

**FOOTBALL
DEVELOPMENT
CAMPAIGN**

Lou Gebbie
304363



**Lincoln City
Foundation**

CAMPAIGN SUMMERY

- The campaign aimed to increase the number of participants that attend our Talent Centre and Mini Imps.
- The talent centre is open to players aged 6 to 14 and runs every Saturday from 10:30 – 12 pm at the LNER Stadium.
- Mini Imps is open to players aged 3 to 6 and runs every Saturday from 9 – 10 am at the LNER Stadium and Market Rasen.

USP

- Extra Football
- First steps into football
- All abilities welcome

Plan

Create a mixture of videos and images posted as target ads on Facebook and Instagram. As well as posting organic content on Twitter, Facebook, Instagram and TikTok if relevant.

*All analytics data included in this document were collated on 24th June 2022

The background features a central white diamond shape. This diamond is surrounded by four large, pink, L-shaped geometric blocks, each positioned in one of the quadrants. The pink blocks are composed of multiple overlapping layers, creating a sense of depth. In the corners of the overall composition, there are smaller, semi-transparent grey and dark red geometric shapes, including squares and rectangles, which overlap with the pink blocks and the central white space.

TARGETED ADS

MINI IMPS IMAGE

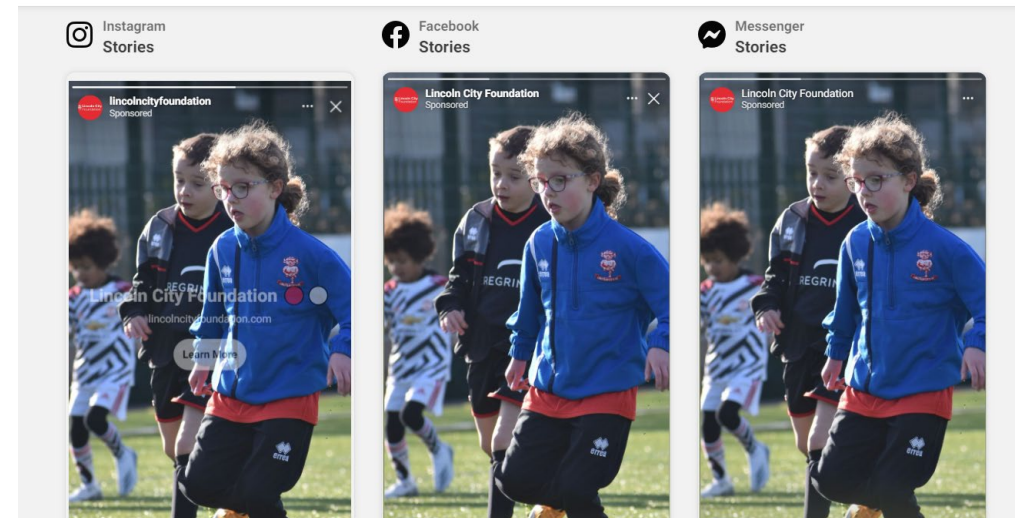


Facebook feed



Instagram feed

Advanced preview 18 of 18



Stories

MINI IMPS IMAGE - ANALYTIC OVERVIEW

Performance overview

Customise Metrics

Link Clicks ⓘ

15

--

Per link click ⓘ

£0.50

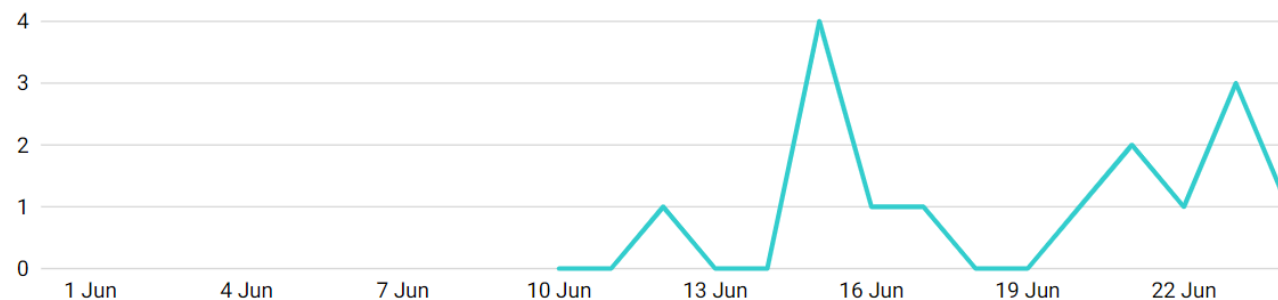
--

CTR (all) ⓘ

0.77%

--

Link Clicks

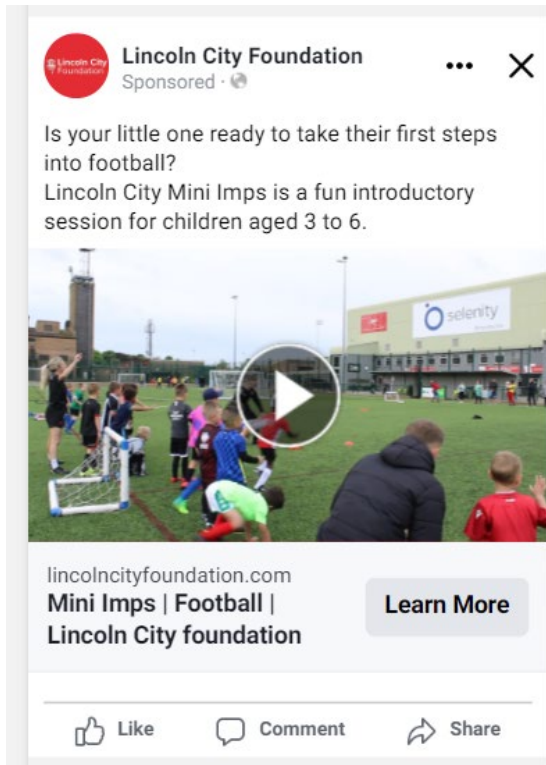


Link clicks	15
Cost	£7.46
Reach	990
Impressions	2,466
Most Successful Platform	Facebook

