Superstar Secrets to Facebook Advertising

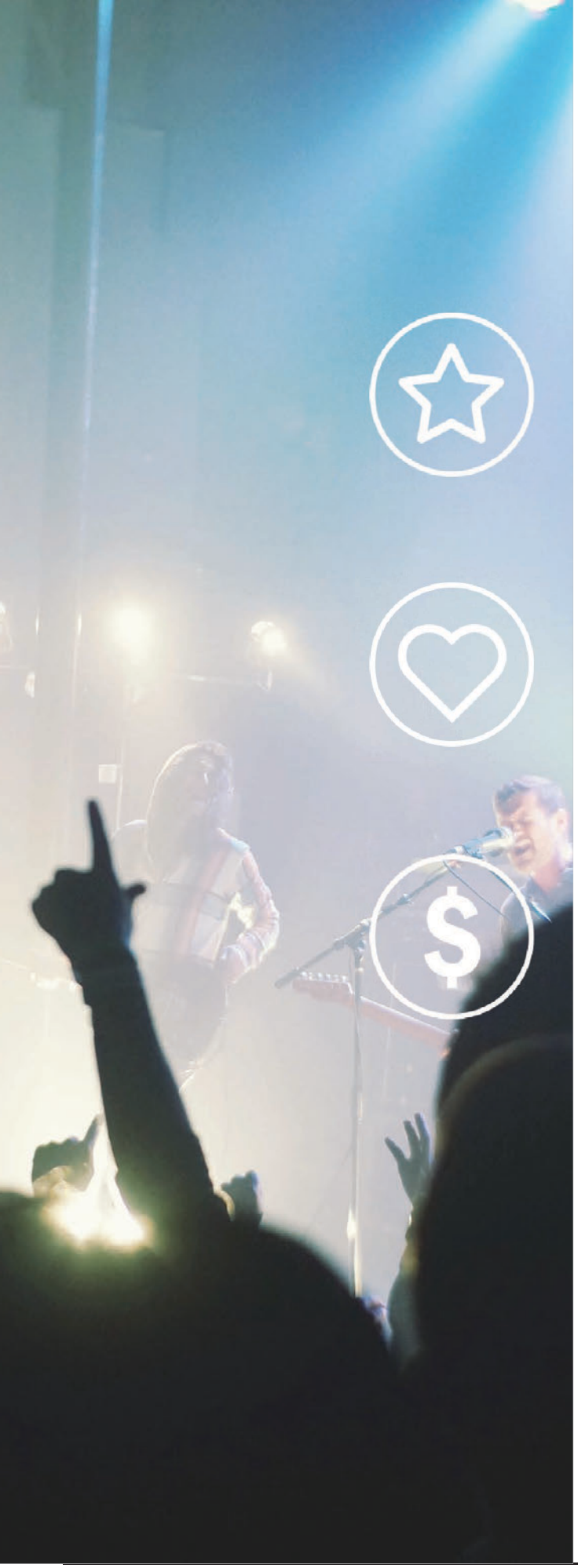
8 Data-Backed Answers to Your Biggest Social Media Advertising Questions

Including how to...

- Know you have the right audience
- Improve your return on investment
- Lower CPC/CPM without sacrificing quality
- Choose relevant ad creative
- Avoid market saturation + MORE!

tradable bits

PRESENTS



EXECUTIVE SUMMARY OF BENEFITS

Everyone Wins with Fan-Based Marketing

FANS

Never bothered by annoying, irrelevant ads. Immediately stop receiving ads once they purchase something. Discover new events that genuinely interest them and include their friends.

MARKETING

Find and cater directly to their ideal customers with the perfect ad creative for every target. **Earn 144X ROI** when they start with who they know and strategically expand to friends of fans.

SALES

Track online and offline conversions to calculate their exact cost per acquisition. Increase their conversion rate and avoid market saturation. Expand into qualified networks of leads for less.

