

Facebook & Instagram Advertising

Marketing Music with Facebook Business & Ads Manager

Agenda

- Advertising Theory
- Ads Manager Walkthrough
- Ad Types & Best Practices
- Business Manager Features
- Alternative to Boosting Posts

Advertising Theory

The Goal of Digital Marketing

“Deliver the **right message** to the **right audience** in the most **cost effective way**”

Digital Marketing Methodologies

- Organic Social Media
- Content Strategy
- Digital Optimisation
- Streaming Marketing
- Viral Marketing
- Digital Advertising

What Can Digital Advertising Achieve?

- Can grow **brand awareness**
- Can build **engaged audiences** across platforms
- Can drive fans towards **revenue sources**
- Can't create brilliant music
- Can't create interesting artists



The Marketing Rule of Music

It takes an average of **seven or more interactions** with your artist / message / release before a fan is actually **consciously aware.**

Advertising Goals

- Increase **visibility**
- Increase **awareness**
- Increase **engagement**
- Grow **fanbase**
- Drive **sales / streams** (financial)

Key Advertising Steps

- Identify **objectives**
- Identify point of **ROI / ROAS**
- Identify **audiences**
- Plan **creative, copy and communication**
- **Test ads and audiences**
- **Measure, attribute, optimise**

Facebook Ads Manager

Benefits of Ads Manager

- **Multi-platform reach** beyond Instagram and Facebook
- **Low barrier to entry**
- Powerful and robust tool
- Scalability and **global reach**

Business Manager

- **One-stop shop** for businesses
- **Separates personal accounts and business profiles**
- Manage **level of access** for employees, admins and other partners
- Central hub for advertising
- Full suite of **marketing and business management** tools

Setting Up

- Set up a **Facebook Business Manager** at **business.facebook.com**
- Create an Ad Account
- **Facebook Page & Instagram Professional Account**
- Access permissions
- Verify Business & Domain

Ad Types & Best Practices

Recommended Ad Placements

- **Feed** (IG Feed, FB Feed, IG Explore, FB Video Feed)
- **Stories** (IG Story, FB Story, Messenger Story)



16:9
Full Landscape



1:1
Square
(Instagram and
Facebook Feed)



4:5
Vertical
(Instagram and
Facebook Feed)



2:3
Vertical
(Facebook only)



9:16
Full Portrait/Vertical
(Instagram Stories
and Facebook Feed)

Main Types of Ads

- Feed Ads
- Carousel Ads
- Collection Ads
- Story Ads
- Interactive Story Ads (Polls)
- Carousel Story Ads

Social Media Users

- Short-attention spans
- Scrolling
- Sound-Off

Creative Best Practices...

- Grab attention in **first 3 seconds**
- Convey **narrative without sound** / prompt users to turn sound on
- Feature **artist name + release title** quickly and prominently
- Clear **call-to-action** (e.g. "Swipe Up To Listen")
- **Mobile-first** approach

Creative Best Practices Continued...

- **Quick / snappy cut**
- Show **faces** - humans respond to other humans
- **High contrast** creative is more enticing
- **A/B test** multiple pieces of creative

Copy Best Practices

- Tailor copy based on audience
- **Non-Core:** Copy that will capture someone's attention who hasn't heard of that artist before. Avoid 'Out Now' or 'Buy Now' CTAs
- **Core:** Can use direct call to actions (e.g. 'Out Now'). Personal copy from artist also works well

Advertising Policies

- The review process
- Prohibited content
- Restricted content
- Text in ad images

Business Manager Features

Types of Audiences

- Custom Audiences
- Lookalike Audiences
- Saved Audiences
- (Special Ad Audiences)

Custom Audience Sources

- **Instagram account/Facebook page:** Reach engaged users
- **Video:** Create a remarketing list based on video views on IG & FB
- **Website:** Reach website visitors if a pixel has been installed
- **Customer list:** Import personal data if you have the consent

Growing with Lookalikes

- Can be created from **any Custom Audience**
- Should be based on **your best customers**
- FB recommends to base on **10K-50K audience sources**
- Lookalike audiences **exclude Source Audiences**
- **1% lookalike audience** recommended

Saved Audiences

- **Combine** custom/lookalike audiences
- **Refine** your audience further

Top Tips: Audience Location

- Worldwide is good for cheap mass reach, but less meaningful
- Think local: **radio, DSPs, tour, language**

Top Tips: Interest & Behaviour

- Spotify / Apple Music
- Similar artists
- Make sure you're **not adding too many requirements**

Top Tips: Re-engage lapsed engagers

- Utilise the timescale on engagement audiences
- Reach users who most likely **haven't been served your organic content algorithmically**
- Reach users who engaged with you many months ago to encourage them to rediscover you

Events Manager

- Data sources
- Custom conversions
- Partner integrations

Pixels

- A piece of code placed on a website
- Helps you **retarget Facebook and Instagram users** who engage off-platform
- Track conversions
- Build audiences

Custom Conversions

- Define an event to **track and optimise**
- Needs an installed pixel to work
- Track specific conversions
- Build specific audiences
- **Needs organic traffic**

Ads Reporting

- Create customised **reports**
- How many people saw the ad (**reach**)?
- How many times was the ad shown (**impressions**)?
- What countries / ages / placements / audiences drove **most results**?
- How much was **paid per result**?