MINI IMPS VIDEO



MINI IMPS VIDEO - AD LOOK



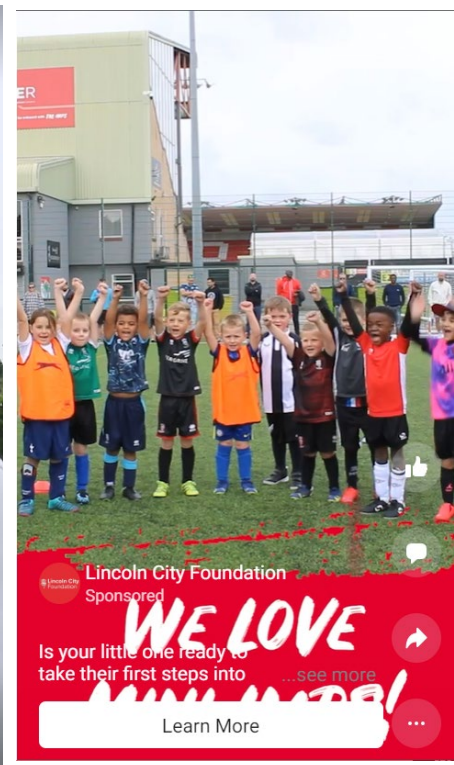
Facebook feed



Instagram feed



Stories



Reels

MINI IMPS VIDEO - ANALYTIC OVERVIEW

Link clicks	--
Cost	--
Reach	--
Impressions	--
Most Successful Platform	--

This video wasn't finished when I added the other ads. So Meta's algorithm doesn't like it, so there is no data for it. For future campaigns, I will ensure all ad content is finished before I publish the ad campaign.

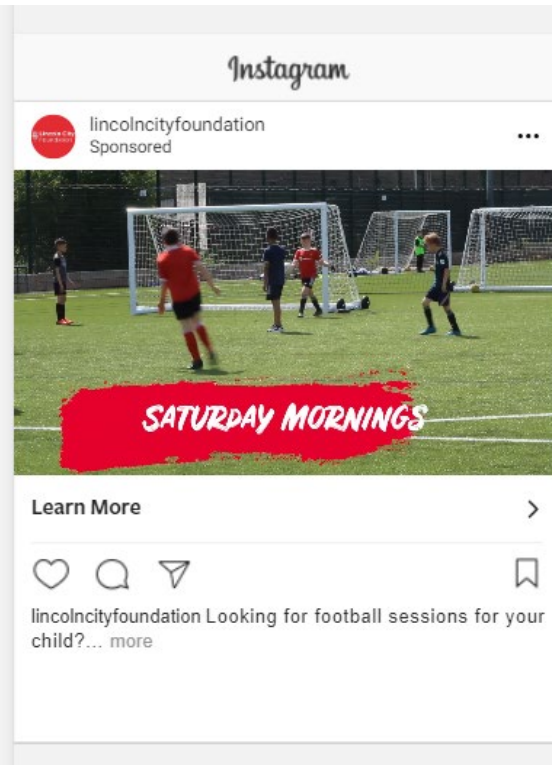
TALENT CENTRE VIDEO



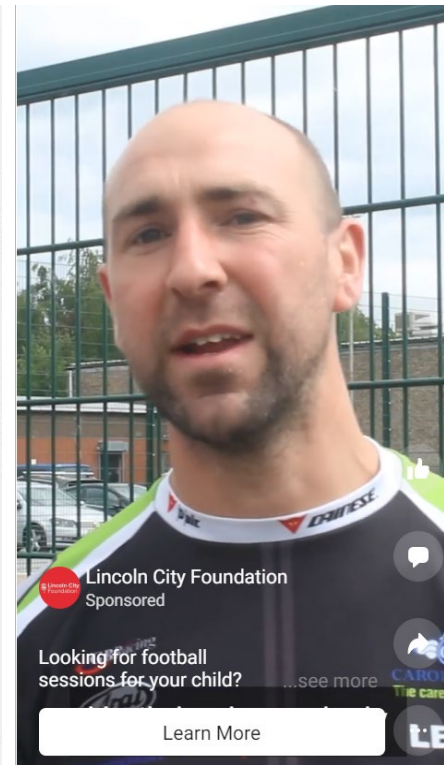
TALENT CENTRE SOLO VIDEO - AD LOOK



Facebook feed



Instagram feed



Stories



Reels

TALENT CENTRE SOLO VIDEO - ANALYTIC OVERVIEW

Performance overview

Customise Metrics

Link Clicks ⓘ

17

--

Per link click ⓘ

£0.75

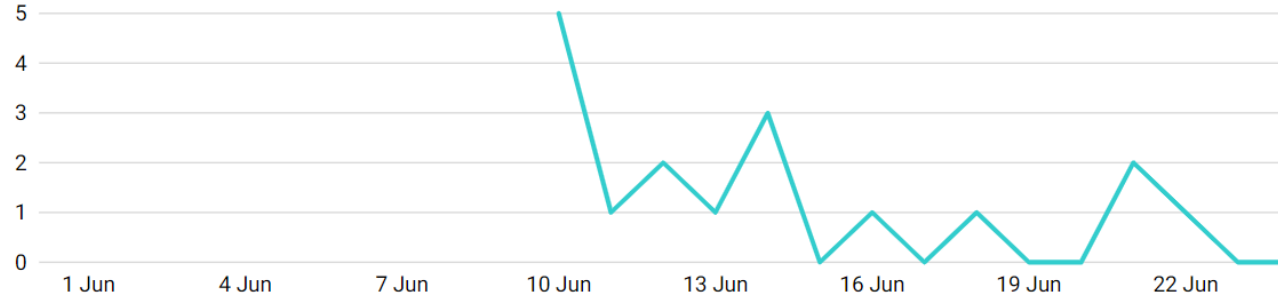
--

CTR (all) ⓘ

2.61%

--

Link Clicks



Link clicks	17
Cost	£9.47
Reach	1,524
Impressions	4,284
Most Successful Platform	Facebook

TALENT CENTRE VIDEO - FULLSCREEN MOBILE EXPERIENCE



Lincoln City Foundation
Sponsored · 🌐

Did you know all children can train at the LNER Stadium?