"People are trying to communicate in a certain way on Facebook - they share information with their friends, they learn about what their friends are doing - so there's really a whole new opportunity for a new type of advertising model within that."

Mark Zuckerberg
Facebook
Quoted from TIME Magazine

Am I Doing Ads Right Today? *(Probably Not)*

Many blogs and businesses will tell you they found the "secret sauce" to Facebook ads. Given the novelty of social media advertising, not a lot of this "helpful" advice is backed with real data. We're changing that. Using real case studies from the largest events management companies in North America, we're bringing you conclusive answers to some of the biggest questions businesses have about Facebook advertising. In this report, we'll address the following common questions...

How Do I Find the Right Audience?

Sure, anyone can enter "females aged 18+" into Facebook's standard targeting. But are these people really interested in attending your music festival? Your targeting has to be as nuanced as the unique personalities of your fans. Although Facebook's targeting tools are great for refining and established audience by demographic, interest or location - there are far superior ways to find your ideal customers. Find out how to start with who you know in the following pages.

What Creative is Best for my Target?

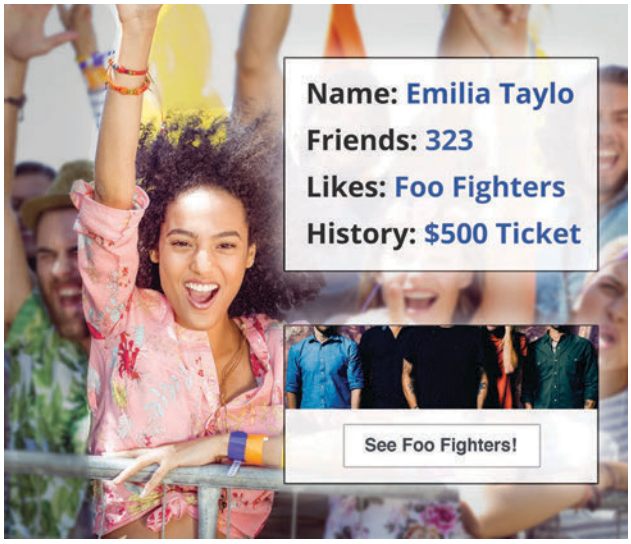
Pretty girls on a beach? Desaturated macro shot of a taco? Buy, learn or shop now? Unless you're Don Draper, coming up with ad creative that will be the perfect balance of emotional appeal and sales direction is a huge challenge. Rather than relying on subjective opinions about "what's cool" - use fan data and trending posts to know *for sure* that your message matches your target.

What is an Optimal CPA/CPC/CPM?

Although we all wish we could peek over the shoulder of our competitors and know what they're paying to reach your perfect audience, we can't. You can try to glean a benchmark from annual reports from giants like Salesforce, but who's to say they reflect your unique target? Even if you manage to minimize your CPM - is that even a good thing? Rather than chasing the lowest CPC/CPM, pay to reach the right people with the right message at the right time.

How Do I Prove and *Im*prove ROI?

Yes - digital marketing is infinitely more exact than traditional methods when it comes to tracking and reporting on which ads generate return. But ad-click-purchase isn't how humans work. Fans may have to see an ad three, ten, even a hundred times before they finally buy. We interact with brands across devices, mediums and locations. So how do you track your true attribution and ROI for direct and indirect sales?



Successful Ads Start with Fans, Not Brands.

Fan-based marketing:

When brands market directly to individual fans and their specific needs (see also: microtargeting). Fan data from social networks like Facebook makes this possible at scale. Not only does this benefit fans by only serving them relevant messages; it also results in constant, cumulative growth for brands.

144x
ROI for Online *and* Offline Sales

21%
Conversion Rate (Web Clicks Bought)

62%
Social Lift (Organic Reach)

*As proven with C3 Presents + Tradable Bits. See full Shaky Knees case study in appendix.

