ONLINE PROMOTION

WHITEPAPER FOR PROMOTERS

gigmit

1

Are your posts not getting any likes? Is it a struggle to sell concert tickets? Everyone always says "we need to do better with social media," but then all they do is post an uninspired snapshot on Facebook or Instagram and spend a few euros to boost the post. Yet somehow success doesn't come your way and your concerts never sell out.

This white paper is intended to give you a few tools that will help you use social media in a more informed and targeted way. What are the differences between the various platforms? Which types of content work well on social media? And how can you utilize ads correctly? Our goal is to answer questions like these, and many others, over the following slides. 🙌

WHY CHOOSE ONLINE PROMOTION FOR CONCERTS?

INFORMATION ABOUT EVENTS & CONCERTS

PROMOTER WEBSITES	60%
PROMOTER SOCIAL MEDIA CHANNELS (FACEBOOK, TWITTER)	50%
GENERAL WEBSITES	49%
RADIO	39%
OTHER SOCIAL MEDIA CHANNELS (FACEBOOK, TWITTER)	31%
TV	30%
PROMOTER E-MAIL NEWSLETTER	25%
NEWSPAPER	23%
MUSIC MAGAZINES	19%
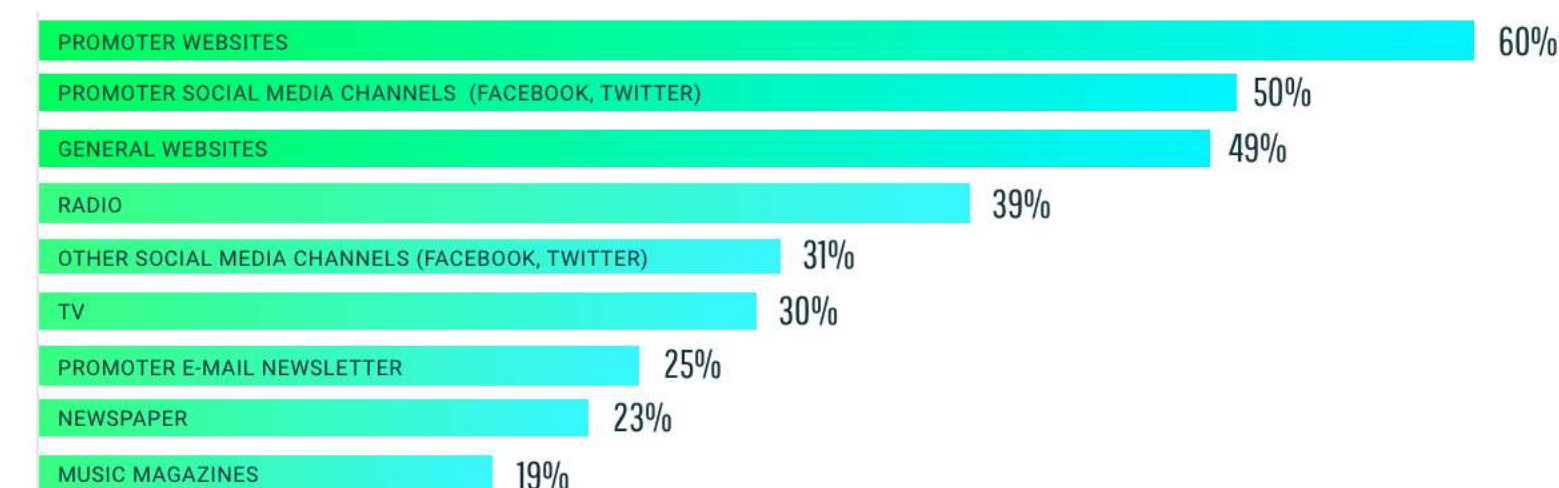
You might still be skeptical about whether online promotion can help you at all. In order to answer this question, let's take a look at the current state of the live-music market: The three most important channels through which people find out about concerts and events are online. At least half of all concert attendees also get their information from social media channels. More traditional channels such as TV, radio and newspapers, on the other hand, are becoming less important.

The situation is similar for ticket sales: By a large margin, the most important sales channel is online (on a desktop computer), followed by mobile ticket sales on smartphones. In contrast to this, traditional box offices are lagging behind.

DESKTOP
-18%

MOBILE
+167%

PRE SALE
-22%

PHONE
-39%

2014   2015   2016   2017   2018

In other words, online platforms are in the lead for the live music industry, both as information sources and as sales channels. Social media networks like Facebook and Instagram determine in large part whether people will even find out about your concerts in the first place. And online ticketing means that the decision to purchase a ticket can be just a click away. All of this means that the question you should be asking yourself is:
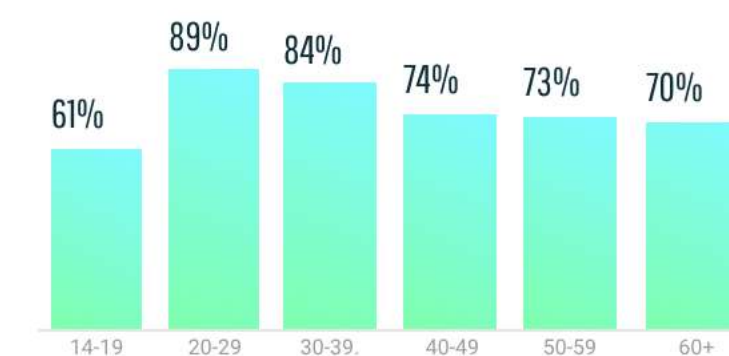
CAN I AFFORD TO IGNORE ONLINE PROMOTION?

Probably not – which is why the basics of Facebook and Instagram promotion are essential knowledge...❗
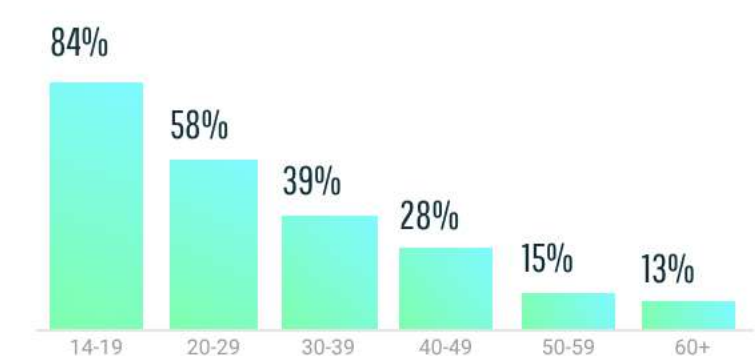
PLATFORMS AT A GLANCE

Most people already know what Facebook and Instagram can offer, but here's a comparison of the most important functionalities and features anyway:

FACEBOOK		INSTAGRAM
Networking platform		A platform for images and videos
Wide-ranging functionalities		Focus on photos and short videos
Share function		Only offers like and comment functions
Accepts links to external websites		Only one link is possible (in the bio)
Suitable for interactive, traffic or event promotion		Suitable for branding, product presentation and direct interaction
Age range: 20 +		Age range: under 30
Mobile and desktop versions		Mobile version only

