



The
NAMM
Show

idea center



Who Am I?

Speaker: Ayana Webb, founder of The Musical Webb

- The Musical Webb: An online piano training site with self-paced courses and membership programs.
- Currently have over 500 paid students as of this presentation.
- Currently have over 7,000 newsletter subscribers as of this presentation.
- The majority of students and newsletter subscribers have been gathered using paid advertising.

How many of you have tried Facebook or Instagram Ads before?



Basics of Facebook/IG Ads

Using Facebook's "Ads Manager" instead of "Boost Post"

- Access to many tools to push your ad to the best audiences.
- You can run ads to users based on their behavior:
 - Who likes to watch videos
 - Who likes to click on websites
 - Who likes to like/comment/share posts
 - Who likes to sign up for lists and/or make purchases



- When you use "Boost Post", you're telling Facebook to ONLY focus on people who engage with your post, not to sign up.



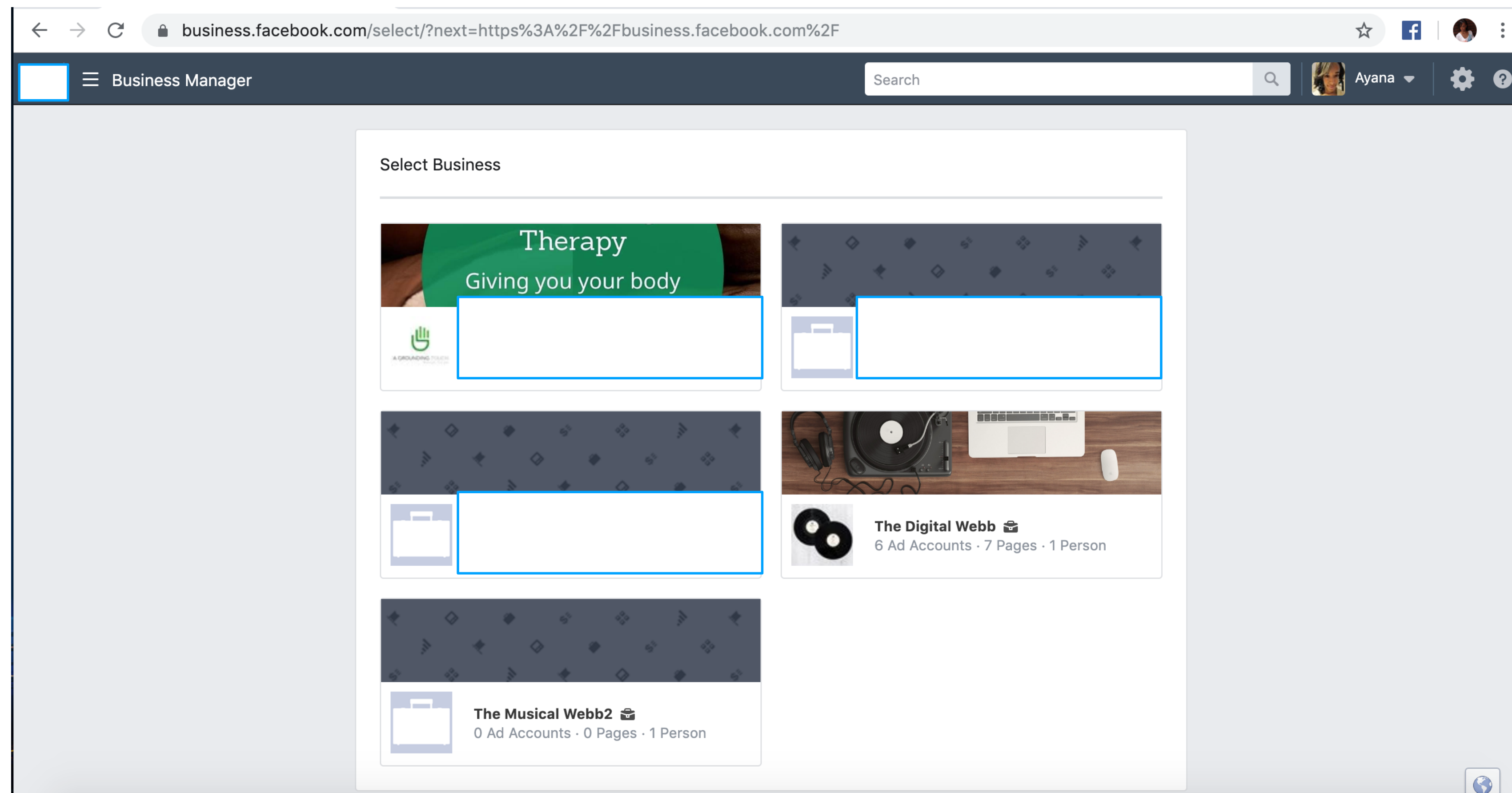
Facebook's "Ads Manager"