SATURDAY MORNINGS

Glenn Miller 1 comment 1 share

Like Comment Share

This is a screenshot of a Facebook post. At the top left is the Lincoln City Foundation logo and name, with 'Sponsored' and a globe icon. The main text asks 'Did you know all children can train at the LNER Stadium?'. Below this is a video player showing children on a football pitch, with a large play button in the center. A red brushstroke graphic at the bottom of the video contains the text 'SATURDAY MORNINGS'. At the bottom of the post, the name 'Glenn Miller' is shown along with '1 comment' and '1 share'. Below that are icons for 'Like', 'Comment', and 'Share'.

Facebook feed



SPORT AND PHYSICAL ACTIVITY

Introducing the Lincoln City Talent Centre. A football programme for children aged 6 to 14 at the LNER Stadium.



This block contains a red graphic with a white football boot icon and the text 'SPORT AND PHYSICAL ACTIVITY'. Below the graphic is a text block: 'Introducing the Lincoln City Talent Centre. A football programme for children aged 6 to 14 at the LNER Stadium.' Underneath the text is a photo of a group of children in various football kits (red, yellow, black and white) standing together on a pitch. At the bottom of the photo is a small video player showing two children playing football.

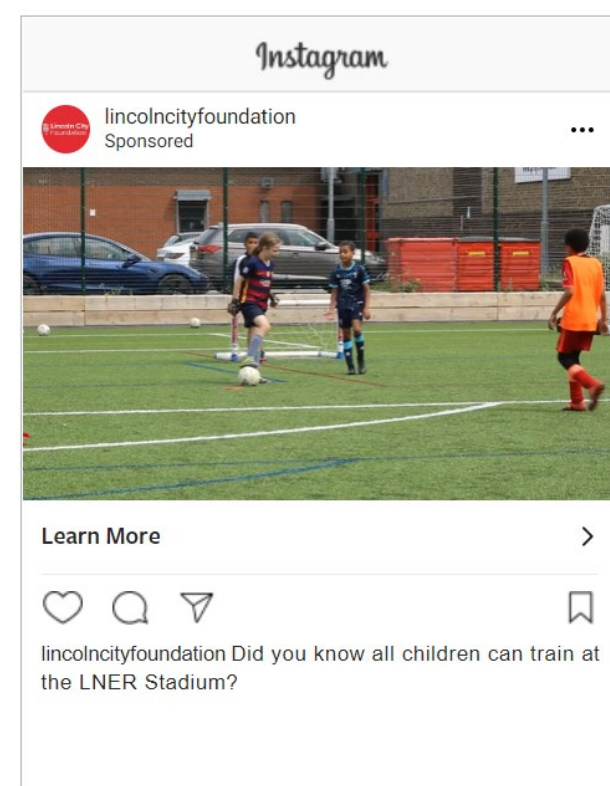


Everybody is welcome whether you are taking your first steps into football or training regularly with your grassroots team. Our qualified coaches work with your child to be the best they possibly can be in a safe and secure environment.



Find out more

This block features a photo of two children playing football on a green pitch. Below the photo is a text block: 'Everybody is welcome whether you are taking your first steps into football or training regularly with your grassroots team. Our qualified coaches work with your child to be the best they possibly can be in a safe and secure environment.' Underneath the text is a photo of a group of children in blue kits hugging each other. At the bottom of the block is a white button with the text 'Find out more'.



Instagram

lincolncityfoundation
Sponsored

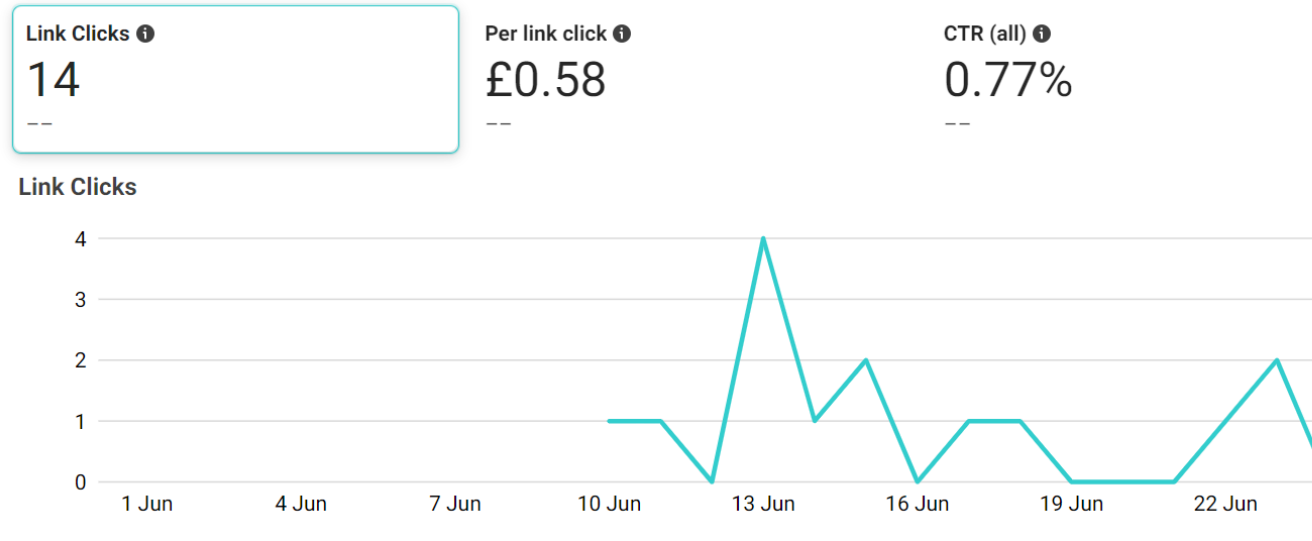
Learn More

lincolncityfoundation Did you know all children can train at the LNER Stadium?