COMPARISON: USER AGE

Facebook chart: 14-19: 61%, 20-29: 89%, 30-39: 84%, 40-49: 74%, 50-59: 73%, 60+: 70%

FACEBOOK I Germany, 2018

Instagram chart: 14-19: 84%, 20-29: 58%, 30-39: 39%, 40-49: 28%, 50-59: 15%, 60+: 13%

INSTAGRAM I Germany, 2018

COMPARISON: NUMBER OF USERS

Facebook chart: Q2 '17: 2,006, Q3 '17: 2,072, Q4 '17: 2,129, Q1 '18: 2,196, Q2 '18: 2,234, Q3 '18: 2,271, Q4 '18: 2,320, Q1 '19: 2,375, Q2 '19: 2,414
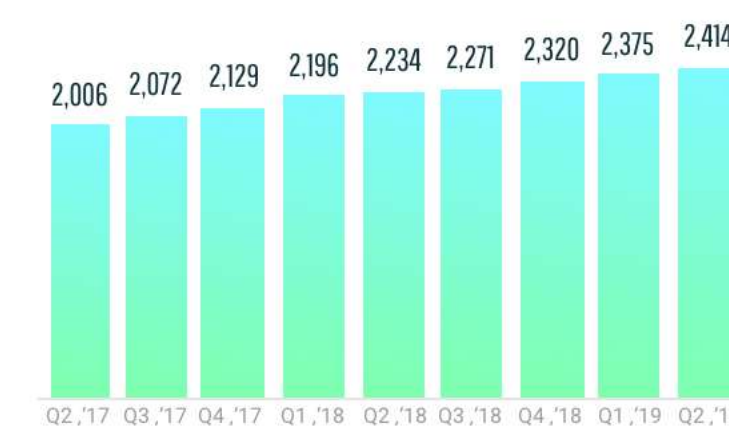
FACEBOOK I 2.4 Mrd. worldwide, 385 Mio. Europe (2018)

Instagram chart: Jan 13: 90, Feb 13: 100, Jun 13: 130, Sep 13: 150, Mar 14: 200, Dec 14: 300, Sep 15: 400, Jun 16: 500, Dec 16: 600, Apr 17: 700, Sep 17: 800, Jun 18: 1000

INSTAGRAM I 1000 Mio. worldwide (Jun 2018)

FACEBOOK

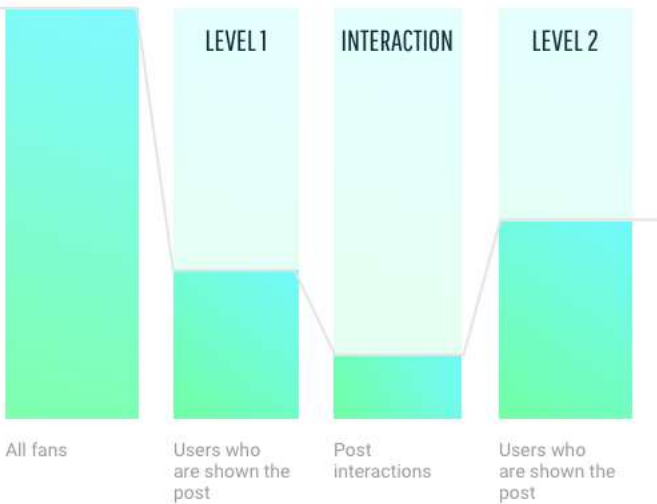With more than 2.7 billion users, Facebook is considered by many to be the ultimate social network. As time has passed, though, many now claim that the massive company's downfall is at hand, apparently due to users leaving the platform. It is true that growth has slowed in recent years. But Facebook's current level still very high: Almost every second European still actively uses Facebook. Furthermore, Facebook remains indispensable for the live music segment. Its "Events" function provides a fairly unique combination of events calendar and social network. Up to 80% of concert attendees (aged between 18 and 40) say that they use Facebook to stay informed about upcoming concerts.

THE ALGORITHM

It's probably one of the biggest mysteries of the 21st century: The fabled Facebook algorithm that filters relevant content for its users. And it's apparently a necessary tool, too: Without this filtering system, the average user would be shown more than one thousand posts per day. Although Facebook keeps its cards close to its chest when it comes to exactly what types of content the algorithm prioritizes, the three most important factors are common knowledge:

AFFINITY
How close is the user to the posting page?

Facebook seeks to promote "meaningful interactions" between users who are close to one another. That's why it prioritizes posts from friends or pages with which you often interact.

ENGAGEMENT
How much do users interact with a post?

As we've already established, Facebook likes interaction, also known as "Engagement." That's why you're more likely to be shown posts with which other users have already interacted. Active interactions such as commenting, sharing and liking are given a "higher weighting" than passive interactions like viewing, clicking or scrolling.

CURRENTNESS
How recent is the post?

Facebook assumes that posts become less relevant over time, so it prioritizes more recent posts.

LEVEL 1   INTERACTION   LEVEL 2

All fans | Users who are shown the post | Post interactions | Users who are shown the post

Facebook displays posts to your fans in waves. This means that initially, posts will only be shown to a subsection of your fans. If the fans interact with the post frequently enough, the post will then be shown to more users. A high level of interaction means a wider reach. This is how a post that is highly relevant to fans could theoretically reach a larger audience via those fans, whereas a post that sparks very little interaction might only reach a tiny fraction of fans.

INSTAGRAM

With one billion users, Instagram has become a sizable presence in the world of social media, although it tends to appeal to a younger audience. In a change from a few years ago, teenagers are no longer the majority of the current user base, but have been replaced instead by twenty-somethings. Instagram is therefore mainly of interest if your target audience tends to be younger than 30.
While Facebook is an all-encompassing network, Instagram focuses on photos and short videos. Your content should therefore be visually appealing and stand out from the crowd. Instagram generally has a reputation for being more personal and interactive than other social media. Instagram is also associated with greater authenticity and lends itself well to more direct interactions with your fans.

THE ALGORITHM

Since 2016, Instagram has had an algorithm too – but it doesn't filter posts, it sorts them. In other words, if you scroll for long enough, you could theoretically see every post from the profiles that you follow. This algorithm functions in a similar way as Facebook's, but weights the following factors differently:

INTEREST
How interesting is a given post for the user, based on previous behavior?

CURRENTNESS
How recent is the post?

AFFINITY
How close is the user to the posting profile?

Unlike the Facebook feed, on Instagram, you are never shown posts from accounts that you don't follow yourself (such as posts that your friends have liked). On Instagram, the only way to discover new content is by searching keywords or hashtags. Posts can also be shared using the "Stories" feature. The only exception to this rule is advertisements: These can also show up in the feed. It's very prominent placement for advertising, in other words. This is probably the reason why Instagram users are 70% more likely to purchase products via an advertisement than other social media users.

