

Facebook Advertising for Artists, Authors and Musicians

A finely-tuned, no-nonsense, realistic guide to Facebook ads for creative entrepreneurs. Tips on how to avoid costly mistakes, inspirational concepts to attract an attentive audience, and detailed instructions for ad set-up and navigation.



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You are welcome to share this book with others

Artists, authors and musicians are in an excellent position to make use of Facebook advertising. Facebook users have already established their interest in our work – note the difference between generating traffic between an artist and a Jiffy Lube store. Our images are the hook; we already have that ready to go, whether they are photos of our work, a book cover, or music album or page art. This puts us ahead in a world that now leans heavily towards wrinkle creams and “internal cleansing” agents, it is not going to be difficult for us to stand out.

Facebook Advertising offers huge potential for reaching tightly-targeted groups of people. Facebook users have set up profiles, and in the process have likely answered questions regarding their geographic location, interests, gender, status, likes, relationships, and other demographic information. (Many have supplied a fake date of birth, due to security concerns, but for the most part, your age groups are likely to be somewhat accurate). They’ve also hooked up to (“LIKED”) other groups. You can hook into those other groups if they are relevant to what you’re trying to do.

I created this guide with information gained from running hundreds of advertisements for my art business, Melissa’s Motifs, as well as from campaigns that I have run for other artists and organizations. It is a living document, and will be updated on a regular basis.

Preview:

I’ll go over this subject broadly here and then we’ll get down to the nitty gritty later with specific detailed instructions and screen shots. This will all make more sense once you are sitting in front of your computer, preparing an ad campaign.

I want to note from the start that this book is a DIY project, I have created it myself through Mobipocket. Images are somewhat difficult to format at this time, although this technology is improving rapidly. There may be occasional blank pages before or after certain screen prints. Also please note that large images of these screen-prints can be found on my web page. If you want this book in Word or PDF format, [please e-mail me](#) and I will send it to you by e-mail.

One caution, from the start, and I will be repeating this often throughout this book: **Pay for impressions, NOT clicks!** The meaning of this will become clear later, but for now, just save that advice to your brain’s hard-drive and back it up. There are some exceptions to this rule, but they are few and far between. Paying for clicks on an ad featuring a dazzling image is a good way to burn up money before we even get anywhere with our campaign.

To run a Facebook ad campaign, you will be able to choose who sees your ads: their location, age, education, income, and interests. You will be able to search for groups that might hold attentive audiences. Start with small slices of your demographic group. One campaign might have 5 ads targeting “women 25 to 30 who love art, gardening and shopping and live in South Dakota”. Use a different image for each ad in the campaign, as well as different headlines and text.

Split-testing: Watch your campaigns closely. You’ll be able to see immediately which ads are performing and which are not. Scrap the ineffective ones and fine-tune the ones that offer the best results. (Some

experts would advise more time for this, on the notion that an ad needs to be seen 4 or 5 times before action is taken, but I have not found this advice to be worthwhile with any of the campaigns that I have run). This can be addicting, watching your ads perform, in front of your eyes, in nearly real-time.

Allow yourself a healthy amount of flexibility with your ad copy. With your goals and message in mind, come up with several versions of what you want to say. Use your instincts and intuition. If you set your ad copy in concrete, you'll be less likely to adjust to trends. Let your audience guide you, to tell you what they need or want. Change your wording, or even the order of your words. Grammar, spelling and punctuation are crucial; mistakes will prevent your ad from running and even penalize your whole campaign.

You can turn your ads on and off, pause them, pause a single ad, or pause a whole campaign. Always, when studying your ad performance, keep an eye on the "click through rate" (ctr). The higher this number is, the more clicks you are getting, per impressions. At first, this may appear somewhat confusing. Once you get up and going, you'll be surprised how easy it is. I generally start with 3 campaigns, with each campaign containing at least 10 advertisements each.

Remember that Facebook is an emotional land. People are there to connect. They have little time or patience for tricks. There are many distractions: friends, games, groups -- you'll want your advertisement to both blend in AND stand out. Know your audience: wants, goals, fears, likes and dislikes. We could never fine-tune by this degree in the past -- magazines, TV, radio and newspapers are somewhat of a crap-shoot. With Facebook, we DO know, and so now it's just a matter of how to gain attention and to provide the way to your beautiful work.