Audience Insights

- **Understand** your audience, or the overall Facebook audience
- **Filter** audiences
- **Create** audiences to use in ad sets
- **Learn more** about your audience

Alternative to Boosting Posts

Promoting Organic Content

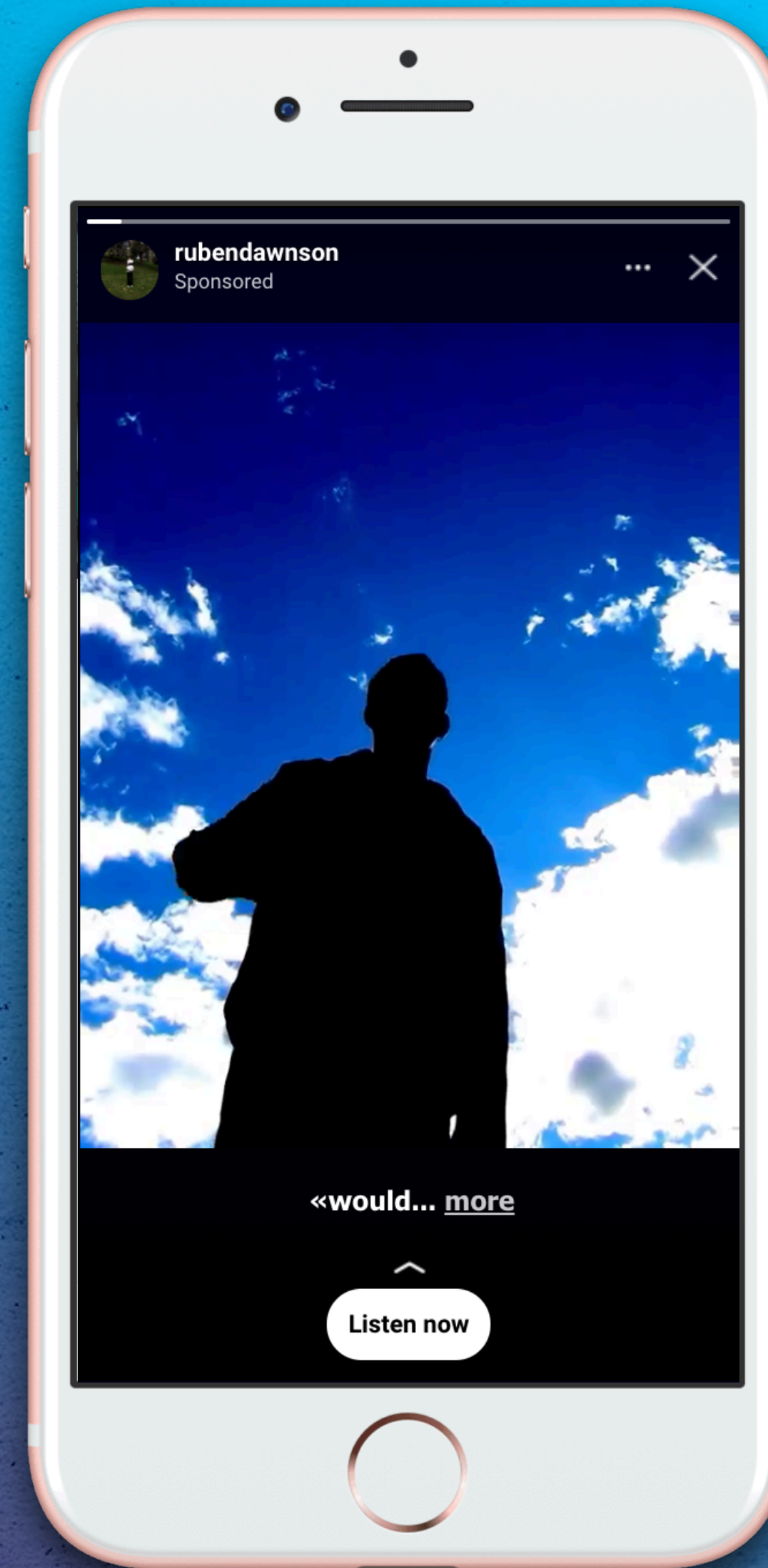
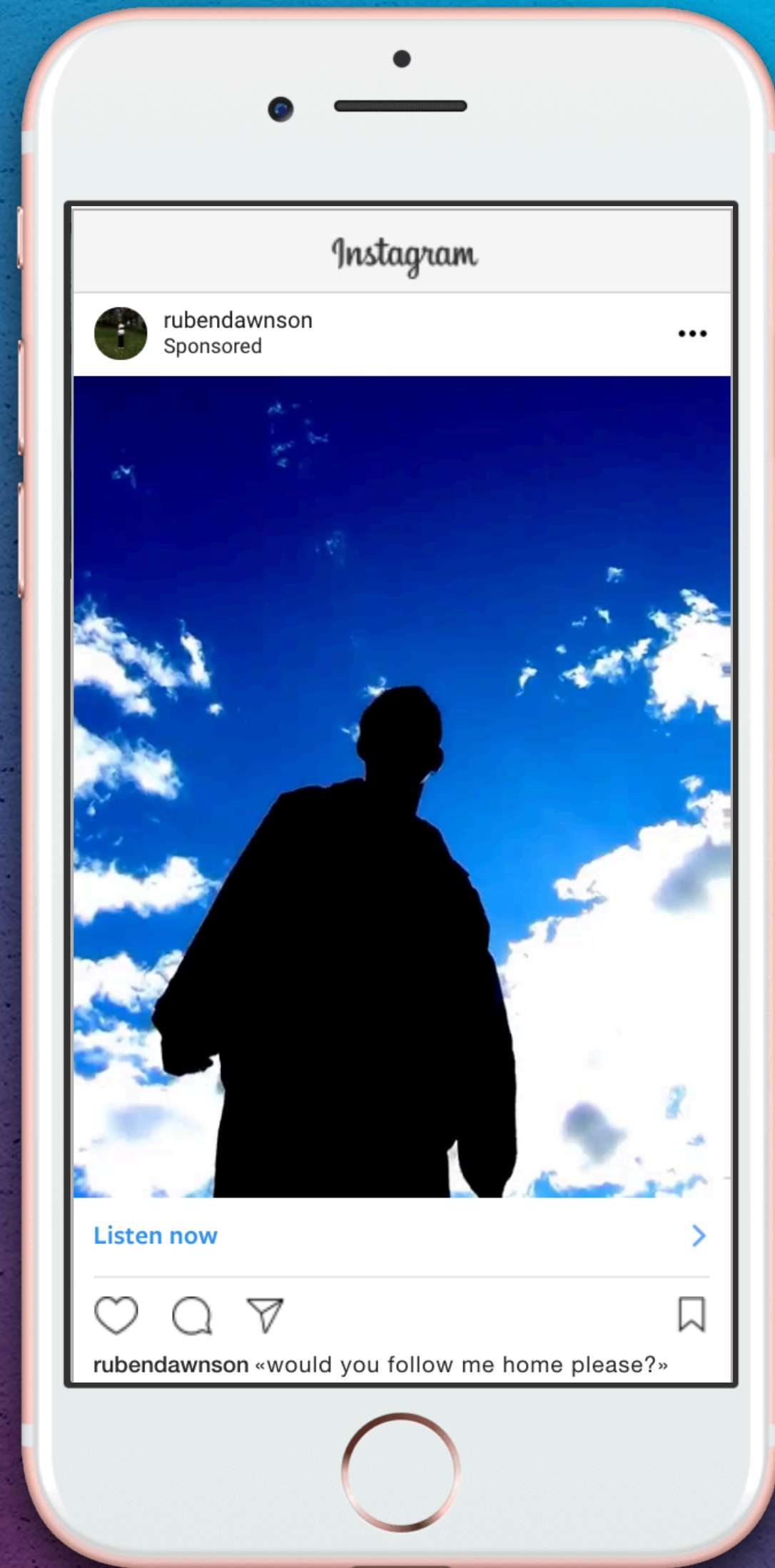
- Put **spend behind organic content** posted to Feed
- **Increase algorithmic reach** of post
- Important for **social proofing**
- Target engagement audiences
- Surface content to those who have engaged but haven't followed

Top Tips: Identify the Objective

- **Reach:** Ensures everyone in a specific audience sees your post at least once
- **Video Views:** Video creative that you want users to watch
- **Engagement:** Drive likes, clicks, shares, comments etc.

Warning: 3 second view will count as an engagement, so don't run videos in engagement campaigns

Top Tips: Use Correct Placements



Top Tips: Don't Overspend

- **Don't recommend using big budgets** to promote organic posts
- Overspending can **skew your public interaction numbers**
- **\$5 - \$10 a day per post**, for a few days is usually enough

Top Tips: Choose Accelerated Delivery

- Facebook tries to **generate as many results as possible for your budget, as quickly as possible**
- Tends to be more **expensive**
- Particularly useful for promoting organic posts



Key Learnings

- Know your **advertising goals** before embarking on campaign
- Understand **Facebook's advertising policies** when developing creative
- **Test ads** to see what performs the best
- Use **pixel and custom conversions** to track and optimise
- **Don't use on-platform boost/promote options**, set up in Ads Manager

Questions?

training@musically.com www.musically.com