THE PERFECT
FACEBOOK AD
For Building Your Email List and Selling More Music
Made in Downtown LA
KALLES COMMERCIAL
FOR LEASE
(416) 922-0777
PAUL LEBO
Back to School
2015
SAVVY
MUSICIAN
ACADEMY

WARNING!

This free lesson assumes you are already running Facebook ads from your Business Manager and have some experience so far. If you are brand new to Facebook ads, this training may not make sense, and you need some preliminary training! Please email us at **success@savvymusicianacademy.com** so we can best direct you to another resource!

WHO IS LEAH AND SMA?

Hi, I'm Leah McHenry, founder of Savvy Musician Academy.

Here are a few stats about me, in case we haven't met before.

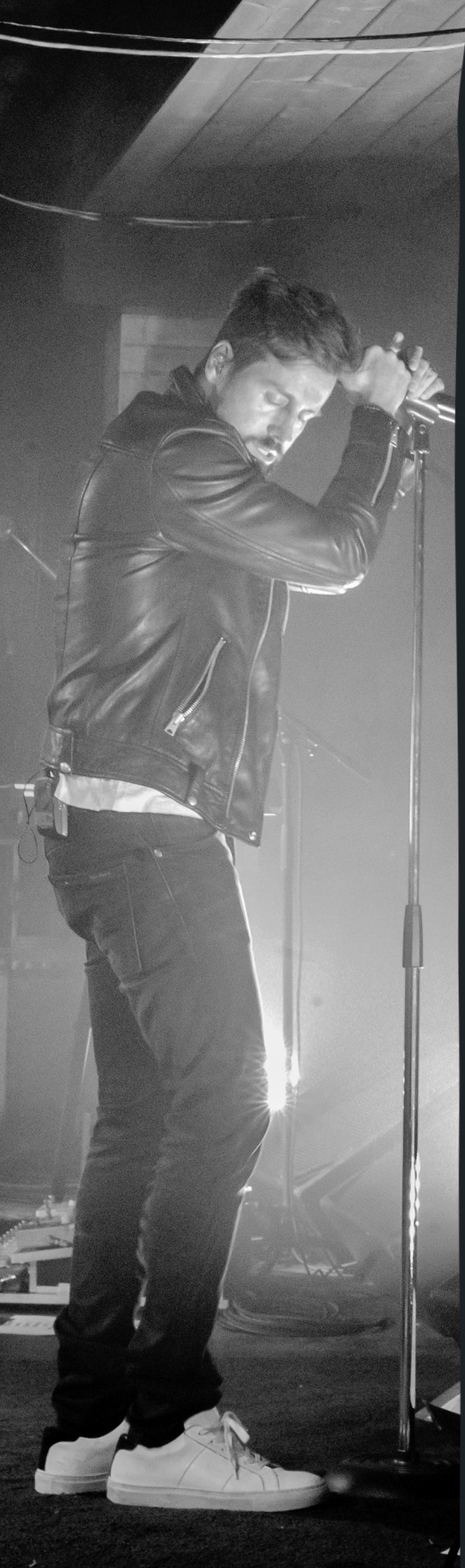
- Wife & mother of 5 kids (ages 4–13), all homeschooled
- Released 4 albums since 2012 (created during nap-time and weekends!)
- Sold half a million dollars in music & merch in the past 2.5 years
- Never tours, strictly a recording artist
- Built her music business from scratch, part-time
- 8.43 million video views on Youtube
- 11.8 million video views on Facebook

Now, all that might sound impressive with video view numbers and all, but really..... *Does any of that matter if you can't sustain your music career?*

If you have 20 million Youtube views on a cover song — that's wonderful — but my first question would be ***"How many email addresses did you collect from that?!"***

Most people's answer would be "Zero!"

The bottom line is that we've become obsessed with vanity metrics when the reality is that **nothing matters except if you have loyal fans that are ready to buy your album and all your merch and your tickets.** That's what truly matters at the end of the day.



That's why we're here.

The best way to make that happen, in the past, present, and foreseeable future, is through advertising.

We can advertise for many things, but the **most important of them all is building our email list.**

I won't get into that too much here. If you're reading this, my hope is that you already know all the important reasons for needing an email list and why it's one of the most valuable assets in any business. If you need more info on list-building, please see **this detailed podcast episode.**

LISTEN NOW

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WHY THIS FREE RESOURCE IS AMAZING

There are many so-called experts and guru's out there — many of them are colleagues of mine!

What sets me and SMA apart from the rest is that our methods and teachings are built on the fact that I'M DOING THIS TOO. I'm a part-time musician doing every single thing I teach. I'm not someone who used to be in the music industry and now teaching for a living. I am literally my own guinea pig and I'm obsessed with online marketing. It's fun, and I eat, sleep, and breathe it. Aside from that, I've built SMA which is much more successful than even my own music career - as it's a much bigger market than my little music genre (Celtic Fantasy Metal) — so we know these principles work like crazy!