8-Step Formula for Better Facebook Ads

Fan-based marketing is a simple concept with a complex execution. Luckily, digital marketing tools like those provided by Facebook, Front Gate and Tradable Bits make this difficult task easy and automatic.

1. Find Your Best Fans

Mine fan data across platforms and create highly targeted segments of your ideal customers. Use Tradable Bits fan star rating algorithm to identify your most profitable and influential fans.

2. Generate Quality Lookalikes

Once you have your best possible fans, generate a high quality Lookalike audiences (1%) from this source to strategically expand your network. The better your source, the better your target.

3. Match Ad Creative to Target

Now that you have great source of qualified leads, identify the key targets for your ads. Make ads relevant by creating different copy/images specifically for each target in your audience.

4. Organic Engagement = Lift

The more targeted your creative, the more organic engagement your ads will receive. Take note and reward ads that are generating lots of organic engagement (likes, comments, shares).

5. Lower CPA/CPC/CPM

Monitor your ad relevance, results (CPC/CPM) and allocate more budget to well-performing ads. Turn off ads that are less relevant, less engaging or aren't producing the desired result.

6. Higher Conversions + ROI

Track direct and indirect conversions resulting from your ad audiences to accurately determine attribution. Put further budget towards relevant ads that encourage fans to buy at a low CPA.

7. Remove Fans that Convert

Remove fans from your audience as soon as they complete your call to action. This saves you budget and prevents you from annoying your new customer. Real-time requires automation.

8. Add Friends of New Buyers

Add newly converted fans to your source audience to improve your Lookalike and avoid saturation. Capitalize on social influence when you specifically target friends of converted fans.

HOW DO I KNOW I HAVE THE RIGHT AUDIENCE?

Find Ideal Customers Among Your Fans

Prerequisite: Know Your Fans

Although online business provides brands with more consumer data than ever before, it's easy to get so caught up in the numbers that you forget to speak to the real humans interacting with you online. Start by connecting with individual fans, understand their unique identities, and then cater specifically to them. Pro tip: Automation makes this actually possible.

Rank Fans for Sales Potential

Once all of your fan connections are in a centralized, integrated database that includes updated contact, demographic, interest, social and purchase data, you get a better picture of which fans actually generate revenue. Use the Tradable Bits Five-Star Fan Ranking algorithm to establish which fans not only buy, but also have social influence (many participant friends).

Identify Network Influencers

No one goes to a music festival alone. Paying attention to the connections between the fans in your database can save you thousands on advertising. Social login plugs you into your fans' friends networks, revealing pockets of people who share similar interests and likely participate in the same activities and events offline. Find the kingpins and target their networks.

Segment by Interest, Demographics

Now that you've found your most profitable and influential fans, segment them into personalities. What resonates with a 24-year-old female in California will likely not appeal to a 60-year-old male Texan. Take note of who your fans follow - are they more into hiphop or pop? The more segmented and defined your source audience, the better your lookalike will perform.

HOW DO I EXPAND TO NEW LEAD NETWORKS?

Generate Quality Lookalike Audiences

Facebook Knows Best

If you're not aware that Facebook is paying attention to every single thing you like, click and even hesitate on - you need a reality check. Facebook knows your inner workings better than your closest friends. Creepy? Only if you make it. Useful for creating ad audiences? Always. Lookalikes are the best possible way to expand without compromising lead quality.

Garbage In, Garbage Out

Facebook lookalikes are programmed to find people that share the same characteristics and habits as your source audience. So if you feed them a bunch of emails you've amassed from years and years of campaigns - you're going to get nothing but garbage leads. Feed Facebook your very best, most shiny and profitable fans - then you'll get high quality leads for your ads.

