

Optimise your online presence: advice for Book A Court venues

Make the most of your club website

To assist the visibility of your club website to prospective court hirers who are using a Google search to find you, ensure your website contains information about hiring a court in text format – don't just include the Book A Court widget without any references to court hire elsewhere on your site. The best option is to have a dedicated Court Hire page on your website, and also make reference to court hire on your home page. More than 50% of Google searches now come from mobile devices, so adding mobile compatibility to your website will ensure it displays correctly on all devices.

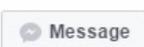
Ensure the Book A Court widget is located prominently on both your home page and Court Hire page. The widget will get lost if it is hidden at the bottom of the page, and won't make a potential court hirer's job easy! It is also a good idea to include a few high quality images of your courts and facilities, so that the public can see what your club has to offer! Remember to design your website so it is as easy as possible for a potential court hirer to find the information they want, such as court hire prices.

Benefit from Facebook's "Book Now" button

A great way to increase traffic to your website is to set up a call to action button on your club's Facebook page in three easy steps:

1. Go to your club's Facebook administration page and click on the "Create call to action" button located on your page's cover photo.
2. Choose your call to action, ideally "Book Now" and enter the Court Hire page on your club website as the destination URL.
3. Nominate 'website' as the destination for mobile users.

Facebook will allow you to track how many people have clicked on your call to action button. If you already have a call to action button set up, such as "Contact Us" or "Send Message" just edit the settings of the button.



Facebook advertising

Here are two easy options for advertising on Facebook:

Increase conversions to your website

Use this option to create general awareness of your club and the fact that you offer non-members the opportunity to hire a court. Users that click on your ad via a 'book now' button will be directed straight to your website. This is why it is important to have an attractive website, with the Book A Court widget located prominently on the home page.

Boost your post

Only use this option if you have good content to post, e.g. A photo, special offer, upcoming event, recent success, etc. The advantage of this option is people are likely to comment on or share your post, thereby creating some conversation and engagement around your post.



Once you have selected what type of advertising you are going to do, you need to select your target audience and how much you want to spend on the campaign. Note that for your campaign to be effective and reach a decent audience, you have to "spend money to make money," i.e. Spending approx. \$100 should deliver a decent campaign that reaches lots of people, spending \$20 on a limited campaign is unlikely to reach many people. Note that regional venues could have a smaller spend.

Spend your \$100 wisely, however. For example, a good campaign could include the after work period of 7-10pm on Wednesday, Thursday and Friday nights, leading up to when customers may be thinking about their weekend plans. This is likely to be more effective than a non-targeted campaign that runs every day for 2 weeks.

You also need to think about who your intended audience is. Facebook allows you to select specific groups of people in which your advertisement will appear in their Facebook feed. You can select a number of parameters such as:

- Age
- Gender
- Location (limit your targeted location to within a small radius of your club, such as 10km)
- Interests (select a large number of interests, don't just pick tennis or you won't reach many people. Keep the interests relevant however, such as by selecting other sports, outdoor activities or fitness pursuits)

Experiment with different campaigns with different parameters to test out what campaigns are most effective in their reach and engagement. More popular posts are obviously going to be more cost effective as the cost per engagement is lower!