



How to

WIN



on **FACEBOOK**

STRATEGIES
FOR SPORTS
ORGANISATIONS
TO DRIVE
**REVENUE
& RESULTS**



As a **Facebook Marketing Partner**, WePlay is uniquely positioned to help sports organisations grow their brand, audience and revenue streams on the world's largest social media platform.

With the digital landscape constantly evolving, competition for relevance and engagement continues to grow tougher. This Playbook, the first in our "How To Win" series, will show you all the tools, tactics and techniques needed to achieve world-class performance on Facebook.



“**This is sports marketing, built for the digital age.**”

Luca Massaro
WePlay, CEO

A large, stylized line art illustration of a hand is positioned on the left side of the page. The hand is shown in profile, with fingers slightly curled. A yellow diagonal band cuts across the bottom of the hand illustration, extending towards the right edge of the page.

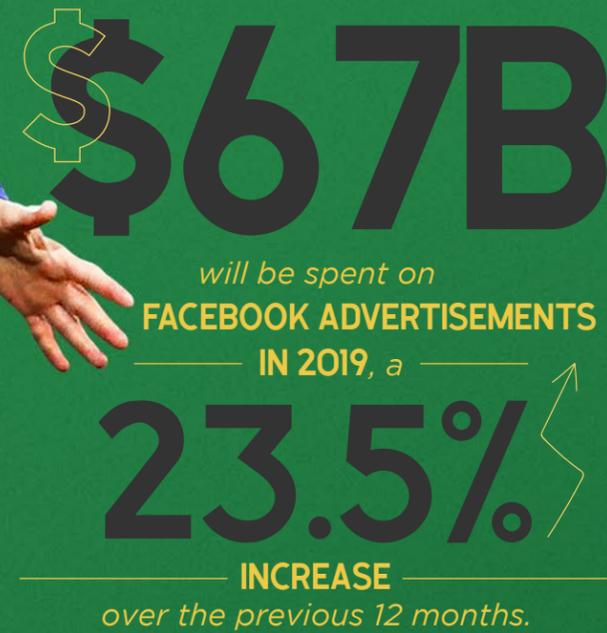
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Performance-driven
**SPORTS
MARKETING.**

Today's digital world offers unparalleled opportunity for sports organisations to build active communities and drive game-changing results.

In 2019, \$67 billion will be spent on Facebook advertisements, a 23.5% increase over the previous 12 months.¹



In the UK alone, 78% of all internet users have a Facebook account, which equates to roughly 40 million British adults. With the average Facebook user spending over 40 minutes *per day* on the platform, this represents a disproportionate share of social media usage time. As such, advertisers have a strong opportunity to connect with and convert potential customers.²

¹ eMarketer | Some Bad (and Good) News for Facebook in 2019
² Avocado Social | The Latest UK Social Media Statistics For 2019

As new technologies emerge and consumer behaviours shift, sports marketing practices need to evolve in a way that encompasses these developments.

To solve complex challenges, brands need a specialist who understands the sports consumer; someone who sits at the forefront of digital marketing, who knows the right message to serve and when to serve it.

At WePlay, we're a new kind of sports marketing agency, combining a blend of data and analysis, strategy and consultancy, creative production and performance-driven digital marketing to grow brands, engage audiences and increase revenue streams.



We're a sports marketing specialist, operating exclusively at the intersection of sports and digital media. We partner with 50+ sports organisations and brands, from LaLiga to IRONMAN and PGA European Tour to Paris Saint-Germain. All our client partners share one core belief: a desire to win in the digital age.

MARKETING

on Facebook

IN 2019

and beyond



Facebook is the largest social media platform in the world. With over 2.3 billion active monthly users¹, it represents the most complete and diverse digital audience ever assembled.

With a wealth of data, highly effective targeting tools and billions of engaged consumers, leveraging Facebook is a must for any sports organisation looking to drive revenue and win new customers.

Facebook's purchase of Instagram in 2012 has paved the way for rapid growth and success. As of 2019, Instagram has one billion monthly active accounts, with half a billion of those users active on the platform every single day.² In light of this mass adoption, ad spend

has skyrocketed, climbing to an estimated \$14.6 billion in 2019.³ And with news that 80% of accounts follow a business page on Instagram, investment and competition is only set to increase in the coming years.⁴

Facebook Business Manager allows business owners to select ad placements for Facebook and Instagram, all under one roof. Popular Facebook placements include newsfeed, in-stream videos and Marketplace, while the vast majority of Instagram's ad spend goes towards newsfeed, Instagram TV and stories. The latter is particularly dominant, with more than 500 million accounts using Instagram stories at least once per day.

More than

800 MILLION

people are connected to a

SPORTS PAGE ON FACEBOOK.

Today's sports fan is multi-faceted, using numerous devices and media platforms to access content and engage with brands, clubs and players. As of 2019, more than 800 million people are connected to a sports page on Facebook.⁵

¹ Facebook Investor Relations | Q1 2019

² Instagram Internal Data | June 2018

³ Keybank Capital Markets Research Analysis | October 2018

⁴ Instagram Internal Data | June 2018

⁵ Facebook Investor Relations | Q1 2016

As traditional broadcast channels continue to decline, savvy sports brands will look to capitalise on these changing digital behaviours and expectations.

In our increasingly mobile-first world, this need has become even more apparent. Consider this: 88% of Facebook users access the social network via mobile devices. That number jumps to 95% when you factor in smartphones *and* tablets.⁶

Amidst these social and technological developments, Facebook has experimented with its algorithm in a bid to increase meaningful connections and drive sophisticated engagement.

The result speaks for itself.

In 2018, Facebook generated 137 billion views from 5.4 million sports-related video uploads.⁷

Across all industries, Facebook's revenue per user doubled, meaning brands are now spending more money on the platform than ever before. CPM (cost per thousand impressions) rose by 91% in the last 12 months alone⁸, which shows a direct correlation between cost and competition.

While the race for attention on Facebook is at an all-time high, opportunities abound. To capitalise, it's vital that sports organisations employ a cutting-edge digital marketing strategy. Without one, the dangers are explicit: less engagement, less conversions and higher costs.

As a Facebook Marketing Partner for the sports sector in EMEA, (Europe, the Middle East and Africa), WePlay is uniquely positioned to offer best-in-practice digital marketing strategies to sports businesses and brands.

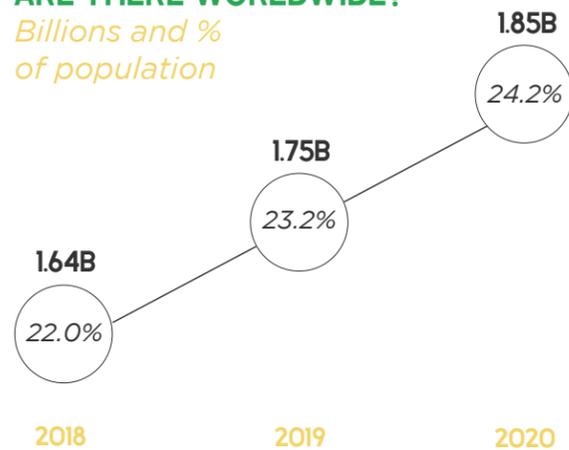
⁶ Hootsuite | The Global State Of Digital In 2018 - From Argentina to Zambia

⁷ Media Chain | Navigating The Next Gen Fan: How Football Is Social

⁸ AdStage | Facebook Ads CPM, CPC & CTR Benchmarks for Q1 2018

HOW MANY FACEBOOK USERS ARE THERE WORLDWIDE?

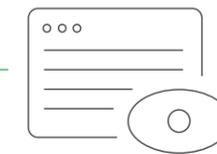
Billions and % of population



FACEBOOK'S AVERAGE AD REVENUE PER USER (AARPU)

2018	\$27.84
2019	\$30.28
2020	\$32.96

Notes: Facebook users are internet users of any age who access their Facebook account via any device at least once per month. Average ad revenue per Facebook user is among users via any device at least once per month; includes paid advertising only; excludes spending by marketers that goes toward developing or maintaining a Facebook presence; excludes Instagram. Facebook user forecast is from November 2018. Facebook ad spending forecast is from September 2018. Source: eMarketer



CPM ROSE BY

91%

in the last 12 months alone.⁸

In 2018, Facebook generated

137B VIEWS

from

5.4M

SPORTS-RELATED VIDEO UPLOADS



Don't just take our word for it, here is what our clients are saying about our partnerships:

“ WePlay and Facebook have allowed us to reach and engage with new fans across the UK and promote the great football content on Premier Sports. Many of these fans are now current customers enjoying more football content on Premier Sports than ever before on TV and via the Premier Player.”

Richard Webb,
COO at Premier Sports

“ We are constantly pushing boundaries in our content and commercial marketing efforts, and our work with WePlay is yet another element of our digital transformation. WePlay are doing a fantastic job in helping us reach new audiences and grow our revenues through digital.”

Tom Johnson,
Head of Marketing,
The European Tour

“ WePlay have provided Yokohama Tyres with digital marketing expertise since 2015. Our relationship with the agency has helped activate the shirt sponsorship with Chelsea Football Club and increase the brand awareness of Yokohama Tyres around the world and more importantly, our key markets.”

Kazuyoshi Sekiguchi,
Head of Chelsea FC Task Force,
Yokohama Tyres

Abstract

In the following chapters, we will share our secrets and strategies to help you achieve success on Facebook.

First, we will discuss why it's pivotal to understand and define your audience(s). Through a combination of quantitative and qualitative data, we will show you how to use Audience Insights to reach “micro” audiences and get the best out of your customer data.

Next, we will reveal how to build a strategy that gets relevant messages to relevant people in the most cost-effective way. By understanding past engagement and predicting

