

2025 Club Facebook & Instagram Marketing Campaign

The Plan



What's it going to take to get new members into lessons?



1. A rise in awareness of Bridge amongst our target group
2. A rise in attractiveness of Bridge (change the perception) amongst our target group
3. One well-timed invitation to join up
4. Clubs mastering conversion into lessons and membership

Sustained investment that is long-term, consistent and relevant

FB Club Marketing Campaign, road signs, comment to a friend etc.



Social media is just one part of your marketing toolkit



**WORD OF
MOUTH**



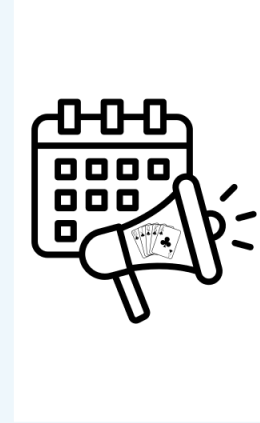
FLYERS



**NEWSPAPER &
RADIO COMMUNITY
SECTIONS**



SIGNAGE



EVENTS



**SOCIAL MEDIA -
PAID AND VIA
COMMUNITY
PAGES**



Who are the members we want to attract?



- **Mid-life life-changers**
- **Fond memories of playing cards as a kid with their families**
- Most likely to be 45-60 year old males and females, with 30+ years of bridge-playing possibilities ahead of them
- Experiencing a life change – empty-nesters, moved towns, changed jobs, recently divorced or widowed, becoming less physically-sports-able
- Wants to make new friends, want to keep their minds active
- Looking for a hobby to replace traditional contact sports or other social engagements
- Interested in talkback radio, newspapers, local news
- Interested in games, strategy games, cooking, crafts, creativity, socialising, card games, contract bridge, online games, sports club, local club, community
- Life changes mean more space in their life to be a Club member and possibly contribute



Why Facebook?

- 87% of the NZ population use Facebook
- 87% of NZers aged 45-64 are on Facebook
- That's an audience of just over 1 million
- It's cheap to use
- You can gain valuable real-time insights to adjust campaigns now and in future



Facebook users in New Zealand
September 2024



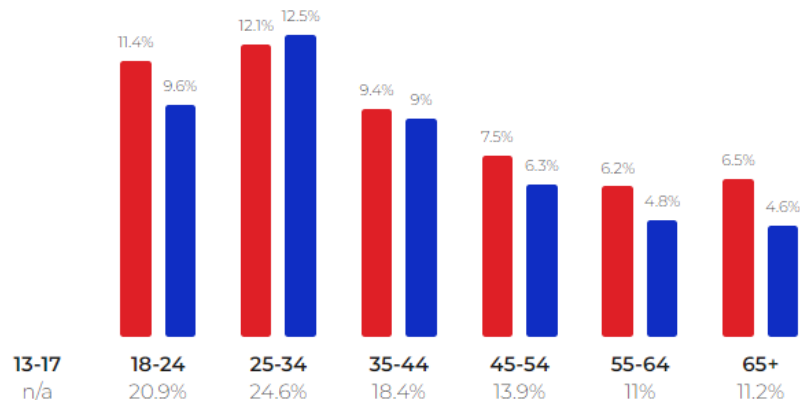
 4 465 500



53.2%
women



46.8%
men



NapoleonCat.

Source: NapoleonCat.com



Why Instagram?