This is a screenshot of an Instagram post. At the top is the 'Instagram' logo. Below it is the profile name 'lincolncityfoundation' and 'Sponsored'. The main image is a photo of children playing football on a pitch. Below the image is a 'Learn More' link with a right-pointing arrow. Underneath the link are icons for heart, comment, share, and bookmark. At the bottom is the caption: 'lincolncityfoundation Did you know all children can train at the LNER Stadium?'.

Instagram feed

TALENT CENTRE VIDEO - ANALYTIC OVERVIEW



Link clicks	14
Cost	£8.14
Reach	1,423
Impressions	3,381
Most Successful Platform	Facebook

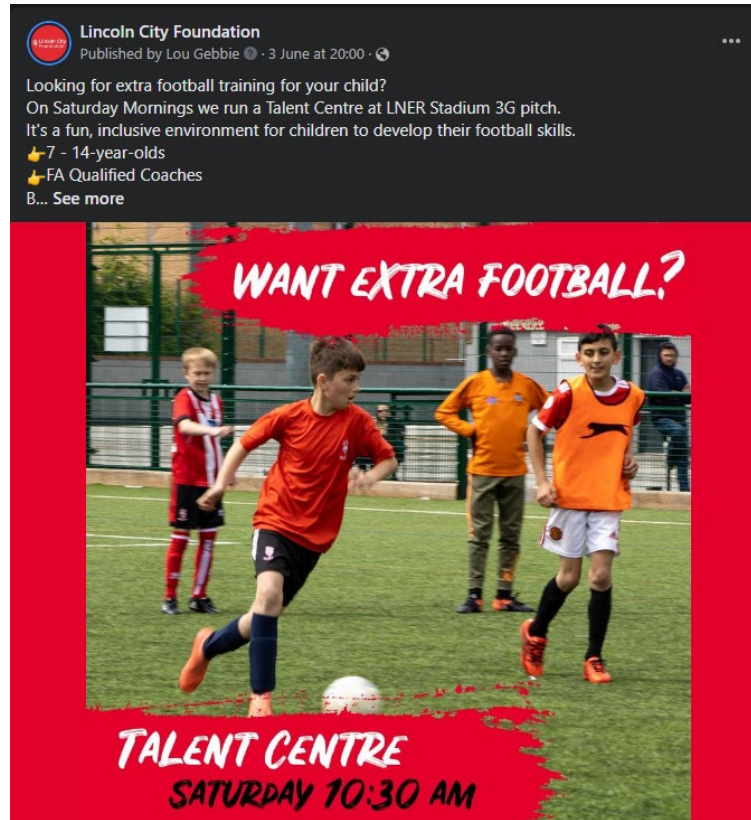
The background features a central white diamond shape. This diamond is surrounded by four large, overlapping pink shapes that form a larger diamond pattern. The pink shapes have a white outline and are layered over a grey geometric pattern. The grey pattern consists of diagonal lines and shapes that create a sense of depth and movement. The overall aesthetic is modern and minimalist.

ORGANIC POSTS

EXTRA FOOTBALL - TALENT CENTRE



Graphic



Facebook feed

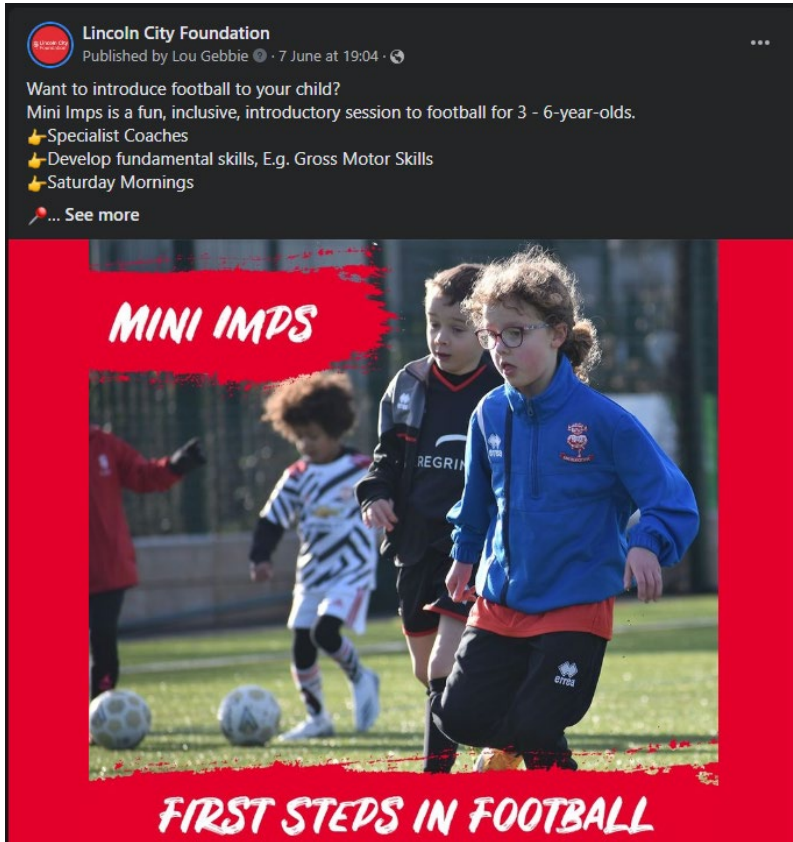


Instagram feed

EXTRA FOOTBALL - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Link Clicks
Facebook	1428	31 (4 likes)	18
Instagram	198	9	-
Total	1626	40	18

