LEVEL UP: ADVERTISING ON FACEBOOK

CECI DADISMAN
DIRECTOR OF COMMUNICATIONS // PALM BEACH OPERA
HELLO

ABOUT ME

PITTSBURGH NATIVE
WEST VIRGINIA MOUNTAINEER
RECOVERING OPERA SINGER
DIGITAL MARKETING NERD
TREKKIE
MOM
FRIENDS DON’T LET FRIENDS BOOST POSTS

LIMITED TARGETING
NO PLACEMENT CHOICES
CAN’T USE CUSTOM AUDIENCES
LACK CAMPAIGN ORGANIZATION
STEP 1: PLAN OUT THE CAMPAIGN
The new campaign structure

- Campaign
  - Ad set
    - Ad
    - Ad
    - Ad
  - Ad set
    - Ad

Each campaign corresponds to a single advertising objective, like driving website traffic.
You can set a budget and a schedule for each of your ad sets, and organize each set by audience segment — i.e., people who live near your store.
Each ad set can feature multiple ads featuring different images, text, links or video. You will still define creative, targeting and bidding for each of your ads.
STEP 2: TARGETING

LOCATION
DEMOGRAPHICS
INTERESTS

CUSTOM AUDIENCES
LOOKALIKE GROUPS
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Source</th>
<th>Size</th>
<th>Availability</th>
<th>Date Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lookalike (US, 1%) - PBO_AllEmails_11.24.14</td>
<td>Lookalike</td>
<td>Custom Audience Similar to PBO_AllEmails_11.24.14</td>
<td>2,153,200</td>
<td>Ready</td>
<td>11/24/2014</td>
</tr>
<tr>
<td>PBO_AllEmails_11.24.14</td>
<td>Custom Audience</td>
<td>Data File</td>
<td>4,800</td>
<td>Ready</td>
<td>11/24/2014</td>
</tr>
<tr>
<td>Lookalike (US, 1%) - 2014 Ticket Buyers</td>
<td>Lookalike</td>
<td>Custom Audience Similar to 2014 Ticket Buyers</td>
<td>2,114,600</td>
<td>Ready</td>
<td>11/19/2014</td>
</tr>
<tr>
<td>2014 Ticket Buyers</td>
<td>Custom Audience</td>
<td>Data File</td>
<td>900</td>
<td>Ready</td>
<td>11/19/2014</td>
</tr>
<tr>
<td>Lookalike (US, 1%) - Palm Beach Opera Purchases</td>
<td>Lookalike</td>
<td>Conversion Pixel Hit Similar to Palm Beach Opera Purchases</td>
<td>2,112,800</td>
<td>Ready</td>
<td>10/10/2014</td>
</tr>
<tr>
<td>Lookalike (US, 1%) - People who like Palm Beach Opera</td>
<td>Lookalike</td>
<td>Page Fans Similar to Palm Beach Opera</td>
<td>2,092,200</td>
<td>Ready</td>
<td>10/10/2014</td>
</tr>
<tr>
<td>Opera @ The Waterfront</td>
<td>Custom Audience</td>
<td>Website</td>
<td>1,000</td>
<td>Ready</td>
<td>10/10/2014</td>
</tr>
<tr>
<td>Daughter of the Regiment</td>
<td>Custom Audience</td>
<td>Website</td>
<td>400</td>
<td>Ready</td>
<td>10/10/2014</td>
</tr>
<tr>
<td>Enemies, A Love Story</td>
<td>Custom Audience</td>
<td>Website</td>
<td>600</td>
<td>Ready</td>
<td>10/10/2014</td>
</tr>
</tbody>
</table>
UPLOAD EMAIL LISTS TO CREATE CUSTOM AUDIENCES
Lookalike Groups target people who are similar to your Custom Audience or people who like your Page.
STEP 3: AD CONTENT

COPY POINTS
SHORTENED URLS
PHOTOS
VIDEOS
Time Lapse Alert! Check out this super fast video from one of our La Bohème rehearsals!

See this huge cast on stage January 16-18!


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Sneak Peek: A snapshot from our La Bohème dress rehearsal!

RECOMMENDED TOOLS

Canva

bitly

ANIMOTO
CHECK THOSE PHOTOS!

Grid Tool

Ads that have more than 20% of text in their image won’t be approved to run on Facebook. Too much text can look like spam and make people think that your ad is low quality. Make sure to use the headline and body of your ad to tell people more about why you’re advertising and what you want them to do. Learn more about Facebook’s Advertising Guidelines.

Upload an image below to see how much text you’re using. After you upload an image, we recommend marking five boxes on the grid in order to determine whether your creative is likely to be acceptable to show on Facebook.

Upload Your Image x Librettists.jpg

Click on all boxes that contain text to see whether your image is covered by less than 20% text. Learn more about how to do this in the Help Center.

Based on the boxes you’ve selected, your image is covered by 20% text. If marked properly, this image may be used for an ad on Facebook.

GOOGLE: FACEBOOK GRID TOOL
STEP 4: AD CREATION

SPONSORED POSTS
SIDEBAR ADS

UPLOADED PHOTOS/VIDEO
Choose the objective for your campaign

Send people to your website
Increase conversions on your website
Boost your posts
Promote your Page
Get installs of your app
Increase engagement in your app
Reach people near your business
Raise attendance at your event
Get people to claim your offer
Get video views

Page Post Engagement
Get more people to see and engage with your Page posts.

Palm Beach Opera
Rehearsal Sneak Peek! This sne...

Continue
Who do you want your ads to reach?

Custom Audiences
- Choose a Custom Audience
  - Create New Custom Audience...

Locations
- United States, Florida
  - West Palm Beach + 50 mi

Add a country, state/province, city or ZIP

Age
- 18 - 65+

Gender
- All
  - Men
  - Women

Languages
- Enter a language...

More Demographics

Interests
- Search Interests
  - Suggestions
  - Browse

Behaviors
- Search behaviors
  - Browse

Connections
- All
  - Only people connected to Palm Beach Opera
  - Only people not connected to Palm Beach Opera
  - Advanced connection targeting

Audience Definition
- Your audience is defined.
  - Specific
  - Broad

Audience Details:
- Location:
  - United States: West Palm Beach (+50 mi) Florida
- Age:
  - 18 - 65+
- Placements:
  - on News Feed on desktop computers and mobile devices

Potential Reach: 1,560,000 people
Rehearsal Sneak Peek! This snapshot gives you a glimpse at the creation of a never-before-seen opera!

Tickets available now for the world premiere of Enemies, A Love Story ---> http://bit.ly/1xYP4Bf
HELPFUL TIPS

NO MORE THAN 4 LINES OF TEXT

ALWAYS UPLOAD PHOTO OR VIDEO

ALWAYS USE SHORTENED URL
A LOVE STORY
FEBRUARY 20-22

Palm Beach Opera
Non-Profit Organization

Create Call-to-Action  Liked  Message  Hootlet

Timeline  About  Photos  Reviews  More

5,929 likes
333 visits

Amanda Kahan, Doreen Grasso and 238 other friends like this or have been here.

Reach People Nearby
Reach up to 370,000 people near West Palm Beach

Promote Page

Status  Photo / Video  Offer, Event

Opera is awesome

Targeted to: 5,929

Gender
Relationship Status
Educational Status
Age
Location
Language
Interests
Post End Date

Tickets available now for the world premiere of Enemies, A Love Story ---> http://bit.ly/1xYP4Bf
CONTACT ME ANYTIME!

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@CECIDADISMAN

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