What are ways you can get the best results from Ads Manager?

- The Facebook "Pixel"
- Track Conversions and Leads
- Narrow down to relevant audiences:
 - **Interest Audiences:** Target users based on their interests in similar artists to your music, similar brands to your brand, competitors, events that your audience attends, books/magazines they read, activities, demographics, etc.
 - **Custom Audiences:** Re-target people on your email list, users who like your page, site visitors, customer list, and more.
 - **Lookalike Audiences:** Generate a brand-new audience with similar criteria to those in your custom audience.

How to Get Started Using Ads Manager

Step One: Visit business.facebook.com

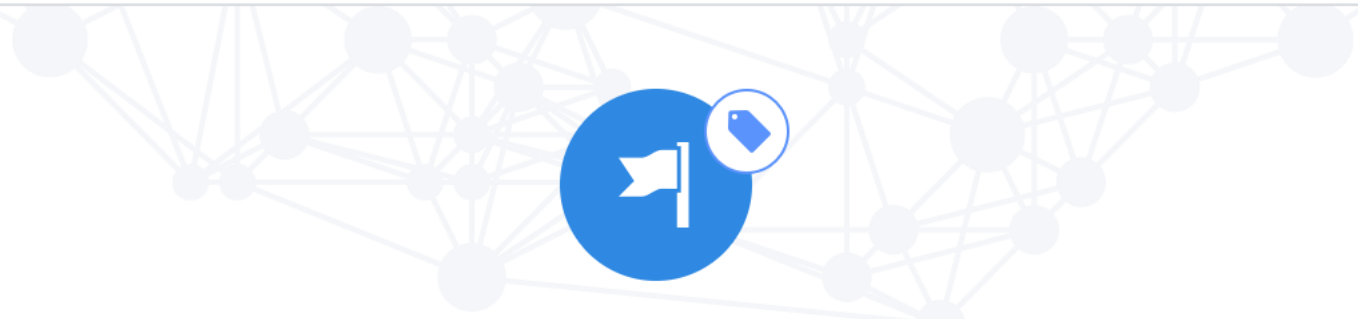




How to Get Started Using Ads Manager

Step Two: Transfer your fan page over and create an ad account

Add a Facebook Page ×



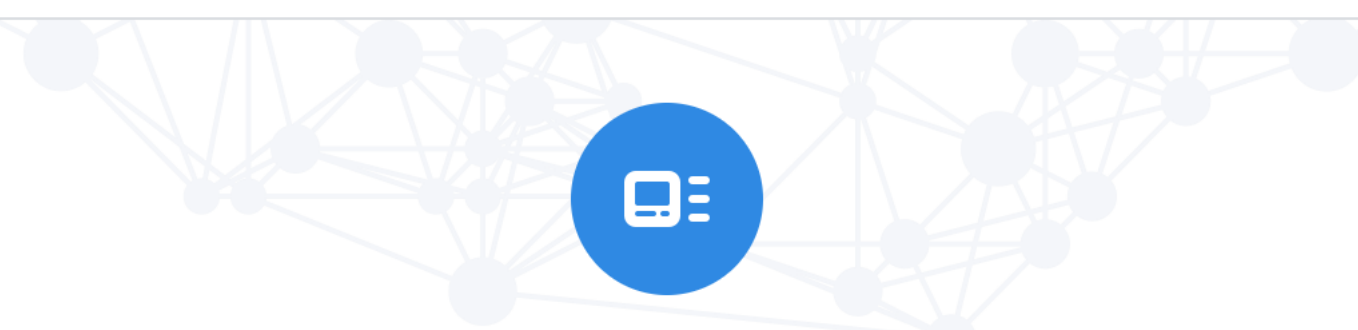
Add a Facebook Page if your business already owns the Page. If you work for an agency, you should request your client's Pages.