THE PROMOTION SCHEDULE – YOUR MASTERPLAN

The beginning of a successful promotion for your event involves planning. A structured promotion schedule can help you develop and precisely define a logical procedure for exactly who receives what information when and via which channel. Our template, which is based on Google Sheets, lets you assign dates for your concerts and use them as the foundation for planning your resources and other activities with precision. **Whaaat? All that effort and stress, just for a little Facebook advertising?**

Yep! 👌

In order to ensure high quality and thus the relevance of your communications, as well as maintain an overview of the process, there's no getting around a promotion schedule. The promotion schedule is responsible for making sure you consciously sort through how you want to communicate your event early on. The time you invest in this will pay off later on, as defining all the information – from the content available to possible occasions for communication and even the budget you have to work with – doesn't just help determine the content and timing of your posts, but is also closely associated with the Facebook ads you'll later post.

Unfortunately, there is no one-size-fits-all solution when it comes to timing and content – if you have a varied series of good content and a sizable budget, your options will of course be different than with more modest content or a smaller budget. To find out the order your event communications and promotion should take, see Point 11.2, "Campaign objectives."

You can find the promotion schedule template to copy here.

TIPS FOR CREATING EVENTS

Once your promotion schedule has given you a general overview of the process, it's time to get started. Anyone can create a Facebook event. But for your event to stand out from the crowd, you should follow these truly effective tips. 😘

THE HEADER

The event image or video – will always be the first thing users see. That's why it's very important to get the format right and make sure the content is appealing. The more eye-catching and memorable your image or video, the better. Do not use text in the event header unless it's unavoidable. Facebook recommends a title image format of 16:9 (1,920 x 1,080 pixels).

☞ HERE'S A PRO TIP! YOUR EVENT TITLE IMAGE WILL LOOK EVEN BETTER IN 1,920 X 1,050 FORMAT

THE EVENT TEXT

…should be informative and well formatted, and as long as necessary but also as concise as possible. Believe us when we say that truly no one reads those lengthy artist bios in the event text – but everyone wants to know what it's all about. Mention the most important information about your event at the very beginning and use a catchy lead line that sums up your event well. Only then can you go into detail (if necessary).

☞ ALWAYS ASK YOURSELF THE FOLLOWING QUESTIONS: WHY SHOULD SOMEONE WANT TO ATTEND MY EVENT? WHAT INFORMATION IS IMPORTANT (LINEUP, TIMETABLE, ETC.)? WHEN AND WHERE CAN TICKETS BE PURCHASED?

CO-HOSTS

Always use the "Co-hosts" function to avoid the creation of multiple events for the same concert. This funnels traffic to a single event, which can be useful for retargeting campaigns (reactivating users that have previously been in contact with your content).

EVENT INSTIGHTS

Check your "Event Insights" regularly to see how many users have already viewed the event and therefore interacted with it.

SAFETY CHECK

Finally, don't forget to do a safety check and review whether the concert can be found on your website, the ticket vendor's website and the venue's website.

If you want even more detail on this process, check out the Event Playbook on Facebook. 🙂

RELEVANCE – THE KEY TO SUCCESS FOR YOUR CONTENT
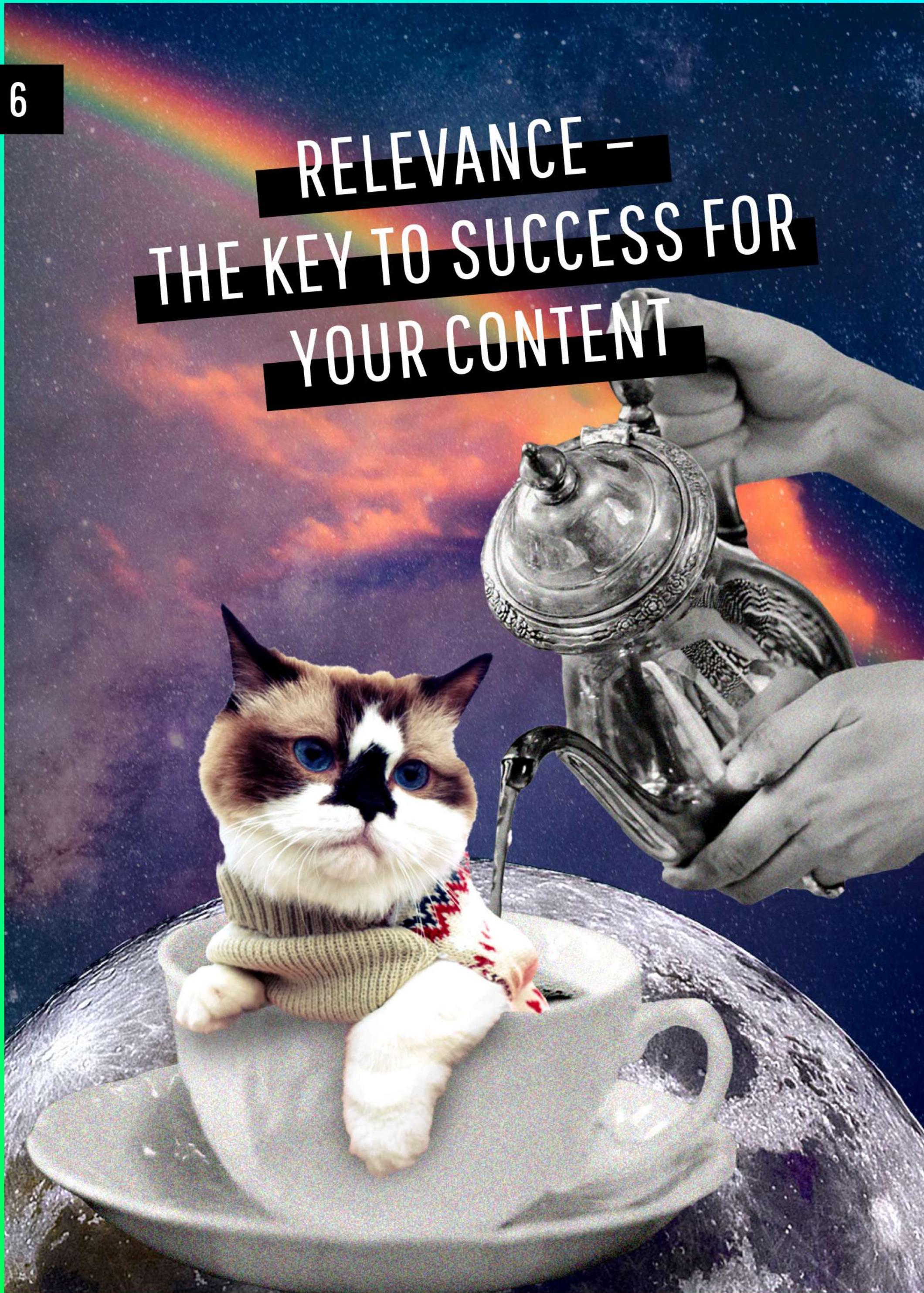
PEOPLE ARE ALWAYS TALKING ABOUT "RELEVANCE." BUT WHAT DOES THAT EVEN MEAN, ANYWAY?