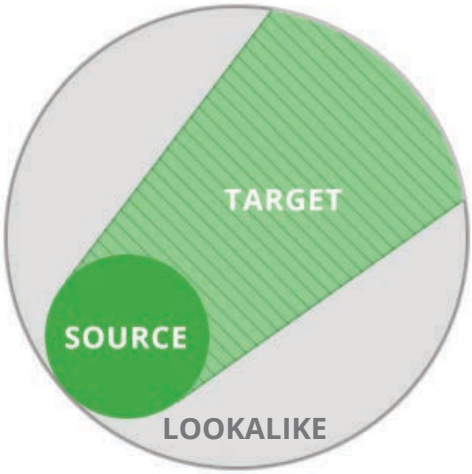
Refining Your Source Audience

Although Facebook lookalikes are fantastic, their targeting tools take things to the next level. Don't stop at your geo-targeted lookalike - now that you're working with a high quality pool of leads, you can go crazy with your refining. There's a huge difference between starting with *all of Facebook* and then trying to narrow down (standard targeting); and starting with a specific vetted subset of Facebook (lookalike) and then refining to your perfect target audience.

Maintaining Quality in Real Time

Facebook audience targeting is a delicate balance. You want to expand enough to avoid saturation, but you don't want to go so far that you're reaching people who have no connection with or interest in your brand. Start with 1% lookalikes and then auto-update as fans buy.

Define Target Segments within Lookalike Audiences



HOW DO I MAKE MY ADS RELEVANT?

Match Ad Creative to Your Target

Identify Key Targets

So you have your perfect pool of lookalike leads. Although these people share commonalities, they're unique individuals - just like your source. Identify different targets within your lookalike and craft specific creative angles for each one. Ideally you could make a specific ad for every individual, but that's just creepy so Facebook won't let you. So targets are the next best thing.

Create a Story, Not an Ad

Close your eyes. Imagine sun on your face, smell the grass beneath your feet; music and laughter filling your ears; ice cream cooling your tongue. How are you feeling right now? Would you feel the same if I just wrote "BUY FESTIVAL TICKETS"? No. As soon as people open Power Editor they magically transform into robots who don't know how to communicate. Make stories. Not ads.

A/B... and C, D, E, F, G Test Creative

Digital advertising provides storytellers an unprecedented opportunity to try multiple stories at once. Forget arguing over your board room table - put stories out there, be creative, and then *let the data decide* for you. The more ad variations you create, the better your results will be. Track what works and tweak as you go.

Keep Watch (Or Hire Someone To)

Treat your ads like sales interns. Yes, they have tons of potential to grow up to be fantastic, profitable employees that generate tons of sales for your business. They also have the potential to sit in your break room and soak up all your hard-earned cash. Don't have time to watch your ads? Hire a manager (or agency). As long as they're good, it'll be more than worth it.

SEE THE FULL LINEUP

HOW DO I KNOW MY AD IS WORKING?

Organic Engagement Creates Social Lift

Defining "The Social Effect"

Unlike search, print or any other traditional type of advertising - social media is a wonderful new world where good ads get promoted for free. If a fan loves your ad, they'll tag their friends in it. They'll share it to their Timeline. They'll message it to their mom. All of this propagation of your message is *free*. And it's traceable. Yay Facebook!

Bring on the Likes

Back to the festival story - would you like a post screaming at you to buy tickets? No. Would you tag your friend in a throwback post to that sunny day when you saw your favourite band? Making relatable, interesting and fan-based creative for your ads is well worth the effort. Because every time a fan likes, comments, shares or even clicks your ad - that's free, relevant and authentic promotion for you on their friends' news feeds.

Relevance: Social Ad Gold

Facebook calls this network effect "relevance". Much like your potential mate - you don't want anything less than an 8 but you aim for a 10. The more engagement your ad earns, the more relevant Facebook thinks it is. Since Facebook wants people to stay on Facebook because they genuinely enjoy their News Feeds, they reward your relevant ad by making it cheaper to serve.