Adding a Page means you'll see it in your Business Manager. To add a Page, you must already be an admin of that Page.

If you're given permission to access this Facebook Page, you agree to [Facebook's Terms and Pages Terms](#).

Cancel Add Page

Create a New Ad Account ×



Ad account name

Time zone (GMT-05:00) America/New Y... ▾

Currency USD — US Dollars ▾

Payment method No payment methods available

By creating an ad account, you agree, on behalf of The Digital Webb as its authorized representative to [Facebook's Terms](#) including the payment terms for the selected payment method.

Cancel Next

How to Get Started Using Ads Manager

Step Three: Open your ad account and create an ad from scratch

The screenshot shows the Facebook Ads Manager interface for a business page named 'TDW Page (659606407556143)'. The 'Campaigns' tab is selected, and a red circle highlights the '+ Create' button. Below the navigation bar, there are search and filter options, and a date range of 'Dec 1, 2018 - Dec 14, 2018'. The main content area displays a table of campaigns with columns for Campaign Name, Delivery, Budget, Results, Reach, Impressions, Cost per Result, and Amount Spent. The table shows several inactive campaigns, all with a budget of 'Using ad se...' and a cost of '\$0.00'. A summary row at the bottom indicates 'Results from 12 campaigns' with a total spend of '\$0.00'.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
Starter Kit \$18 and \$27 (2)	Inactive	Using ad se...	—	—	—	—	\$0.00
TDW Page Likes	Inactive	Using ad se...	—	—	—	—	\$0.00
TMW Engagement	Inactive	Using ad se...	—	—	—	—	\$0.00
TMW Video Views	Inactive	Using ad se...	—	—	—	—	\$0.00
TMW Conversions	Inactive	Using ad se...	—	—	—	—	\$0.00
TMW Lead Ads	Inactive	Using ad se...	—	—	—	—	\$0.00
Results from 12 campaigns							\$0.00

Creating Your Ad

The "Campaign" Level: Choose Your Goal

business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872

Ads Manager Search business The Digital Webb

TDW Page (659606407... Create New Campaign Campaign: Choose your objective. Switch to Quick Creation

Ads related to credit, employment or housing.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	

Close

Creating Your Ad

The "Ad Set" Level: Choose Your Audience, Budget, Placements, and More

The screenshot shows the Facebook Ads Manager interface for creating an ad set. The browser address bar shows the URL: `business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872`. The page title is "Ads Manager".

Page Header: "TDW Page (659606407...)" | "Ad Set Name" `US - 18+` | "Switch to Quick Creation"

Left Sidebar:

- Campaign
 - Special Ad Category ✓
 - Objective ✓
- Ad Set**
 - Conversion
 - Budget & Schedule**
 - Dynamic Creative
 - Offer
 - Audience
 - Placements
- Ad**
 - Identity
 - Format
 - Media
 - Text & Links

Main Content Area:

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget and Schedule ⓘ **Daily Budget** ▼
\$20.00 USD

Actual amount spent daily may vary. ⓘ

- Run my ad set continuously starting today
- Set a start and end date

You'll spend no more than **\$140.00** per week.

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Delivery Type ⓘ **Standard (Recommended)**
Get results throughout your selected schedule
[More Options](#)
[Hide Advanced Options](#) ▲

Dynamic Creative OFF

Right Sidebar:

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ
Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window
Results are unavailable. ⓘ

Bottom:

Creating Your Ad

The "Ad Set" Level: Choose Your Audience, Budget, Placements, and More

business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872

Ads Manager Search business The Digital Webb

TDW Page (659606407... Ad Set Name US - 18+ Switch to Quick Creation

Campaign
Special Ad Category ✓
Objective ✓

Ad Set
Conversion
Budget & Schedule
Dynamic Creative
Offer
Audience
Placements

Ad
Identity
Format
Media
Text & Links

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
United States
United States
Include | Type to add more locations | Browse
Add Locations in Bulk

Age
18 - 65+

Gender
All Men Women

Languages
Enter a language...

Audience Size
Your audience selection is fairly broad.
Potential Reach: 230,000,000 people
Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results
Based on 7-day click and 1-day view conversion window
Results are unavailable.