When a post is "relevant," it means that your content is interesting, entertaining, sparks emotion or inspiration for users, meaning that they are more likely to interact with it. Facebook and Instagram's algorithms reward posts that garner lots of likes, comments and shares with a broader reach. 📈

Unfortunately, many promoters still believe that more is better, and that the most important thing is posting often and being a constant presence. But the reality is that this strategy can spell doom for you. Because if a post isn't interesting, hardly anyone is going to interact with it. And Facebook will then show that post to fewer and fewer users. If you follow this strategy over a longer period of time, it can permanently limit the page's organic reach.

That's why the most important rule is: Quality over quantity. You don't need to post something every day or even every week. Think carefully about what visitors might find interesting about your concerts. Which types of formats and images might work well? How can you set yourself apart from competitors in your niche?

The channel you choose also determines how much and what exactly you should post. Instagram, for example, is significantly more tolerant – especially in the Stories function, content that would probably not resonate on the Facebook feed can actually work well. While a spontaneously filmed smartphone video would probably look cheap on Facebook, it might be perceived as an authentic glimpse behind the scenes as an Instagram story.

DO!

DON'T!

HEY GUYS, XY IS PLAYING ON MARCH 8

IN BERLIN

GET YOUR TICKETS NOW!

WHAT TO KEEP IN MIND WHEN CREATING A POST

What types of content are best suited to communication on Facebook and Instagram?

DO!

Use original images of the performers in your posts, e.g. from a photo shoot or past live show. Videos are even better for giving the user an impression of the act and the music.

DON'T!

Try to exclude text from your image as much as possible. Users scroll past text-heavy images quickly and Facebook punishes them with poor coverage (and potentially your ads as well).

When creating a post, make sure that you apply the standard formats: 1:1 for Feed posts, 9:16 for Story posts and 16:9 for headers. Videos should always be as short and sharp as possible in order to grab the user immediately – because only videos that draw the viewer in quickly will be viewed for longer than 3-4 seconds.

YOU CAN FIND ALL THE OTHER FORMATS FOR POSTS AND ADS IN THE FACEBOOK ADS GUIDE HTTPS://WWW.FACEBOOK.COM/BUSINESS/ADS-GUIDE

THE TEN COMMANDMENTS OF ONLINE POSTS

There are no limits on your creativity here – as long as you keep it relevant. 😋 Still, here are some tips for your social-media posts.

NO.1   Don't write a novel – keep your posts short and sweet. Preferably, don't write more than 3 lines – those are the ones that are always visible. If you nonetheless have a lot to say, try to keep the most relevant info at the top, as Facebook & Instagram hide everything past the first 3 lines and users probably won't scroll down... 😏

NO.2   Use emojis in your posts' text. They'll catch the user's eye as they scroll through their feed.👀

NO.3   Avoid "tagging" within your Facebook posts – this shifts focus away from what's really important, such as your ticket sales link.

NO.4   Only use hashtags on Instagram, as nobody searches for hashtags on Facebook.

NO.5   Still, don't overdo it with the hashtags on Instagram either. Research which ones are most relevant for your niche. Decide upon certain hashtags and only use the ones that suit the content best.

NO.6   You can't click on links in Instagram posts. The only place you can and should include a link on Instagram is the profile bio section, so mention this in your post or story.

> ☞   PRO TIP: IF YOU HAVE SEVERAL LINKS THAT YOU NEED TO INCLUDE IN YOUR BIO, YOU CAN COMPILE THEM USING LINKTREE.

NO.7   Use, and correctly label, short links. One free tool you can use for this is bit.ly.

NO.8   Make your visual content fit the right image or video format. When recording content for a story, do so in 9:16, not 16:9 🤪. If you want to post a photo or video on Instagram, then it should be 1:1.

NO.9   Make sure that your image is less than 20% text. For videos, you should select a preview image with little or no text.

> ☞   OU CAN CHECK YOUR TEXT CONTENT WITH THE FACEBOOK TOOL TEXT OVERLAY.

NO.9   A change to the profile or header image will automatically be posted in your Facebook feed. You should either immediately hide these posts or write a few friendly lines to readers. 😍

LOOK, THEY STILL DO FLYERS!

CAMPAIGNS

CAMPAIGN SETUP IN ADS MANAGER

Now things are getting serious 😳: We'll show you how to set up and manage your Facebook and Instagram campaigns properly. You should use Ads Manager for this and not just to boost your posts.

☞ WE DON'T BOOST! HERE'S WHY THE BOOST FUNCTION IS A WASTE OF MONEY.

Facebook offers you the option of advertising your posts in order to reach more people via a button below the post. However, the Boost function only gives you a limited range of targeting options. Because, as you've already learned, relevance and thus interaction mainly depends on the right target group, so it's important to reach this audience as specifically and efficiently as possible and avoid unnecessary scattering/distribution. Therefore, if you're working with a small budget, in order to reach the right people you'll need to take advantage of every option Facebook offers – and the only way to access all of them is through Ads Manager!

But what is this Ads Manager, and where can you find it?
👉 https://www.facebook.com/business/tools/ads-manager

Simply put, the Ads Manager is the user interface for an advertising account. Without an active campaign, here's how it looks:
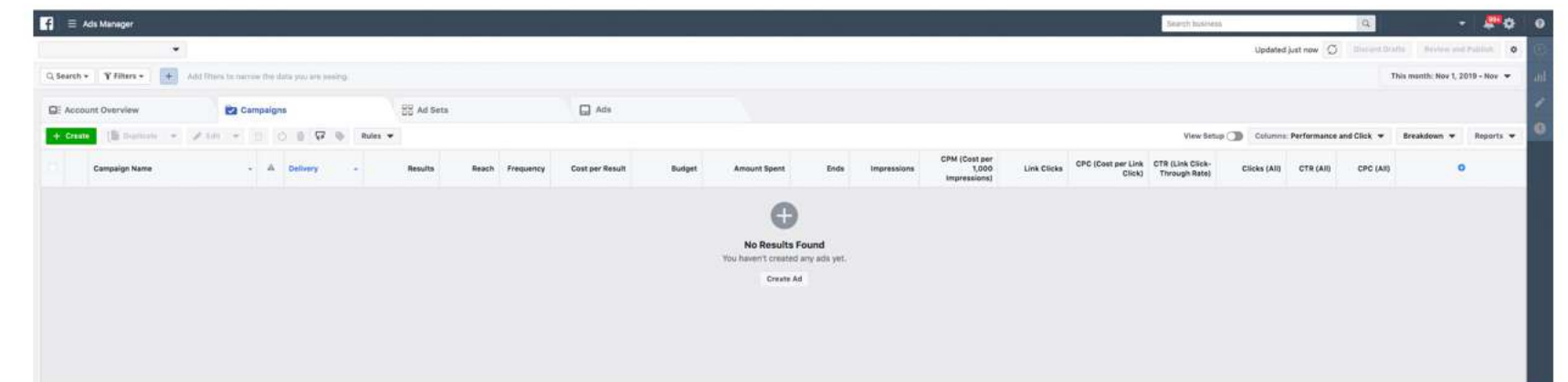
CAMPAIGN STRUCTURE

Facebook divides campaigns into three levels for each of which the following elements are defined.

