



**CHARITY GOLF DAY**

**SOUTH WAGGA WAGGA ROTARY**

**GOLF 2023**

**SPONSOR MARKETING**

**ON**

**SOCIAL MEDIA**

# BACKGROUND

We have always viewed our sponsors as more than just donors and have strived to promote their support to the wider public.

In past years, we placed four half-page adverts in the Daily Advertiser. Marketers advise that it is much more effective to use social media, with Facebook being the preferred medium.

With the support of Bailey Poulos of [Straw Hat Agency](#), we focused our advertising on Facebook posts. Each silver and above sponsor (i.e., those providing >\$1,000 in support) received one month of intensive posts per sponsor. Bronze sponsors (<\$1,000) were posted in groups of five per post for one month at a modest level of intensity. The adverts are being spread over the course of a full year.

For every sponsor, we utilized their website to include on their Facebook post:

A copy of their business logo.

A photo of their business and/or team as appropriate.

A succinct overview of their business.

A direct link to their business website.

# OUTCOMES OF FACEBOOK MARKETING

To interpret the following summary table:

Reach: The number of unique people who saw the Facebook post.

Clicks: The number of visitors to the sponsor's website from the Facebook post.

Impressions: The number of times the Facebook post was seen (which could include multiple views by the same person).

| Sponsor Category |         | Clicks | Reach  | Impressions |
|------------------|---------|--------|--------|-------------|
| Silver & Gold    | Average | 164    | 6,976  | 20,655      |
|                  | Low     | 76     | 4,081  | 13,763      |
|                  | High    | 472    | 20,881 | 38,158      |
|                  | Median  | 131    | 6,114  | 18,447      |
|                  |         |        |        |             |
| Bronze           | Av. A   | 79     | 3,770  | 8,753       |
|                  | Av. B   | 16     | 710    | 1,589       |
|                  | Low     | 57     | 3,013  | 6,738       |
|                  | High    | 100    | 4,015  | 11,371      |
|                  | Median  | 80     | 3,828  | 8,588       |

## Note:

**Average A:** Represents the average for all five grouped bronze businesses.

**Average B:** Represents the average for an individual bronze business.

# OBSERVATIONS

Our broad observations include:

1. Access to marketing information has been obtained from the sponsors' websites, and most of these websites require updating.
2. When photos included sponsor staff and/or clear, concise imagery of the sponsor's work, the Facebook posts appear to have attracted significantly more interest.
3. Gold and Silver sponsors (>\$1,000 sponsorship) received, on average, 10 times more "hits" than bronze sponsors (<\$1,000).
4. Simple logos increase interest in transitioning from the Facebook post to the sponsor's business website.
5. The use of social media in promoting our sponsors appears to have been noticeably more effective than posting adverts in newspapers.
6. We intend to continue and fine-tune the Facebook advertising in subsequent years.