Close

Creating Your Ad

The "Ad Set" Level: Choose Your Audience, Budget, Placements, and More

The screenshot shows the Facebook Ads Manager interface for creating an ad set. The browser address bar shows the URL: `business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872`. The page title is "Ads Manager".

Page Header: "TDW Page (659606407...)" | "Ad Set Name" **US - 18+** | "Switch to Quick Creation"

Left Sidebar:

- Campaign
 - Special Ad Category ✓
 - Objective ✓
- Ad Set
 - Conversion
 - Budget & Schedule
 - Dynamic Creative
 - Offer
 - Audience**
 - Placements
- Ad
 - Identity
 - Format
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 - Text & Links

Main Content Area:

Detailed Targeting **Include people who match**

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

Exclude People

Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion.

Connections | Add a connection type

Save This Audience

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Results are unavailable.

Placements

Show your ads to the right people in the right places.

This Objective Now Includes In-Stream Videos

In-stream videos are ads that play in videos on Facebook. Ads that have sound and are shorter than 15 seconds will automatically be eligible to deliver to this placement. You can edit your

Creating Your Ad

The "Ad Set" Level: Choose Your Audience, Budget, Placements, and More

The screenshot shows the Facebook Ads Manager interface for creating an ad set. The browser address bar shows the URL: `business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872`. The page title is "Ads Manager". The current ad set is named "US - 18+". The interface is divided into three main sections: Campaign, Ad Set, and Ad. The Ad Set section is active, showing the "Placements" configuration. The "Placements" section includes a warning about in-stream videos and two options: "Automatic Placements (Recommended)" and "Edit Placements". The "Automatic Placements" option is selected. The right sidebar shows "Audience Size" with a gauge indicating a "fairly broad" selection and a "Potential Reach" of 230,000,000 people. Below that, "Estimated Daily Results" are shown as "Results are unavailable". Navigation buttons "Close", "Back", and "Continue" are visible at the bottom.

TDW Page (659606407...)

Ad Set Name US - 18+

Switch to Quick Creation

Campaign

- Special Ad Category ✓
- Objective ✓

Ad Set

- Conversion
- Budget & Schedule
- Dynamic Creative
- Offer
- Audience
- Placements**

Ad

- Identity
- Format
- Media
- Text & Links

Close

Back

Continue

Placements
Show your ads to the right people in the right places.

This Objective Now Includes In-Stream Videos

In-stream videos are ads that play in videos on Facebook. Ads that have sound and are shorter than 15 seconds will automatically be eligible to deliver to this placement. You can edit your placements to remove it.

[Learn More](#)

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 Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Results are unavailable.

Creating Your Ad

The "Ad" Level: Choose What Your Ad Will Look Like

The screenshot displays the Facebook Ads Manager interface at the 'Ad' level. The browser address bar shows the URL: `business.facebook.com/adsmanager/creation?act=659606407556143&business_id=659605784222872`. The page title is 'Ads Manager'.

Left Sidebar:

- Campaign:** Special Ad Category, Objective
- Ad Set:** Conversion, Budget & Schedule, Dynamic Creative, Offer, Audience, Placements
- Ad:** Identity, Format, Media, **Text & Links**

Central Configuration Area:

- Ad Name:** Default name - Conversions
- Primary:** text is here
- Headline (optional):** Headline is Here
- Description (optional):** description is here
- Destination:** Website (selected), Facebook Event
- Website URL:** www.yourlandingpage.com

Right-Hand Preview Area (Mobile News Feed):

- Post by **The Musical Webb** (Sponsored)
- Primary text is here
- Image: A close-up of hands playing a piano keyboard.
- Text: YOURLANDINGPAGE.COM, **Headline is Here**, description is here
- Button: LEARN MORE
- Interactions: Like, Comment, Share

Creating Your Ad

Creating your Lead Form

TDW Page (659606407... ▼)
Ad Name ⓘ - Lead generation ⚙️
Switch to Quick Creation

Campaign

- Special Ad Category ✓
- Objective ✓

Ad Set

- Page ✓
- Dynamic Creative ✓
- Audience ✓
- Placements ✓
- Budget & Schedule ✓

Ad

- Identity
- Format
- Media
- Text & Links
- Instant Form**

Close

Instant Form ⓘ
Choose a form to use in your ad.