This free content is designed to help you get some results with your Facebook ads — like, right now.

Why am I sharing content that is usually saved for my paying students?

Because if I can help you get results immediately, then you might decide to work with me in the future.

Before we get started, **you should know that I've personally spent close to 2 million dollars on Facebook advertising in the past few years** between my music business and our coaching business.... And you can bet we've figured a few things out along the way — including what NOT to do!

So when I give you this advice, please study it. Don't just skim this info and dabble in it. Go all in. That's the ONLY way you'll see progress in anything you're doing.

Again, this information is free (even though I could 100% charge for it!), because I believe in giving value and we love to be generous at SMA.

The goal is that you'll come away from this with much more clarity and focus as well as some practical tips for running much more successful opt-in ads to build your email list — which is the #1 most important thing you could be doing for your music business!

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WHEN YOU GET STUCK

One last important note on advertising to build your list before we get into the nitty-gritty.

Typically, when I see people not getting results in their music advertising efforts, it's usually one or a combination of a few things:

1. **They didn't follow the step-by-step instructions.**
   They decided they know better and go off the beaten path to their detriment (and a lot of wasted money!) Reminder — we've spent millions of dollars on advertising. Follow the plan to the "T". PROMISE ME!

2. **They didn't give it enough time.**
   You'll learn soon enough that even though the Facebook algorithms are the smartest they've ever been, it still can take up to a week or two to fully optimize for best results. Many people kill their ads way too soon.

3. **Their creative isn't resonating.**
   The creative involves the image or video, the ad copy (the text that tells people about your offer), the headline, and emojis.

4. **The targeting is all wrong.**
   We'll go in depth into what I recommend, but many times I'll see audiences that are not relevant or are way too small, or way too broad. For example, if your music sounds like Adele, and you're targeting people who like Spotify. That is so incredibly non-specific that the Facebook algorithm can't optimize your ad to the most relevant audience who would like your music. Instead, you should target Adele's fans and other similar artists.

5. **There are other problems in the funnel.**
   If you're reading this, I'm assuming you know what a funnel is. There are many components: the ad, your offer, landing page, thank you page, website, shop, email sequences, etc. Sometimes the ad is good, but there are problems elsewhere that need to be optimized. This affects everything!

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OBJECTIVE: BUILD YOUR EMAIL LIST WITH A FREE SONG DOWNLOAD

I'm about to give you the winning ad template I used to build my email list to 50,000+ fans.

If anyone tells you that people don't download free songs anymore because of streaming, that is a crock of you-know-what! YES, they absolutely do. I use free song downloads to add hundreds of new fans to my email list every single week, and I see my students having success with this every single day.

If that ever changes, no big deal!!

We'll change the offer to something our potential fans want instead. Relax. If you understand the principles of marketing, nothing is intimidating anymore because you have the skills and the knowledge to ADAPT.

THE PERFECT FACEBOOK AD FOR LIST-BUILDING

Here is one of the winning ads I've used to build my list to 50,000 people and unintentionally made me an extra $10,000!

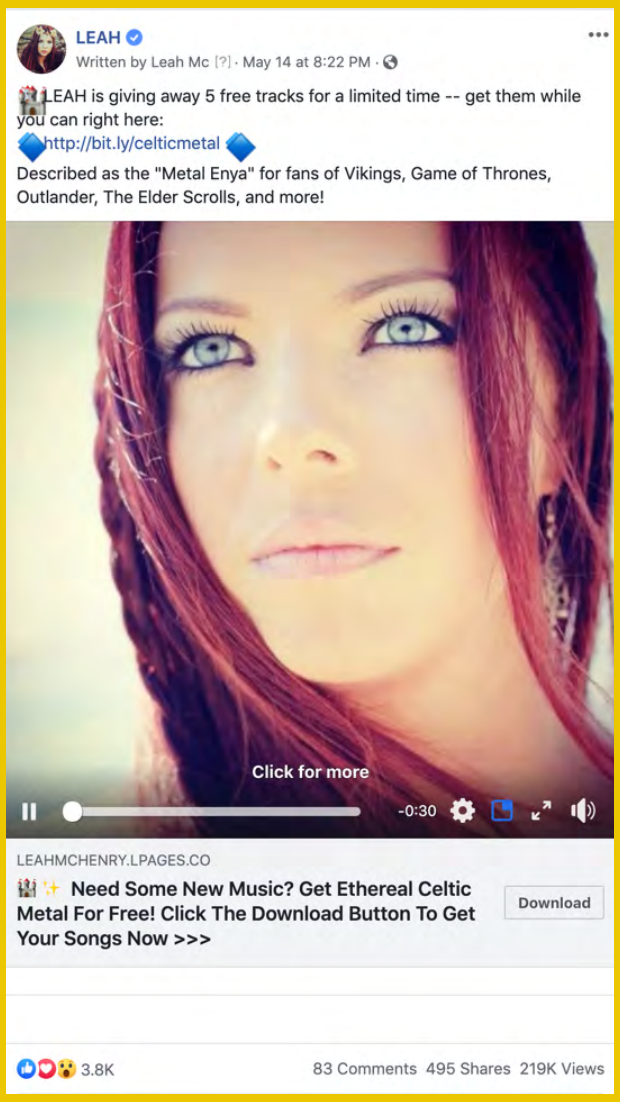
What is amazing about this is the ad was not intended to make any sales at all. However, because I had a funnel in place, including an offer on the thank-you page, they actually made me thousands of dollars, and 100% paid for ALL of my ad spend! So these ads were essentially free, plus I even made some profit.