NOTE: Test your Facebook page or web site to make sure that it is easy to navigate before you run your campaign. Alert Facebook friends of your upcoming campaign, and ask them to be on the lookout for the ads. New eyes are crucial to page, ad, and website success. It would be a shame to drive folks to your site, only to lose them due to a slight kink in your navigation visibility or controls. This subject is a whole realm of study of its own, but for our purposes, your best bet is to have a friend pull up your Web site, ask them to navigate it, while you stand behind them to see what they are having trouble figuring out. If they can't find the "items for sale" button, you have some fine-tuning to do.

ALWAYS SET A DAILY LIMIT on your campaigns, this is important. To start, \$5 per day is good. The day starts at midnight. I have not had much success with my ads run from midnight to 6:00 a.m., but an author or musician may hit pay-dirt with the insomnia crowd.

When setting your bidding price, choose "Pay by Impressions" until you have some time to monitor your ad campaigns. If you choose "pay per click", and bid high enough to allow your ad to appear near the top of the page, you will likely run out of money immediately. Bid for impressions, near the top, or at least the upper price range provided by the ad team. You want your ad to be seen, and few people ever click "see more ads". Plan to spend a good amount of time in front of your computer screen during the first 2 to 4 weeks of your campaign, day and night if possible. Don't look to Facebook the Company for technical help, although the forums and tutorials, while massive, can be helpful. Do read carefully the Terms of Service before launching your campaign.

Artists selling wholesale or consignment to stores and galleries.

If you are an artist who sells or places items on consignment, you will be attempting to do one of 2 things: attract galleries, which is somewhat difficult, or run foot traffic into the stores that carry your work. Let's say that you are shipping goods to Martha's Fine Crafts in Dubuque, Iowa. You might set it up so that your ad is targeted to women who like shopping in Dubuque, Iowa. Use a photo of the items you are shipping, with a message such as: Martha's Fine Crafts, New work arriving this week! It's especially helpful if Martha has a page with fans of her own, because then you can target them, as well.

If you sell retail, you can set up your ad with an image of your work, with a compelling message of some sort. What's compelling? This is the fun part. Brainstorm, keep a notepad handy and jot down quick notes as ideas come to you.

Artists selling from their own site, etsy, or similar.

Use Facebook ad campaigns to drive people to your Web site, shopping cart, Etsy store or other sales site. Announce art shows in your area, to people in your city who have already expressed interest in art shows.

Musicians: Use your cover art or band photos to attract fans that enjoy the kind of music you produce. Drive traffic to your shows, or to your band page for schedules and new releases.

Authors: Tap fans who are interested in your subject matter, whether it is fiction, non-fiction, or poetry. You can piggy-back on to other books in the same genre. Michio Kaku has used Facebook ads for his fascinating physics books, targeting people who are interested in science. I have actually purchased his books from his advertisements, which appeared on my Facebook page for a 2 week time period. His advertisement consisted of a photograph of him, and a short description of his book, Physics of the Impossible. How could I NOT click on that, with physics being a keen interest of mine?

First: Set up a Facebook Page:

I am assuming that you already have a regular facebook page, and maybe even a business page. If you do not, set one up now. On the left-hand side of the page, you should see a section that contains the menu items "Pages" and "ads". Click on "pages", and set up your business page with the questionnaire on the page creation page. Generally, for my pages, I use "small business" as my category, not finding any categories for visual artists or authors.

Send out an announcement to your friends and family asking them to "like" your new page, as soon as you get 25 fans, you can shorten the page name from something that looks like this:

<http://www.facebook.com/pages/River-Rock-Antiques/205512142801865>, to This:

<http://www.facebook.com/RiverRockAntiques>. Not a big deal, but it looks more professional. Plus, it's not much fun to open up an advertising campaign with a page that only has 2 fans.

The first question that you'll want to ask yourself is, do you want to steer traffic to your FB page or your website or shop front? There are pros and cons of both, and I tend to jump back and forth on this. On

one hand, driving people to your page and getting them to “like” you will allow you to follow up with them later, by posting updates on your Facebook page when you have new work, an art show, or are shipping goods to galleries. Be sure to have a link to your website on your Facebook page. If you go this route, consider decorating your Facebook page with a home page “tab”, I like Shortstack, which allows you to change the landing page of your Facebook page for new visitors to a space that looks a little more professional. See the difference in Figure A, Facebook Home Page.