Duplicate + New Form

		Form Name	Created Date
<input checked="" type="radio"/>		OPTP Call Ad 5/5/19	May 5, 2019
<input type="radio"/>		3 Step Vid Ad 2/3/19 (Beg Course) "Interested Paying AND ...	Feb 3, 2019
<input type="radio"/>		3 Step Vid Ad 2/3/19 (Beg Course) "Interested in Paying" Q...	Feb 3, 2019
<input type="radio"/>		3 Step Video Ad 1/29/19 (Beginner Course)	Jan 29, 2019
<input type="radio"/>		Consult Vid Ad 12/1/18 (Beg Course)-copy	Dec 6, 2018
<input type="radio"/>		Consult Vid Ad 12/1/18 (Beg Course)	Dec 1, 2018
<input type="radio"/>		Consult Short Vid Ad 11/16/18 (Beg Course)	Nov 16, 2018
<input type="radio"/>		Consult Vid Ad 11/16/18 (Beg Course)	Nov 16, 2018
<input type="radio"/>		3 Step Vid Ad 11/10/18 Keyb Aud (Beg Course)	Nov 10, 2018
<input type="radio"/>		3 Step Vid Ad 11/10/18 Music Aud (Beg Course)	Nov 10, 2018

More Volume - Form Preview

The Musical Webb

Learn Piano in Online Training Program

Fill out the form below to request a one-on-one call about my Online Training Program. Upon submission, I will contact you in a few minutes.

Provide Info Below:

Email

Enter your answer.

First name

Enter your answer.

Creating Your Ad

Creating your Lead Form

TDW Page (6596) **Untitled form 11/20/19, 3:52 PM** Save Finish

Content | Settings

Form Type | v

Intro (Optional) Toggle | v

Questions | ^

You can customize the headline on the top of questions. (Optional) i

Headline

What information would you like to ask for?

Question Email Contact Fields

Question Full name User Information

+ Add New Question

More Volume - Form Preview

The Musical Webb

Headline Text

Sign up by providing your info below.

Email

Enter your answer.

Full name

Enter your answer.



How to Attract Subscribers (Leads)

Here's a non-exhaustive list to encourage users to sign up for your email list

- Free downloadable music/samples
- Free/exclusive music video
- Exclusive blog content
- Access to unreleased songs/content
- Free/upgraded concert ticket
- Free/exclusive merchandise
- Access to live Q&A
- Access to private fan club





Ad Creation Best Practices

What are some ways you can create the most compelling ad?

- Use video (especially if you are promoting music)
- Make sure the headline is short and clear about what the ad is about
- If you are using an opt-in form, make the headline in the ad match the headline in the form.
- Use captions for your video ad (but make sure it's not more than 20% of the video thumbnail)
- Try to keep the video under 60 seconds
- Use a “call to action” (CTA) within your headline, video, and primary text
- Split test!

Monitoring Your Ad

Using Metrics and Analytics

☰ Ads Manager

Search business 🔍

TDW Page (659606407556143) ▼
Updated just now ↻ Disc

🔍 Search ▼
🔿 Filters ▼
+
Add filters to narrow the data you are seeing.

📊 Account Overview
📁 Campaigns 1 selected ✕
📄 Ad Sets for 1 Campaign
📱 Ads

+ Create
📄 Duplicate ▼
✎ Edit ▼
📋 More ▼
📏 Rules ▼
View Setup 🔴
Columns: Performance

		Ad Set Name		Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	<input type="checkbox"/>	4/9 (\$80) LAL 1% Keap LP/Teachable Sales Pg	⚠️	129 Beg Cours...	11,087	11,390	\$1.23 Per Beg Co...	\$159.26
<input type="checkbox"/>	<input type="checkbox"/>	4/11 (\$50) 35-54 "Udemy AND Keyboards"		117 Beg Cours...	4,614	5,397	\$0.89 Per Beg Co...	\$104.10
<input type="checkbox"/>	<input type="checkbox"/>	4/15 (\$50) 35-54 "Skillshare/master class AND Ke...		110 Beg Cours...	5,016	5,392	\$0.69 Per Beg Co...	\$76.16

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