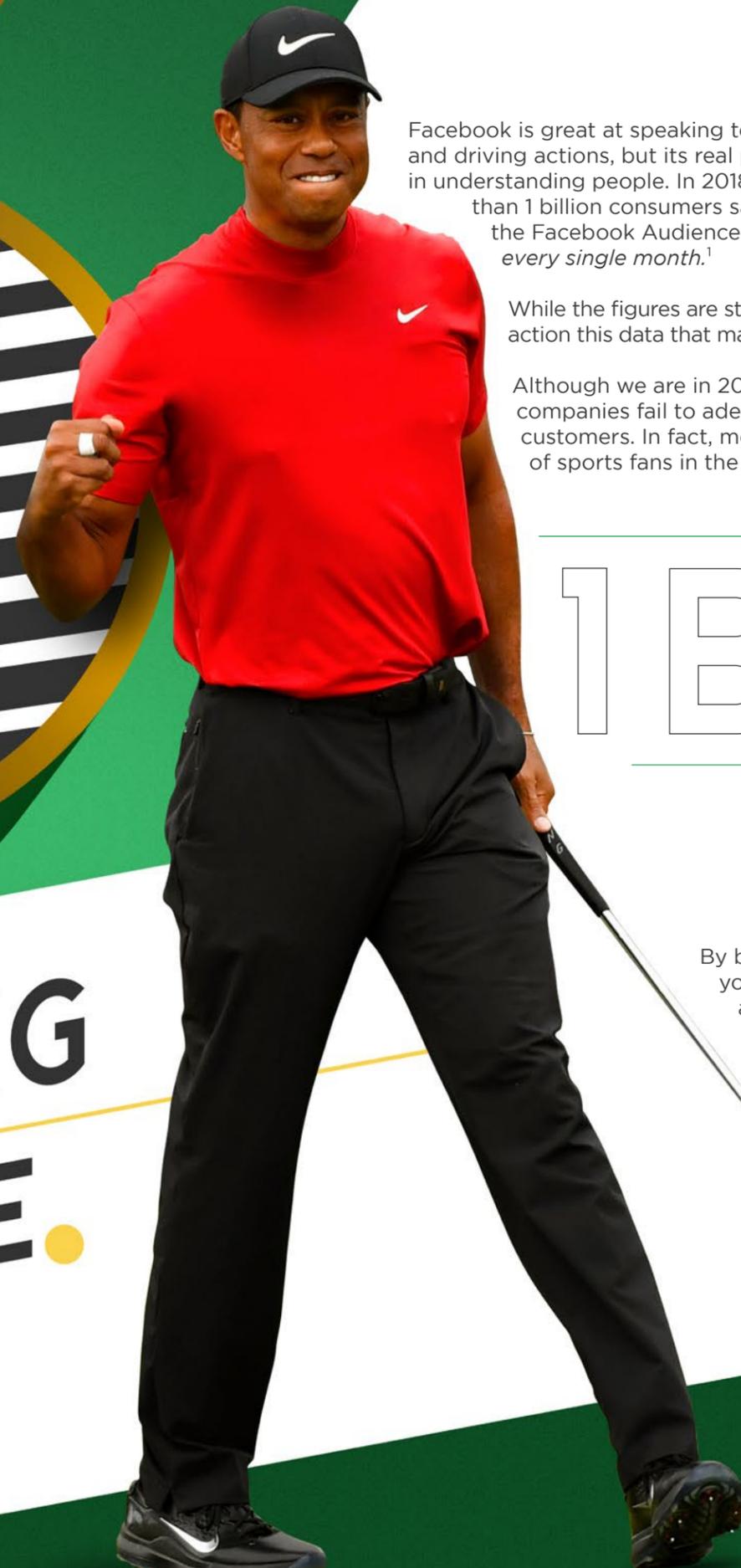
future action, we can tailor Facebook campaigns and advertisements to be as targeted as possible. We call this ‘Moment Marketing’, and it ensures that we deliver the right message, to the right consumer, at the right time.

After, we will discuss how to blend art with science. Looking at Facebook’s ad types, placement options and real-life examples of creative content, we will highlight creative techniques and explain the importance of tailoring ads to suit individual audiences.

Finally, we will walk you through various performance measures and identify key metrics and KPIs to benchmark success. Through real-time data analysis, you can map trends, spot peaks and troughs and update your campaigns to drive the greatest possible conversion rates and return on investment.

In summary, our goal is simple: to give sports organisations, broadcasters and brands the most complete and advanced picture of how to win on Facebook in 2019 and beyond.

Let
the games
begin.



Facebook is great at speaking to customers and driving actions, but its real power lies in understanding people. In 2018, more than 1 billion consumers saw ads through the Facebook Audience Network – every single month.¹

While the figures are staggering, it's how you action this data that makes the real difference.

Although we are in 2019, many sports companies fail to adequately understand their customers. In fact, more than one third of sports fans in the UK feel brands

don't understand them when running marketing campaigns.²

Facebook's algorithm learns over time, which means it's vital to ensure proper profiling from the start. If content is irrelevant to your audience, it will result in a lack of engagement and cause your strategies to fail.

But this doesn't have to be the case.

Each month, more than

1 BILLION

PEOPLE

see ads
through the **Facebook Audience Network.**

By blending audience insights, historical data and market research, you can reach the 'micro' level of customer understanding and develop campaigns that maximise the platform's features and settings.

The result? Ad campaigns that drive commercial and marketing success.

¹ AdWeek | The Facebook Audience Network Now Serves Ads to 1 Billion People

² Media Chain | Navigating The Next Gen Fan: How Football Is Social

UNDERSTANDING
your
AUDIENCE.

Using Facebook as an Audience Insights Tool

We believe data is the social currency of our time. By harnessing historical data and first-party information, you can turn Facebook into an audience insights tool, rather than just a communication tool.

This is a crucial distinction for sports organisations looking to enhance social marketing performance.

As a general rule of thumb, we begin by analysing:



Facebook has a robust and sophisticated intelligence platform that can help you build, define and segment audiences. All of this is based on advanced analytics, metrics and behaviours.

Facebook Audience Insights is a powerful weapon in understanding what makes your audience unique.

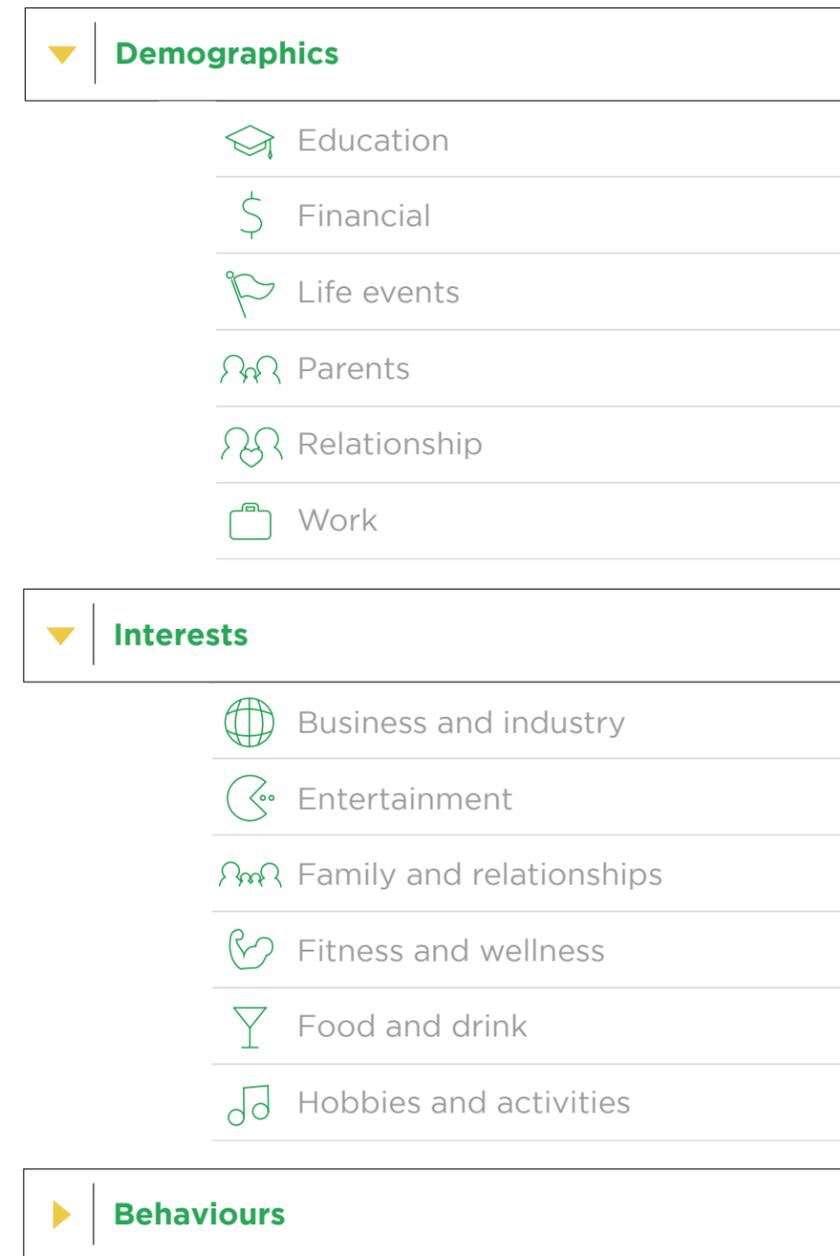
Facebook Audience Insights offers a suggested dropdown list based on the specific categories you have targeted. This might include:

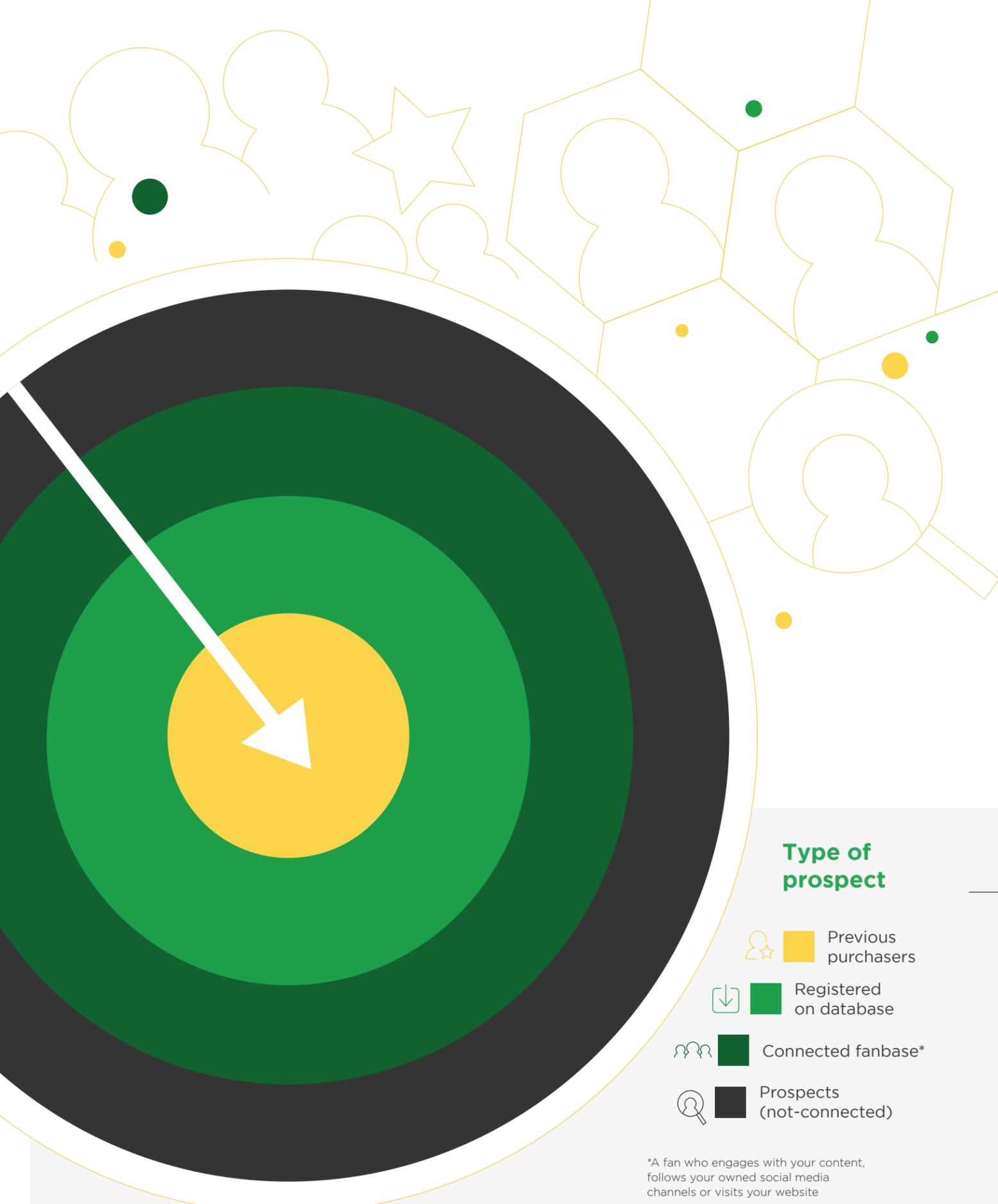
- **Simple demographics** (age, sex, location, etc.)
- **Advanced audience demographics** (relationship status, job title, education level, parents, etc.)
- **Life events** (recently married, just had kids, started a new job, etc.)
- **Bespoke interests** (sports clubs, favourite athletes, etc.)
- **Device users** (mobile, desktop, tablet, etc.)

