

# Eventbrite

## Facebook Advertising 101: A Cheat Sheet for Event Organizers

Your step-by-step guide to attracting more event-goers  
with Facebook Ads





## Step 1:

# Set up your Business Manager account

You'll be tempted to start launching campaigns right away, but first you'll want to make sure your account is set up to track everything you need it to. Facebook has a great help center with [information on pixel setup and implementation](#). Adding your Facebook Pixel ID to your Eventbrite event page will enable you to track all website visits for your Eventbrite event. You can also [add "Standard Events"](#) to your Facebook Pixel, which enable you to track more granular performance in the purchase funnel for your event (like newsletter sign-ups or ticket purchases).



### What's a pixel?

A tracking pixel is a piece of code placed on your site that allows you to measure, optimize, and build audiences for your advertising campaigns. Tracking pixels are crucial to measuring the success of your advertising, and help you decide which marketing efforts you should invest in in the future.

Here's a [step-by-step guide](#) for adding the Facebook Pixel ID to your Eventbrite event to track visits and purchases from your event page. Once this is done, Facebook will be able to optimize your campaigns to these actions, whether they are newsletter sign-ups, merchandise sales, or ticket purchases. These actions are also known as "conversions."



### What's a conversion?

A conversion is an important action that you want your audience to take — typically a signup, registration, or purchase. Your conversion rate is the percentage of people who view your ad that actually take this action.

## Step 2: Decide on your campaign goals

Before you launch a campaign, it's important to first understand your goals and metrics for success. When you create a campaign in Business Manager or Power Editor you'll first be asked to 'choose your campaign objective.' Are you hoping to collect email addresses for a newsletter list? Sell tickets to a live event? Increase visitors to your website? Make sure your Facebook campaign is optimizing to that goal.

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	<input checked="" type="checkbox"/> Increase conversions on your website
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
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	

### Website Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Campaign Name

[Continue](#)

Facebook campaign goals

Then do a little back-of-the-envelope math. How much are you theoretically willing to pay for that conversion? Let's say you want to price tickets at \$60, your profit margin is \$30 per person, and you decide you're willing to pay up to \$10 incremental dollars to sell a ticket. This will come in handy later when you are setting up your bids.



## Step 3:

# Create a relevant target audience

Take advantage of Facebook's sophisticated targeting tools including: targeting by location, demographics, interests, and behavior. Custom audiences are an incredibly powerful targeting tool that Facebook offers, allowing you to advertise to prospects or customers that you already have. Facebook can also create a "lookalike" list of users for you to target that is highly similar to your custom audience, which is great for prospecting new event-goers.

A good place to start is to create a [lookalike audience](#) based on your past event attendees (and email list, if you have one). And don't worry, if you upload a customer list to create a lookalike audience, Facebook encrypts this data and will not target these people with ads — unless you say so.



### What is retargeting?

Retargeting works by showing your Facebook ads to targeted audiences that have already interacted with your website; for example, previous visitors to your event pages and newsletter subscribers. This enables you to capture sales you might have lost from interested individuals who just weren't ready to purchase before, and previous attendees who didn't realize this year's event was coming up.

Another successful strategy is retargeting visitors on Facebook who have visited your website or ticketing page. If you've placed the Facebook pixel on your Eventbrite page (see Step 1) you can create [a custom audience based on people who have visited the URL](#) of your event page. You already know they're interested in your event — push them over the finish line with a few more compelling posts.



## Sample audience for food & drink event:

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### Location

San Francisco Bay Area (25+ mile radius)

### Demographics

M/F 21 and over


### Behavior

Lookalike list based off of 1,000 people who have signed up for a newsletter or who have attended a past event

### Interests

Food & Drink — they've "like"d pages or have online activity that suggests they are interested in food and drink

#### Audience Definition



Your audience is defined.

#### Audience Details:

- Custom Audience:
  - Lookalike (US, 1%) - Amuse Booze Newsletter
- Location:
  - United States: San Francisco (+25 mi) California
- Age:
  - 21 - 65+
- People Who Match:
  - Interests: Food and drink
- Placements:
  - Facebook Feeds

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Potential Reach: 440,000 people

Here's an example prospect audience for a supperclub. Notice that Facebook provides a handy meter to let you know if your audience is too narrow or too broad. Try to hit that "defined" sweet spot where your audience is targeted, but not so targeted that you aren't delivering many impressions.



