' <schedule the appointment>

Marketing

Write a letter or make a nice card.

'Past BenFit user strategy'

3.7 Past BenFit user strategy

Goal

Schedule an appointment.

What

Club members who have already followed BenFit (or another nutrition programme in the club).
Make them enthusiastic about doing BenFit again. An advantage: you do not need marketing for this.

Who

Past BenFit users: Club members who stopped exercising and paying.

What to do

Call and invite. Invite people who have already followed BenFit 3-5 months after the end of their course, send them an invite and discount and call them to re-activate them with BenFit.

How

Script:

You	'Hi <name>, it's <your name> speaking, from <name company>. If you know the know them say : 'How are you?'
Club member	(reacts.....)
You	'A few months ago you completed the BenFit-programme and I was wondering how you were doing?'
Club member	(reacts
You	'What would you think of doing the next phase and tying up loose ends?' (Optional: 'I have good news for you, because you already know BenFit we will have an easier time in the beginning, so I have a discount for you' 'when you start this week you get 25% off the price'. 'what do you think?')
Club member	(reacts positively to the invite.....)
You	'<name> I'd love to invite you to give you more information'. 'I am at the club until and tomorrow from until ... 'what works best for you?' <schedule the appointment>

'Sampling'

4. Extensive marketing strategies

4.1 Sampling

The goal of sampling is to let qualified new members try BenFit proactively. When you ask a few selected questions at the intake or requirement test, you will find out quickly if someone sees the worth of BenFit. Give them a meal plan for two weeks, of course based on their body composition, body fat percentage, weight and their daily activities.

Selection questions

- What do you think of a meal plan to support you in achieving your goals?
- Do you see the worth of nutrition advice to support the results of your exercise?
- Would you like to use the advice of our nutrition experts to support you in achieving your goals?

When they react positively to these questions, they are suitable to present the option of BenFit to. Try to sell it first. If they decide not to start right away, and if they doubt the worth of the nutritional advice, ask if they would be ready to try it seriously for 2 weeks for free. When they answer positively, ask *"if it works for you, would you continue?"* (indirect sell!)

Only when they are interested, you sell the test! When you also do this for uninterested people, the programme loses its worth.

Facebook campaign

4.2. Introduction



Facebook has become more and more popular over the last few years, and is now a part of our lives. Nearly everyone has an account on Facebook, which makes it an interesting medium for marketing for fitness entrepreneurs. With relatively little money you can **reach many people** with a Facebook advert.

Below, you can read step by step instructions on how to use Facebook successfully to generate more BenFit participants (and new members). With this step-by-step plan it has become a production process to get more business.

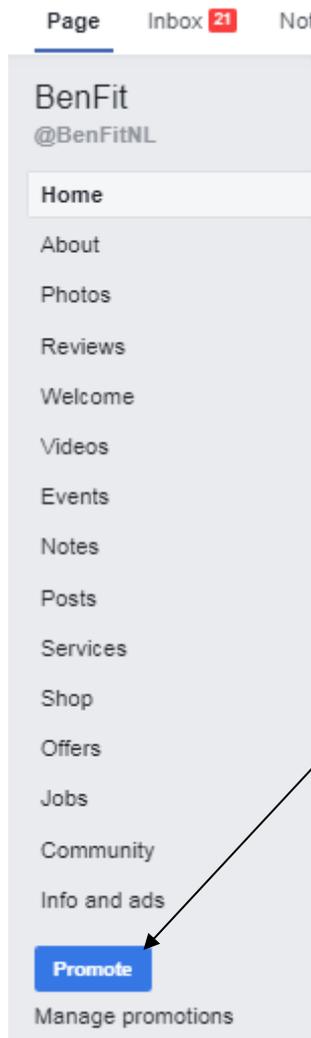
Good luck.