Using the Facebook Audience Insights tool is a great way to optimise the distribution of a campaign budget across your campaign's ad sets. Called **"Campaign Budget Optimisation"**, this feature means that Facebook's algorithm and machine learning automatically and continuously finds the best available opportunities for results across all your ad sets. It even distributes your campaign budget in real time to ensure you achieve those results.

This is something that all marketing agencies, sports brands, rights holders and broadcasters should be aware of and planning for, especially since Facebook will be standardising this optimisation process from September 2019 onwards.

By employing quantitative data and putting it to work for you, you can arrive at a more accurate and acute assessment of what your customers really want.





Type of prospect

-  Previous purchasers
-  Registered on database
-  Connected fanbase*
-  Prospects (not-connected)

*A fan who engages with your content, follows your owned social media channels or visits your website

AUDIENCE SEGMENTATION

Facebook's ecosystem (which includes Instagram and Messenger) provides marketers with the largest community of sports fans to market to in the world. This presents a fantastic opportunity for driving sports marketing success, but only on the basis that we can ensure we are reaching the right fan, with the right message, at the right time. This is where audience segmentation comes in.

When developing audience segments, we like to use the analogy of an onion. Layers upon layers, with each layer getting larger the further away from the centre you are, and smaller the closer you get to the centre of the onion.

The same applies with audience segmentation. The centre of the onion will be the people closest to your brand, likely to be current or lapsed customers. You'll notice that the layers of the onion get larger as we move away from the customers at the centre, towards the unknown prospects on the outer layers. The obvious insight here is that the further away the audience is from your brand, the less they will know about your product or service. This means that you may need to invest more in awareness marketing to bring these outer layer audiences closer to your brand.

A crucial exercise within audience segmentation is to undertake an analysis to define what we call a 'marketable universe'. This is essentially a calculation of how many people there are available to market to within the channel, across each of the layers of the onion. This is particularly important because it aligns directly with how budgeting works on Facebook.

By applying this approach to your campaign, you'll be able to develop defined audience segments and budget your campaign based on the number of people you want to reach within each audience segment. This robust method will help when developing key performance indicators (KPIs) in accordance with your campaign objectives, whether that is to achieve awareness, consideration or conversions.

Testing Your Audience Segments

When working with sports organisations, we test audiences against past Facebook campaigns to compare key metrics and behaviours.

These quantitative (the “what”) and qualitative (the “why”) insights can be assessed within the lens of three main audience groups:

- 1 **Everyone on Facebook**
- 2 **People connected to your page**
- 3 **A custom audience**

Within each audience type, Facebook offers numerous search functions to filter and refine your targets. ‘Top Categories’ and ‘Page Likes’ show you which topics, pages and content resonate best with your audience.

Facebook Audience Insights also allows you to compare your fans versus people that engage with your content versus people you reach. At times, these audiences might not overlap, which is a key indicator that you need to revisit your organic content strategy. However, this also highlights an opportunity to reach your actual key target audience through paid media.

By comparing audiences against past campaigns, you can test and learn what works and what doesn’t – before you’ve actually committed any ad spend.

In order to capture data and make informed decisions, you’ll need to collect user information via Facebook Pixels and Cookies.

Facebook Pixels are an essential component of any sports organisations’ digital marketing mix.

A pixel is a piece of code embedded into the back-end of your website. It helps your business collect user data and track conversions. Facebook pixels act by triggering cookies on your website, which enables you to track fans that interact with your website and Facebook ads.

In short, it’s the key to unlocking your data so you can make smart, performance-based decisions.

DATA-DRIVEN INSIGHTS

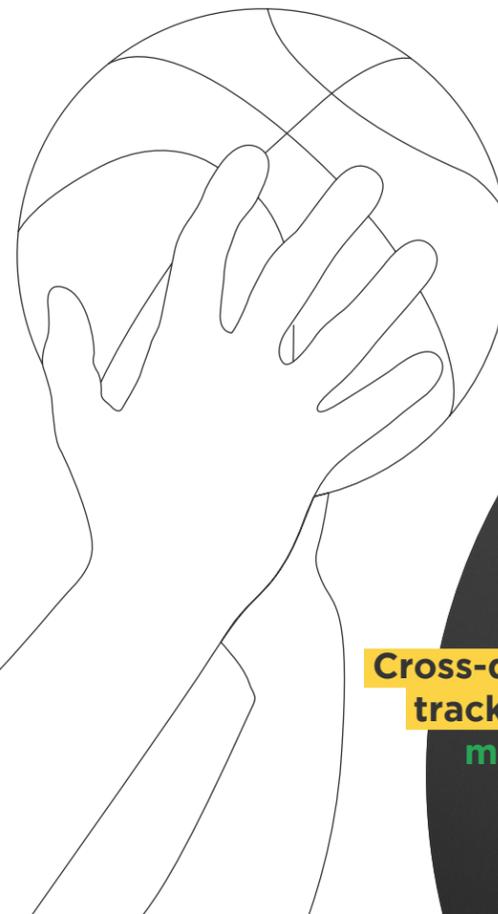
Since pixel tracking works across devices for 360-degree measurement, this data is really useful when building Lookalike Audiences.

This feature allows you to find people who look, act and behave the same as your existing customers.

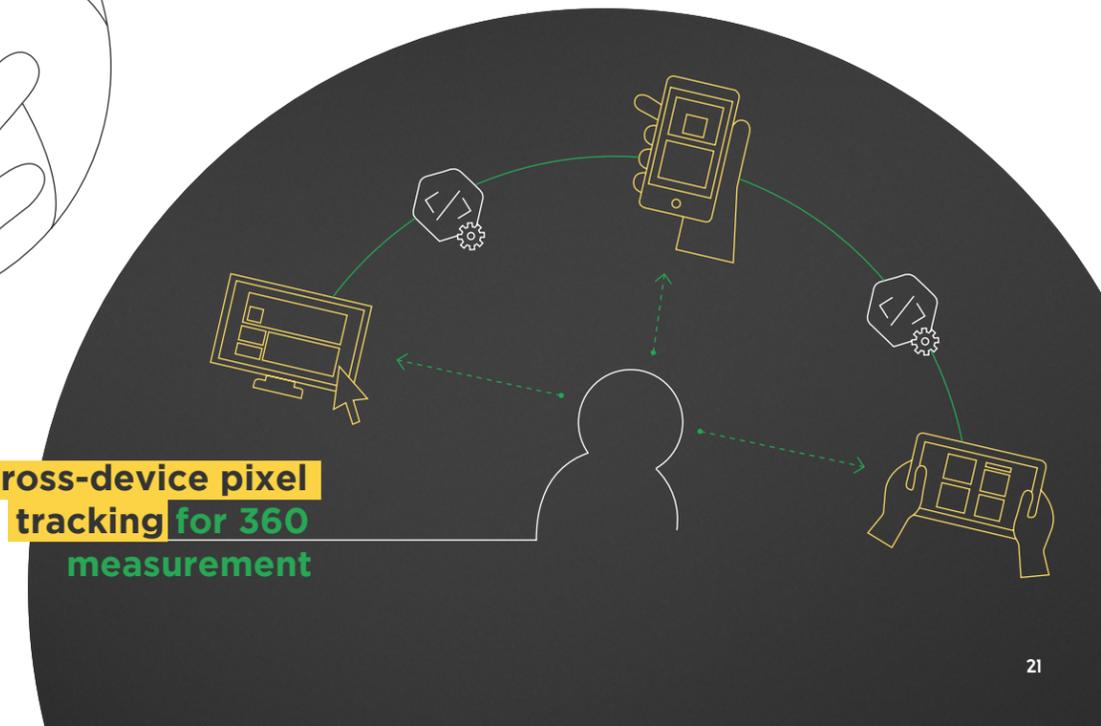
If your company has a CRM platform, you can upload audience lists into Facebook and test whether campaigns achieve success directly from a lookalike of your existing customers.

Facebook Lookalike Audiences increase the probability of generating high-quality leads and conversions and help to ensure a greater ROI on ad spend.

Whether you want to target high-value prospects, exclude current customers or focus on recent purchasers, Facebook’s Audience Insights give you the tools and confidence to make smart, informed data-driven decisions.



Cross-device pixel tracking for 360 measurement



Putting Insight into Action

In 2017, **Human Race** - the largest mass participation event organiser in the UK - appointed WePlay to raise awareness and drive event registrations across their entire event portfolio. This included their flagship running event: the 2018 Cancer Research UK London Winter Run.

Developing and executing a strategy with the objective of selling out a mass participation event is a complex feat. The mass participation landscape is incredibly competitive; being able to convince a large number of people to take part in one event over another therefore requires a rich understanding of both the market and consumer behaviours.

For the 2018 Cancer Research UK **London Winter Run**, we executed a data-driven strategy that utilised data from our client's CRM database, website and social channels to form rich audience profiles. We coupled this with a scheduling plan of key moments in the calendar where we would target potential participations.



An example of a key moment that we defined was around the 2018 London Marathon. By tapping into the soaring popularity of the London Marathon, we were able to capture the attention of runners who had been unsuccessful in their bid to register for the race for the Marathon. We also built creative assets targeting people who had been successful in securing

a place for the London Marathon, and offered them the 2018 Cancer Research UK London Winter Run as what we call a 'gateway event', providing a useful platform for marathon training.

Using first-party data and behavioural insights, we also discovered that **price rises were a key factor in motivating our audience, so we built countdowns to create "FOMO" (fear of missing out).**

By putting data and insight into action, we were able to deliver a sell-out event, with 20,000 participants, achieving a 15% social media conversion rate in the process.

WePlay was subsequently retained by Human Race for the 2019 Cancer Research UK London Winter Run, where our follow-on strategy drove a further 21% increase in participation and again, ensured a total sell out of the event, this time over a month in advance.



BUILDING *and* IMPLEMENTING *your* STRATEGY.



Strategy. A word you will often hear being thrown around - but what does an effective strategy look like when it comes to advertising on Facebook? These macro objectives have been developed in accordance with a standard marketing funnel, with the view of converting a passive audience into an engaged one.

We always start with one simple question: what objective do we want to achieve?

In helping us to answer this question, Facebook's Business Manager provides **three macro objectives** which help to lay the foundations for developing your advertising campaigns. Within each of these macro objectives is a list of tactical activations that can be selected within Facebook's Business Manager that will help you to achieve your desired objective. This ranges from boosting your posts to new audiences to increase your brand awareness, to collecting leads for your business, to increasing conversions and purchases of your products via your website.