CAMPAIGN

AD SET · AD SET

AD · AD
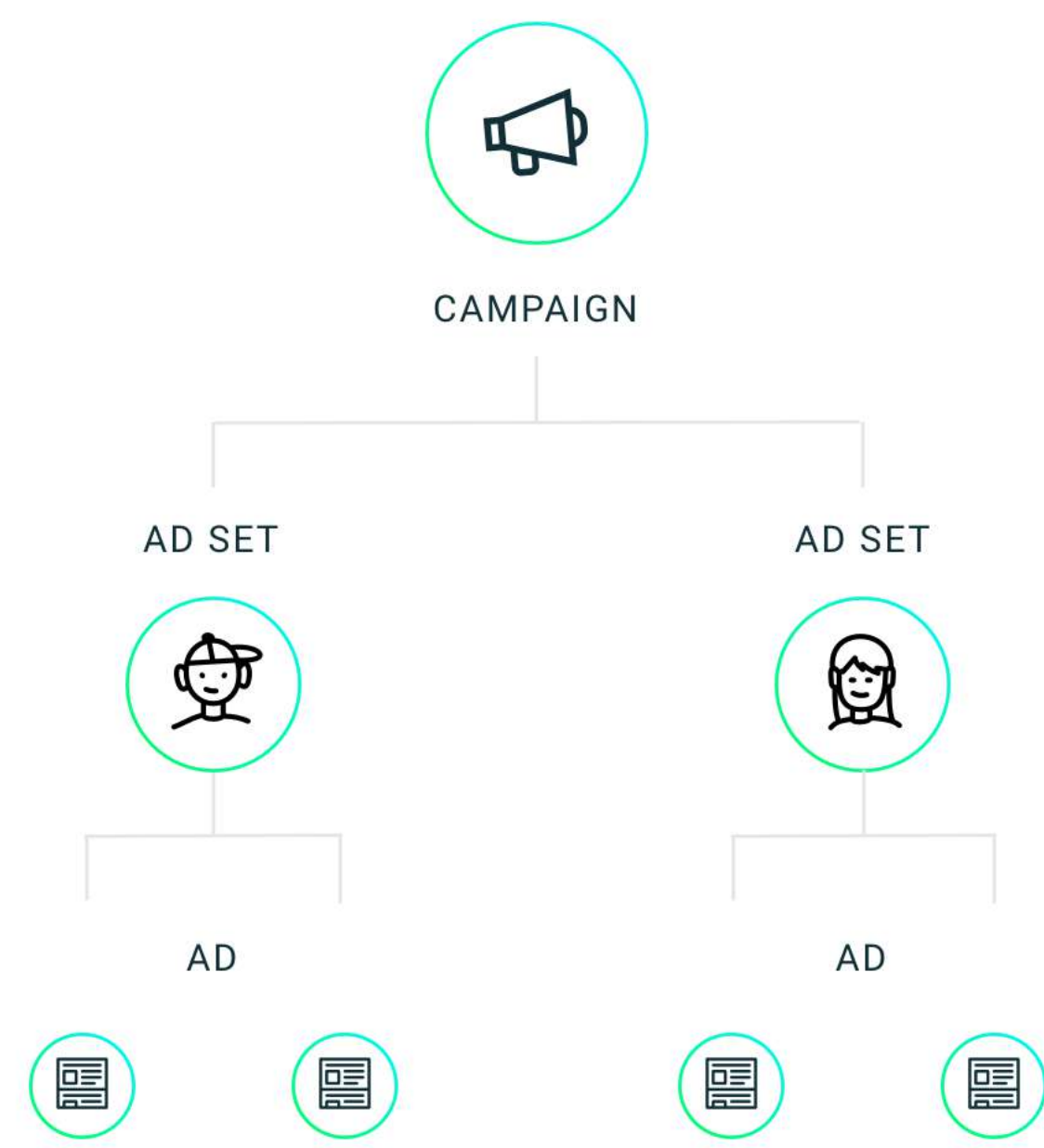
CAMAPAIGN	AD SET	AD
→ NAME	→ BUDGET & SCHEDULE	→ IDENTITY
→ BUYING TYPE	→ AUDIENCE	→ CONTENT (ASSETS, TEXT, LINK,
→ OBJECTIVE	→ PLACEMENT	CALL TO ACTION)
→ BUDGET	→ OPTIMIZATION & DELIVERY	→ TRACKING

CAMPAIGN OBJECTIVES

But how do you decide when to launch each type of campaign?   You can use the AIDA model to work out a four-phase progression through which members of the target group pass before deciding to make a purchase. A: Attention, I: Interest, D: Desire, A: Action. If the primary marketing goal is selling tickets to your event, your progression of communications and advertising might look like this:

CREATE AWARENESS
Announcement post + ad

SPARK INSTEREST
i.e.: Video / interview post(s) + ad(s)

GENERATE GUESTS
Event response ad

SELL TICKETS
Traffic ad
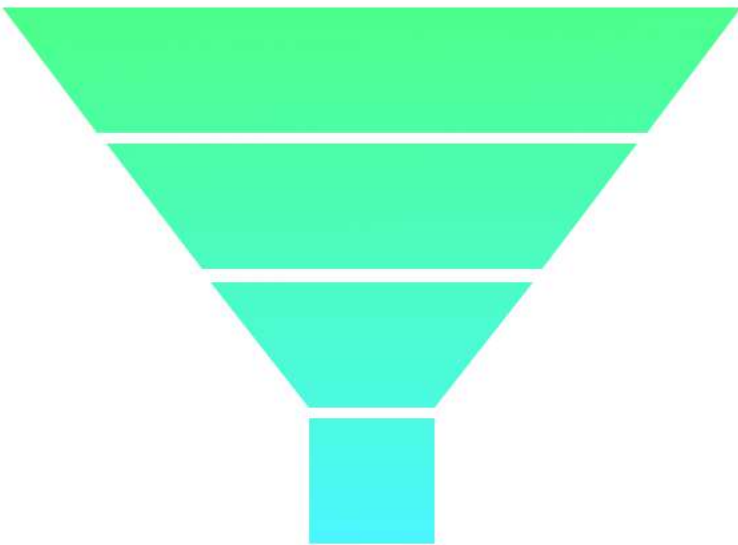
The number and type of "funnel levels" that you can actually progress through depends on many factors, such as the content available and the size of your budget, and can therefore vary wildly. Nonetheless, this model is a good jumping-off point for planning the timing and content of posts and ads in your promotion schedule.
The "funnel" can also be translated into the campaign objectives offered by Facebook. When you create a new campaign, Facebook offers you three different areas with the following advertising objectives.