4.3 Launch

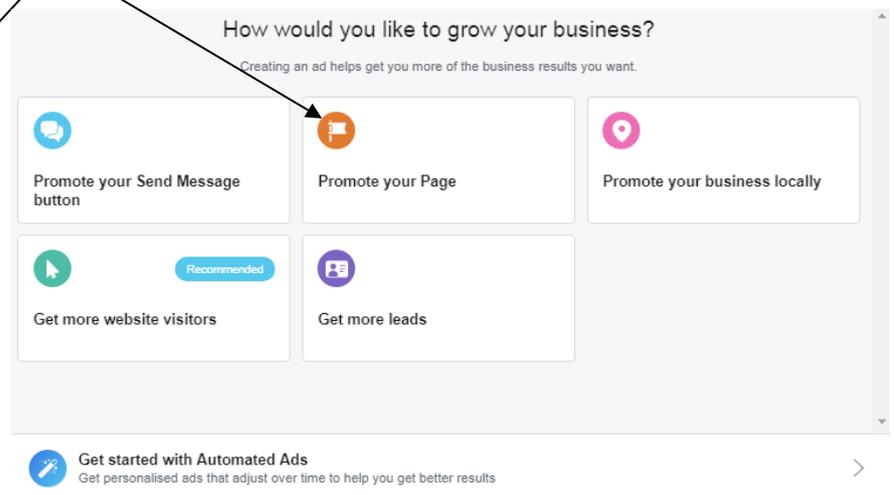
3 weeks before the campaign launch

Build an extra audience by paying! This makes even more **'non-members'** see your campaign and makes **potential new members** see you.

Step 1 Go to your Facebook page.



Step 2 Click on 'Promote' at the bottom of the menu on the left, then click on 'Promote your page'



Step 3

Fill in the specific data that are applicable for your club.

Your region!

About 10 to 15 km around your club's location. This helps you attract an audience within your service area.

Interests!

This makes sure you create an audience that would like to 'buy' from you. Keep it focused.

Age!

Even if you have members of all ages, think about which age you need in your club most.

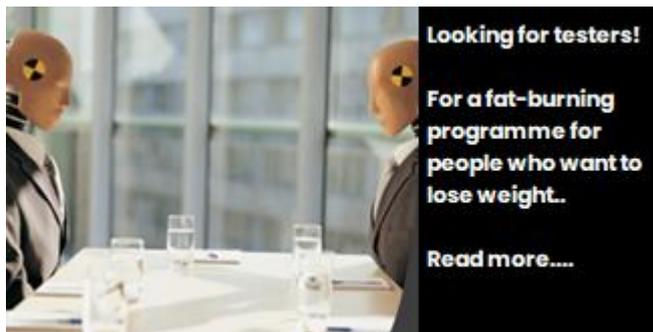
Budget!

You only pay when you get 'likes'. in other words, when you did the previous steps right and you are doing focused recruiting, then every 'like' has worth. The advice is not to skimp on this. 3 weeks x 4 euros per day = 84 euro and might give you 250 interested potential members.

Facebook campaign BenFit

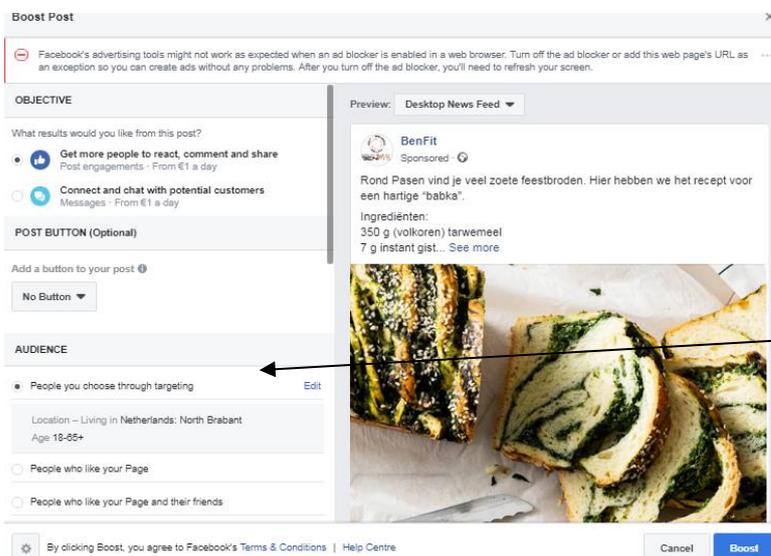
After building an audience for 3 weeks, it is time to recruit your testers from this group and from the club. Do this through Facebook and face-to-face in the club.

