OHIO SOUTH YOUTH SOCCER ASSOCIATION
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MEMBER

Social Media Marketing/Ad Guide

The following document contains pricing for use of the Ohio South social media platforms, namely Facebook, Twitter and Instagram. With the accelerated rise of social media, it has quickly become a major avenue for digital marketing and advertising. Use of the Ohio South social media platforms is an added bonus to our membership which will allow leagues and clubs to promote items such as tournaments, camps and tryouts to a large, soccer-interested audience. In addition, local businesses (such as soccer specific facilities (i.e. indoor complexes, public amateur leagues (indoor/outdoor), etc.), restaurants, etc.) now have an additional source to reach our membership.

The Ohio South audience can exist as a sum of the Cincinnati, Dayton and Columbus areas, or can become selective to each area individually if the league/club decides to have a more focused approach to their ad campaign. Each social media audience we use extends to a 45 mile radius from the city center. Dual audiences, such as Cincinnati/Dayton, Dayton/Columbus, or Cincinnati/Columbus, are available upon request.

Certain social media platforms tend to cater to certain audiences more than others;
- Facebook: adults (parents) – ages 18-65+
- Twitter: youth/young adults/college students (players)/young parents – ages 12-35
- Instagram: mixture of both (parents and players)

Social media marketing involves raising awareness, which is defined as *reach* and *impressions*. Impressions are the total number of times your content was displayed to people. Reach is the total number of unique people who see your content. When it comes to marketing, *awareness comes before engagement*, and reach and impressions drive people to take action. You can't have one without the other, so if you want people to engage (register) you must drive awareness.

There are many determining factors to drive a click – does the topic interest them; does the graphic, video or post catch the eye; placement; etc. Ohio South does not have the ability to control these factors, but we do have the ability to get your information in front of people from Columbus to Cincinnati.

As such, Ohio South rates our cost per 1,000 impressions. See following;

Facebook: $25/per 1,000 impressions
Facebook + 1 (your choice of Twitter or Instagram): $35/per 1,000 impressions
Facebook + 2 (Twitter & Instagram): $45/per 1,000 impressions

For example, if you would like to reach 5,000 total people in Dayton on Facebook, then your total cost would be $25 x 5 = $125.

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An ad is run for 5 days, or until we hit your targeted impressions. Generally, and ad is optimized over the course of 5 days to hit or exceed your targeted impressions.

What do I need to submit for my ad?

Clients should submit their desired text, a webpage link, and a graphic/video*. Text should be kept short and simple. Ohio South reserves the right to edit (in order to enhance and in collaboration with client) your text if deemed necessary.

For Facebook, text length should be between 350-400 characters.
For Twitter, text length is capped at 280 characters (this includes the link).
For Instagram, follow the guidelines for Facebook.

Use the following guidelines for graphic dimensions (in pixels):
(We recommend that the graphic consists of more than just a tournament logo.)

Facebook: 1200x628
Twitter: 1500x500, 1024x512, or 800x418
Instagram: 1080x1080 (or any Facebook or Twitter size)

*Video ads will be reviewed upon submission. It is recommended that video ads not exceed 30 seconds in length.

Ohio South is willing to design your still graphic in-house for an additional cost. Please contact Joe Gould at gould@osysa.com for more information.

If you would like to utilize Ohio South Social Media advertising, please email Joe Gould at gould@osysa.com with your name, league/club/business name, desired time frame to run ad, desired rate (25, 35, 45), ad text, web link and still graphic or video.