## What's an impression?

Impressions are the number of times a post is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post. For example, someone might see a Page update in their News Feed once, and then a second time if their friend shares it.<sup>2</sup>

<sup>2</sup> [https://www.facebook.com/help/274400362581037?helpref=uf\\_permalink](https://www.facebook.com/help/274400362581037?helpref=uf_permalink)

## Step 4:

# Set your budget and schedule

Facebook gives you a lot of flexibility when it comes to how to set up your campaign budget and optimization. Don't get intimidated by all the choices! Here are a few tried-and-true suggestions for these settings:

- **Daily vs. lifetime budget:** A lifetime budget allows you to set an amount to spend over the lifetime an ad set. (Facebook will automatically try to evenly spread the amount you spend across the period of time that you've selected.) A daily budget will give you more control over what's spent — especially if you have a strict budget. Start with a daily budget of at least \$20 per day so that you can deliver enough impressions for Facebook to start to optimize efficiently.
- **Start and end date:** Give any test at least one week to get a good read on performance.
- **Bid optimization:** Facebook gives you the option to optimize your campaign based on conversions, impressions, or clicks. Optimizing to conversions is a great place to start.
- **Automatic vs. manual bidding:** Facebook is pretty good at setting an automatic bid that helps you get the most conversions or link clicks at the best price. However, if you know from your envelope math earlier (see Step 2) that you want to target a certain cost per conversion (whether it be a newsletter sign-up or a new ticket purchase), you may want to experiment with setting a manual target or max bid.



### What's a max bid?

A max (or "maximum") bid is the highest amount that you're willing to pay for an ad click. When you set up a max bid, Facebook will not charge you more than the maximum cost per click (CPC) that you've specified.

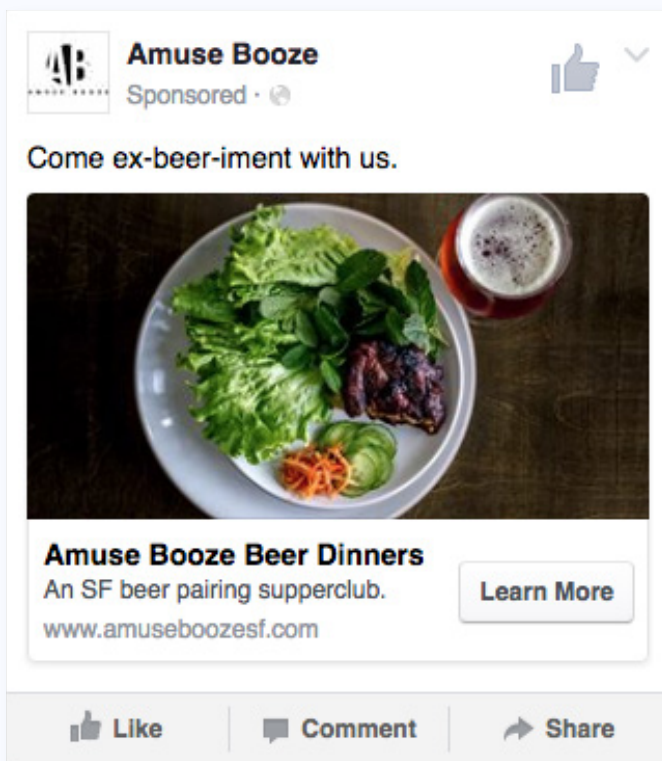
## Step 5:

# Create compelling, FOMO-inducing ads

Now that the setup is out of the way, you get to put on your Don Draper hat and create some ads! Facebook has a great ads creation guide on their help center if you need more inspiration, but here are a few tips to get you started:


Invest in high quality (ideally non-stock) photos: If you don't want to pay top dollar for a pro photographer, offer your attendees free event tickets or other perks for rights to use their images from your events.

- **Don't be blue:** Pick colors that will pop against Facebook's blue palette. Anything in the orange and neon family tends to perform well.
- **Keep copy short and engaging:** Check the mobile preview that Facebook offers to make sure none of your copy is getting cut off on mobile. (Get more ad copywriting tips in "[The Ultimate Guide to Copywriting for Events](#).")
- **Induce FOMO ("Fear of Missing Out"):** Create urgency with your ads. Are your prices about to change? Do you only have a limited number of tickets left? These are perfect times to launch and update ads.
- **Consider other placements:** You can easily turn off and on other placements besides newsfeed mobile and desktop, such as Instagram or Audience Network. If you test Instagram ads, make sure to upload or crop your photo to a square.