Figure A, Facebook Business Page, Home Page with and without Short-Stack Tabs



The one on the left is ok, but my experience is that people are more likely to “like” the one on the right. Once they become fans, they will no longer automatically land on the fancy-tab page, but rather the regular page, on the left. In other words, the tab page on the right is to draw IN your NEW visitors.

On the other hand, if you want to get visitors straight to the heart of your work, you might use a link to your website. If you go this route, try to have in place a newsletter sign-up box so that you can capture these potential customers. Also, place a Facebook “badge” on your website, so that traffic and follow you back to your Facebook page.

Before you set out:

Before your ads run, you'll want to think about what you want people to do when they click through your ad and land on your page or site. What are your goals? Be as specific as possible. Avoid general statements such as "branding" or "awareness". Do you want them to request more information? Set up a simple contact form. Do you want foot-traffic to a store, book signing or concert? Insert a Google map so that they will know exactly where to go, and offer a sign-up sheet or form. Want them to book-mark your site? Say so, and insert a book-mark favicon to make it easier for browsers to locate your site among their bookmarks. (Google “how to create a Favicon”, it’s EASY.) Having new visitors sign up on your site should be goal number one, because this will allow you to capture those first-time visitors.

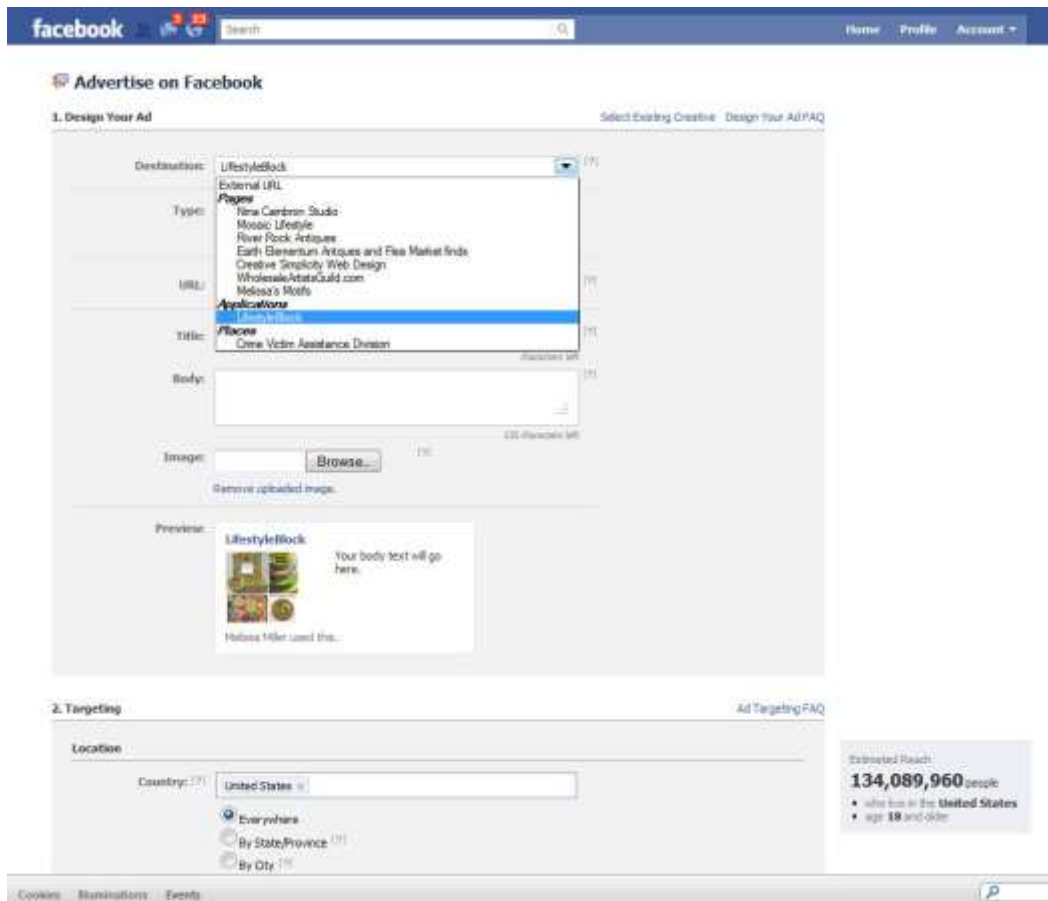
What kind of results can you expect from a Facebook Ad campaign? Well, to be honest, the entity that benefits most from all of this is Facebook. Social marketing as a business tool has been somewhat over-hyped, in my opinion. I use it often, nearly daily, but it’s only a small part of my marketing efforts. Avoid those books and articles that tout “amazingly fantastic explosive marketing results”. You don’t have to have a business degree from Harvard to understand the meaning behind these type of claims – these people are trying to sell books and services. And very possibly they ARE getting fabulous results, from us, the little guys trying to sell are pottery or introduce our books. Like me, you will likely get results. Period. That’s my only claim, that you will get *some* results. And remember that people do not visit Facebook to shop. They come to share, to connect, to have fun, laugh, love, snoop, spy, play games, gossip, share photos and videos, and argue politics