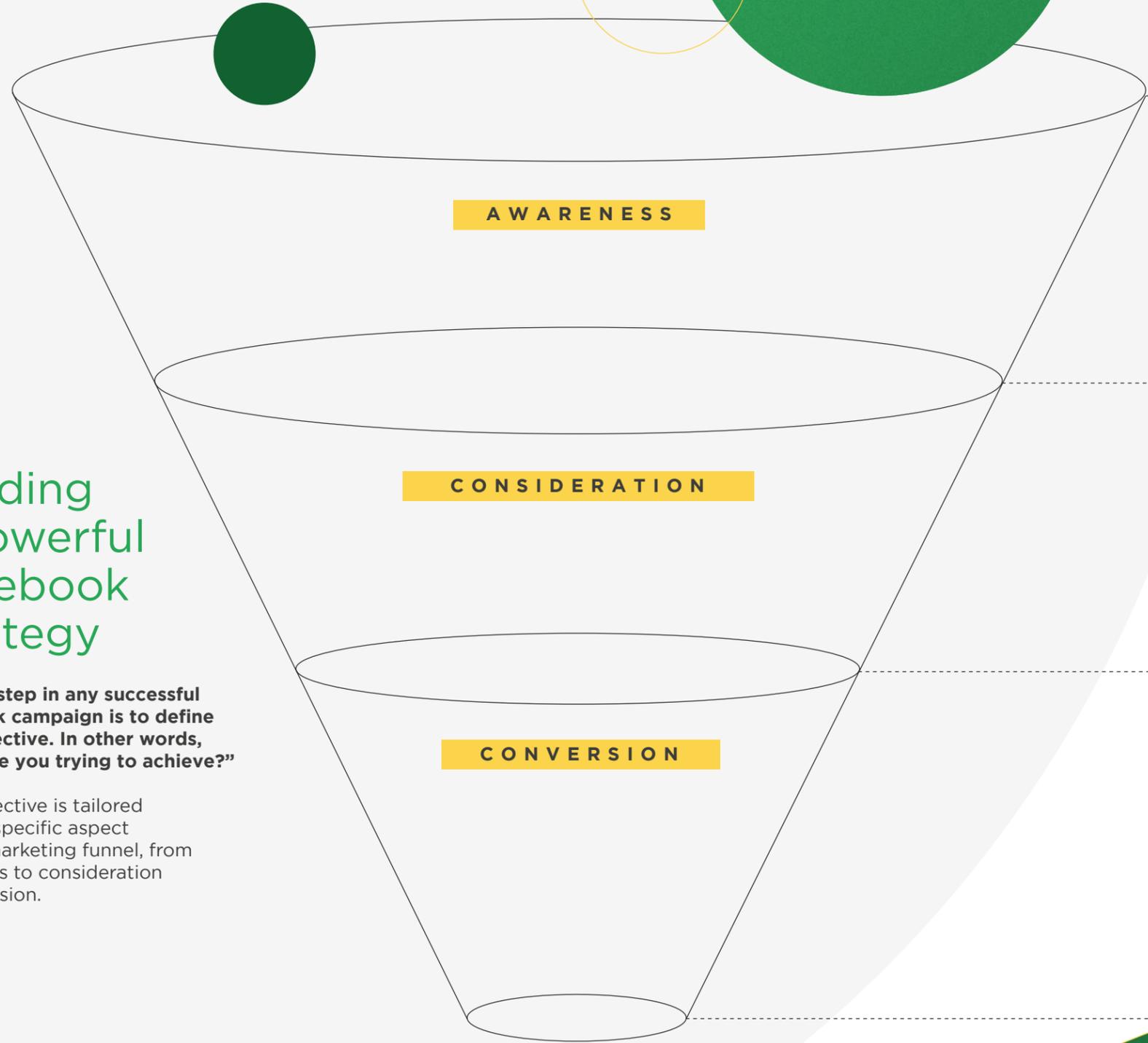
They are:

- 1 **Awareness**
 - 2 **Consideration**
 - 3 **Conversion**
- As we move forward into the executional stage of Facebook advertising, it is important to clarify your objectives and then ensure you are clear on which of Facebook's tactical options would provide the most effective output in helping you to achieve your objectives.

Building a Powerful Facebook Strategy

The first step in any successful Facebook campaign is to define your objective. In other words, "What are you trying to achieve?"

Each objective is tailored to suit a specific aspect of your marketing funnel, from awareness to consideration to conversion.



- Boost your posts
- Promote your Page
- Reach people near your business
- Increase brand awareness
- Increase your reach
- Send people to a destination on or off Facebook
- Get installs of your app
- Raise attendance at your event
- Get video views
- Collect leads for your business
- Increase conversions on your website
- Increase engagement in your app
- Get people to claim your offer
- Promote a product catalogue
- Get people to visit your shops

STAGE 1

AWARENESS

-  Boost your posts
-  Promote your Page
-  Reach people near your business
-  Increase brand awareness
-  Increase your reach

If you are looking to engage with new audiences or customers for the first time, it's important to create content that will both resonate with the audience and tell the story of why your product or service is of relevance to them.

Awareness is seen as a 'top-of-the-funnel' marketing outcome. Awareness marketing is executed with the view of capturing the attention of new potential customers.

Using Facebook as a tool to grow awareness of your brand is an incredibly efficient way to reach large new audiences.

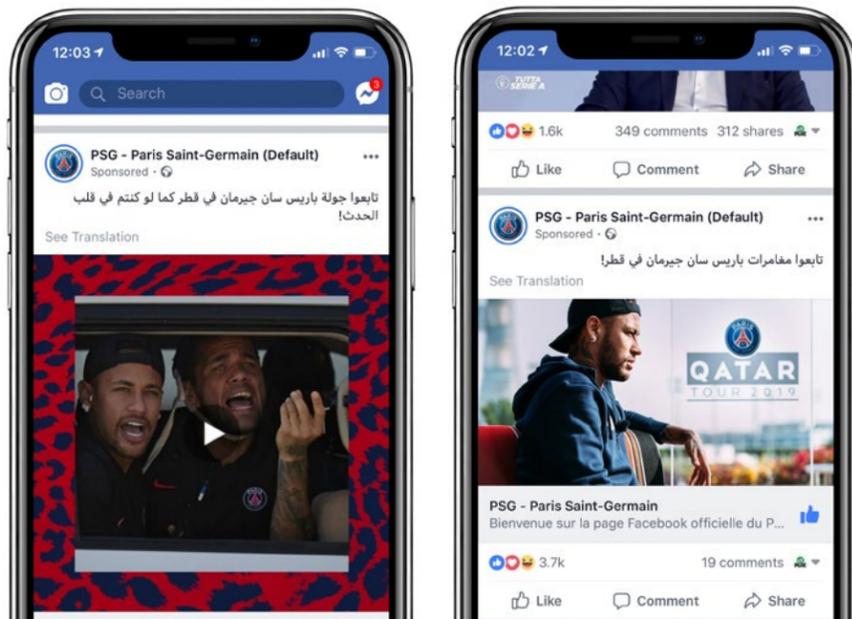
It's as simple as selecting your objective from the list, choosing your format (for example image or video), your placement (Newsfeed, Stories, Marketplace, etc.) and then your target audiences.

Building awareness is also extremely important for brands that lack maturity in the marketplace. For start-ups and challengers, creating a sense of awareness is key when looking to cast a wide net at the top of the marketing funnel.

Facebook offers two main awareness campaign objectives, aptly titled "Brand Awareness" and "Reach". The first will put your ad in front of as many people who are likely to recall it. This is great when looking to stay top-of-mind with your prospects and will rely heavily on the audience insights that you gather during the planning phase.

Drive top-of-mind-awareness

Create awareness for your business or product at scale by reaching people most likely to pay attention to your ads with engaging creative.



A "Reach" objective, however, will show your ad to the maximum number of people within your pre-determined ad budget. Here, you can avoid ads being shown to the same person multiple times, which helps drive as many eyeballs to your content as possible.

Let's explore how the top of the marketing funnel works in practice.

In 2015, **Yokohama Tyres** replaced Samsung as Chelsea's official shirt sponsor, following Chelsea's title-winning season in 2013/2014. WePlay were appointed by Yokohama Tyres to build a brand around the Yokohama Tyres and Chelsea FC partnership.

With a plan to activate Yokohama's 14 key markets, WePlay utilised an 'always on' content strategy to reach and engage new audiences through a mix of paid, earned and owned digital marketing. In the space of four years, WePlay has grown the Yokohama Tyres

brand, **who were ranked 11th in their competitive set, to surpass competitor tyre brands as the 3rd most followed brand in their category.**

Yokohama Tyres now reaches over 402 million people each year and has an engaged community of over 670,000 fans.

STAGE 2

CONSIDERATION.

- Send people to a destination on or off Facebook
- Get installs of your app
- Raise attendance at your event
- Get video views
- Collect leads for your business

After you have secured your audience's attention through awareness activity, you can run a secondary ad campaign that turns awareness into consideration. Consideration is found in the middle of the conversion funnel and is defined as the percentage of consumers who would consider your brand for a given purchase occasion.

Within Facebook, the setup for achieving consideration is the same for awareness; however, you would select objectives that align with this stage in the funnel.

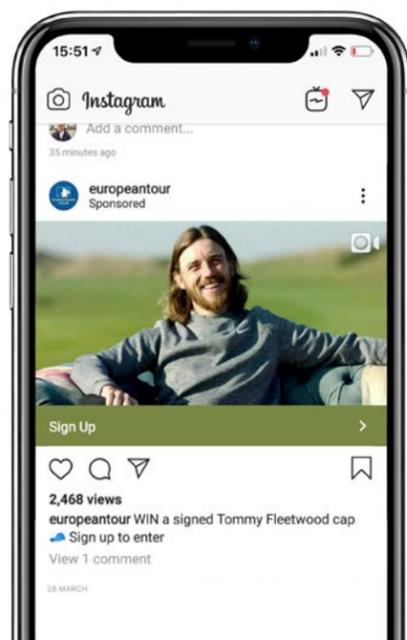
For example, capturing new leads from people who have shown the potential to convert.

Sports fans on Facebook could be in the consideration phase for a number of different reasons. Perhaps you are looking to get installs of your app, raise attendance at an event, or simply collect leads for your business.

Whatever the intended objective, it's pivotal that you tailor content and creative to push your prospects further along the marketing funnel.

Capture new fan leads with intent to convert

Lead Generation



Mobile App Installs



In 2018, WePlay ran an integrated digital marketing campaign for the **2018 Ryder Cup**. Working across multiple campaigns, our objectives ranged from:

- 1 Boosting general admission ticket sales to fans in the UK & France
- 2 Driving hospitality ticket sales to fans in the UK & France
- 3 Running an e-commerce marketing campaign to hit commercial merchandise targets for The Ryder Cup online store

To drive consideration, we produced creative content through multiple ad types that captured attention and spurred engagement.

With the second objective being focused on hospitality sales for the Ryder Cup, WePlay opted to run dynamic ad campaigns to

drive prospects through to the Ryder Cup hospitality landing page. People could register for interest (RFI) from a choice of hospitality packages, after which these leads were contacted by the Ryder Cup sales team.

In addition, prospects who did not RFI fell into our retargeting pool, where they were met with experience-led creative to help encourage purchase consideration.

The results of the hospitality campaign were above expectation, with WePlay driving 13,000 visits to the site.

STAGE 3

CONVERSION.

- 📈 Increase conversions on your website
- 👥 Increase engagement in your app
- 📦 Get people to claim your offer
- 🔊 Promote a product catalogue
- 📍 Get people to visit your shops

The final phase in the marketing funnel is known as conversion. All your hard work in raising awareness of your product, driving interest, purchase intent and capturing leads cultivates right here.

We looked earlier at how a Facebook Pixel and cookies will allow you to capture valuable data on your consumers. With Facebook's conversion pixels, you can also track everyone who converts from a Facebook advert through to your

website. This is imperative for all businesses that are looking to monitor precisely how much return on investment has been achieved through Facebook advertising performance.

Within Facebook, the term "conversion" is a collective phrase used to define a number of intended outcomes, from Leads, Purchases, Adds to Cart and much more. The specific conversion outcome that you optimise for will depend on the objectives of your campaign, but most businesses focus on leads and sales.

Alternatively, brands and broadcasters may be looking to promote a "Catalogue Sale", which is designed to help you serve dynamic and targeted ads to people who have already shown an interest in your products.