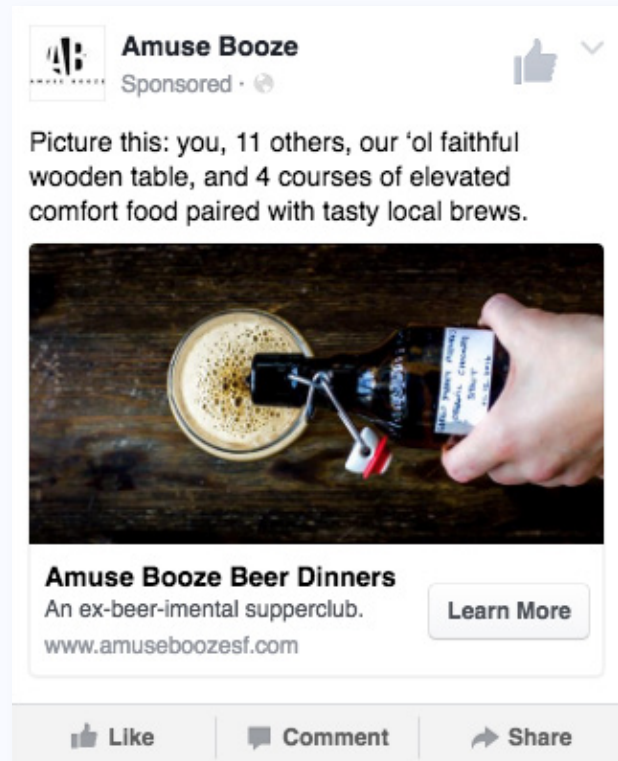
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Picture this: you, 11 others, our 'ol faithful wooden table, and 4 courses of elevated comfort food paired with tasty local brews.



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- **Experiment with other ad formats:** Advertisers are reporting major success with new ad formats like video and carousel ads. Have a short product demo that you can repurpose into an ad? Awesome, give it a go! Facebook will even help you add captions right in Power Editor.
- **Test four ads max:** Have 10 copy ideas? A ton of great photos? Great! But don't test them all at once. We recommend testing four ads max per ad set, and only experimenting with one variable (copy, photo, etc) at a time.

## Step 6:

### Optimize, optimize, optimize

You can get real fancy with all the reporting options that Facebook offers — and it can be a little overwhelming with so many numbers to pay attention to. Here are some of the metrics you should be keeping tabs on to optimize your campaigns:

**Reach:** This is how many people your ads have reached.

**Impressions:** This is how many times your ads have been seen.

**Ad Frequency:** This is on average, how many times each person you've reached has seen your ads (Impressions / Reach). If you see your ad frequency go above five, you may have diminishing returns of ad spend to this audience — they've already been exposed frequently to your message.

**Relevance:** Facebook gives your ad a 1-10 score based on how relevant it is to your audience. Relevancy is based on a mix of CTR ("click-through rate"), positive feedback, and negative feedback. If your score is under four, time to go back to the drawing board and create more relevant ads.

**CPM:** This means cost per 1,000 impressions. If you see the CPM start to increase dramatically, this could be a sign that the marketplace is very competitive or that your relevance score could be improved.

**Clicks (Link) & CTR:** Refresh advertising creative often (at least once per month) to avoid ad fatigue. If you see your CTR start to drop, consider testing new images or increasing your audience size.

**Conversion:** Make sure you're tracking your primary conversion, whether it's page visits, newsletter sign-ups, or ticket purchases.

**Conversion CPA:** This number represents how much you spent for each conversion. Too high? Try pausing your worst performing ads or revisiting the granularity of your targeting.



# Eventbrite

Eventbrite powers more than two million live experiences each year, hosting the world's largest online selection of events. Organizers use Eventbrite to boost ticket sales, promote and manage events, and analyze results. Event-goers use Eventbrite to discover exciting things to do and get tickets on a safe, easy-to-use platform.

To find out how you can innovate with Eventbrite and grow your event, visit [www.eventbrite.com/blog/overview](http://www.eventbrite.com/blog/overview), or give us a call at (866) 902-2531.