



# Using Facebook Ads to Build Your Fan Base

# Why Facebook Ads?

- FB is continually gathering data about the behavior of its 2 Billion users
- Great for introverts who want to put themselves out there without really thinking about it
- Great for repurposing content
- Ads help you determine what your audience is interested in and what they're not
- Cost-effective
- Facebook's algorithm is designed to help you reach the right people
- Includes Instagram
- Facebook is restricting its organic reach - Only 20% of your friends and 1-2% of your fan page followers
- Steady stream of new listeners

# Before running Facebook Ads...

- Create an organic content strategy
- Have a next step ready for new page visitors
- Create your Facebook pixel and post it on your website right away [business.facebook.com](https://business.facebook.com) → Events Manager
- Create your first audience
  - Cold – people who aren't already aware of you
  - Warm – people who are aware of you
    - Lookalike
    - Video views
    - Pixel

# Content

- Cold audience
  - Introduction video
- Warm audience
  - Call-to-action
- Learn from other artists
  - Dave Pettigrew
- Don'ts
  - Flashy promo video
  - Promo flyer with too much info
- Do
  - Native content
  - Shouldn't look like an ad

# Content samples

🔥😄🔥🔥🔥🌟🎤 ATTENTION  
CHRISTIAN/GOSPEL ARTISTS 🔥🌟🔥😄🎤😄  
❤️

If all of your music is on the streaming sites...

How do you get your fans to buy your music?

The music industry has changed so much in the last few years.

Watch this video to find out how to succeed in 2021.



 **Old Dominion**  
Sponsored  
ID: 543868500321804

Excited to play live from Belknap Park on July 14 with Scotty McCreery, Blanco Brown and Walker County.

Click to get TIX!



EVENTBRITE.COM  
🎤 We Are Old Dominion: Live From The Ballpark Tour  
Click to buy tickets!

Buy Tickets

# Content samples cont...

 **dave pettigrew**  
Sponsored ...  
ID: 1803584799833760

Love worship music? Me too! You might love my new song that was just released called "Stand In Your Love"!

Just click to listen!

A close-up photograph of a man's face, likely Dave Pettigrew, looking directly at the camera. The image is heavily affected by a bright light flare from the top, creating a prominent rainbow spectrum across the center of his face and eyes. The background shows some green foliage and a building.

# Steps

1. Create a fan page
  - <https://www.facebook.com/pages/creation/>
2. Create a business account
  - <https://business.facebook.com/>
3. Create first audience
4. Decide on a budget
5. Set up ad
  1. Campaign
  2. Ad set
  3. Ad
6. Turn the ad on

## Final tips...

1. Good branding
2. Call-to-Action as next step
3. Good content



# Links

- Business Manager
  - <https://business.facebook.com/>
- Facebook Ads Library
  - <https://www.facebook.com/ads/library/>



# Q&A

## Contact me

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