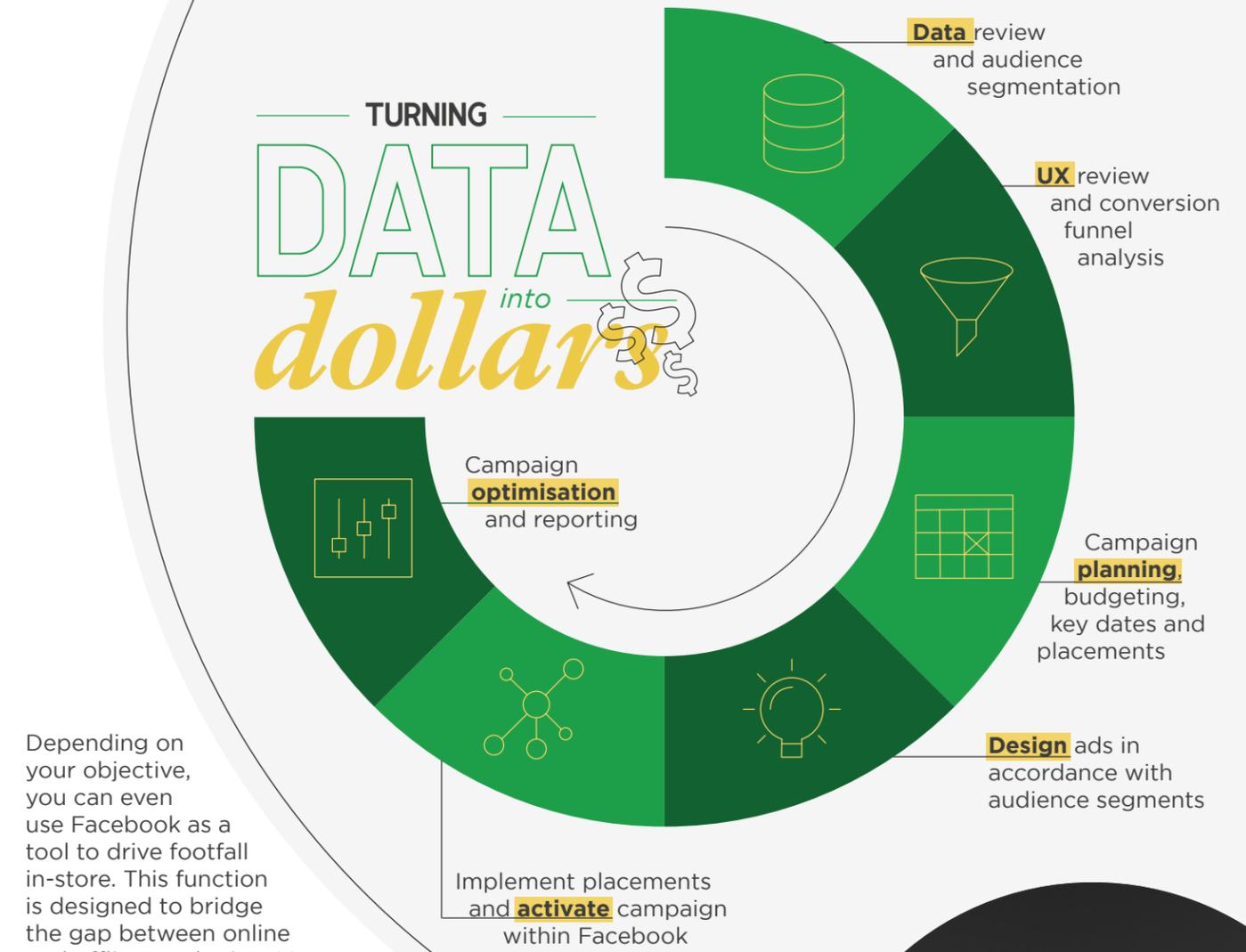
For example, if a user has shown clear interest in a specific product without purchasing, then you can retarget them and advertise that same product again. This strategy is highly effective when looking to turn consideration into conversion.

For brands with bricks-and-mortar locations, conversion doesn't necessarily need to take place online.

Achieve direct, measurable revenues

Retail/Ticketing

OTT Subscription



Depending on your objective, you can even use Facebook as a tool to drive footfall in-store. This function is designed to bridge the gap between online and offline marketing. You can even dynamically promote ads so that campaigns serve locally relevant marketing assets to each store.

When applying these objectives to your Facebook campaign, it's important to remember that people often need motivation to convert. To capitalise, you can encourage action by offering limited-time promotions that require people to make faster decisions.

Each case is different, but brand maturity can play a role in determining what type of ad campaign you decide to run.

If you are a challenger sports brand that's looking to sell out an event, then credibility, audience data and past performance will be an issue. In this instance, you would need to consider running a brand awareness campaign first, as jumping straight to conversion might be ineffective and cost you unnecessary ad spend.

To effectively reach, engage and convert sports fans, WePlay implement a **data led strategy factoring previous campaign learnings and acquisition best practices.**

A bespoke audience segmentation strategy is developed, which is designed to reach a chosen audience and achieve campaign KPIs.

THE ART *of* CREATIVE.



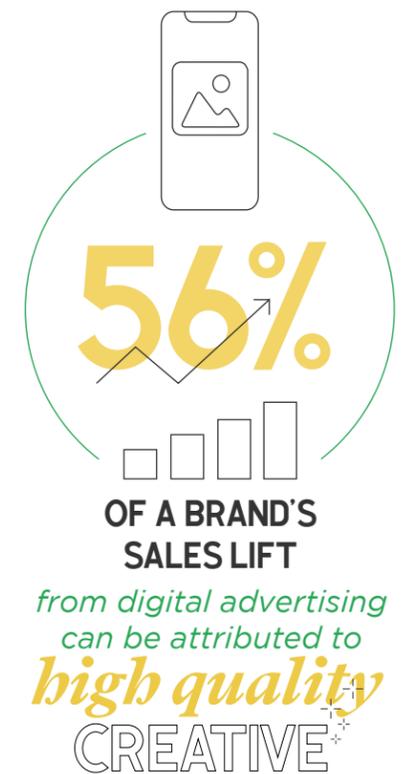
Mobile-First World

Creative is the art that brings the science of marketing to life.

This is illustrated by a Nielsen report, stating that 56% of a brand's sales lift from digital advertising can be attributed to high quality creative.¹

In today's world, our lives are controlled by our thumbs. As such, sports brands and rights holders need to prioritise mobile-first content.

According to a recent report by Deloitte, smartphones are now the most frequently used devices in the UK, and 95% of smartphone owners have used that device within the last day.²



¹ Nielsen Catalina Solutions | Five Keys to Advertising Effectiveness: Quantifying the Impact of Advertising on Sales" by Nielsen Catalina Solutions, Aug 2017

² Deloitte | Global Mobile Consumer Survey 2018: The UK Cut

Facebook has seen an explosion in content and production, with more than 50 million businesses now using Facebook Pages to run ads and communicate with their customers.³ Delivering creative that stands out, therefore, is key.

To succeed, it is pivotal that your ads capture immediate attention.

Whether you are creating mobile-based video content or static imagery adverts, it's important to think about how fans will *feel* after viewing your content. **Creative should inspire a call-to-action in order to push customers further along the marketing funnel.**

³ Forbes | Number of Facebook Business Pages Climbs to 50 Million with New Messaging Tools

⁴ Facebook Business | Prime Time Anytime, Video Effectiveness 2018

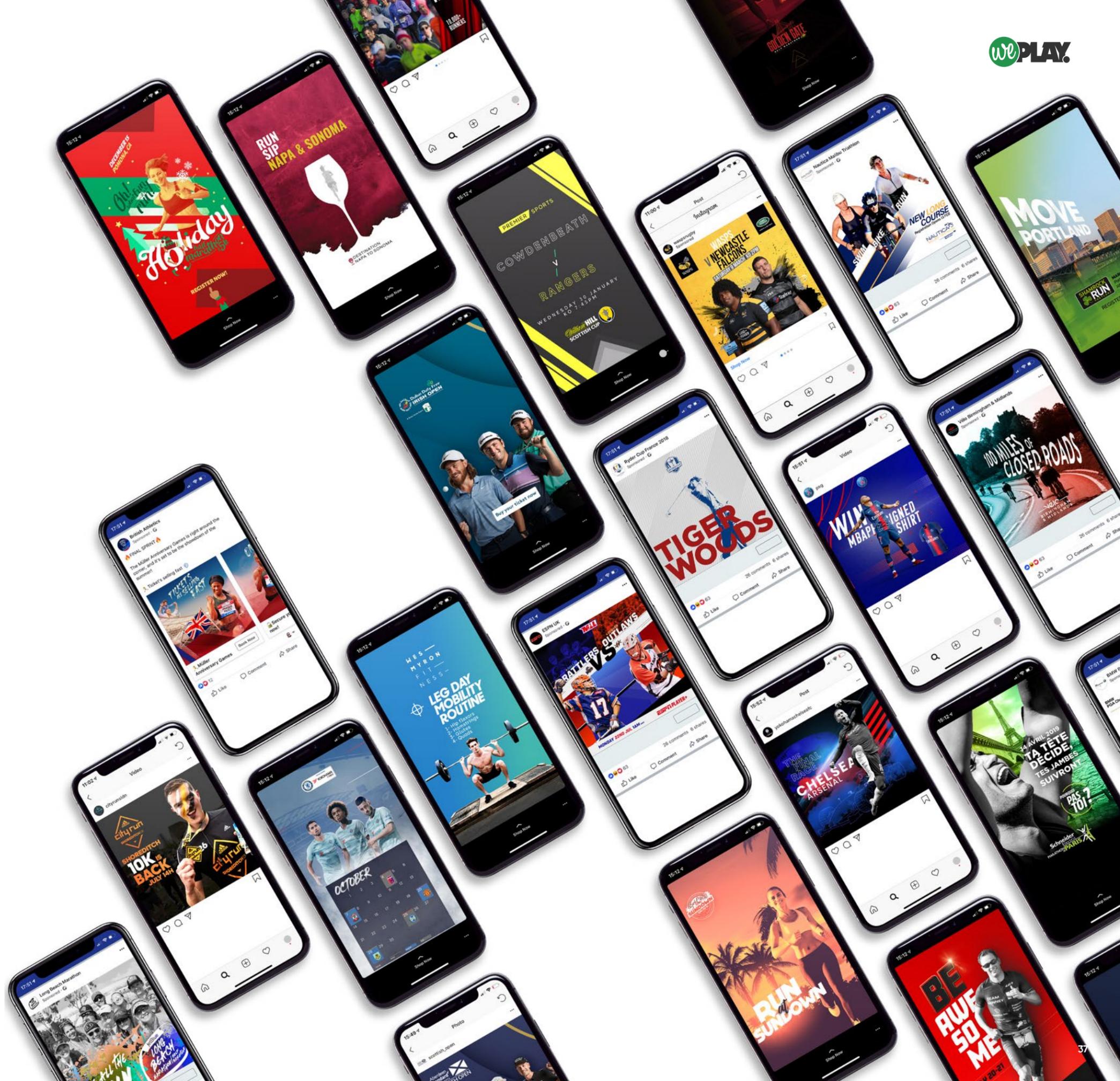
⁵ Facebook IQ | How Consumer Insights Inform Facebook Video Solutions, Sep 2017