AWARENESS	ERWÄGUNG	CONVERSION
BRAND AWARENESS	TRAFFIC	CONVERSIONS
REACH	ENGAGEMENT	CATALOG SALES
	APP INSTALLS	STORE TRAFFIC
	VIDEO VIEWS	
	LEAD GENERATION	
	MESSAGES	

Audience

Define who you want to see your ads. Learn More

Create New Audience | Use Saved Audience ▾

Custom Audiences ⓘ | Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations ⓘ | Everyone in this location ▾

Germany

📍 Germany

📍 Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ | 18 ▾ - 65+ ▾

Gender ⓘ | All | Men | Women

Languages ⓘ | Enter a language...

Detailed Targeting ⓘ | Include people who match ⓘ

Add demographics, interests or behavi | **Suggestions** | **Browse**

Exclude People

☐ Expand your detailed targeting to reach more people when it's likely to improve performance.

Learn more about detailed targeting expansion.

Connections ⓘ | Add a connection type ▾

Save This Audience

Placement

● **Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn More

○ **Edit Placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn More

Audience Definition

Specific ——— Broad

Your audience selection is fairly broad.

Potential Reach: 37,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

This is where you decide on the desired campaign objective and then progress to Level 2 of a campaign: the ad set where you define your target group, in other words who should be shown your ad.

☞ PRO TIP: WHEN SETTING UP YOUR CAMPAIGN, MAKE SURE TO GIVE MEANINGFUL NAMES TO ALL 3 CAMPAIGN LEVELS. COME UP WITH A LOGICAL SYSTEM THAT YOU CAN CONSISTENTLY APPLY ACROSS ALL YOUR CAMPAIGNS. THIS IS THE ONLY WAY TO LATER COMPARE CAMPAIGNS WITH ONE ANOTHER.

TRANSFORMING TARGET GROUPS INTO AD SETS

In order to launch efficient ads, you should think carefully about exactly who you intend to speak to. You can identify your target group by looking at the following aspects.

FACETS OF TARGET GROUPS

SOCIAL SETTING

→ EDUCATION
→ INCOME
→ LEISURE ACTIVITIES
→ SOCIAL & POLITICAL
   ENGAGEMENT

DEMOGRAPHY

→ AGE & GENDER
→ OCCUPATION
→ LOCATION
→ ORIGIN

AFFILIATION

→ IDENTIFICATION FIGURES
→ LIFESTYLE
→ BRANDS AND MEDIA
→ COMMUNITIES, CLUBS,
   FAN OF…

MEDIA CONSUMPTION & PURCHASE BEHAVIOR

→ BUDGET ORIENTED
→ BRAND LOYALTY /
   ECONOMIC BEHAVIOR

RESULTING DESIRES

→ I.E.: LUXURY, QUALITY STANDARDS,
   REQUIREMENTS OF AESTHETICS,
   DESIGN AND SERVICES
→ STATUS, RECOGNITION, SOCIALITY
→ EXCESS OR RELAXATION

PERSONAL CIRCUMSTANCES

→ YOUTH, SINGLE, YOUNG PROFESSIONAL
→ STARTING A FAMILY, MID LIFE CRISIS

Don't forget to include your own experiences from past events and concerts. You can make this image more precise by analyzing your artists' social media profiles and websites, or by having the artists send you the most important stats. On Facebook, you can access this information via Page Insights or Audience Insights; for websites, you can use Google Analytics; for Spotify and Apple Music, the resource is called Fan Insights. Depending on how many fans an artist has, you'll be able to get a somewhat representative impression of your followers even at this early stage. What's particularly interesting is that Spotify and Apple Music allow you to see the other musicians those fans are listening to.
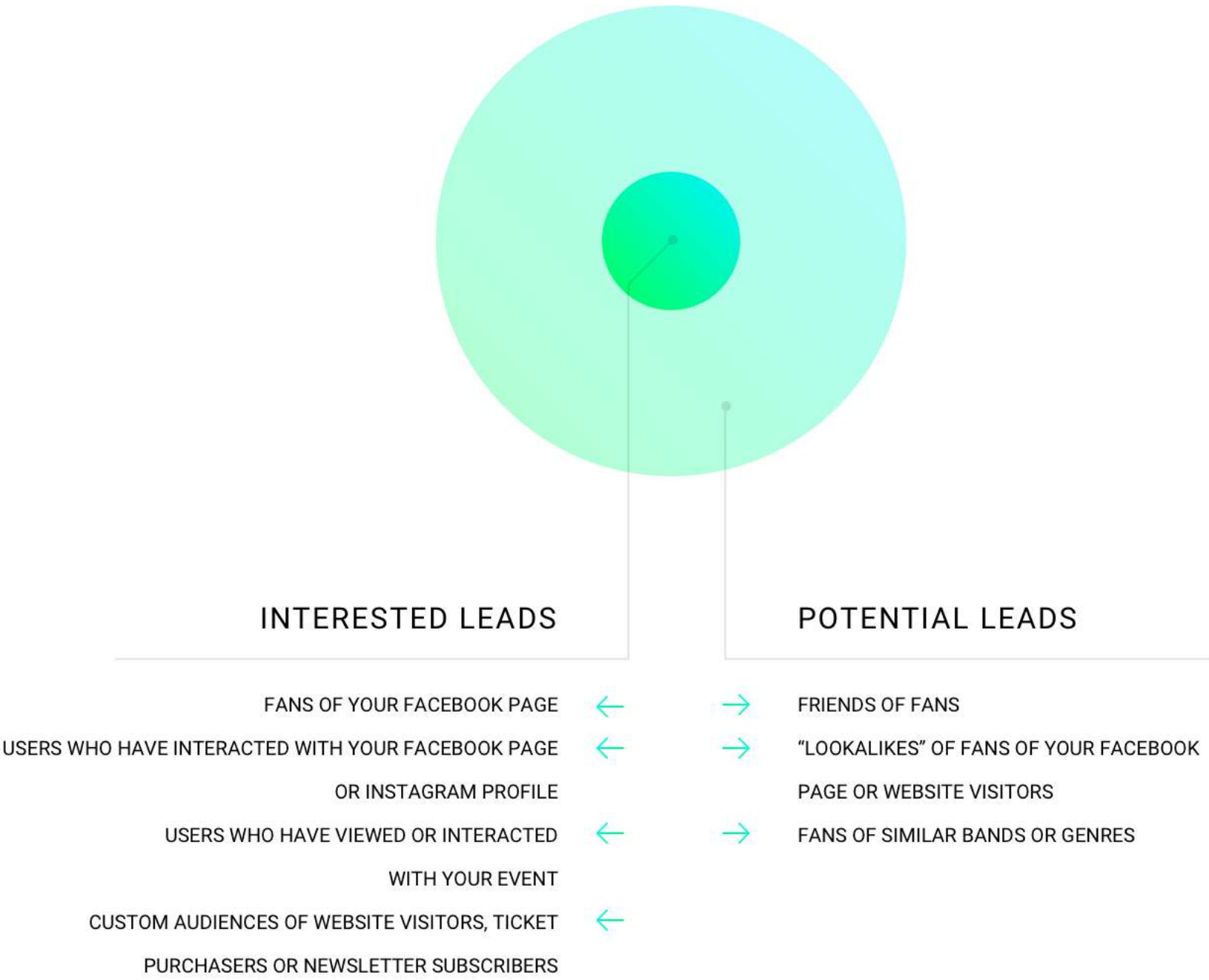
The more specific this data about your target group is, the more precise your Facebook targeting will be.

