

# HOW TO RUN FACEBOOK AND INSTAGRAM ADS

Reach more local students. Grow your classes. Build your reputation. Running ads on Facebook and Instagram is one of the most effective ways to attract new students to your martial arts club. Whether you're promoting kids' classes, adult beginner courses, or holiday camps, paid social ads help you reach the right people in your local area — fast and cost-effectively.

With easy-to-use tools and clear reporting, you can promote your club, track your results, and grow with confidence — all from your phone or laptop.

## STEP-BY-STEP: HOW TO LAUNCH YOUR CAMPAIGN

### STEP 1: CHOOSE YOUR AD OBJECTIVE:

#### Start With the Result You Want.

Before anything else, you need to be clear on the main goal of your ad.

**Ask yourself:** What do I want this ad to achieve?

- More free trial sign-ups?
- More messages from parents?
- More awareness of your club locally?

✓ **Benefit:** Choosing the right objective ensures your ad is shown to people most likely to take action.

✦ **Action Point:** In Ads Manager, select objectives like "Leads", "Messages", or "Traffic" for trial offers.

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## STEP 2: UNDERSTAND YOUR AUDIENCE:

### Know Exactly Who You're Talking To.

The more specific your audience, the better your results. Think about: Are you trying to reach parents, adults looking for fitness, or complete beginners?

Know who you're trying to reach:

- Parents of kids aged 5–12
- Adults aged 18–40 looking for fitness, self-defence, or confidence
- Local families or individuals within 5–10 miles of your club

✓ **Benefit:** Speaking directly to your audience's needs (e.g. confidence for kids, fitness for adults) makes your ad more effective.

✚ **Action Point:** Set your audience in Ads Manager by location, age, gender, and interests like "parenting", "fitness", or "martial arts".

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## STEP 3: CHOOSE WHERE TO SHOW YOUR ADS:

### Let Meta Maximise Your Reach

Your ads can appear on Facebook, Instagram, Messenger, or across all three. Don't limit yourself to just one platform — people scroll in different places.

You can place your ads across:

- Facebook feed and stories
- Instagram feed and reels
- Messenger inbox
- Audience Network (other mobile apps)

✓ **Benefit:** Multi-placement ads give you the best chance of reaching people where they spend time online.

📌 **Action Point:** Let Meta automatically place your ads across platforms (recommended for beginners) — or select your preferred placements.

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## STEP 4: SET YOUR BUDGET AND DURATION:

### Stay in Control While Reaching More People.

You decide exactly how much you want to spend and for how long. Even a small daily budget can bring in real results when used smartly.

You're in full control. Start with as little as £5–£10/day.

- Daily budget: Spread cost evenly across days
- Lifetime budget: Set a total budget for a full campaign

✓ **Benefit:** You'll never overspend — Facebook won't exceed your set limit.

📌 **Action Point:** Choose a 30-day duration for consistent visibility and momentum.

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## STEP 5: TRACK, LEARN, AND IMPROVE:

### Let the Data Guide You.

Once your ad is live, your job isn't over — it's just beginning. Use Meta's Ads Manager to see how it's performing and what can be improved.

Once your ad is live, use Meta Ads Manager to monitor performance:

- How many people saw it?
- How many clicked or messaged?
- Which image or caption performed best?

✓ **Benefit:** Real-time results help you understand what's working — and tweak for even better outcomes.

📌 **Action Point:** Check results 2–3 times per week. Pause underperforming versions and double down on the best one.

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**PRO TIP:** Use a photo, video, and carousel version of your ad — Facebook will automatically show the best-performing one more often.

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## FINAL THOUGHT:

Running paid ads doesn't need to be complicated. With just a few simple steps, you can create powerful, low-cost campaigns that bring more students into your club and keep your classes full — week after week.