MOBILE-OPTIMISED FACEBOOK VIDEO CONTENT

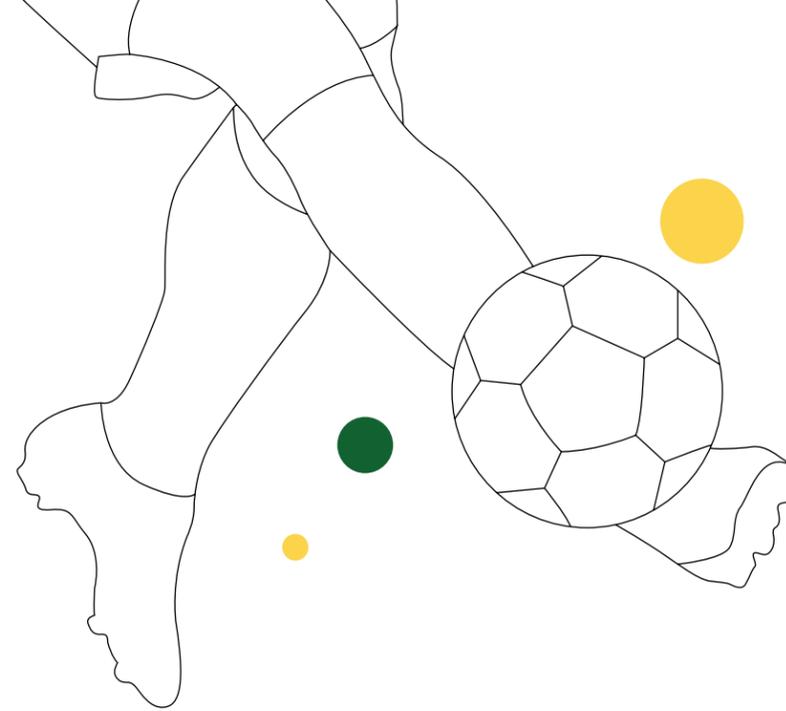
lifts brand awareness by



When done successfully, mobile-optimised Facebook video content lifts brand awareness by 67%, a figure markedly higher than traditional TV ads.⁴ In addition, **people consume 41% more content on their mobile news feed than on desktop**⁵; these trends are worth paying attention to, particularly as Facebook invests more heavily into video and live features.



DESIGNING CREATIVE FOR THE FUTURE



In lieu of these behavioural shifts, shorter content has seen a surge in popularity. Here, optimising for mobile is key, as people are five times more likely to watch Facebook videos on a phone than on a desktop.⁵

To make the most of changing behaviour, brands and rights holders need to design creative that delivers on what people want: exciting, mobile-first video content that captures attention quickly.

⁵ Facebook Business | Shifts for 2020: Multisensory Multipliers

⁶ Cisco | Mobile Visual Networking Index 2017

By 2021, 78% of all mobile data traffic will be video content.⁶ In order to be eligible for all placements, brands need to put a premium on time and build for less than 15 seconds.

By analysing real-world Facebook campaign performance, we have found that 47% of the value in a video campaign is delivered in the first three

seconds, while 74% of the value is delivered in the first ten seconds.

This reveals a stark truth: capturing attention early will ensure you do not miss out on potential leads, conversions and sales.

To drive instant engagement, we suggest delivering a single-minded message that focuses on your main objective. Ask yourself: "What is the most important message I need to deliver in this video?". Put your hero front and centre and reveal the key message without delay.

With more consumers watching video content on their smartphones in public places, designing ads that work in a sound-off environment by using text overlays and subtitles will help boost engagement and conversion.

Remember, not everyone listens as they scroll.

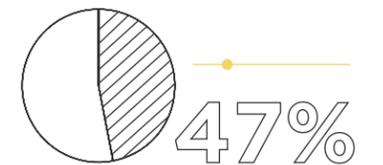
Tell your story visually and use text and graphics to help deliver your message.

Even better - try using captions so that users can understand your narrative right away.

The smartphone's vertical display means you must take advantage of this real estate and hook your customers by using framing. You can create thumb-stopping video by cropping video to square, adding a 3D framing effect and stacking vertical video.

By highlighting the key product and showcasing your hero within a vertical frame, your creative work will be best optimised for Facebook's new algorithm.

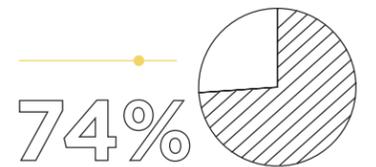
As platforms like Facebook, technology and consumer behaviours continue to evolve, we'll naturally be seeing further developments in creative production. By staying abreast of these changes, you can ensure that your creative content continues to resonate with your audience.



47%
OF THE VALUE
in a video campaign is delivered in the first

3 SECONDS

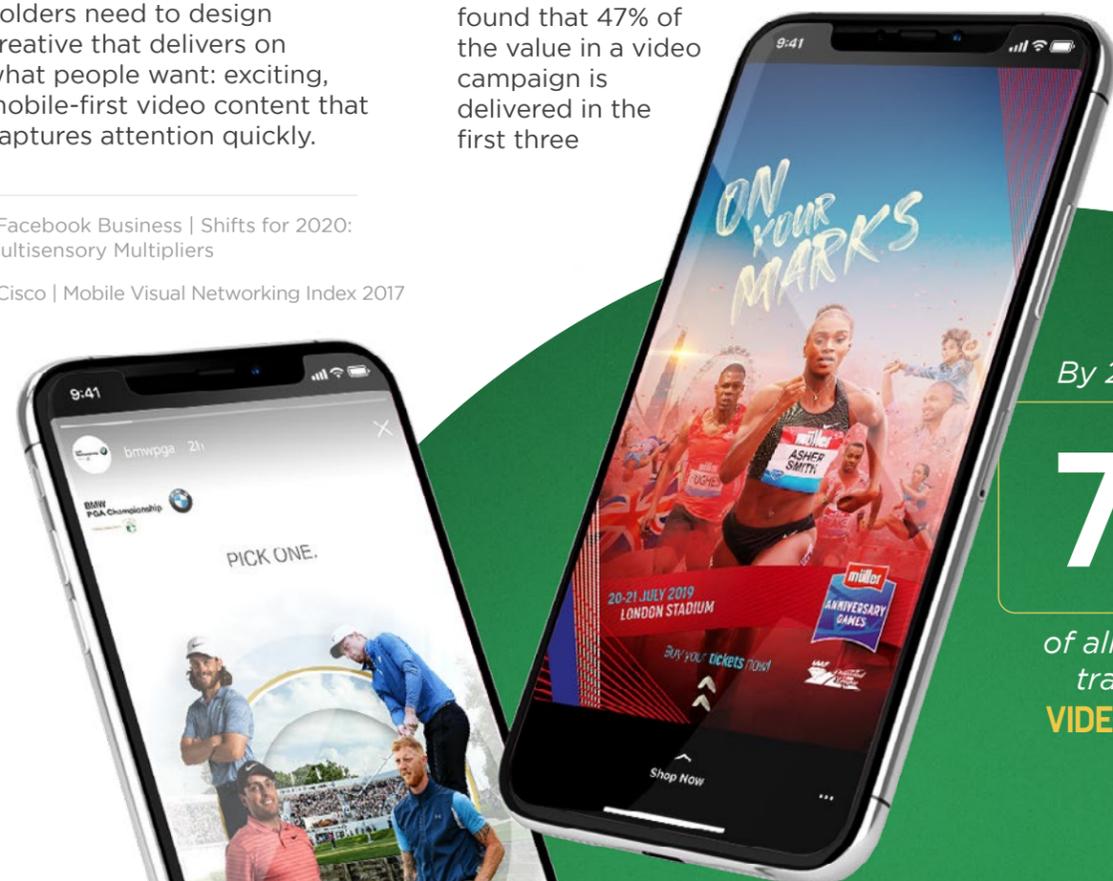
while



74%
OF THE VALUE
is delivered in the first

10 SECONDS

This is key, because in order to maximise ad performance, you need to deliver content in ways that your customers want to consume it.

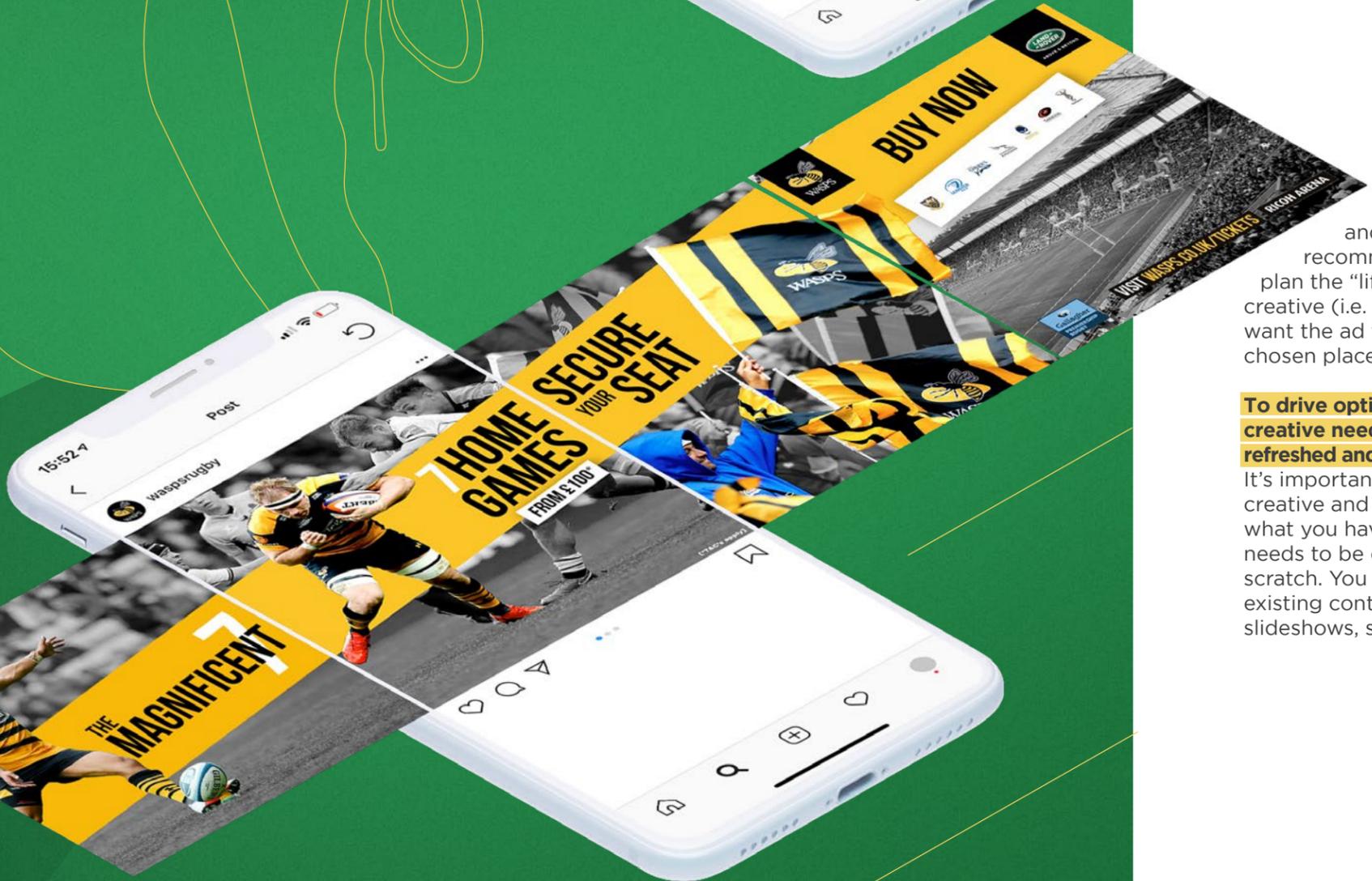


By 2021,

78%

of all mobile data traffic will be VIDEO CONTENT.