Add this image to your Facebook page timeline, place the following text with it and edit everything in brackets; *'[Fitness club] is looking for [10] testers who would like to experience a new weight loss programme. Interested? Or do you need more information? Send us a private message or call [1234 56 78 910].'*



Give this campaign extra attention by putting up a few posters in the club with the same lay-out as the Facebook post.

Make sure you promote the message on Facebook with a paid 'promoted post'. As follows;



Step 1 Publish the post.

Step 2 Click on 'Boost post'

Step 3 Choose the following options;
Choose; People who like your page and their friends
Select the places where you want to promote. This is often within 10 minutes driving from the club.

Choose your budget.

Keep the recruitment active until you have more than enough participants registered.

Reminder: all requests that are not selected will follow BenFit regularly (paid). TIP; Keep the promotion active until the actual testing starts.

Step 4 Click 'Boost'

4.3 Selecting test subjects

Selecting 10 people

Make sure you select participants who are 100 percent motivated and are prepared to share their positive experiences with the world in exchange for a large discount.

In the selection procedure, ask questions like;

- How much weight would you like to lose?
- What is your motivation to lose weight?
- How important is this to you?
Rate it from 1 to 10, where 1 means 'not important at all', and 10 means 'very important'.
- What would you like to do, what don't you do now, because you think you are too heavy?
- Why do you think you should be selected for this test?
- If you are not selected, are you going to follow a diet anyway? (this way you can still sell BenFit when they are not selected).

Mention you expect the following:

- Sharing every message that is about this BenFit campaign, even from other test subjects.
- Filling in interim questionnaires in full and in time.
- 100 percent following of the advice the trainers and nutrition experts give you.
- That a picture will be made at every weigh-in to post on Facebook, this can be a 'normal' picture.
- At the start of the test period a 'before' photo will be made to show the results at the end, the 'after photo'. There is a change that these photo's will be placed on Facebook as promotion.

When they give full consent, only then can they be selected as a test subject.

Put together a cooperation agreement where these points are mentioned, let them sign it so they give consent for promotion and the likes.

Tip: Give a 70-80 percent discount to the chosen 10 participants and give the others 40-50 percent off the usual tariff.

Let people know by calling them if they have been selected or not. Not selected; Start by saying there were many applications. Tell them they got through the selection, but because there were so many people selected, a randomisation was necessary, and they were not chosen for this test. The good news is that they can still start with a large discount of 40-50 percent. You can sell these people a BenFit track directly, keep the answers to the selection questions close so you can refer back to them how important it was for them to start (if they are still in doubt).

Experience diary (questionnaire)

After 1 week you send 5 of 10 participants a questionnaire through questionnaire-software, e.g. 'survey anyplace'* to map the experiences the test subject had (complete these sentences).

(*check out; www.surveyanyplace.com)

Questionnaire questions:

1. In the first week I noticed that.....
2. After the first weigh-in I felt about my results.
3. I (lost/gained)..... kg
4. I have noticed effects because I.....
5. I am positive and expect

The alternative is to do the questionnaire at the weekly weigh-in, but people might feel rushed or pressured then and you might not get the best answers. The questionnaire-software is best: they can fill in the questionnaire in quiet on their phones, tablets or computers. This software is free. Make a selection from the answers and put it into text. Use 2 of the 5 stories, do this with a resting period of 3-4 days. Place the text and photo of the participant on Facebook, maybe even use the paid promotion.

