Soccer Ads

FREE GUIDE BY SOCCER ADS

THE FULL ROSTER PLAYBOOK

How soccer academies, clubs and coaches fill tryouts, camps and training with local parents.

The exact system we use to fill soccer programs, free. No email gate. Use it, and if you want us to run it for you, apply.

Updated November 2026 · 7 steps · 10-minute read

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WHY MOST SOCCER PROGRAMS STALL

Good coaching doesn't fill a roster on its own. Parents have to see you, trust you and know what to do next.

Most programs grow on word of mouth until they hit a ceiling. The coaching is good, the families who come love it, but not enough new parents in town ever hear about you. Then registration season comes around and you're scrambling.

The programs that stay full have three things: a simple offer parents can say yes to, a steady way to get in front of local parents every day, and a fast follow-up so interested parents actually show up.

This playbook walks through each piece, in the order we build it for the programs we work with.

- You rely mostly on referrals and social posts

- Sign-ups spike before the season, then go quiet
- You've tried boosting posts and got likes, not players
- You don't know your cost to get one new family

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STEP 1: BUILD AN OFFER PARENTS SAY YES TO

Parents don't sign up for a program. They sign up for a first step that feels easy.

Asking a parent who's never heard of you to pay for a full season is a big ask. Asking them to bring their kid to a free trial session on Saturday is easy. Lead with the easy yes, then sign them up once they've seen the coaching.

Pick one offer per campaign. Mixing tryouts, camps and private sessions in one ad confuses parents and lowers your sign-ups.

Free trial session

Best for academies and clubs with open spots year-round.

Tryout registration

Best before a season, with a clear date and a deadline.

Camp or clinic spot

Best for school breaks. Show the dates, ages and price up front.

First private session

Best for trainers. A discounted first session gets parents in the door.

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STEP 2: MAKE ADS FROM YOUR REAL SESSIONS

Phone footage of your actual coaches and players beats any stock clip.

Parents want to see where their kid will train and who will coach them. Short vertical videos (15 to 30 seconds) from real sessions build that trust before they ever visit.

Open with movement in the first two seconds, show a coach giving real feedback, show kids having fun, then say the offer out loud and on screen.

- Film vertical (9:16) on a phone, in good light
- Hook in the first 2 seconds: a goal, a drill, a smile
- Show the coach talking to players
- Say the offer: “Free trial this Saturday for ages 6 to 12”
- Add captions. Most parents watch with the sound off
- Make 3 to 5 versions and let the ads find the winner

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STEP 3: SHOW THE ADS TO THE RIGHT PARENTS

Local, by age group, on the apps parents already use every day.

Facebook and Instagram let you reach parents within a short drive of your fields. Keep the radius tight (usually 10 to 20 miles) and let the ad platform find the parents most likely to respond.

Google Ads catches parents who are already searching for things like “soccer training near me” or “soccer camp [your town]”. Those searches are fewer but very high intent.

Facebook & Instagram

Reach parents nearby before they start looking. This is where most leads come from.

Google Search

Catch parents actively searching for soccer programs in your area.

Retargeting

Show a reminder to parents who watched your video or visited your page but didn't sign up.

05

STEP 4: MAKE IT EASY TO RAISE A HAND

Fewer fields, more leads. Get the info you need to call, nothing more.

The form is where most programs lose parents. Ask for name, phone, email, the kid's age and which offer they want. That's enough to have a great first call.

Use the instant forms inside Facebook and Instagram, or a short mobile page. Either way, it should take a parent under 30 seconds on their phone.

- Parent name
- Mobile number
- Email
- Child's age
- Which offer or session time

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STEP 5: FOLLOW UP IN 5 MINUTES

The fastest program to call back usually gets the family.

A parent who fills out a form at 8pm is thinking about soccer right then. If they hear back the next afternoon, they've moved on or found another program.

Send an automatic text the second a lead comes in, then call within the hour. Give them two specific times for the trial so it's easy to say yes.

Instant text

“Hi Sarah, it's Coach Mike from Northside Soccer. Got your request for a free trial for Leo!”

Call within the hour

Ask about their kid, then offer two trial times.

Reminder the day before

A quick text with the time, address and what to bring cuts no-shows.

Follow up after the trial

Call the same day while the kid is still excited, and offer the sign-up.

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STEP 6: TRACK THE NUMBERS THAT MATTER

Likes and views don't fill rosters. Four numbers tell you if it's working.

Check these every week. If one drops, you know exactly where to fix: the ad, the follow-up or the trial itself.

Cost per lead

Ad spend divided by parent leads. Our programs have seen around $2 to $4.

Lead to trial rate

How many leads book and show up for a trial. Fast follow-up moves this most.

Trial to sign-up rate

How many trials become paying families. This is your coaching and your close.

Cost per new player

Ad spend divided by new sign-ups. Compare it to what a family is worth to you in a season.

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STEP 7: BUDGET AND TIMELINE

Start small, find what works, then scale it.

The system runs on about $20 to $30 a day in ad spend, paid straight to Meta. That's enough to test a few videos, learn what parents respond to and start building a steady flow of leads.

Give each campaign two to three weeks before judging it. The first week is the platform learning who to show your ads to. After that, turn off what isn't working and put more behind what is.

- Week 1: Offer, videos and form live
- Week 2: First leads, tighten follow-up
- Week 3: Cut weak ads, scale the winners
- Month 2+: Add a second offer or a camp push

PROOF IT WORKS

WHAT THIS SYSTEM DID FOR OUR PROGRAMS

1,200+
qualified parent leads
BSM Elite · ~$2 each

530+
training sign-ups
Cruz Coaching · from $2K

3 WEEKS
fields booked full
Soccer 5 · $20K+ back

Rather have us build and run it for you? Apply at **soccerads.com/grow**.