- 49% of the NZ population use Instagram
- 35% of NZers aged 45-64 are on Instagram
- That's an audience of just over 422,000
- It's cheap to use
- You can gain valuable real-time insights to adjust campaigns now and in future



Instagram users in New Zealand
September 2024



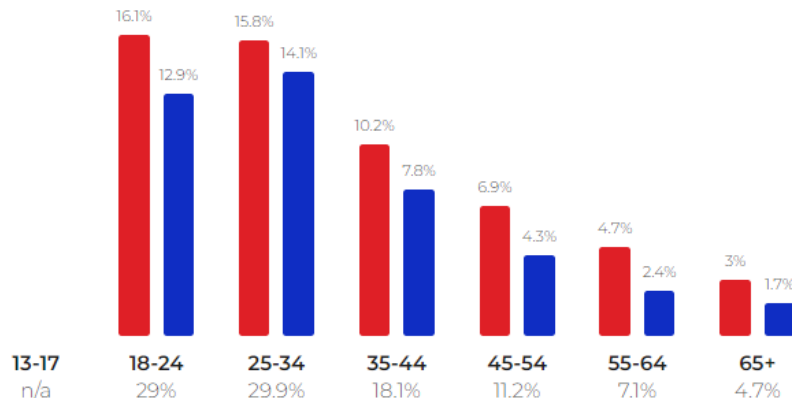
 2 528 100



56.8%
women



43.2%
men



Source: NapoleonCat.com



How this campaign works

- Targeted Facebook & Instagram ads promoting bridge lessons at each club
Clubs in close proximity could pool their funds, advertise together and reach more people – if lesson timing is aligned
- The aim is to get people to click on the social media advert, be taken to a web page with relevant club information, then for them to email or call the club to find out more about lessons (then it's in the club's hands)
- 1 post (video with still images included) to run over a 4-6 week period prior to lessons starting
- Target our desired audience – ages 44-64, all sexes, location (15km radius), age range, interest areas
- NZB covers the cost of setting up the campaign, Clubs provide key info, photos and video (if they have it) and pay for the advertising (\$400-\$500 per club recommended to reach at least 15,000)
- KPIs for reach and click rates will be set for each club, based on prior info (or learnings from similar clubs)
- Funding support available from your Regional Committees
- This campaign builds on learnings from the past two years



How this Campaign works

1

See the Advert

****This year we'll use video to aim for greater engagement**

New Zealand Bridge
Sponsored · 14

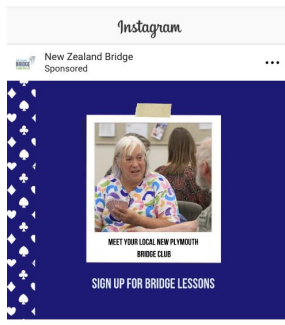
Ready to play the ultimate mind game? Join your local New Plymouth Bridge Club for lessons and discover the joy of strategic card play. All levels welcome! Sign up now and let the cards unfold.



playbridge.co.nz
Sign Up For Bridge Lessons **Sign up**

56 17 comments 10 shares

Like Comment Share



Sign up

Ready to play the ultimate mind game? Join your local New Plymouth Bridge Club for lessons and discover the joy of strategic card play. All levels welcome! Sign up now and let the cards unfold.

2

Click on the link to find out more – be taken to a landing page on the Playbridge website



Contact the Club by sending the form or email/phone

3

FOR MORE INFORMATION CONTACT CHRISTINE BURTON OR WALT CRAWSHAW VIA EMAIL OR PHONE.

Phone Christine: 027 460 3370 or Phone Walt: 027 440 1112

EMAIL CHRISTINE

EMAIL WALT



 **New Zealand Bridge**
Sponsored ·  

Unlock a new level of fun and friendship at your local Hawera Bridge Club! 🎴 Ready to learn? Sign up for lessons now and discover the joy of playing bridge. 🎴




MEET YOUR LOCAL HĀWERA
BRIDGE CLUB

SIGN UP FOR BRIDGE LESSONS


playbridge.co.nz
Sign Up For Bridge Lessons
Hāwera Contract Bridge Club:...

  14 7 comments 3 shares

 Like  Comment  Share


 **New Zealand Bridge**
Sponsored





BRIDGE LESSONS



MEET YOUR LOCAL ROTORUA BRIDGE CLUB

SIGN UP TODAY

Sign up 

Ready to play the ultimate mind game? Join your local Rotorua Bridge Club for lessons and discover t... more

Clubs don't need to use their Facebook pages for this campaign (you don't even need to have one!)