LIFETIME OF CREATIVE & BRAND GUIDELINES



When running ad campaigns on Facebook and Instagram, it's recommended that you plan the "lifetime" of your creative (i.e. how long you want the ad to sit within the chosen placement).

To drive optimal performance, creative needs to be refreshed and updated often.

It's important to play with creative and make the most of what you have. Not all content needs to be created from scratch. You can repurpose existing content by using slideshows, stop motion,

or simply by applying overlays of graphics and text. Test and learn what works for you to achieve the desired uplift in performance.

In parallel with this, it's the job of your creative team to make sure that all ads - whether you are running stories on Instagram or newsfeed on Facebook - match the overall identity of your brand. This is true whether you are creating organic or paid content; everything you create should have a consistent look and feel.

This is particularly important for new audiences that come into contact with brands for the first time. When a potential customer clicks through to your Facebook page or website to learn more, there needs to be a defined look and feel that visually communicates your brand. Otherwise, you run the risk of turning away potential customers. We've seen this on many occasions; it can be very damaging to a brand's reputation and subsequently harm the likelihood of any further engagement.

Putting Creative into Practice

By taking advantage of these creative strategies, brands can maximise ad engagement and improve conversion.

As a case study example, WePlay was appointed by UK broadcaster **Premier Sports**, home of Guinness PRO14 Rugby, to develop an integrated creative and digital customer acquisition campaign to increase subscriptions of their subscription video and TV product.

Facebook places an emphasis on highly visual, engaging content that users will enjoy. As a result, Facebook requires that all ads on the platform have a text-to-image ratio of 20% or less. Here, an 80-20 Facebook grid can help guide creative production.

After a string of successful OTT campaigns, – a term used to refer to content providers that distribute streaming media as a standalone product directly to viewers over the internet – we knew that the creative design of Premier Sports’ ads would play a key role in capturing attention and driving action on Facebook.

Utilising video and static imagery, we created a compelling campaign with a mobile-first approach. Fixtures were analysed and player performance evaluated, which enabled us to put the hero front and centre so we could design vertical content with an immediate attention-grab.

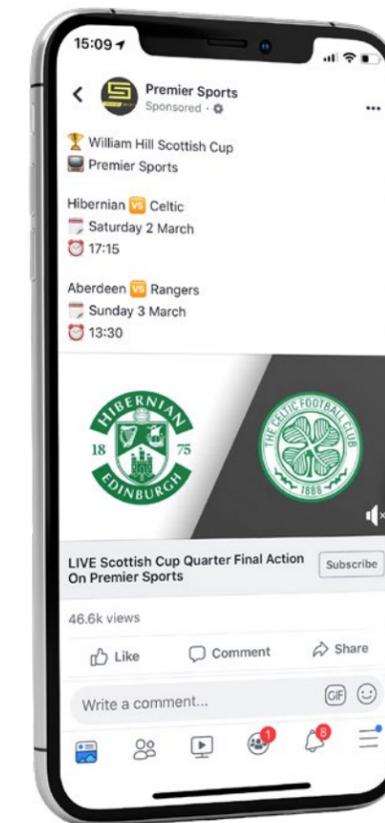
As a result of our creative messaging, we drove a whopping 12.5 million impressions and over 150,000 clicks to Premier Sports’ website links.

1800%

RETURN ON AD SPEND

By serving fans rich, creative and personalised content, WePlay delivered a 500% return on ad spend. It’s a perfect example of how designing creative for a mobile-first world can help you achieve measurable results.

Later in the year, Premier Sports acquired the rights to the William Hill Scottish Cup, an annual association knockout competition for Scottish football clubs. Through clever mobile-first creative, we significantly outperformed our results for the Guinness PRO14 Rugby campaign, achieving a 14.61% conversion rate and delivered ad spend at 55% below the CPA target. This equated to an 1800% return on ad spend, which is a perfect example of how designing creative for a mobile-first world can help you achieve measurable results.



Timing is key, so build for less than 15 seconds, include subtitles and place the hero front and centre in a vertical display.

By capturing attention within the first three seconds, you’ll be able to drive maximum value and ROI.



A NEW ERA *of* PERFORMANCE.

In recent years, the proliferation of data-driven campaigns has given rise to a new era of 'performance marketing'.

'Performance' is the umbrella term for all marketing that is related to a measurable outcome. Its ascent within the marketing landscape makes sense, given that 90% of marketers say improving their ability to track and analyse marketing campaigns is a top priority.¹

When it comes to Facebook, data and performance allows you to do just that. Sports brands and rights holders now have the ability to record, measure and adjust campaigns, even in real-time.

But while data and metrics are key, it's how you analyse and interpret this data that matters most.

By combining the art with the science, we can look at performance through a behavioural lens to understand why fans are making decisions.

¹ Demand Generation Report | Tapping Multichannel Marketing & Data As Key Engines For Growth

MEDIA PLANNING

When we media plan in a performance marketing realm, we always start with our success goal in mind and work backwards. This is known as 'reverse-engineering' against the target. Assuming that the success goal has been defined, the media planning team can now combine all the analysis and strategy work that has been carried out, to plan and budget a campaign in accordance with a specific measurable goal.

An important consideration with social media advertising is that you are planning for people - not channels.

Understanding this will improve the effectiveness of your campaigns on Facebook. With people-based marketing, we can now advertise to a specific individual, rather than to a large group.

This is also one of the reasons why performance marketing in sports can be so appealing. By leaning on the fandom aspect and the natural gravitation sports fans have towards content and their favourite brands, you have a powerful cocktail to deliver fantastic results.

In order to do this effectively, we need to monitor, analyse and action data so that we understand people's habits and where they are spending their time.

Facebook's measurement tools, for example, give marketers the ability to measure campaigns on and off Facebook. When considering factors like attribution and reach, this presents a more holistic view of advertising performance.

Globally, more than 90% of sports fans use another device while watching live sport. This phenomenon, known as "second-screening", has significant consequences for sports marketers.

More than half of sports fans on Facebook say they use the platform to chat with friends during live events. Brands and broadcasters can accommodate for these changes by planning mobile and TV ads together.

By leveraging Facebook's people-based insights, you can plan campaigns that reach the right people with the right message at the right time.

² Facebook IQ | The Changing Profile of Sports Fans Around The World



Moment Marketing

With the rise of sophisticated data and analytics, it's now possible to understand what time of year, month, week or day the interest in your product will be highest.

In the UK, 58% of fans check Facebook for sports content at least once a day.¹ The key is making sure your brand is prepared to capitalise on these moments. With Facebook, you can offer personalised marketing at every stage of the fan journey.



58%
OF FANS CHECK FACEBOOK FOR SPORTS CONTENT at least once a day.



We have collated data from over 5 million individual conversions, to determine the exact moments to engage sports fans; we call this Moment Marketing.

Moment Marketing is a channel agnostic approach that takes data from across the digital and social media ecosystem. We apply this to reach the right fan, with the right message at the right moment. The bespoke example on the left, is based on targeting a consumer on the day of a football match.

¹ Media Chain | Navigating The Next Gen Fan: How Football Is Social

Whether you are looking to sell merchandise, drive ticket sales or boost OTT subscriptions, it's crucial that you understand when your audience is most likely to respond.

Are your fans engaging with mobile Facebook content on the commute to work, for example? Do your audiences share Facebook videos with friends in the evening on their laptop?

By asking granular questions, we can move beyond data to understand human behaviour and motivation. When you uncover why actions are being taken, you can tailor your campaign to deliver on customer expectations.

This will ensure your strategy provides relevant messages to relevant people, in the most cost-effective way possible.

Whatever your situation, remember this: segment your audiences, define an objective and build a strategy that fits your specific goals.

MEDIA BUYING

Now that you have planned and budgeted your campaign, you are ready to go live.

To ensure you are making educated buying decisions, we recommend analysing your campaign performance as you go. You'll find more about this on the following pages.

Campaign performance is benchmarked within various measures, such as reach, impressions, clicks, CPM, CPC, CTR and total spend. Looking at cost-per-click and cost-per-thousand-impressions will give you a strong indicator of how your campaign is performing.

When accessing Facebook Business Manager, you'll be directed to a number of placement options for both Facebook and Instagram.

Each placement comes with associated costs, which is determined by user popularity and the competitiveness of a particular placement in comparison with other businesses.

Placements differ in price, depending on the popularity and competition of various ad spaces.

For example, Facebook newsfeed is a more popular destination for users, so it's understandable that advertisers will pay a premium for placements with the highest reach and engagement potential. Because of behavioural trends, certain placements become increasingly competitive for advertisers to purchase, which in turn drives the price up. This explains why Facebook newsfeed placements cost more on average than Facebook stories, because consumer behaviour drives advertiser demand.

There are a whole host of other factors that you'll need to consider as well, including your business location (i.e. where you are in the world) and who you are intending to target. Taken at whole, you can make smarter decisions about which placements are most cost-effective for your intended objectives.

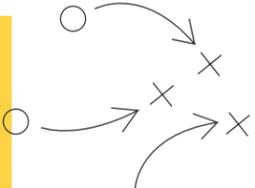
While Facebook offers a wealth of built-in data and insights, it's important to consider wider industry performance. Here, market research and past experience helps to ensure you are delivering the best possible results.

— WePlay is the —
SPORTS INDUSTRY'S **LEADING**
PAID SOCIAL
ADVERTISING
specialist

As a specialist sports marketing agency, a Facebook partner, and having delivered over five million individual conversions across more than 20 different sports, WePlay has become the go-to-agency for paid social advertising in the sports industry. Our wealth of data and insight on sports fan consumption is unparalleled; it is this insight that helps us to understand the "prices" of sports audiences across the globe (from football and tennis to golf and MMA), so we can develop strategies and creative activations based on the most effective use of budget.



THE RIGHT HALF-TIME ADJUSTMENTS



When it comes to winning on Facebook, it's sometimes not about having the perfect game-plan, but about making the right half-time adjustments.

This is what is known as optimisation and is a crucial part of your strategy. Instead of implementing your campaign and leaving it unattended for a period of time, it is imperative to constantly monitor the results and adjust your plan accordingly.

Optimisation of your campaign against your KPIs will give you a greater chance of your campaign being successful.

Testing two different variants of the same creative against each other is known as A/B testing. Through real-time data analysis, brands and rights holders can look at live campaign results, map trends, spot peaks and

troughs and analyse why advert A worked but advert B didn't. This is true for both creative and copy, as both need to work together to drive a desired outcome. It therefore is worth considering that the copy of A could be better suited to the visual of B, or even an option C. Multi-variant testing, rather than A/B, ensures that you explore more possibilities to optimise your campaign, and therefore maximise your success.

It's important that you use copy to address different audiences in a unique and personalised

way. For example, if an audience has converted in the past, you might produce ad copy that says, "Do it again". On the contrary, if an audience has yet to purchase from you, the copy would need to read otherwise, suggesting instead to "Cross it off your bucket list".

Real-time data analysis enables you to tweak campaigns as they unfold, so you can apply key learnings to drive greater conversion and ROI. In 2019, Facebook removed its "Relevance Score", which was a single metric that failed to provide enough actionable insight. Instead, the platform will be switching to a more detailed measurement option that will be assessed within the lens of three rankings:

1 Quality Ranking
Your ad's perceived quality when compared with other ads competing for the same audience.

2 Engagement Rate Ranking

Your ad's expected engagement rate compared with ads competing for the same audience.