FIRST STEPS = MINI IMPS



Facebook feed



Instagram feed



Twitter feed

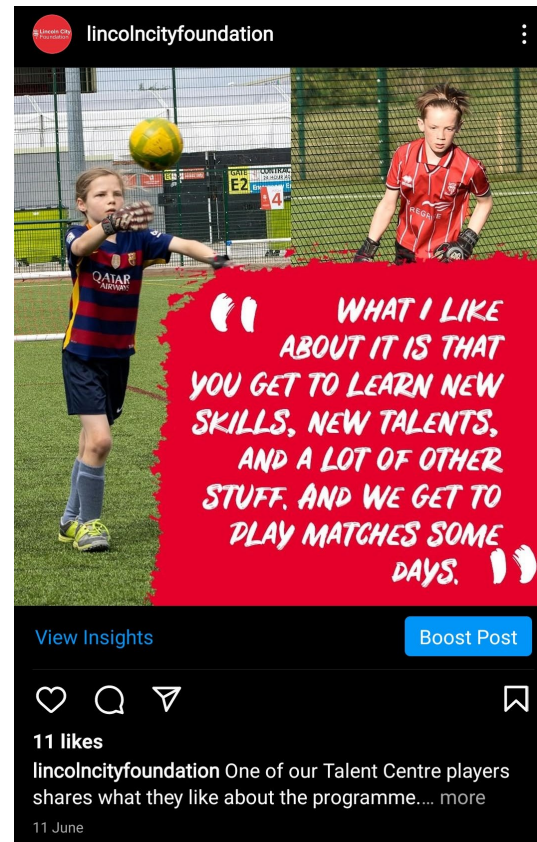
FIRST STEPS - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Link Clicks
Facebook	974	23(4 likes)	0 (13 other clicks)
Instagram	136	9	-
Twitter	343	4(2 likes)	
Total	1453	40	0

TALENT CENTRE QUOTE - 1



Facebook feed



Instagram feed



Twitter feed

TC QUOTE 1 - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Link Clicks
Facebook	1,312	34(4 likes)	7
Instagram	186	11	-
Twitter	697	24(4 likes)	2
Total	1,312	69	9

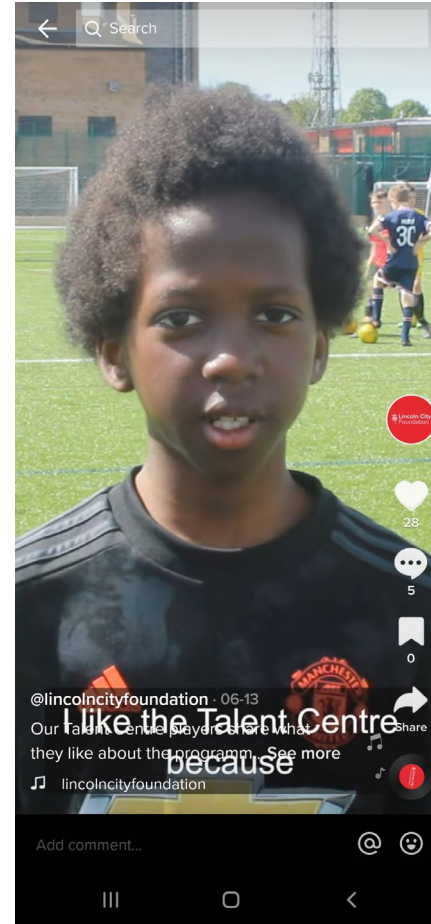
TALENT CENTRE REEL = 1



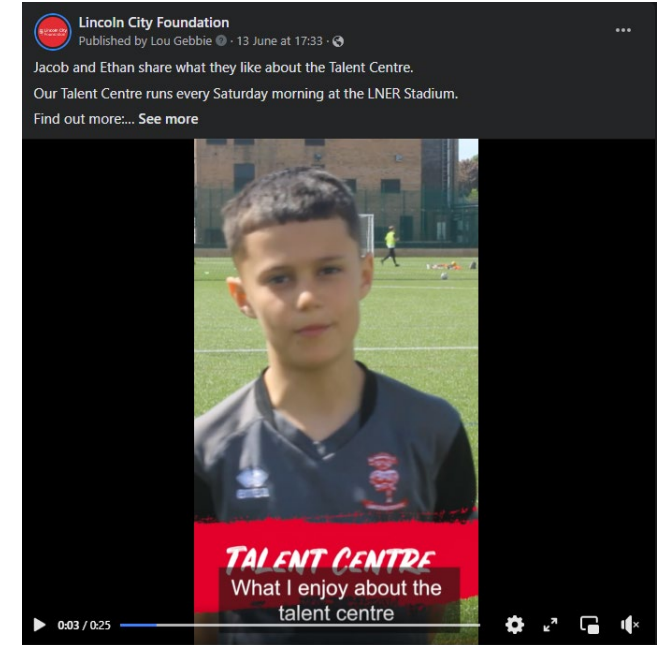
Video



Instagram Reel



TikTok



Facebook

TALENT CENTRE REEL - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Plays	Link Clicks
Facebook	664	71(6 likes)	19 clicks to play	4
Instagram	1799	42 (1 save)	1794	-
TikTok	265	33(28 likes)	265	-
Total	2728	146	2258	4

ALL ABILITIES WELCOME - TALENT CENTRE



Facebook feed



Instagram feed



Twitter feed

ALL ABILITIES WELCOME - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Link Clicks
Facebook	1,068	13(5 likes)	3
Instagram	164	6	-
Twitter	438	8(1 like)	2
Total	1670	27	5

MINI IMPS VIDEO AND REEL



MINI IMPS VIDEO - POST SCREENSHOTS

Lincoln City Foundation @LCityFoundation · Jun 17

Want to introduce football to your child?
Mini Imps is a fun, inclusive, introductory session to football for 3 - 6-year-olds.