This is our
marketing
website

www.playbridge.co.nz

← → × ⌂ <https://www.playbridge.co.nz>



[HOME](#)

[ABOUT BRIDGE](#)

[LEARN TO PLAY](#)

[NEWS & EVENTS](#)

[CONTACT US](#)

[JOIN US](#)

WHY WE LOVE BRIDGE



WATCH VIDEO

People who click the
Facebook advert link are
taken here:



[HOME](#) [ABOUT BRIDGE](#) [LEARN TO PLAY](#) [REALBRIDGE](#) [NEWS & EVENTS](#) [CONTACT US](#)

[FIND A CLUB](#)

New Plymouth Contract Bridge Club



And scroll down to
your specific club info:

NEW YEAR, NEW SKILL

Looking to try something new in
2024? Sign up for Bridge lessons
at your local bridge club in New
Plymouth

SIGN UP BELOW

Looking for some Serious Fun in 2024?

NEW PLYMOUTH CONTRACT BRIDGE CLUB LESSONS FOR BEGINNERS 2024

LESSON INFORMATION:

COMMENCE:

3 April – 12 June 2024

Free Bridge Taster Session on Wednesday 27 March at
7pm at the club rooms



And scroll down to
your specific club info:



7pm at the club rooms

DURATION:

11 weeks

TIME:

Wednesday, 7.00pm – 9.00pm, Sunday
10.00am – 12.00pm

VENUE:

70 Hobson Street, New Plymouth

COST:

\$100.00 (includes all course materials and
2024 club membership fees). \$50 for
subsequent family member of the same
household.



And scroll down to
your specific club info:

FOR MORE INFORMATION CONTACT CHRISTINE BURTON OR
WALT CRAWSHAW VIA EMAIL OR PHONE.

Phone Christine: 027 460 3370 or Phone Walt: 027 440 1112

EMAIL CHRISTINE

EMAIL WALT

Sign Up For Bridge Lessons In 2024, It's Serious Fun.

Your email address will not be published. Required fields are marked *

Your Name*

Email*



How we measure success

1. How many people see the ad (reach and impressions)
2. The conversion rate between those that see the ad and click the link (aiming for higher than 2.2%)
3. Keeping the cost per click low
4. The amount of interaction on the advert (likes, shares, comments)
5. How many people show up to lessons
6. How many learners say they saw the ad (a very loose measure)

Because each club location has unique characteristics, we will set KPIs for each participating club based on prior learnings.

Do not measure success by just one of these measures, or by how many times club members saw the ads – these approaches are not reliable measures.



Facebook's algorithms are sophisticated enough to identify if someone is active in bridge (e.g. has already liked the local club's FB page). It will optimise spend by trying to focus on targeting new people, not those already involved in bridge. This is why club members may not see the ad. You may also see other club's ads more than your own. It does not mean your ad is not working.



What's the process for clubs?

1. Complete form with key information, images and videos by end of November
2. Pay invoice when campaign starts (can then send receipt to regional committee for part-reimbursement)
3. Ensure your website is welcoming with lesson details on the front page
4. Share ads to your own Facebook page and community pages as this increases reach and engagement
5. Respond to lesson enquiries within 24 hours
6. Record the number of enquiries you receive
- Mel will send a learner's survey and club survey near the end of your lessons

This is the info we need by the end of November:

- Lesson start/end dates
- Lesson times
- Number of lessons
- Lesson venue
- Lesson cost
- Contact name, number and email
- Website address
- Good quality images or video footage of people playing at your Club



Photo & video guide

For videos:

- Portrait style
- No large branding on clothing
- Any audio is ok (we will overlay with music)
- No shots of the whole room – focus on tables/two people/individuals

