

# EFFECTIVENESS OF A SOCIAL MEDIA ADVERTISING OF A FOOTBALL CLUB

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**Relevance and aim of the research:** It is necessary to use modern advertising and effective brand promotion tools, such as social media to compete successfully. With algorithms it is possible to interact with specific groups, such as sports fans, members of football communities or residents of a particular region. This defines the relevance and aim of the work – to increase the effectiveness of FC Metalist brand through its social media promotion.

**Methodology:** A concept of promoting FC Metalist brand on the most relevant social media platforms has been developed and then promotional products for each platform have been created. Special focus has been paid to provision of relevant, interesting, and useful information on the social media pages. The design and content have been developed based on the interests of the target audience, ensuring better conversion rates. By placing ads on current platforms, there is an opportunity to reach a larger audience. When using the Analytic Hierarchy Process (AHP) method, the main types of social media advertising have been identified and the most optimal advertising formats for promoting the football club's brand have been determined, along with an evaluation of the advertising effectiveness.

**Results:** The advertising materials and brand book have been developed in accordance with the requirements formulated as a result of the research. The final stage was the development of conclusions and making recommendations for improving the promotion of FC Metalist on social media, as well as creating an advertising offer for potential sponsors and advertisers.

**Conclusions & practical implications:** The practical value of the research is in the development of a comprehensive online promotion strategy for FC Metalist that easily adapts for social media implementation. This includes creating advertising content for these platforms, evaluating its effectiveness and preparing proposals for collaboration with the club's sponsors. The effective use of social media will not only allow the football club to strengthen its brand but also build an active fan base, increasing their loyalty and engagement.

**Keywords:** digital marketing, social media, design, content, Instagram, Facebook, FC Metalist.