- 👉 Specialist Coaches
- 👉 Develop fundamental skills

Learn more >
lincolncityfoundation.com/lincoln-talent... ✓
#lovethesame #firststepsintofootball #miniimps

0:29 63 views He had no idea

Twitter feed

Lincoln City Foundation
Published by Lou Gebbie · 17 June at 16:30

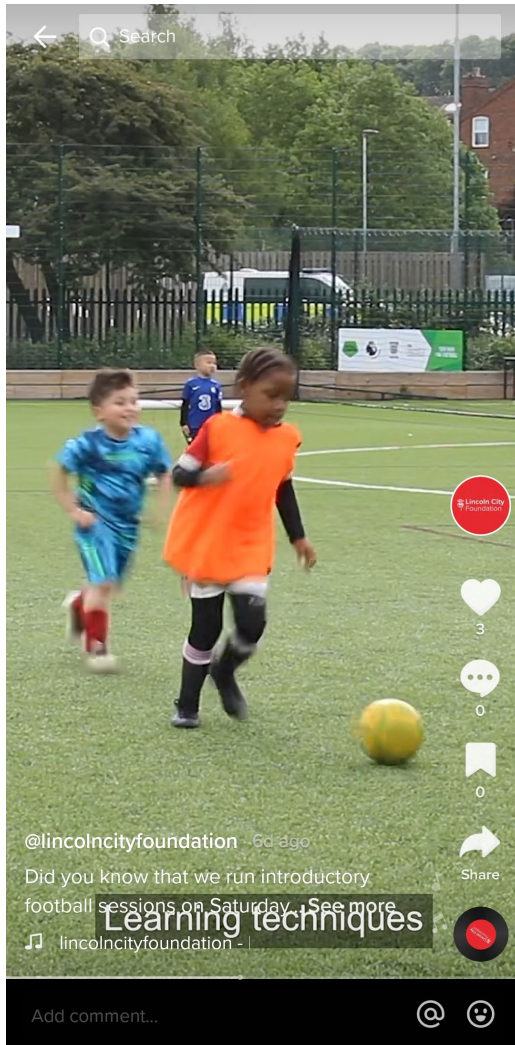
Want to introduce football to your child?
Mini Imps is a fun, inclusive, introductory session to football for 3-to-6-year-olds.

- 👉 Saturday mornings
- 👉 Specialist coaches
- 👉 ... See more

0:05 / 0:45

Facebook feed

MINI IMPS VIDEO = SCREENSHOTS



TikTok Video



Instagram Reel



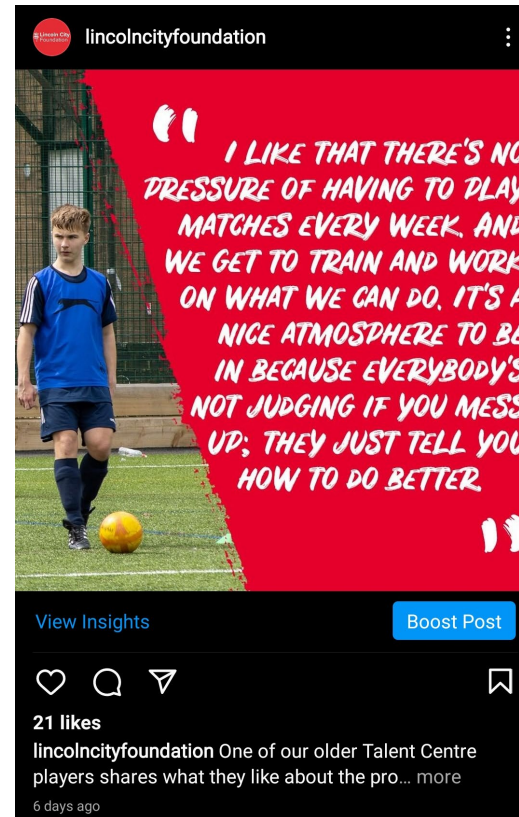
MINI IMPS VIDEO- ANALYTIC OVERVIEW

Platform	Reach	Engagement	Plays	Link Clicks
Facebook	377	46(6 likes)	12 clicks to play	1
Twitter	287	3 (0 likes)	64	1
Instagram	674	14	712	-
TikTok	270	3	270	-
Total	1608	66	1058	2