GREAT SHOTS FOR FACEBOOK



WHAT TO AIM FOR

- ✓ Happy, social mood
- ✓ Range of ages
- ✓ Range of nationalities (if possible)
- ✓ Good light
- ✓ Clearly having fun
- ✓ Helpful to see they're playing cards
- ✓ Background blurred, plain or happy people
- ✓ Both portrait and landscape shots
- ✓ Minimum 300dpi resolution

BAD SHOTS FOR FACEBOOK



WHAT TO AVOID

- ✗ Frowning, grumpy-looking faces
- ✗ Blurry images
- ✗ No age diversity
- ✗ Dark lighting
- ✗ Clubrooms that look uninviting
- ✗ Too many people in the shot - no focal point
- ✗ Cluttered background



Imagery sample



Video footage and imagery similar to those shown here, are available for the 2025 campaign.



How to sign up to the Campaign

1

Complete the form here with lesson information:

<https://www.surveymonkey.com/r/facebook2025>

2

Please save requested images and any video footage here:

<https://1drv.ms/f/s!AohhhjsyT-85geV-0Y8DMZoSfhL8PQ?e=WKem0X>

If you can't get that to work, you can email a link or individual files to:

mel.auld@nzbridge.co.nz



Which clubs are not suited to this campaign?




Those who don't have:

1. A friendly, responsive person to guide the 'Bridge Curious' through to lessons and beyond
2. An expert 'wise guide' teacher with excellent communication skills plus patience, empathy and humour


If you don't have either of these, don't bother advertising as people won't stick around!







Example from 2024 – New Plymouth




 **New Zealand Bridge**
Sponsored ·  


Ready to play the ultimate mind game? Join your local New Plymouth Bridge Club for lessons and discover the joy of strategic card play. All levels welcome! Sign up now and let the cards unfold.





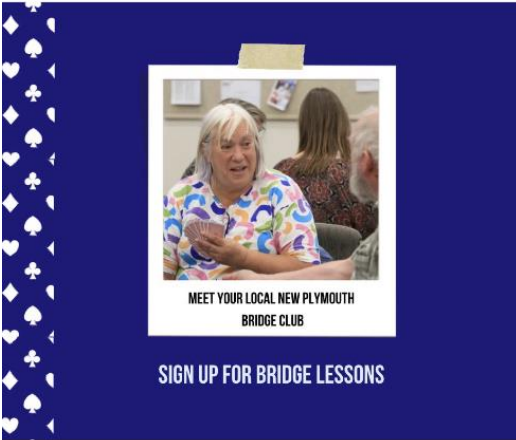
playbridge.co.nz
Sign Up For Bridge Lessons 


   56 17 comments 10 shares





 Like  Comment  Share

 **Instagram**

 **New Zealand Bridge**
Sponsored 



Sign up 

Ready to play the ultimate mind game? Join your local New Plymouth Bridge Club for lessons and discover the joy of strategic card play. All levels welcome! Sign up now and let the cards unfold.

Results

Reach: 21,009

Impressions: 162,085

Clicks: 944

Cost Per Click: \$0.53 

Reach to Click Conversion: 4.49% 

Total Sign Ups: 42 

Direct Sign-Ups Reportedly Via FB

Advertising: 2 (out of 22 survey participants)

Most Active Audience: Females & Males 35+

Campaign Timings: 1 Feb - 15 March

Spend: \$500



Key learnings for New Plymouth

- The New Plymouth activity reached over 20K people and had 944 clicks to the website (a 98% increase from the 322 clicks in 2023).
- The Facebook Ad generated over 53 Likes, 17 Comments, and 10 Shares! Comments were really positive.
- It's great to see our most active audiences have been those 35+, followed by Females 44+. Interestingly, Males 44+ were also really interested with 30% of total clicks from this audience.



Thank you



If you have any queries, please contact:

Email: mel.auld@nzbridge.co.nz

Call Mel: 021 471 639