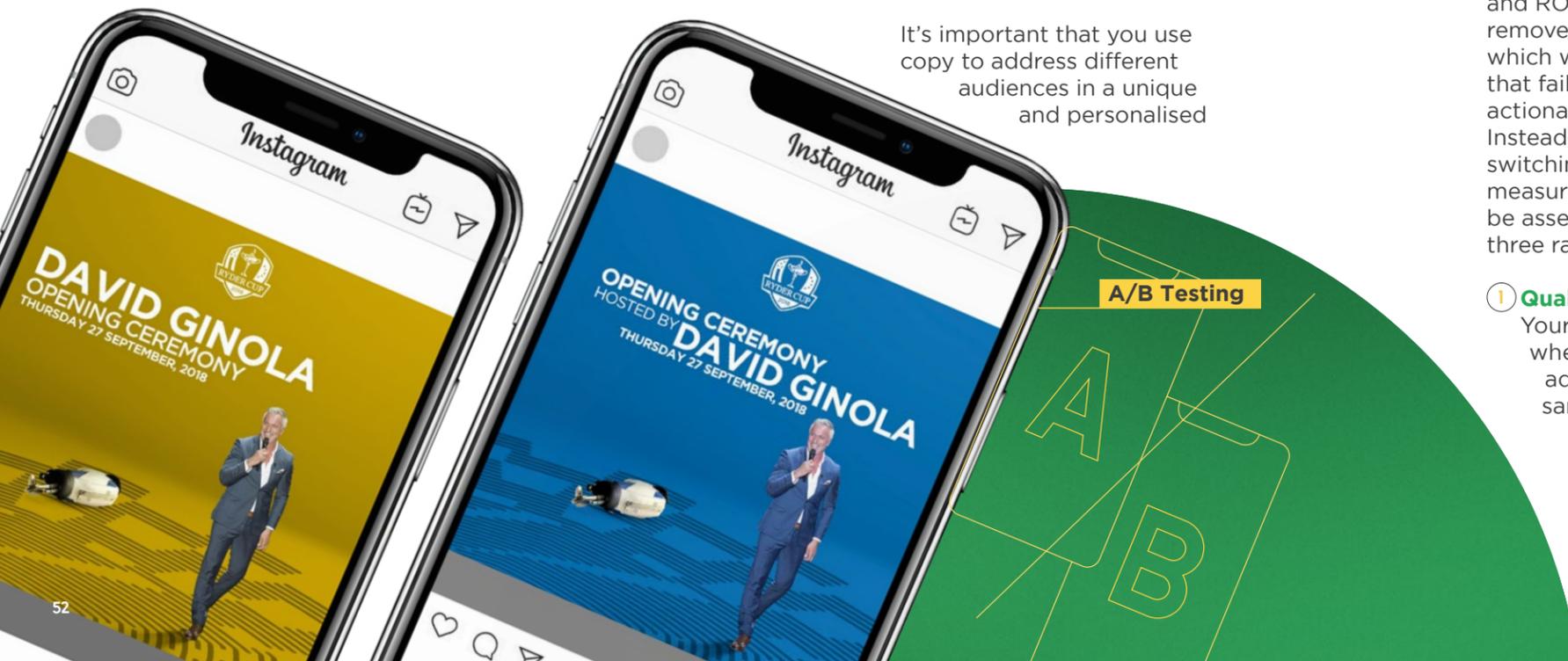
3 Conversion Rate Ranking

Your ad's expected conversion rate compared with ads that had the same optimisation goal and competed for the same audience.

When used in collaboration, marketers can better understand changes to creative assets, audience targeting and the post-click experience (which might improve performance). Each individual campaign is benchmarked against competitors bidding on the same audiences, which provides a meaningful and contextual relevancy score than can be dissected and optimised at the micro level.

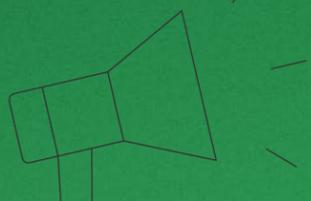
We always measure performance within the framework of the objectives, the target audience and the strategy to achieve the goal. For performance marketers, data is the fuel in the furnace that powers everything we do online.

In this new age of performance marketing, data reigns supreme. By combining the art with the science, you can make smarter planning decisions and adjust media buying in real-time to deliver the greatest results and revenue.



Measuring Success

- Reach / Impressions
- Cost Per Thousand (CPM)
- Post Engagements
- Engagement Rates
- Video Views



AWARENESS



- Cost Per Click (CPC)
- Click Through Rates (CTR)
- Cost Per Lead (CPL)
- Number of Leads
- Cost Per Install (CPI)



CONSIDERATION



- Number of Sales
- Conversion Rate (CVR)
- Cost Per Acquisition (CPA)
- Average Order Value (AOV)
- Return on Investment (ROI)



CONVERSION

When it comes to

winning

on Facebook,
sometimes it's not about having the

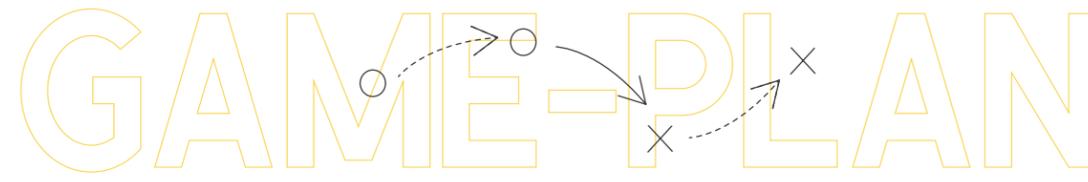
PERFECT

GAME-PLAN

but about making the right

half-time

ADJUSTMENTS.



FINAL SCORE.

With change abound, it's now more important than ever for sports organisations and rights holders to invest in a dedicated and targeted performance-driven marketing strategy.

From a cultural perspective, the shift to mobile devices means brands must design personalised experiences that align with user behaviour. As of 2019, Facebook Messenger is the top mobile app by number of downloads in the world.

With Facebook users visiting the social network an average of eight times per day, it's no surprise that an estimated 78% of retail consumers will discover new products to purchase via Facebook this year.

All signs point towards a compelling truth: Facebook (and its platform suite that includes Messenger and Instagram) is an absolute must for brands and rights holders looking to drive revenues and results in 2019 and beyond.

By utilising Facebook as a powerful audience insights tool, you can better understand what your customers look like, how they behave and why they convert. These segmented and specific audience groups will help your brand to make smarter strategic decisions.

When it comes to implementing your strategy, we suggest to begin with your desired objective (awareness, consideration or conversion) first. From there, you can plan your campaigns by using historical data and audience insights from within Facebook to know that you are reaching the right fan, with the right message at the right time.

Next, ensure that your creative message is built for a mobile-first world. We recommend prioritising video formats, building for less than 15 seconds, placing the hero message and call to action front and centre and using captions to placate users that watch but don't listen. With a single-minded message, creative will capture the attention of the targeted individuals and drive engagement within the first three seconds.

Finally, it is important to utilise the wide variety of Facebook's platform placements when choosing where to show your adverts. Facebook recommends designing for multi-formats, meaning vertical Stories, Messenger, Facebook and Instagram carousels and of course, the Newsfeeds. This approach will give you a better opportunity to showcase your message to a larger audience of people.

Remember to monitor, test and learn from campaign performance in real-time. By making the right half-time adjustments, you can ensure that campaigns are properly engineered to maximise performance and results. The data, insights and learnings from these advertisements can then be applied to future campaigns.

For marketers across the global sports industry, this 360-degree approach will ensure you take advantage of shifts in human behaviour, capitalise on new technologies and platforms and gain that critical unfair edge over your competition.

WePlay is a multi-award-winning, performance-driven sports marketing agency.

Serving a wide variety of global rights holders, brands and broadcasters, WePlay is the solution for organisations that want to win in the digital age.



WINNER
Agency of the Year



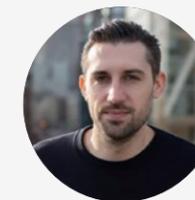
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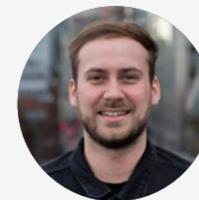
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We're passionate about delivering world-class digital marketing performance for sports organisations and brands. If, like our clients, you too have a desire to win in the digital age, then we would love to hear from you.

Contact

For more information on how you can use performance marketing tactics to drive revenue and results, simply drop howtowin@weplay.co a line.

Or call us on **+44 (0) 203 900 1760**

8 Digital Marketing Glossary of Terms

Terms	Definition
A/B Testing	Testing two different versions of the same creative to evaluate which one performs better
Awareness	An approach to marketing in which a company focuses on getting the brand recognised by potential customers
Call-to-Action	A call-to-action is a passage of copy, text link, button, image, or some type of web link that encourages a consumer to take action
Comments	The opinions of your readers left in response to a post. This is a useful way for you to connect with your audience
Cookies	A small text file dropped by a website server on a user's computer at the Internet browser level
CPA	Cost Per Acquisition (CPA) is a marketing metric that measures the aggregate cost to acquire one paying customer on a campaign or channel level
CPC	Cost Per Click (CPC) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaigns
CPM	Cost Per Thousand (CPM) is the cost to serve one thousand impressions to a target audience with your advertisement
CRM	Customer relationship management (CRM) is a system that manages interactions with existing and potential customers and sales prospects
CTR	Click-through-rate (CTR) is the percentage (the number of unique clicks divided by the number that were opened) of recipients that click on a given URL
CVR	Conversion Rate (CVR) shows you how effective your marketing campaigns are at converting clicks to sales
E-commerce	Commercial transactions conducted electronically on the Internet
Engagement Rate	Engagement Rate is a metric that measures the level of engagement a piece of created content is receiving from an audience
Facebook Audience Insights	Facebook Audience Insights shows you data about your target audiences so that you can create more relevant ads for them

Terms	Definition
Facebook Audience Network	Facebook Audience Network is an off-Facebook, in-app advertising network for mobile apps. Advertisers can serve up their ads to customers who are using mobile sites and apps other than Facebook
Facebook Pixel	The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimise ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website
KPI	Key Performance Indicators are the metrics you will look at to track progress toward your goals
Lead	A person that transforms from an anonymous website visitor into a known contact part of your business sales cycle
Likes	Clicking Like below a post on Facebook is a way to let people know that you enjoy it without leaving a comment. Similar to a comment, anyone who can see the post can see that you liked it
Lookalike Audiences	Lookalike Audience generally means an "algorithmically-assembled group of social network members who resemble, in some way, another group of members"
Marketing Funnel	The marketing funnel is a consumer-focused marketing model which illustrates the theoretical customer journey towards the purchase of a product or service
Mobile-first	Mobile-first means designing an online experience for mobile before designing it for the desktop or any other device
Moment Marketing	A channel agnostic approach that takes data from across the digital and social media ecosystem. We apply this to reach the right fan, with the right message at the right moment
Offline Marketing	Offline marketing refers to any type of marketing that does not involve online marketing (website, social media, email, pay-per-click, blogging, press releases)
Online Marketing	Refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails
OTT	Over the top (OTT) is a term used to refer to content providers that distribute streaming media as a standalone product

Terms

Definition

People-based Marketing	People-based Marketing enables brands to create a cohesive marketing system, centered around the individual consumer and anchored by the collection of real-time behavioural data combined with first party brand data
Personalised Marketing	A marketing strategy by which companies leverage data analysis and digital technology to deliver individualised messages and product offerings to current or prospective customers
Reach	The potential number of customers it is possible to reach through
ROAS	Return on Advertisement Spending (ROAS) is a KPI that is used to determine media effectiveness
ROI	Return on investment (ROI) is a ratio between the net profit and cost of investment
Shares	The total number of times the specified property's posts were shared during the defined time period
Static Image Ads	A type of ad that includes an image to promote
Traffic	The visitors to your site



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