Note: I know that it is difficult to study screen shots on a Kindle or other e-book device. These screen-shots can be seen [on my website](#) if you would like a closer look. Facebook makes a habit of changing things up on a fairly regular basis, so those screen shots will be updated from time to time.

The set-up page is shown in Figures B and C, Ad Design. The top section has a drop down box that allows you to choose where the people who click on your ad land. You can see that I have a number of Facebook pages, as well as my fancy tabbed page, which I have named “LifestyleBlock”, it is under “applications” because that tab system is considered an extra, outside application. To steer traffic to my web site, I would select “External URL”, and then place the URL in the box that is directly under the drop-down box. Don’t guess on your URL, go to your website, find the page that you want as your landing page, and then right-click the address bar, copy, and then come back to this page, right click, and

“paste” it into this box. Next, your title, which allows 25 characters. Easy on the capitalization and exclamation points here, Facebook will reject ads with too many of these. The body allows 135 characters. Avoid the urge to try to use all of them. Sometimes, the shorter the better.

Figures B and C, Advertisement Creation



The image comes next. Facebook will re-size your image, but fiddle around with some different images, see the difference between placement of images that are square, wide or tall. Obviously, wide gives you the biggest bang for your buck. But white space is effective, as well, for certain types of work and images. Figure D, Images, shows the difference between the various image lay-out options

Figure D, Facebook Ad Images

Review Ad
Please review your ad for accuracy.

Ad Preview:

Perfect for Mother's Day



Pique Assiette Mosaic treasure boxes created from broken china, flowers, and vintage jewelry.

Review Ad
Please review your ad for accuracy.

Ad Preview:

Perfect for Mother's Day



Pique Assiette Mosaic treasure boxes created from broken china, flowers, and vintage jewelry.

Ad Name:

Audience: This ad targets users:

- who live in the United States
- age 18 and older

Review Ad
Please review your ad for accuracy.

Ad Preview:

Perfect for Mother's Day



Pique Assiette Mosaic treasure boxes created from broken china, flowers, and vintage jewelry.

Ad Name:

Audience: This ad targets users:

- who live in the United States
- age 18 and older

Be relevant: Images and text should be compelling, and not deceptive. You're looking for interest, not derision, and Facebook members can be highly critical and vocal if misled. Photos of your art should be of the highest quality, no kitchen table photographs, PLEASE! You will be limited to a very small image, so pack that space as well as possible while maintaining clarity and order in your image.

Remember that your ad should be set up so that when clicked-on, the results match exactly what your ad is promoting (i.e. don't use pictures of puppies and babies if you are selling car insurance).

If you have a gallery, or you ship to galleries in a specific area or town, by all means put that town-name in your ad, and target those within a 50-mile radius. Keep in mind that relevancy, generally, here and on your website, is the most important factor in your climb to the top of the Google search engine; relevancy is rewarded, deception or a dearth of good solid content is penalized.