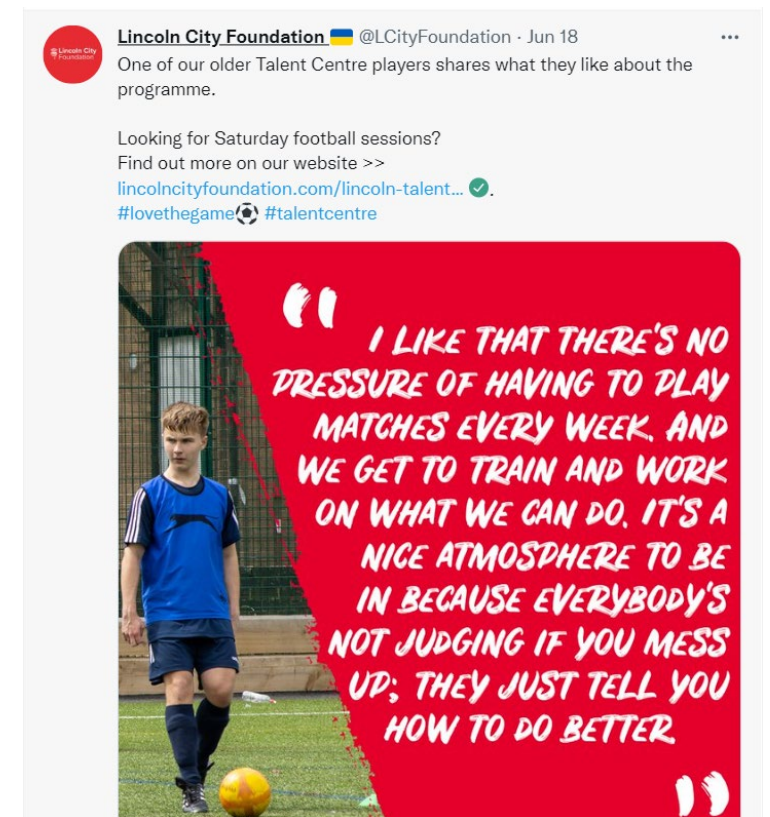
TALENT CENTRE QUOTE 2



Facebook feed



Instagram feed



Twitter feed

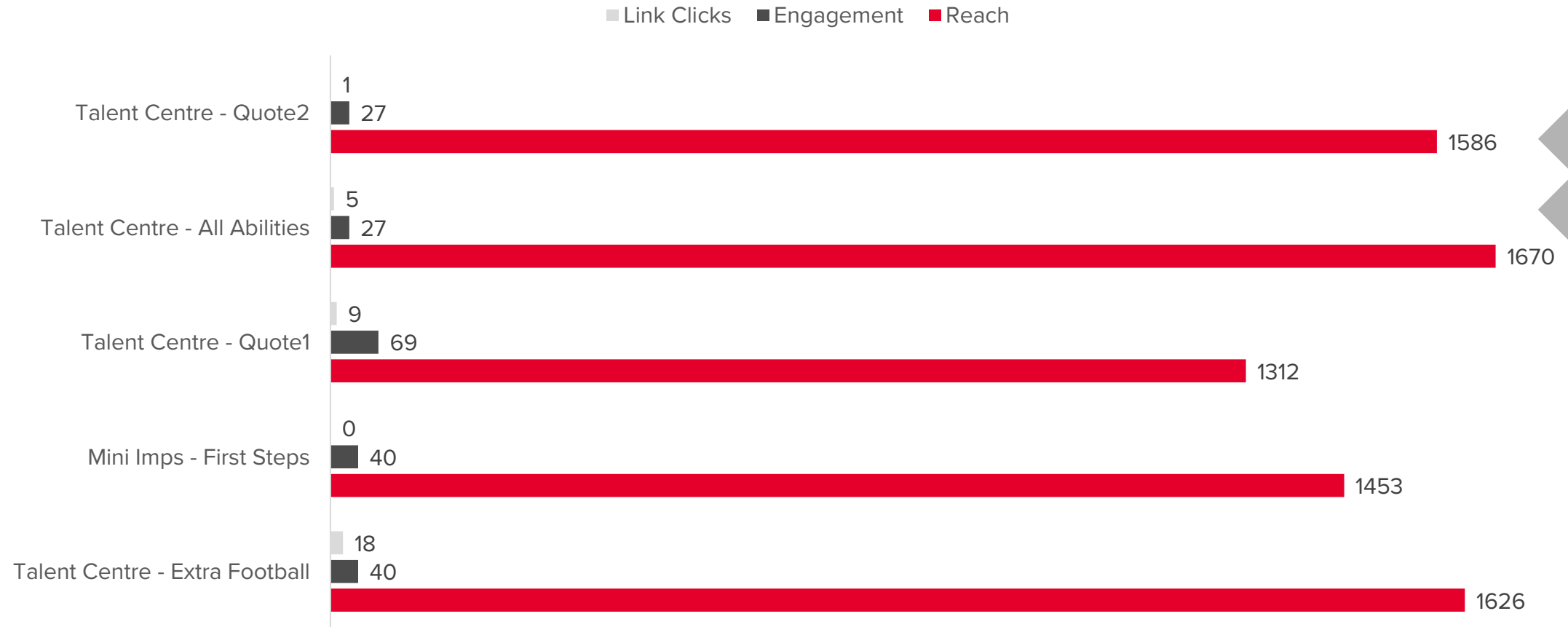
ALL ABILITIES WELCOME - ANALYTIC OVERVIEW

Platform	Reach	Engagement	Link Clicks
Facebook	956	10(3 likes)	1
Instagram	307	21	-
Twitter	323	4(2 likes)	0
Total	1,586	27	1

The background features a central white diamond shape. This diamond is surrounded by four large, overlapping pink shapes that form a larger diamond-like pattern. The pink shapes have a white outline and are layered over a grey background. The grey background is composed of several overlapping grey shapes, including a large diamond and several smaller rectangles and squares, some of which are semi-transparent. The overall design is modern and geometric.

