



Getting Started with Paid Social Ads

A Quick-Start Guide for Paid Ads in Meta



RCXsports

A Quick-Start Guide for Using Paid Social Ads in Meta

Drive More Registrations with Targeted Promotion

Not all families will see your posts organically—and that’s where Meta ads (Facebook and Instagram) come in. A small budget and the right creative can make a big impact on league registration.

New to Meta Ads?

If this is your first time running an ad, [follow this step-by-step guide](#) to set up a Meta Ads account before getting started.

Use the Assets Built for Paid Promotion

The MediaValet marketing portals build for you include ready-to-use creative (graphics and videos) for Meta ads:

- **Video ads** (15s and 30s) in square (1:1), vertical (4:5, 9:16), and widescreen (16:9) formats
- **Static images** in multiple sizes for Feed, Stories, and Reels
- **Optional customization:** Add your league name, logo, and registration link at the end of videos or within images to connect the national campaign to your local league

Tip: Use vertical formats for Stories and Reels. Use square for Feed placements.

Find the marketing portals by program here:

- [Jr. NBA/Jr. WNBA Leagues](#)
- [MLS GO](#)
- [NFL FLAG](#)
- [NHL STREET](#)



Target the Right Audience

When setting up your ad:

- Select a **location radius** (10–25 miles) around your league’s zip code
- Choose **parents of youth athletes** (ex: elementary through high school)
- Add interests like football, youth sports, parenting, or school activities
- Consider uploading your previous season’s participants for targeting repeat players, and for creating a lookalike audience

Ad Copy

- **Headline**
Example: Summer Registration Now Open
- **Primary Text**
Example: Flag football is back. Join our NFL FLAG league this fall and be part of something bigger.
- **Call to Action Button**
Example: Use “Sign Up” or “Learn More” and link directly to your registration page.

Budget Guidance

You don’t need a big budget to make an impact:

- Start with **\$100–\$300 total** over 2–4 weeks
 - Pro Tip: We see the best results running campaigns in the final 30 days of registration
- Spend more during the final push (1-2 weeks) before registration closes
- Link all ads to a clear, mobile-friendly registration page

Budget Tiers

- **Good:** \$100–\$150 — One simple video or image ad for basic awareness
- **Better:** \$200–\$350 — Run both video and image ads, test two versions of your text



- **Best:** \$500–\$750+ — Use multiple ad types and increase spend before your registration deadline

Pro Tips for Strong Results

- Use your league name and website link in your creative
- Add captions to videos for autoplay performance
- Keep your message short, clear, and local
- Let ads run for a few days before making edits
- Choose a strong call to action that leads directly to sign-up
- **Optional:** If you have access to your website, consider installing the [Meta Pixel](#) to track clicks and improve ad performance over time

Paid ads are optional—but if you're ready to invest even a small amount, they can help get your league in front of more families in your community.

Results We've Seen

Results we have seen from campaigns we've run to support leagues:

- Most campaigns drive registrations in the **\$15–\$25 cost per registration range**
- 30-day campaign (\$300–\$400) → 15–20 registrations (\$18–\$20 per registration)
- Larger budget + longer run → 40–45 registrations (\$19.10 per registration)

Results will vary based on budget and timing, but we consistently see the strongest performance when campaigns run during the final 30 days before registration closes.