Ok, now we get to the REAL fun, demographics. Figure E, Demographics, shows a snapshot of this area. As you begin typing in any of these boxes, suggestions will pop up, you can click to select those. I generally target women, and I know from experience that my mosaic customers tend to be women of a certain age. You can choose states, cities, and even districts inside some cities.

Under “interests”, let’s by-pass the “Broad Category” and click on “Switch to Precise Interest targeting”. Figure F , Interests, shows the forms and drop-down boxes that can be used to fine-tune your target

Note the box that always appears in the upper right-hand corner. Here it is telling me that my reach will be 122,940 people. This is the number of people that you will be targeting with any given demographic, it’s interesting to watch it change. The smaller your reach, the higher your suggested bid price is. This works out, though, because with the smaller number, your ad will not appear as often, so you will be spending your money more slowly.

Figure E Demographics

Location

Country: [?]
 Everywhere
 By State/Province [?]
 By City [?]


 Type a region:

Demographics

Age: [?] 24 - 31
 Require exact age match [?]
 Sex: [?] All Men Women

Interests

Broad Category: [?]
 Activities
 Birthday
 Business/Technology
 Family Status
 Interests
 Mobile
 Movie/Film
 Music
 Cooking
 Dancing
 DIY/Crafts
 Food & Dining
 Gaming (Console)
 Gaming (Social/Online)
 Gardening
 Literature/Reading
 0 categories selected - Show Selected



 [Switch to Precise Interest Targeting \[?\]](#)

Connections on Facebook

Connections: [?] Anyone
 Advanced connection targeting

Advanced Demographics

Interested In: [?] All Men Women
 Relationship: [?] All Single Engaged
 In a relationship Married
 Languages: [?]

Pages Illuminations Events 

Estimated Reach:
122,940 people

- who live in the **United States**
- who live in **Maine**
- between the ages of **24** and **31** inclusive
- who are **female**

Figure F Interests

The screenshot displays the Facebook targeting interface with the following sections and settings:

- Location:** Country is set to United States. The location is selected as 'By State/Province' with 'Maine' entered in the dropdown.
- Demographics:** Age is set to 24 - 31. 'Require exact age match' is unchecked. Sex is set to 'Women'.
- Interests:** A list of interests is shown, including 'Shopping', 'art', 'Art', 'Art Attack', 'Art History', 'Art Studio', 'Art Design', 'art galleries', 'Art Museums', and 'Art Director'. 'art galleries' is currently selected.
- Advanced Demographics:** 'Interested In' is set to 'All'. 'Relationship' is set to 'All'. 'Languages' is set to 'Enter language'.
- Education & Work:** 'Education' is set to 'All'.

Estimated Reach: 19,160 people

- who live in the United States
- who live in Maine
- between the ages of 24 and 31 inclusive
- who are female
- who like shopping

Here we have a drop down box of interests. Again, as you type, suggestions will appear. These are solid groups and interests that people on Facebook have listed as their interests. It's interesting to see all of the groups available for our targeting. Here, I'm targeting women who like shopping, art, and gardening, those are the women who I know, from experience, will be interested in my work. I may choose "art galleries", as well. Note that my target number has dropped now, to 19,160, so my ad will cost more, but will run less often. It is more tightly targeted. You can hook your ads into some interesting cross-sections here, too. For instance, perhaps you create jewelry with a romantic undertone. Consider tapping into those who list "romance novels" as one of their interests. If you create modern art, think about interests such as architecture, or modern art museums.

For my mosaic art, I targeted my mosaic violin to those who are interested in classical music. By bird nest bowl ads were targeted to those who love nature, gardening, and /or bird watching. You will be pleasantly surprised at the ideas that you will find, and it's a fun exercise.

I don't care much at all about the "advanced demographic section. You might find a reason to target women interested in men, men interested in men, or people who are married. Nor do I care much about education.

Next, we need to set up our pricing. (Figure G, Pricing) If you don't already have a campaign, click "Create a new campaign" and name is something that makes sense. This one is named "Mother's day 09", and I've set my budget at \$2.00 per day. I want to PAY FOR IMPRESSIONS (CPM). The suggested bid is .44 to .60 per 1000 impressions. I'm going to bid just above the highest number, to assure that my ad is in top position. There is no use whatsoever at bidding low, your ad could end up on the second page of ads, and it is unlikely than anyone ever clicks "see more ads".