INTERESTED AND POTENTIAL LEADS – FANS AND POSSIBLE FUTURE ONES

Now that you have a sense of your target group, there are various ways of appealing to it. We recommend dividing the group into "interested" and "potential" leads. Interested leads are already connected to you somehow and are aware of your events. In other words, they've already shown an interest, for example by liking your page. Potential leads are potential ticket purchasers/concert attendees who might like your event or music, but who have not yet heard of you. One way to reach them is by directing concert ads towards people who like similar bands.

> ☞ IMPORTANT: ADDRESSING FANS OR THEIR "LOOKALIKES" IS MOST USEFUL FOR EVENT PROMOTERS WHEN THE FANS OF YOUR PAGE TEND TO HAVE SIMILAR TASTE IN MUSIC, I.E. FESTIVAL AFICIONADOS, METALHEADS OR TECHNO CLUBBERS. IF YOU HAVE A PAGE THAT FEATURES LOTS OF DIFFERENT ARTISTS IN DIFFERENT GENRES, YOU SHOULD PRIMARILY ADDRESS SIMILAR INTERESTED LEADS (I.E. FANS OF SIMILAR BANDS AND GENRES).

INTERESTED LEADS

← FANS OF YOUR FACEBOOK PAGE
← USERS WHO HAVE INTERACTED WITH YOUR FACEBOOK PAGE
   OR INSTAGRAM PROFILE
← USERS WHO HAVE VIEWED OR INTERACTED
   WITH YOUR EVENT
← CUSTOM AUDIENCES OF WEBSITE VISITORS, TICKET
   PURCHASERS OR NEWSLETTER SUBSCRIBERS

POTENTIAL LEADS

→ FRIENDS OF FANS
→ "LOOKALIKES" OF FANS OF YOUR FACEBOOK
   PAGE OR WEBSITE VISITORS
→ FANS OF SIMILAR BANDS OR GENRES

TARGET GROUPS YOU SHOULD KEEP IN MIND

In order to assess the success of one target group compared to another, you will need to activate them separately, e.g. separate them into individual Ad Sets. Here are a few examples of Ad Sets that you should keep in mind when activating a campaign: 😘

INTERESTED LEADS   (should be activated in their own respective Ad Sets)

→ USERS WHO HAVE ALREADY PARTICIPATED IN OR INTERACTED WITH YOUR FACEBOOK EVENT. YOU ALSO NEED TO CREATE A CUSTOM AUDIENCE FOR THIS.

This target group is perfect for a traffic campaign to sell tickets or for a reminder campaign shortly before the concert date

If the restrictions on the previous page don't apply to you, you should also activate the following target groups:

→ FANS OF YOUR PAGE

→ USERS WHO HAVE INTERACTED WITH YOUR FACEBOOK OR INSTAGRAM PAGE

These users are already familiar with you or your page, and you can collect them in a Custom Audience list. However, when dealing with this Ad Set, you should be aware that you are excluding fans of your page. We recommend always selecting the most recent 365 days to fill up the list

POTENTIAL LEADS   (should be activated in their own respective Ad Sets)

→ SAME GENRE OR SIMILAR ARTISTS

in combination with an interest in "live music," "concerts" or "live events."

The same is true here: If the restrictions on the previous page don't apply to you, you should also activate the following target groups:

→ „LOOKALIKES" OF YOUR FANS:

Start by limiting this target group only by user age. Your Facebook and Instagram insights will tell you which age range to select.

→ FRIENDS OF FANS

You can select this under "Connections" and add appropriate interests (similar artists, etc.).
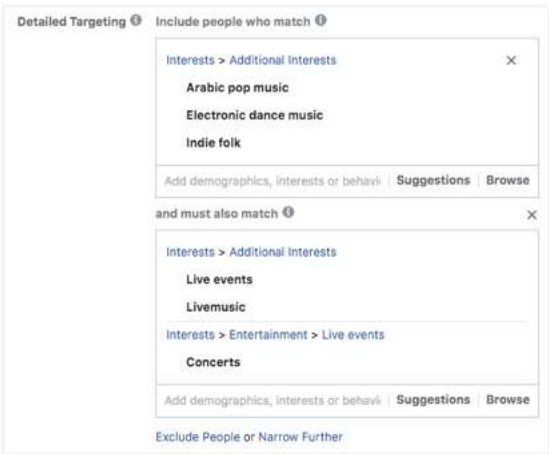
☞ FOR ALL THE AD SET OPTIONS LISTED HERE, YOU SHOULD ALSO ALWAYS SELECT THE APPROPRIATE LOCATION, AGE AND (IF RELEVANT) GENDER.

CUSTOMIZE YOUR AUDIENCE

In addition to selecting the demographic criteria and interests, you should also (as mentioned above) use Custom and Lookalike Audiences.

CUSTOM AUDIENCES

WHAT DOES THIS MEAN? A Custom Audience is a list of users that are already aware of you. This includes, for example, users who have already interacted with your page, event or posts on Facebook or Instagram. Thanks to the Facebook Pixel, you can also create Custom Audiences for your website. You can also utilize user data such as ticket buyers or newsletter subscribers.

☞ BUT BE CAREFUL! DATA OF THIS KIND MUST BE COLLECTED IN A WAY THAT IS GDPR-COMPLIANT. AS THIS IS A SUBJECT WHICH WE COULD WRITE AT LEAST 3 MORE WHITE PAPERS ABOUT, WE'LL LEAVE OUT THE "WEBSITE AND CUSTOMER LISTS" OPTION HERE. 😬

HOW DO YOU CREATE CUSTOM AUDIENCES? You can create Custom Audiences directly in the Ads Manager menu or in your Ad Set.