Feed Your Champions, Cut the Fat

Keeping relevance, organic engagement and cost in mind - put your money on your best ads. Watch closely and immediately kill the ads that aren't performing as well as your champions. Even if they're relevant or resulting in a few conversions, you'll never achieve your best ROI if you keep the mediocre performers, Save your budget for the superstars and accept no less.

HOW DO I LOWER CPC/CPM FOR QUALITY LEADS?

Social Lift Decreases Your Overall CPA

Quality Comes for a Price

Would you rather eat 10 concession hotdogs or one hand-made, farm-fed, gourmet burger? Yes, it's scary to pay a couple dollars every time someone clicks a button. But if those people are qualified leads, it's worth the extra budget.

CPC/CPM: Key Indicators for Success

This doesn't mean CPC and CPM mean nothing. They are essential indicators of success - if your ad is relevant, they'll be lower. The more organic engagement (propagation) your great ad earns, the cheaper your CPC/CPM will *authentically* be.

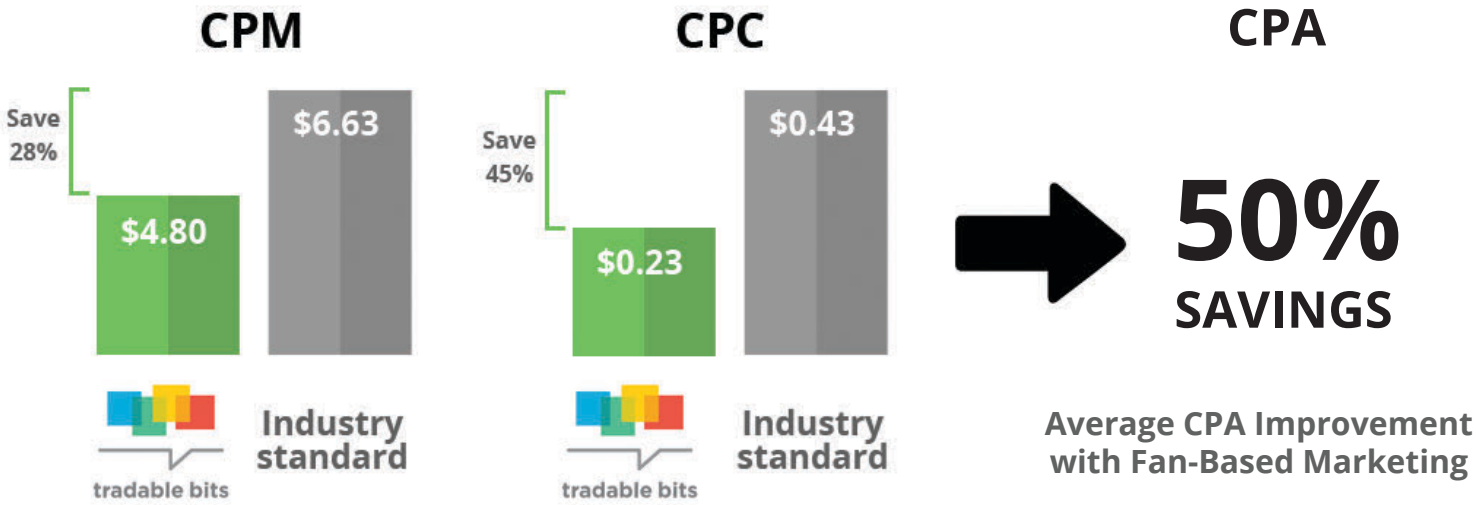
Consider Your Goals

As every spammy Twitter farm will tell you, I can get you thousands of views/followers/clicks for less than 5 cents. Will this actually result in real business? No. Don't get caught up in CPM/CPC - pay attention to your goals and ultimately CPA.

Cost Per Acquisition (CPA) is King

Establishing how much it costs to get someone from seeing your ad to buying a ticket is the most important part of Facebook advertising. Lucky for you, they've developed pixel technology that makes this possible. Make sure you use it.

