

Grow Your Club with NZ Bridge's Annual Social Media Campaign

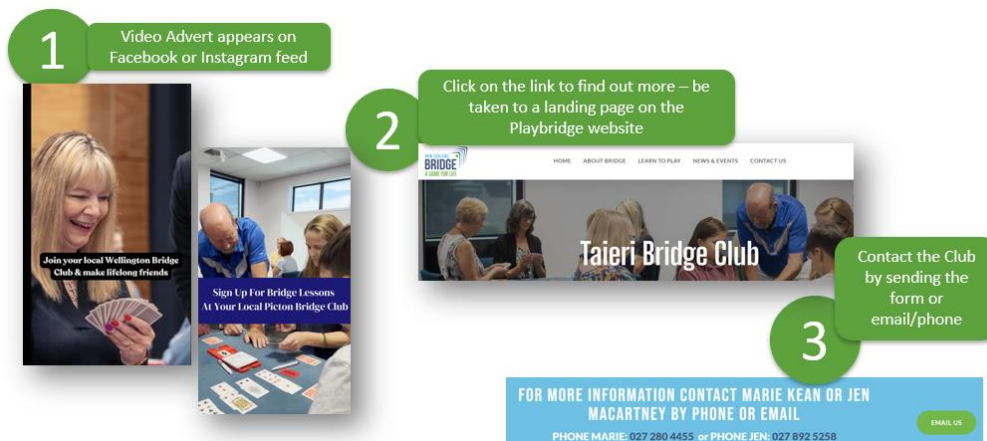
What It Is

Each year, NZ Bridge offers clubs the opportunity to participate in a professionally-managed Facebook and Instagram marketing campaign. It's designed to raise awareness of bridge in your community and drive sign-ups to your club's lessons. 43 clubs have participated so far.

NZ Bridge covers the campaign setup, creative design, and ad management (valued at over \$800 per club). Your club just pays for the Facebook & Instagram costs of advertising (on average \$283 per club), with flexibility depending on your budget. This is excellent value for clubs wishing to reach a broader local audience online.

How It Works

1. Targeted local video ads on Facebook and Instagram featuring your club's lesson details and, where possible, images of your members. Your club does not need a Facebook page to participate.
2. Interested people click through to a tailored landing page on the www.playbridge.co.nz website.
3. Leads are sent directly to your club by email or phone for follow-up.



Why It Works

- In 2025, ads so far have reached 443,000 people and generated 17,855 clicks.
- That's an average of over 18,000 people who saw the campaign and 743 people clicking through to the website landing page, for each club.
- Average cost per click dropped to \$0.40 (from \$2.12 the year before – each year we learn and improve).
- The percentage of people who clicked through to the landing page out of those the campaign reached was, on average, 3.74% - well above industry averages and a great improvement on last year's campaign.
- Most engaged audience: women aged 55+ – many with time, interest, and a desire to connect.

“This year we are very happy with the results from the Facebook campaign, which helped attract at least 20 people out of the 30 we signed up for lessons. We’ll definitely do it again.”

— Nick, Te Awamutu Bridge Club President

Why Social Media Matters

Social media is no longer optional – 87% of Kiwis aged 45–64 use Facebook, and nearly half use Instagram. These platforms let us:

- Reach local people where they are
- Boost lesson sign-ups with timely, targeted promotions
- Improve the public perception of bridge as fun, friendly and social
- Drive measurable results, not guesswork

This campaign focuses on the 45–64 age group because we want to lift awareness and improve perception of bridge within this age group. The goal is for bridge to be top-of-mind when they enter a new life phase and are open to new activities. This campaign runs alongside targeted initiatives to attract youth as well.

Your Role

NZ Bridge manages the heavy lifting. Your club doesn’t need your own Facebook page. All your club needs to do is:

1. Confirm participation – some information and a sign-up form will be emailed to all clubs in early October.
2. Provide lesson details and a contact.
3. Provide some high quality imagery of players at your club.
4. Optionally share and engage with your ad to help performance.
5. Let NZ Bridge know how many you attracted into lessons and which methods they said they saw. You can use this learner survey during 2025:
<https://www.surveymonkey.com/r/learnersurvey2025>
6. You are also invited to contribute your feedback and ideas to help NZ Bridge understand what’s working, what’s not and what clubs may need more help with:
<https://www.surveymonkey.com/r/mktgresults2025>

Key Contact

Mel Auld – NZ Bridge Marketing & Communications Manager

Email: mel.auld@nzbridge.co.nz

Phone: 021 471 639

Let Mel know if you’d like to directly receive a copy of the sign-up details in October.