After the 2nd week, send the same questionnaire to the other participants, publish 2 stories again with a resting period of 3-4 days.

Repeat this process every week.

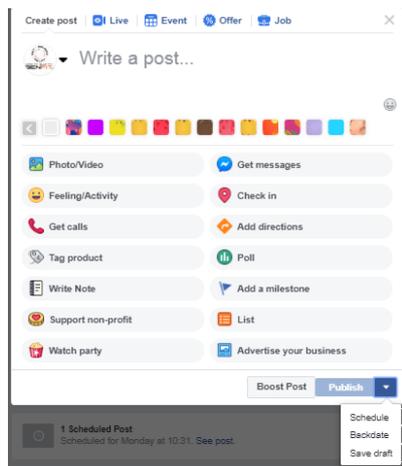
Extra Facebook communication;

If there is a participant who has reached their goal sooner, make a post with congratulations, give them a gift. Make a picture of the event and post it on Facebook.

Make a 'collection' post regularly, for example. *'Our test panel is following BenFit for 3 weeks now and together they have already made 40 kg of fat disappear'*. Then place a picture of the entire test panel and name them.

It is important to publish posts at the right time. Most people are active on Facebook at 9:30 in the evening, you can see this in your statistics. Look at messages, then you can see when your fans are on Facebook.

Schedule your posts for these times, this makes sure you do not disappear at the bottom of the news feeds.

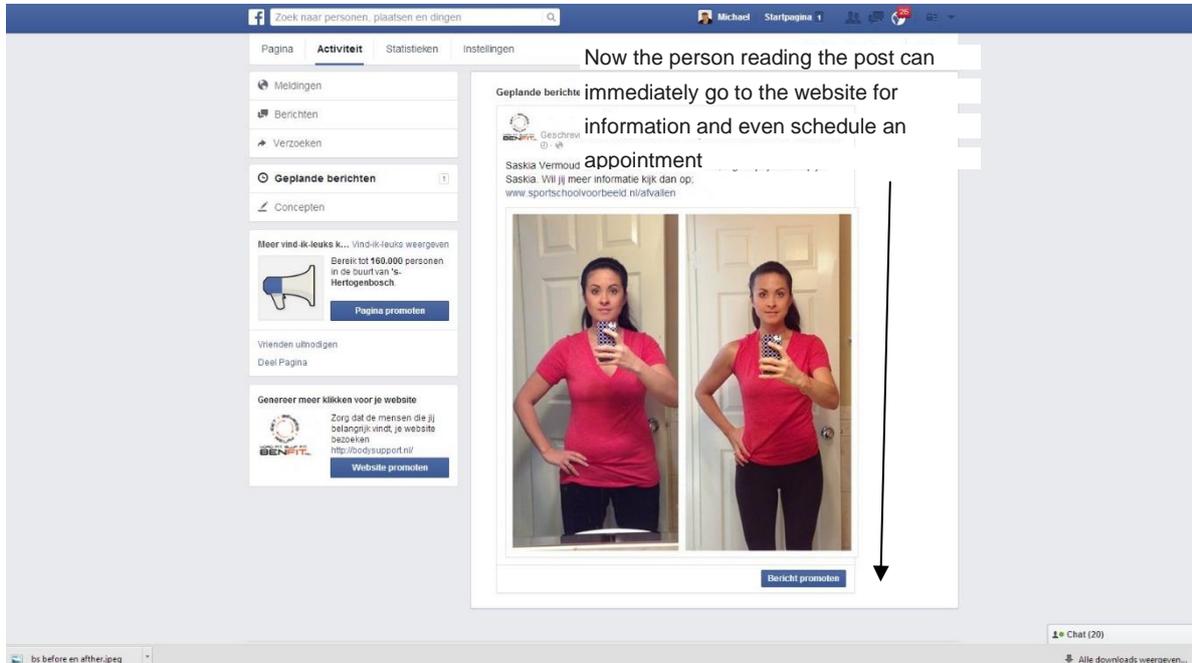


Step 1 Choose to schedule this post.