Fan-Based Marketing vs. Industry Standard



**Industry data from Salesforce Ad Report: http://bit.ly/salesforce-trends*

HOW DO I MAKE MORE SALES FOR LESS?

Lowest CPA Maximizes your Return

The Windy Road to Attribution

Although it'd be nice to live in a world where consumers see an ad and immediately buy, that's not how it works. They probably saw it on their phone on Friday, researched it all weekend at home, called up their friends and finally bought *everyone's* tickets on their work laptop on Monday's lunch break. So how do you properly attribute those sales to that mobile ad?

Word of Mouth Still Matters

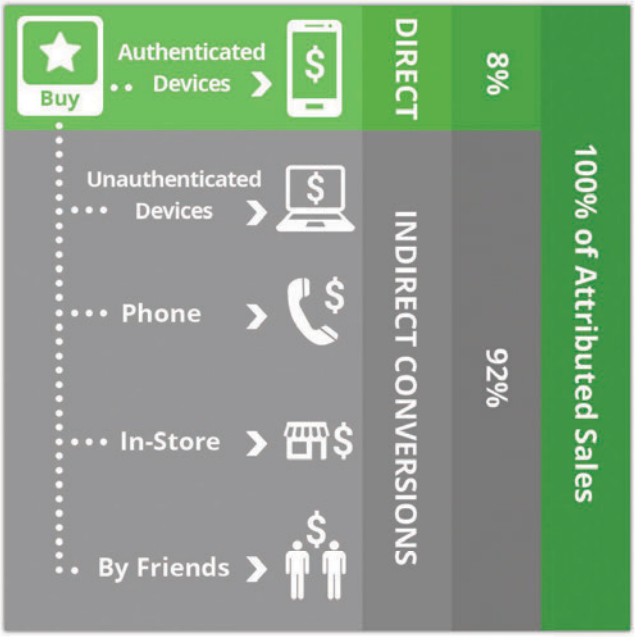
Even if you connected that person seeing your ad and buying their *own* ticket, how do you know who their three friends are? Study after study has proven that people are influenced by what their friends say and do. We're very fortunate to live in a world where everyone has a virtual version of themselves on Facebook. Tapping into that profile and their connections is key.

Track Fans Across Platforms

What's the ubiquitous common factor in the entire customer journey? The client. Social login and integrated CRM systems make it possible to link her mobile ad view, her friend network and her purchase - regardless of device differences.

Best Audience = Best Return

Attributing sales to your ad audience, rather than just to the immediate clicks following your ad's display - is revolutionary for marketing. Now you not only know which ads result in immediate, direct conversion - but which *audiences* result in often much larger sales. So even if your client picked up a phone or went to a store to purchase her ticket you still know her.



HOW CAN I OPTIMIZE MY AUDIENCE AS I GO?

Remove Converted Fans from Target

The "Stalker" Retargeting Ad

Ever buy something online only to have it stalk you on every webpage you visit for weeks? "Retargeting" and "pixel tracking" are borderline swear words because of this horrible practice. But don't blame the tool - blame the *tool* behind the computer programming stalker search ads.

Don't Frustrate Your New Fans

Yay you converted a client! You know what's going to make them *not* tell all their friends to buy too? Irritating them with ads telling them to do what they literally *just* did. Stop it. Now.

Keep Ads Recent and Relevant

Not only does bad pixel retargeting frustrate your new or potential customer, it also wastes your ad budget showing irrelevant, stale ads to someone who likely will literally never convert.

Meet Your New Best (Digital) Friend

Integrated CRM systems will match your new sale with the social identity of the person who purchased - automatically, in real time. Now that's smart advertising! Make sure the second your fan buys, they *never* see that ad again. Sure, you can serve them other ads - to upgrade to VIP, to get the latest merch or to invite their friends. But never, ever serve them an ad telling them to buy a ticket when they already spent their hard-earned cash on doing exactly that.

HOW DO I AVOID MARKET SATURATION?

