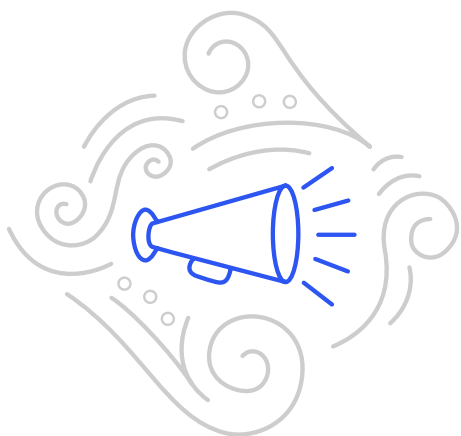




THE YEAR IN THE LIFE OF AN ARTIST ON FACEBOOK + INSTAGRAM

BREAK THROUGH THE NOISE: CREATE BRAND AWARENESS



CONTENT STRATEGY

- Share your music journey with creative, authentic, and visual content that shows what makes you unique to convert listeners into true fans.
- Unleash your creativity through a mixture of content, focusing on video, Live, and Stories.
- When creating content and writing posts, be real and genuine.
- To reach a larger organic audience, crosspost videos to multiple Pages (artist Page, label Page, etc.)
- Create a content calendar to plan out posts and keep a regular posting cadence.

AD STRATEGY

Creating an ad ([click here for more info](#)):

- Leverage your existing assets and keep these video tips in mind:
 - **Include the artist** and communicate the core message in the first 3 seconds.
 - **Capture attention** by choosing attention-grabbing video thumbnails and using graphics and other visuals to convey your message.
 - **Design for sound off, delight with sound on** by including captions and text overlay that are optimized for smaller mobile screens.
 - **Optimize your ratios for mobile** by leveraging square and vertical assets.
- Use the Brand Awareness objective to gauge attention and interest and reach more people likely to pay attention to your ads.
- Focus on a broad targeted audience.
- Opt into running ads across the Facebook, Instagram, Messenger and Audience Network to extend your reach.

Evaluating ads:

- Focus on Estimated Ad Recall Lift (people and percent).
 - *Why?* and communicate the core message in the first 3 seconds.
- Focus on Reach (percent of target audience reached) and Frequency.
- Avoid measuring brand success with the Click metric/direct response ads.
 - There is no significant relationship between click-through-rate and Nielsen Brand Effect Metrics like purchase intent, brand awareness, and ad recall.



RELEASE A SONG OR ALBUM: DRIVE ACTIONS ON YOUR WEBSITE/APP

CONTENT IDEAS

- Reveal the track listing in a unique way (Facebook Live, Facebook Story, Instagram Story).
- Share stories about the creative process during production through video, long-form text, or photos.
- Use video or long-form text to tell fans the story behind a specific song or the inspiration for the album as a whole.
- Provide sheet music for fans to play on their own.
- Go [Live With](#) someone involved in the making of the song/album (songwriter, producer, a featured artist).
- Take fans on a tour of the studio where the project came together.

AD STRATEGY

- Use the Conversions objective to get people to take action on your website.
- Leverage Facebook's self serve [Split Testing feature](#) to A/B test various creative or audiences prior to main marketing campaign.
- Explore the Custom Audiences option to reach the people who have watched your videos, subscribed to your email list, visited your website, or engaged with your Page/ads.
- Apply the [Facebook Pixel](#) (a piece of code) on your website to help you measure, optimize, and build custom audiences for your ad campaigns.



HITTING THE ROAD: SELL TICKETS

CONTENT IDEAS

Announce the tour:

- Make the announcement and reveal dates and cities in a video or on Facebook or Instagram Live.
- Use Official Events through Ticketmaster or Eventbrite to sell tickets directly on Facebook.
- Organize multiple events under a single tour on Facebook. You can have a cover video, map of your shows, and prominent tour card on your Page. Your audience will automatically see the event(s) closest to them.

Promote the tour and merchandise:

- Announce your opening acts by having them surprise fans in a Live With session.
- Create an Instagram Carousel to post multiple photos of city signs, to reveal your rider, introduce the crew, etc.
- On Instagram, add a Swipe-Up link on stories to drive action for ticket sales or merch purchases.
- Wear merchandise in your videos and photos.
- Use “swipe up” functionality on Instagram Stories to link to ticket provider

AD STRATEGY

- Use the Conversions objective to get people to purchase tickets.
- Leverage [Campaign Budget Optimization](#) and use a mixture of broad targeting and event-specific custom audiences to maximize performance.
- Insert a call-to-action button to accomplish your goals.
- Get creative with storytelling through a mixture of video, static, and carousel ads.
- Opt into running ads across Facebook, Instagram, Messenger and Audience Network to extend your reach.