Review your ad. READ the Facebook Statement Responsibilities. I know that we do not like to read these, but Facebook's policies can be a little dicey, and I have seen ad campaigns shut down for seemingly minor violations. Click "place order". Your ad will be approved anywhere from 1 hour to 2 days, depending on the day (weekends take longer) and the time of day. Now, you can create a similar ad, using a different image, different wording, and/or new title.

Figure G - Pricing

3. Campaigns, Pricing and Scheduling Ad Campaigns and Pricing FAQ

Campaign & Budget

Campaign Name:

Budget (USD): \$2.00 daily budget

[Create a new campaign](#) (?)

Schedule

Campaign Schedule: 03/25/2009 9:09am - Ongoing

Pricing

Pay for Impressions (CPM) ←

Pay for Clicks (CPC)

→ **Max Bid (USD)**. How much are you willing to pay per 1000 impressions? (min 0.02 USD) (?)

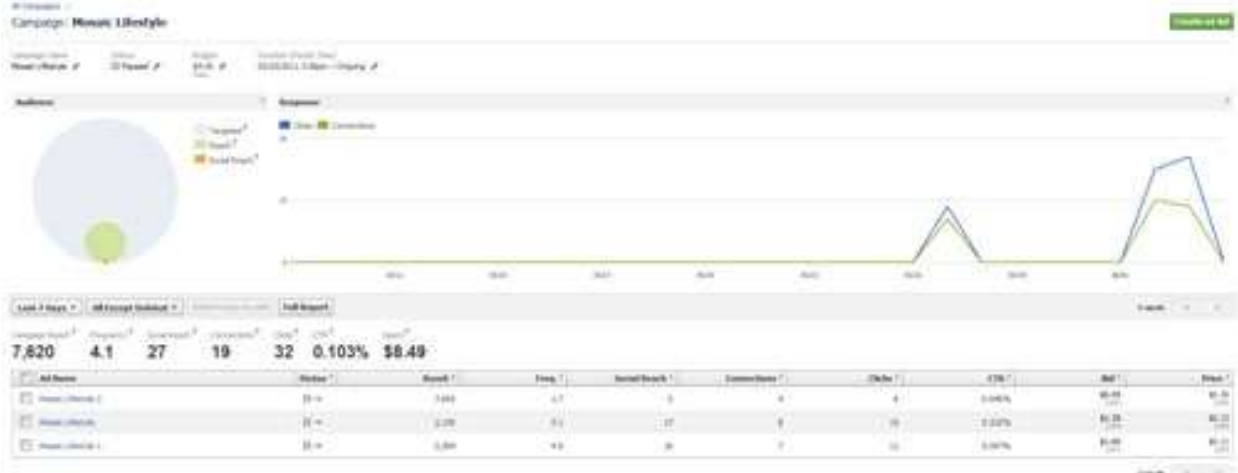
Suggested Bid: 0.44 - 0.60 USD

Note: Tax is not included in the bids, budgets and other amounts shown.
Use Suggested Bid (Simple Mode)

By clicking the "Place Order" button, I agree to the Facebook Statement of Rights and Responsibilities including my obligation to comply with the Facebook Advertising Guidelines. I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principle place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

The results page (Figures H and I)

There is a ton of data on your results page. This data, though interesting, does not have a great deal of value to me, it is not like the data a get from Google Analytics, which shows your traffic sources and bounce-rate -- that is information I can use. But there are 3 items on this page that you want to pay close attention to: Your REACH, CLICKS, and CTR (Click-through-rate). What this is telling you is this: How often are viewers clicking on your ad, per 1000 impressions. The higher your CTR, the better that ad is performing.



Clearly, the middle one is the winner, with more clicks per 1000 than the other 2. And look at my price, this is the cool part, the more effective your ads are, the lower the cost. I have paid 22 cents per click. If I had bid for clicks rather than impressions, and bid at the competitive rate of \$1.50 per click, those clicks would have cost a whole lot more.

You might choose to pay for clicks on certain occasions, if you are seeing an ad that is appearing thousands of times and getting no clicks, but I really prefer this system, it is more efficient.

Thank you for purchasing my book. If you have any questions or comments, please [contact me](#). And good luck with your campaign.