Expand to Friends of Converted Fans

Stale Audiences are Even Worse

The only thing worse than an old ad, is serving your ad to the same people over *and over* until they install AdBlock and never see you again.

Integrate Your CRM Silos

How do you prevent this from happening? Not only do you remove converted fans - you expand your audience by tapping into their networks. If your social CRM, ad platform and e-commerce are all connected, you can easily update in real-time to include friends of fans.

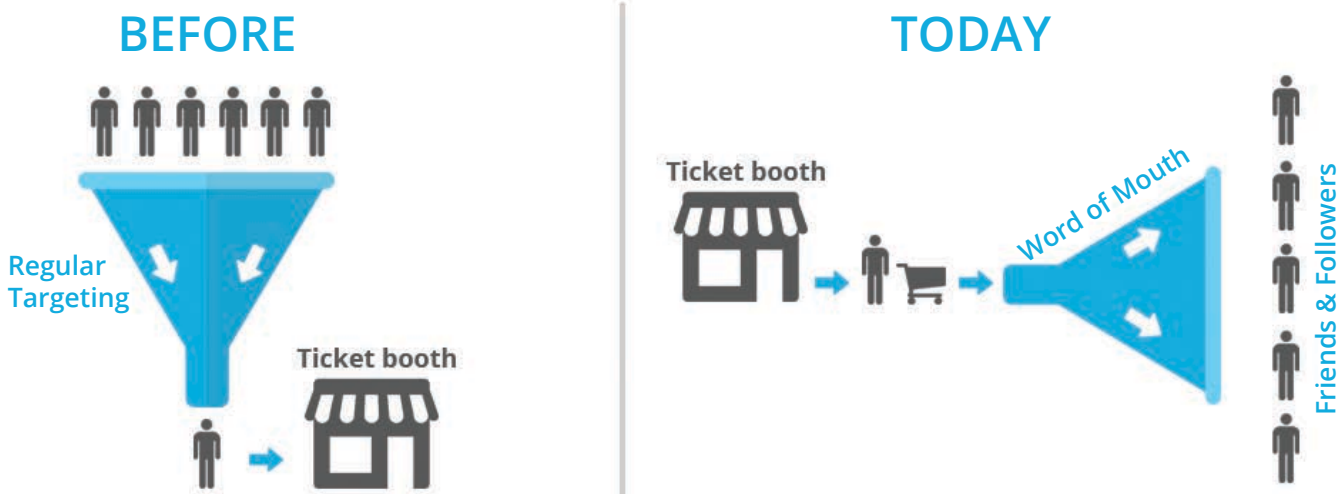
Stale Ads Suck

There's an ad on LinkedIn that's been around *since 2012*. It's to the point where the ad is literally a meme - and not in a good way. The comments thread is thousands of people making fun of the company. Don't pay hundreds, even thousands of dollars to be mocked for your incompetance.