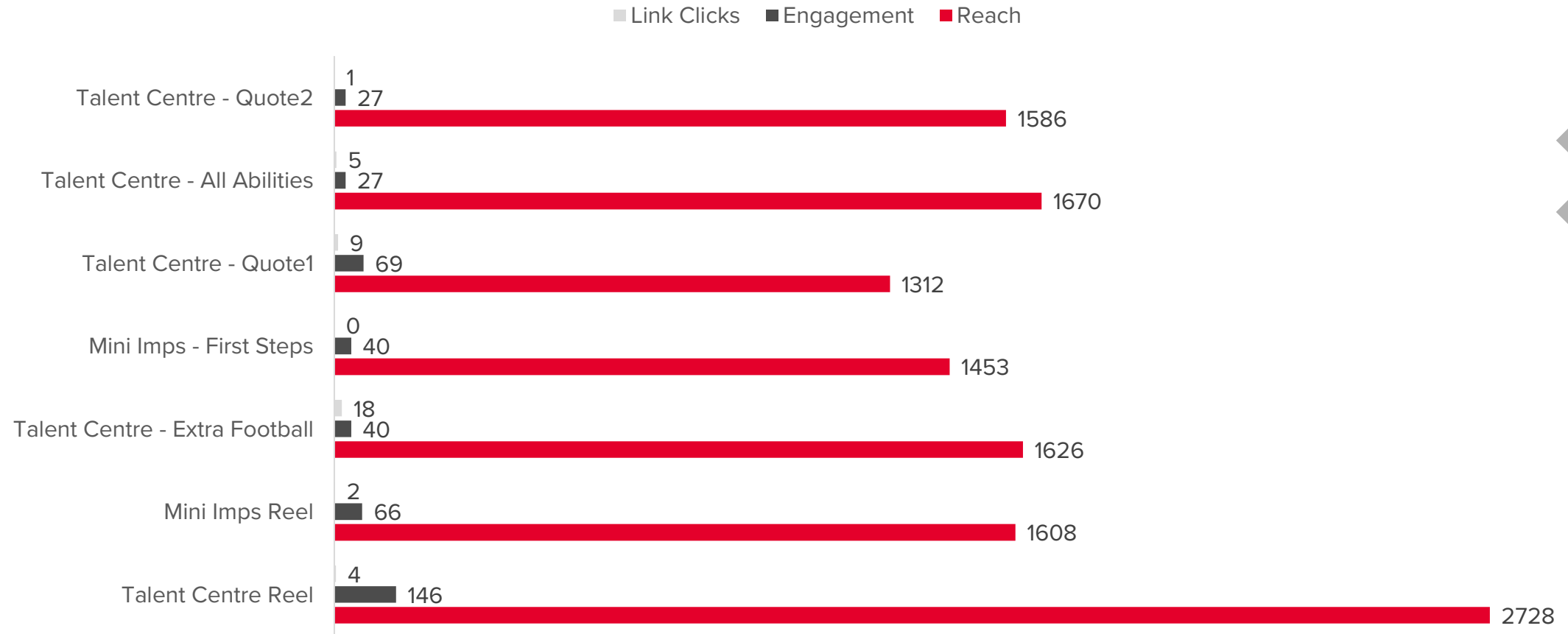
EVALUATION

IMAGE POSTS SUCCESS



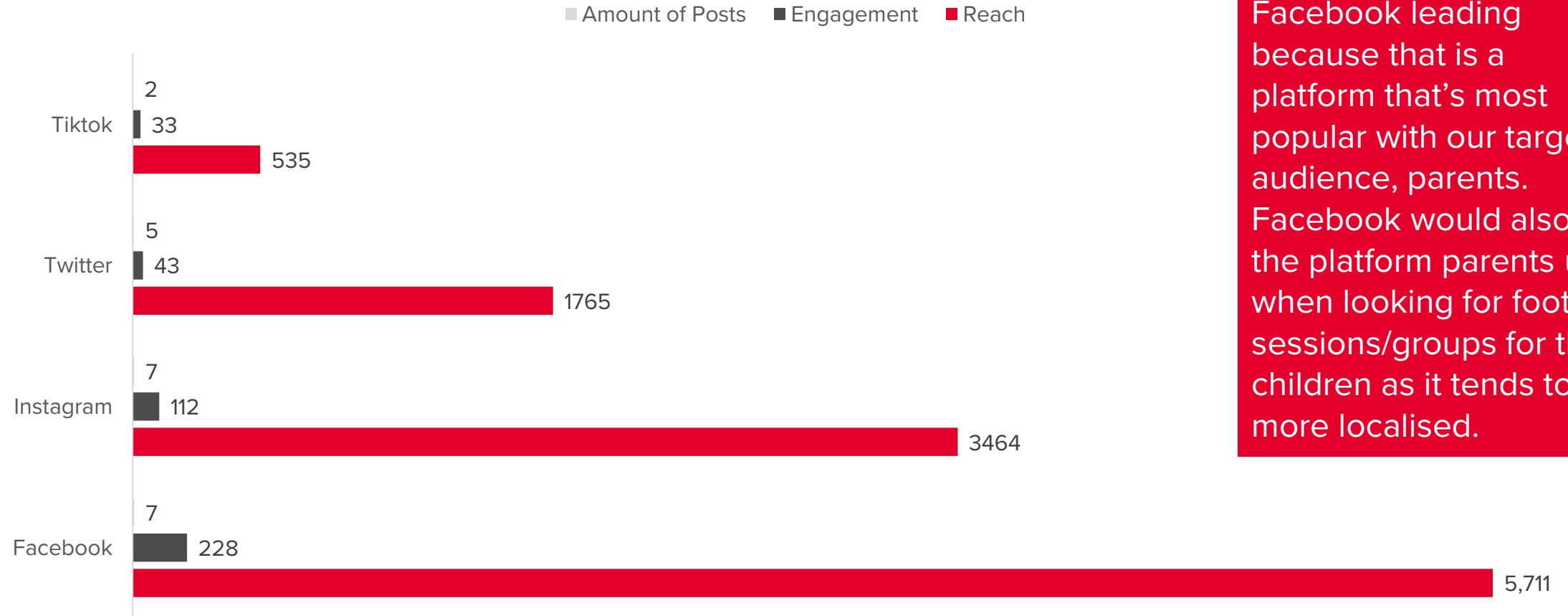
- The All Abilities post has the highest overall reach
- The Talent Centre Quote 1 has the highest engagement
- The Extra Football (the first post published) has the highest amount of link clicks

OVERALL SUCCESS



Out of all the content posted so far, the Talent Centre reel is the most successful in reach and engagement. This was expected as portrait videos are very popular on social media platforms, with platforms like Instagram boosting reels on their algorithm. However, the Mini Imps video posted four days later is fourth successful with reach and third with engagement.

PLATFORM SUCCESS



The results reflect my predictions with Facebook leading because that is a platform that's most popular with our target audience, parents. Facebook would also be the platform parents use when looking for football sessions/groups for their children as it tends to be more localised.

SUMMARY

Facebook is our most popular platform, gaining the highest reach and engagement with ads and organic content.

Reels/videos are popular, but they don't always guarantee success; therefore, having a variety of content is valuable.