In the marketing world, if you break even on the front end of your funnel - you are already winning!

REMEMBER — I'm just trying to get their email address and follow up with them and hopefully, they'll like my music and buy something later!

I'll show you what the creative parts look like first, and then we'll get into the ad manager.

EMAIL OPT-IN AD



Note: please do not copy/paste my ad copy — it works for my audience because I studied them and tested many things! What works for my audience may not work for your audience! Use this as inspiration only. If I start seeing your ads in my feed with my word-for-word ad copy, I'll be having a word with you! (J/K) :)

CREATIVE BREAKDOWN

This was a 30-second photo slideshow with music. I made this inside of Facebook, but you can make your own slide shows on any video software.

Note the square aspect ratio, which is working well in the newsfeed right now.

Very short ad copy (the main ad text that motivates people to take action)

- I state my compelling offer right away (what is it?)
- Where they can get it (using a short link)
- I draw attention to the link with emojis
- Then I describe what my music is like to help them self-identify if this is something that might resonate with them (do they really want this?).
- I made sure they didn't have to click "See More" to find my link. I have the link in the ad copy!
- The headline at the bottom uses emojis to also help it stand out and communicate my music culture
- I lead with a question, offer, and CTA (call to action).
- I use a button ("Download") to communicate what they'll be doing next
- The link I'm sending people to is landing page — NOT my website! (Very important)
- They can only do one thing on my landing page. Decide Yes or No.

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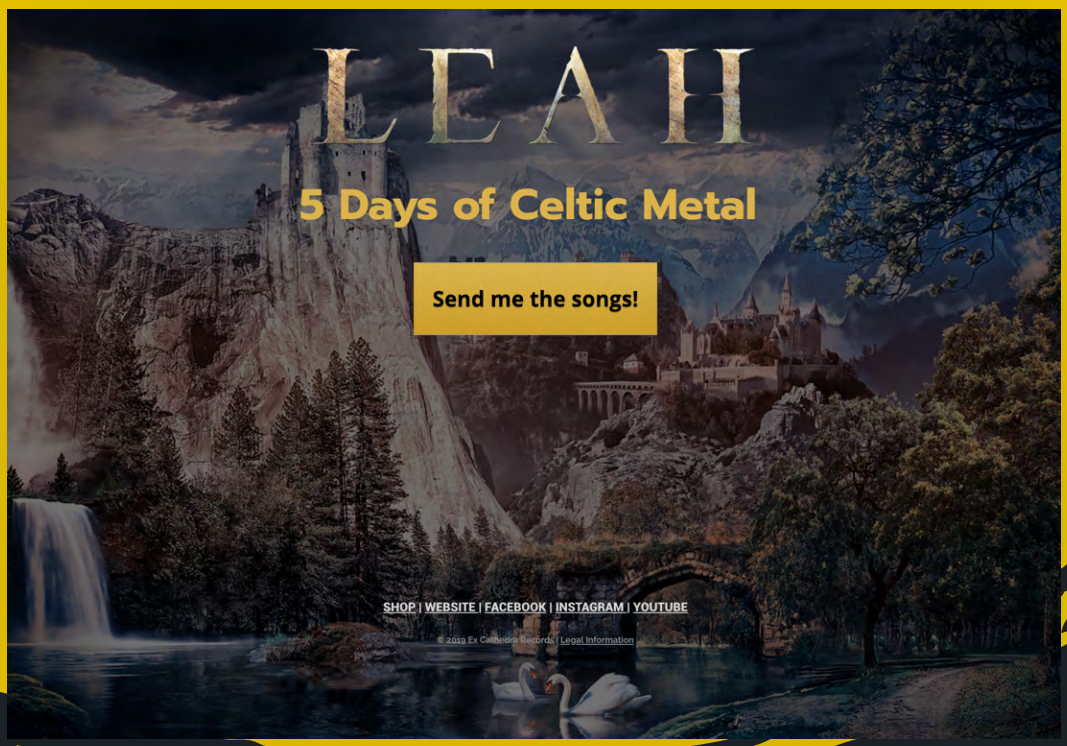
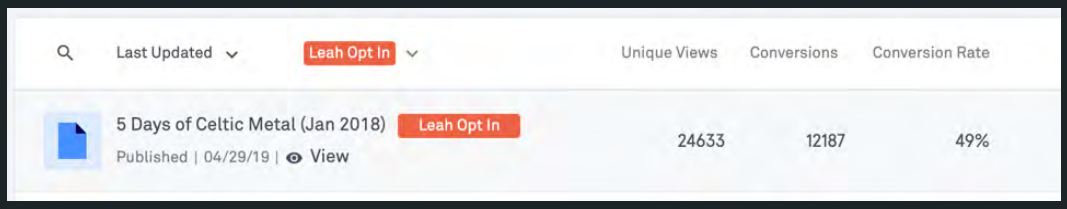