Call to action

Make sure that every message you post for this campaign-always has a call to action for the reader. E.g. *Do you want to know more about our weight-loss programme? Call [0123 45 67 89] for more information or for more information on BenFit: check out our website [www.example.co.uk]*

Example:



Finally

- Invite or challenge everyone reacting positively on a Facebook post to become part of the challenge, through your club of course.
- Make sure this BenFit 'challenge' is big on your homepage of your website and make it easy for people to register or get information.

Advertise on Facebook

5. Comprehensive manual for Facebook advertising

Facebook has become more and more popular the last few years, and has become a part of our lives. Nearly everyone has an account on Facebook, which makes it an interesting medium for fitness entrepreneurs. With relatively little money you can **reach many people** with a Facebook advert.

Here is everything you need to know about **Facebook ads**. How to do it, and what to be aware of.

Why do you want to do Facebook advertising?

Before we explain how to advertise on Facebook, we would like to touch on **why** you should do it. Many people place a Facebook ad, but don't really know why. They do it because 'other people do it too', but really don't know what they can achieve with it.

It is vital to know what you would like to **achieve** with a Facebook ad.

- Do you want more visitors on your website?
- Do you want more likes on your Facebook page?
- Do you want to build a greater awareness of your services and sports club?
- Do you want to communicate special events?

Think well about what you want to achieve with a Facebook ad before designing it. If you write it down first, making the ad is a lot easier.

5.1 Different kinds of ads

When you know what you want to achieve, it is time to determine **what type of ad** you want to place. There are several options.

- 'Normal' Facebook ads
- Sponsored posts
- Page Post Ads
- Promoted Posts

Facebook is often testing new possibilities for advertising. These are (usually) very expensive. It is well-known that Facebook is going to enable companies to show a video when a user is logged in. This would cost around 1 million euros a day.

The ad types mentioned above are the kinds that are available and active now.

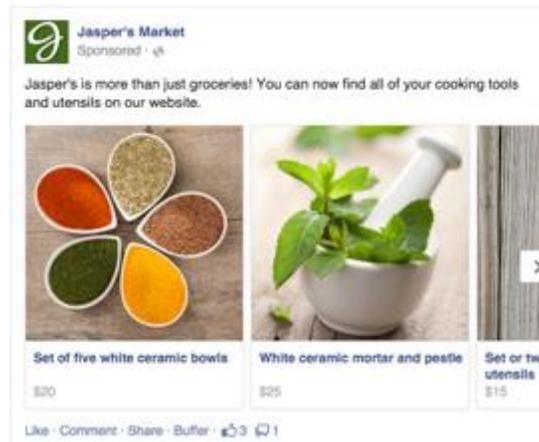
'Normal' Facebook ads

These are the ads on the right side of Facebook. These are the oldest and most common type of advertising. When someone is logged in on Facebook, and they look at the right side of the page, they see these ads. Of course you can determine who sees this ad (you can determine your target audience).



5.2 Sponsored posts

If you are an active Facebook user you have probably seen a sponsored post. This is an ad in the timeline. A sponsored post shows a post from a Facebook page a friend likes. You can make a post on your Facebook page, and make it 'sponsored'. This way the post gets a great range. You could also choose to make it a sponsored post when a friend has checked in, or when they like a page from your website. There are many possibilities and they are extended regularly.



