



## Open Your Doors with Facebook Advertising

### Overview

In a few short months, the excitement of the Olympics will be upon us and people all over Canada will be watching curling. This is the time where people are fired up and want to step onto the ice themselves. The problem is that most people don't know where to go to learn, and by the time the next season comes around, they aren't interested anymore. We need to capitalize on the timing of the Olympics and get people to try curling while they are still excited about it.

How do we do this?

We suggest that your club run a free "Try Curling for a Day" clinic that gets people into your club to learn more about what you have to offer. Once there, you can promote your programs like "Learn to Curl", where participants commit to a 4-6 week series of clinics. This gives people the chance to learn more about the game, fine-tune their skills, and possibly become a member at your club. You customize these clinics in any way you want! CurlManitoba's role in these initiatives is promoting the clinics/programs using Facebook advertising. Let's grow the sport together!

### How it Works:

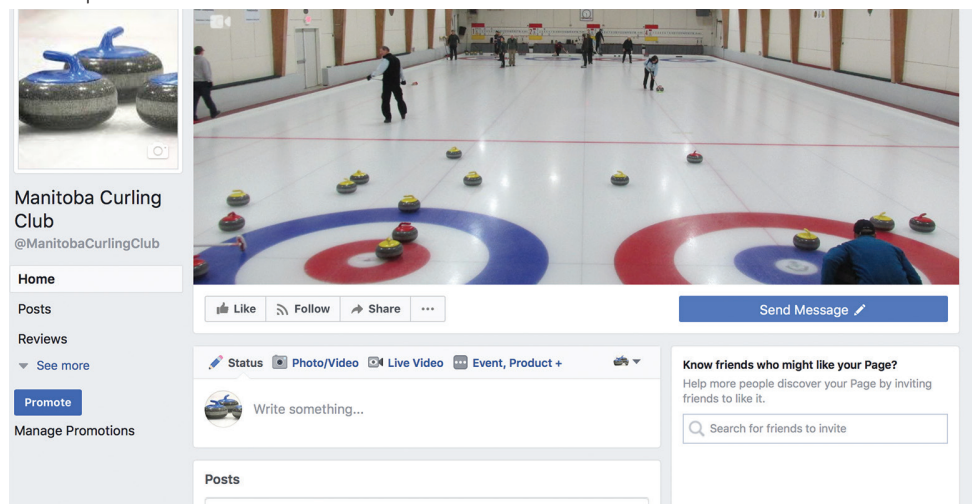
#### Step One:

Decide when you will run a free, drop-in Try Curling for a Day clinic. CurlManitoba will assist in providing instructors and equipment if needed.

#### Step Two:

Create a Facebook Page for your curling club if it doesn't have one. People can 'follow' and 'like' your page to stay updated with things your club is doing. CurlManitoba will assist in creating a Facebook Page for your curling club\*. CurlManitoba will also assist in training a volunteer to run your club's Facebook Page, so people in the community can continue to stay updated on your club.

Example below:



### Step Three:

Create a Facebook event page for the Try Curling for a Day clinic. CurlManitoba can assist in creating an event page for the clinic\*. Creating and sharing an event page will help raise awareness of it on social media. People can RSVP, which will help you know how many people will come to your clinic. Example below:



**OCT 21** **Free Learn to Curl Clinic**  
Public · Hosted by [Manitoba Curling Club](#)

★ Interested    ✓ Going    ➔ Share    ⋮

🕒 **Saturday at 12 PM - 3 PM**  
3 days from now · 5–15° Partly Cloudy

📍 **123 Main St.** [Show Map](#)

**About**      Discussion

 **Write Post**     **Add Photo/Video**     **Create Poll**    

 Write something...

### Step Four:

Create a Facebook ad for the Try Curling for a Day clinic. CurlManitoba will assist in creating and running the ads to help promote your clinic\*. Ads target certain people online and will help increase the number of people who will attend the clinic. People can RSVP when they see the ad and will be reminded of the clinic closer to the date. CurlManitoba has set aside a budget to pay for advertising, but funds are limited, so sign up early. Example below:



Manitoba Curling Club shared their event.

Sponsored · 🌐

Manitoba Curling Club is hosting a FREE Learn to Curl Clinic this Saturday! Step on the ice for the first time or brush up on your skills!



OCT  
21

**Free Learn to Curl Clinic**  
Sat 12 PM · 123 Main St.

★ Interested

👍 Like    💬 Comment    ➦ Share

### Step Five:

Run the Try Curling for a Day clinic. For best success at attracting new members, it is suggested to host a 4-6 week Learn to Curl program following the Try Curling for a Day clinic. People will need to register and pay for this series, but attendees will have the opportunity to continue to learn about the sport and build on their skills. This may lead attendees to becoming members at the club.

### SUMMARY:

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#### Your Role:

- \*Sign up for **Open Your Doors** by December 15, 2017 and run your Try Curling for a Day clinic by the end of February 2018
- Set a time/date to run Try Curling for a Day and 4-6 week Learn to Curl program and contact CurlManitoba for assistance

#### CurlManitoba's Role:

- \*Creating a Facebook Page, event page, and ads for the clinic(s) (including paying for ads)
- Promoting clinic(s) on CurlManitoba's Instagram, Twitter, Facebook Page, and website
- Possibly pitching clinic(s) to newspapers and other media to increase awareness
- Creating emails and posters for you to distribute and put up
- Provide instructors and equipment for your clinic(s) if needed
- Assist in training a volunteer to run your club's social media to ensure the community stays updated and involved in what your club is doing

**\*CurlManitoba will create a Facebook Page, event page, and ad for the first 20 clubs that sign up only! Don't wait to take advantage of this opportunity.**

Let's use social media and help grow the sport. We're looking forward to bringing more new people into curling together. To sign up for **Open Your Doors** or for more information, please contact Krysten Karwacki at [kkarwacki@curlmanitoba.org](mailto:kkarwacki@curlmanitoba.org) or (204) 925-5723.