WHICH CUSTOM AUDIENCES CAN YOU USE MOST EASILY? all activities that relate to Facebook and Instagram

EXAMPLES OF CUSTOM AUDIENCES: Users who have indicated they will be going to your event, Users who have interacted with your page, Users who have viewed your post or ad

LOOKALIKE AUDIENCES

WHAT DOES THIS MEAN? A Lookalike Audience is a Facebook-generated list of users who have similar interests to the users of one of your existing Custom Audiences.

HOW DO YOU CREATE LOOKALIKE AUDIENCES? You can create Lookalike Audiences directly in the Ads Manager menu or in your Ad Set.

EXAMPLES OF LOOKALIKE AUDIENCES: Users who are similar to the fans of your Facebook page, Users who are similar to participants in your event, Users who are similar to visitors to your Facebook page

You can find a detailed guide to creating these two types of audiences here.

LAST BUT NOT LEAST: THE AD ITSELF

The last of the three levels of a Facebook and/or Instagram campaign is the ad itself. This is where you select or create the post that users will be shown as an ad.

There are two options, depending on which campaign objective you selected:

→ CHOOSE AN EXISTING INSTAGRAM OR FACEBOOK POST FOR THE AD.
You can also add a button to this post, e.g. to link directly to the ticket shop.

→ CREATE AN AD WITH CONTENT NOT YET FOUND ON YOUR PAGE.
In this case, too, you should make sure that your content is relevant and of high quality.

Here's an example of the second option, what's known as an "unpublished post" to which you add the advertisement (image or video), text, title and a link with a call-to-action.

In order to gather insight about the image and video content and the type of approach, you should also activate at least 2 ad variations per Ad Set – in other words, do an A/B test. To achieve this, you can test different images and text against one another and find out which ad delivers better results.

☞ IMPORTANT: ONLY CHANGE ONE OF THESE TWO ELEMENTS AT A TIME. FOR EXAMPLE: TEST THE SAME IMAGE WITH 2 DIFFERENT TEXT VERSIONS, OR VICE VERSA (2 DIFFERENT IMAGES WITH THE SAME TEXT). OTHERWISE, YOU WON'T BE ABLE TO TELL WHICH PARAMETER DECISIVELY INFLUENCED THE PERFORMANCE.

EVALUATION

HOW'S YOUR AD DOING?

Well, evaluating campaigns is just one of those tricky things – whether a given result is "good" or not is completely relative. Nonetheless, you can use KPIs (Key Performance Indicators) to generally assess whether a campaign's performance is good, average or poor.

To prepare for all outcomes 🗳 , here's a list of relevant KPIs that can help you assess your ad campaign. You should select this as a user-defined column in the Ads Manager so that you can continue to compare and learn from various campaigns.

→ IMPRESSIONS: Number of times an ad has appeared

→ REACH: Number of people it has reached

→ FREQUENCY: Relationship between impressions and reach

→ CPM (IMPRESSIONS): Costs per 1,000 appearances of the ad

→ CPM (REACH): Costs per 1,000 people reached

→ CTR (ALL): click rate = the percentage of times an ad was viewed and clicked on (all)

→ CPC (ALL): average costs per click (all)

→ CTR (LINK-CLICK): click rate = the percentage of times an ad was viewed and a link clicked on

→ CPC (LINK-CLICK): average costs per link click

Your KPI cheat sheet 📝

Even if these values can vary drastically depending on the campaign objectives and content, here are a few benchmarks that indicate good performance. Of course, there's always room to improve 😜

CPM (Impressions)	5-8€	Costs per interaction (Foto)	0,10-0,20€
CPM (Reach)	10-15€	Costs per click	0,15-0,30€
CTR (All)	>2%	Costs per link click	0,20-0,50€
Frequency	< 3,5%	Costs per landing page access	0,40-0,60€
Costs per interaction (Video)	0,01 - 0,03	Costs per event attendance confirmation/rejection	0,50-0,70€

☞ AS A GENERAL RULE:HIGHER-VALUE ACTIONS RESULT IN HIGHER PRICES ENGAGEMENT IS CHEAPER THAN A LINK CLICK (E.G. TO THE TICKET SHOP) OR EVENT RESPONSE.

☞ THE CLOSER THE RECIPIENT TO THE SENDER, THE CHEAPER THE PRICE INTRODUCING NEW TARGET GROUPS (POTENTIAL LEADS) TO YOUR OWN EVENT IS MORE EXPENSIVE THAN ADDRESSING EXISTING FANS.

HOW TO OPTIMIZE YOUR ADS

As a general rule, the success of your campaigns depends on the quality of the following three elements:

☞   PRODUCT – REPRESENTATION – TARGET GROUP   ☞

Here we are, harping on about quality again 🤓 But seriously, if you want to sell tickets for Capital Bra and direct your ad to Wacken Festival fans, you're not likely to get more than a few clicks – no matter how good your ads are or Capital Bra is at performing live. On the other hand, if you define your target group correctly but use a boring image and lengthy text for your ad, performance will suffer as well. That's why it's always important to make sure that product, representation and target group are all in sync with one another.

So if the KPIs for your campaign are significantly worse than the stats on our cheat sheet, you now have the following options:

1. OPTIMIZATION AT AD LEVEL

If there are significant differences between various ads within one Ad Set, pause the ones that are performing poorly and try out a new ad material (image/video) or an alternative text.

2. OPTIMIZATION AT AD SET LEVEL

If one Ad Set is doing worse than the others, put it on pause and also create a new one based on a different targeting.

You'll only see progress in performance if you continually test new targetings and content. Every Ad Set and every Ad is a thesis to be proven or disproven. So dare to experiment a little, because you can learn from your own mistakes or poor performance!

OUTRO 🚀

If you've stayed with us this far, you've probably figured out by now that: There's no magic one-size-fits-all plan. You need to find your own individual method that suits your events. The most important thing is that you take a conscious approach to processing your topic and don't just react, but also actively test out your online communications. 💯

In conclusion, we'd like to point you to a few links that you can use:

→   Google's OFFICE SUITE is ideal for working with multiple people and coordinating your promotion.

→   Facebook's ADS GUIDE covers all the most important info about Facebook ads.

→   You can find even more on Facebook's e-learning platform „BLUEPRINT"

→   Go here for HELP with Facebook ads.

→   BIT.LY truncates your links so that they look more appealing and are easier to remember.

→   LINKTREE lets you add more links to Instagram:

If you want to find out more about us, just visit our website or contact us. 😘

💻 https://www.gigmit.com
✉ support@gigmit.com
📞 030 60 989 576 0

CHECKLIST

NO.1	Create a promotion schedule and add all the relevant information
NO.2	Gather ideas for posts
NO.3	Gather or create content
NO.4	Plan the timing and content of the posts and ads in the promotion schedule
NO.5	Plan how to divide up your budget
NO.6	Create events on Facebook and own website, Bandsintown, Songkick, etc.
NO.7	Add co-hosts to your Facebook events
NO.8	Define target groups
NO.9	Create campaigns
NO.10	Optimize and evaluate campaigns

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