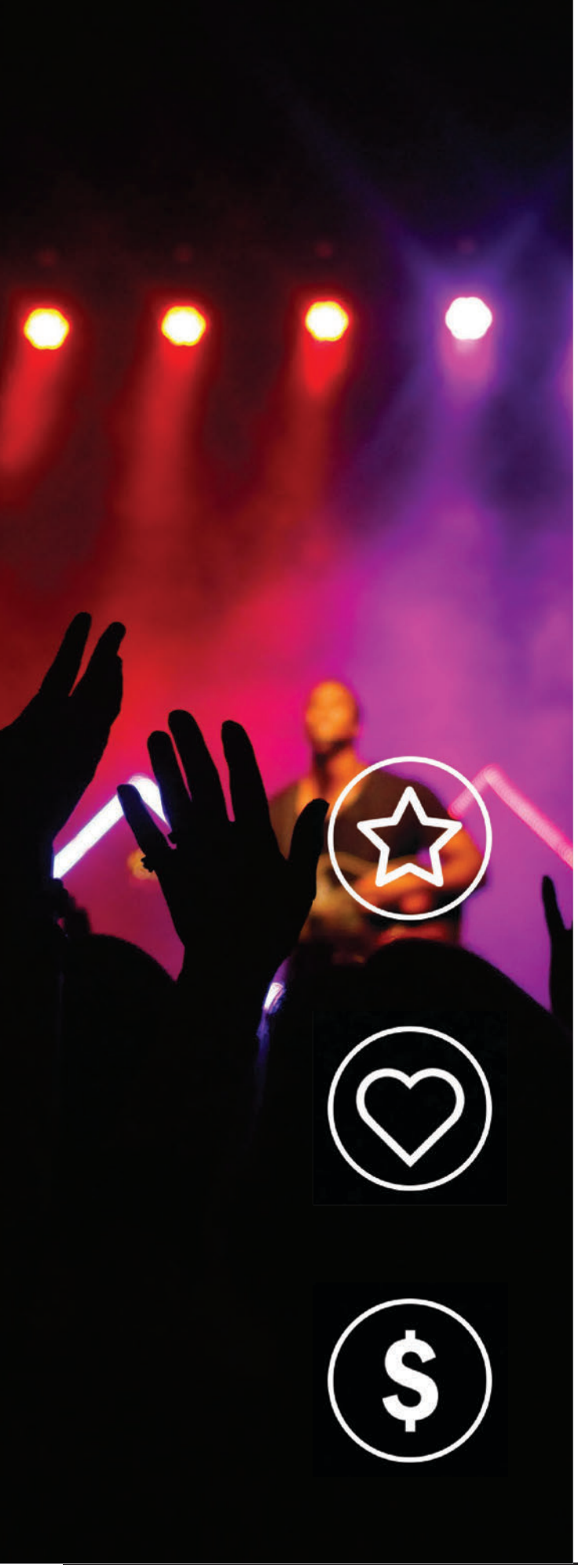
Automation is Key

This process cannot be done manually. Since you're dealing with anonymized data, you have to rely on Facebook to connect you to the friends "behind the curtain". Even if you knew who your fans' friends were, there's no way you could do this in real time with manual imports.

Turn Your Sales Funnel into a Fan Megaphone



Forget Mass Marketing | **Empower Fans Instead**



EXECUTIVE SUMMARY OF STRATEGY

Fan-Based Marketing Benefits Everyone...

Fan-based marketing is when brands use social data to market directly to individual fans and their specific needs. This only works when your e-commerce (on and offline), CRM and paid social ad campaigns all operate in harmony.

Automation is absolutely key to effective fan-based marketing. You will never manually outperform your competition without a proper technology partner. Also, if you don't have the time or ability to watch your ads - hire someone. The initial cost will massively benefit everyone...

FANS ARE EMPOWERED

Never bothered by annoying, irrelevant ads. Immediately stop receiving ads once they purchase something. Discover new events that genuinely interest them and include their friends.

MARKETING IS SMARTER

Find and cater directly to their ideal customers with the perfect ad creative for every target. **Earn 144X ad ROI** when they start with who they know and expand outward to lookalikes and friends.

SALES EARNS BEST CPA

Track direct and indirect conversions to calculate their exact cost per acquisition. Increase their conversion rate and avoid market saturation. Expand into qualified networks of leads for less.

See Fan-Based Marketing in Action!

Learn more about fan-based marketing and see live examples in a free 30-minute demo.

Contact Tradable Bits

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http://tradablebits.com

About Tradable Bits
Know your fans and market smarter with one all-inclusive platform for engagement campaigns, UGC aggregation, social login and fan CRM.

About Facebook

With Facebook Ads, you choose the type of people you want to reach and we deliver your ads to them. This makes your ads more relevant.

About C3 Presents

C3 Presents is a concert promotion, event production and artist management company based out of Austin, Texas. They bring you:

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