5.3 Page Post Ads

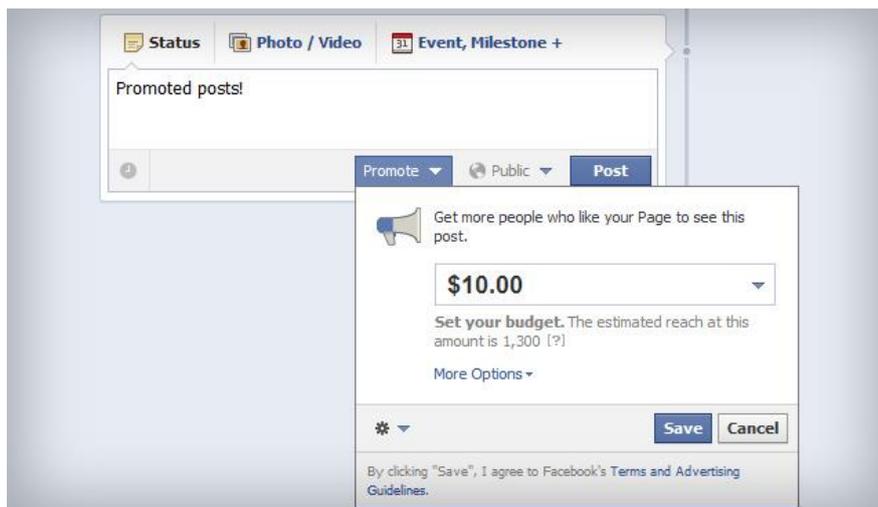
A Page Post Ad is an ad from a post you put on your Facebook page. When you posted something, you can choose to make it an ad. Your post will show up on the right side of Facebook (like the 'normal' Facebook ads). People can also see the amount of likes, shares and responses of the post in the ad.



5.4 Promoted Posts

Promoted posts is the same thing as a Sponsored Post. The difference is that with promoted posts only existing fans of your page see the post. When you put a new post on your page, not all your fans will see the message.

With promoted posts you can bring the post to their attention again after a few days, and put it back on top of the news feed. This ad is only possible when you have more than 400 likes.



By using the right type of ad (combined with what you want to achieve with the Facebook ad) you can reach many people in the right way. So first think about the type of ad you want to use.

How to make a Facebook ad?

To make a Facebook ad, go to this page: <https://www.facebook.com/ads/create/> (for this you need to be logged into Facebook).

Choose **advertise for a website**, there you can fill in the website address. Then you can edit the title, and image and the text you want to put in the ad.

If you want to **promote a Facebook page** (and for that you want to create a sponsored post, page post ad or a promoted post), then you have to choose the page for which you want to make the ad. This all speaks for itself and you can put the settings for the ad exactly the way you want it.

If you want more ad options, and would like to take Facebook ads more seriously, then we recommend downloading and installing the Facebook Power Editor <https://www.facebook.com/ads/manage/powereditor/>. This is only available on the Chrome internet browser but is worth the effort when you want to seriously start advertising on Facebook.

Have you created the ad? Then you can choose what kind of budget you have. We recommend starting low and testing the ad. You can always edit the ad while it is live.

Extended target selection

What makes advertising on Facebook beautiful and interesting is the possibility **to precisely select your target audience**. This way you can determine exactly who sees your ad.

You can choose to only show your ad to men of 25-30 years old, who are single, enjoy mountainbiking, live in London and read Steve Jobs' biography (as an example). These are the target possibilities:

- Location
- Male or female
- Sex
- Interests
- Broad categories
- Connections
- Sexual preference
- Marital status
- Which languages they speak
- Education
- Employers
- People whose birthday it is (only in the Power Editor)
- Placements (only in the Power Editor)

As you can see you can edit precisely **who sees your ad**.

Take the time and test everything extensively

Advertising on Facebook is not something you get the hang of immediately. You have to put in some time if you want to understand and apply everything correctly. We recommend not to make an ad quickly but to look at everything and test everything first.

Don't start with a high budget, but start with £1 per day. You can always decide to let your ad run for a longer time and put more money in. Test everything first, analyse the results when the ad runs. If you're not getting the results you want then edit the ad.