This landing page has a conversion rate of 49% which is VERY high in the marketing world!



This lesson is not about landing pages, but I wanted to give you a glimpse of the other part of why this ad is working well — there are many working parts that all have to be in sync together!

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CAMPAIGN BREAKDOWN

For this to work, I assume you are already using the Facebook Ads/Business Manager. You can't do any of this from your Facebook page! This is NOT a boosted post!

If you don't already have a business account, **sign up for one here.**

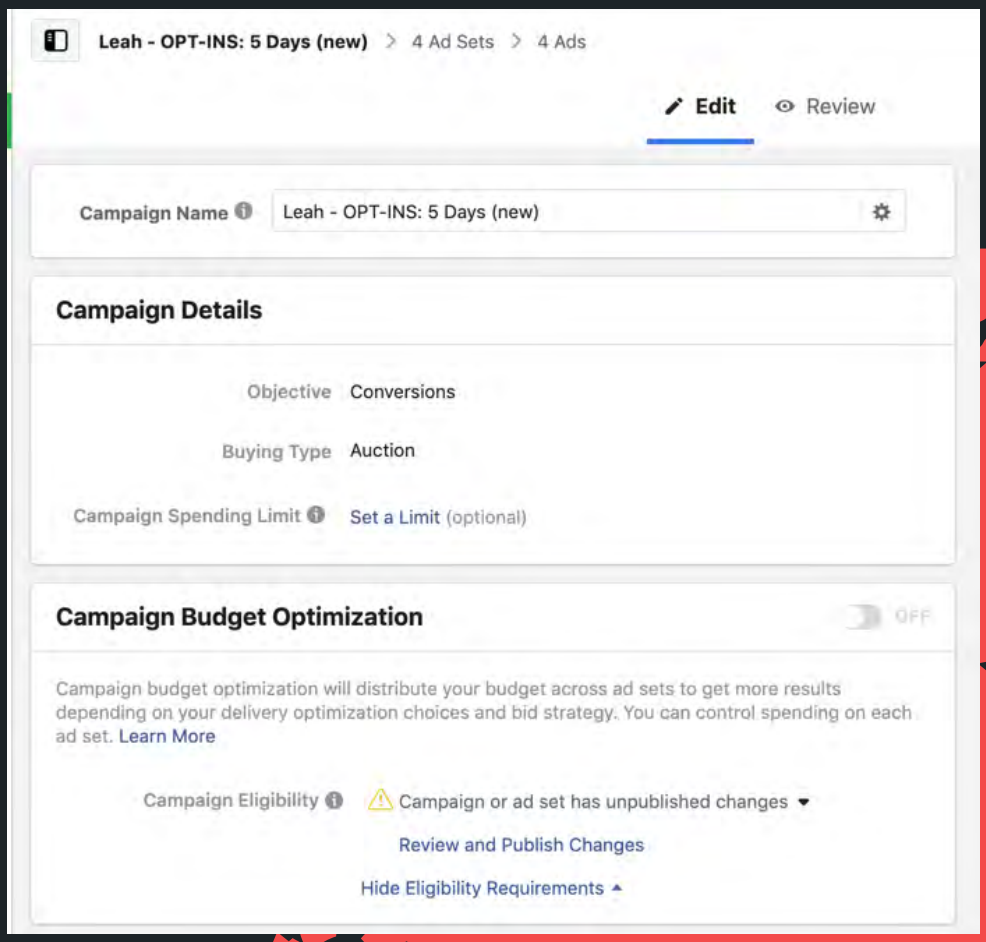
You should never run ads from your personal account. If you ever get shut down, you'll be up the creek without a paddle! Run all your ads from a business page linked to your business ad account.

CAMPAIGN LEVEL

Objective: Conversions

Buying Type: Auction

CBO: (Campaign Budget Optimization) turned off (soon to be mandatory)



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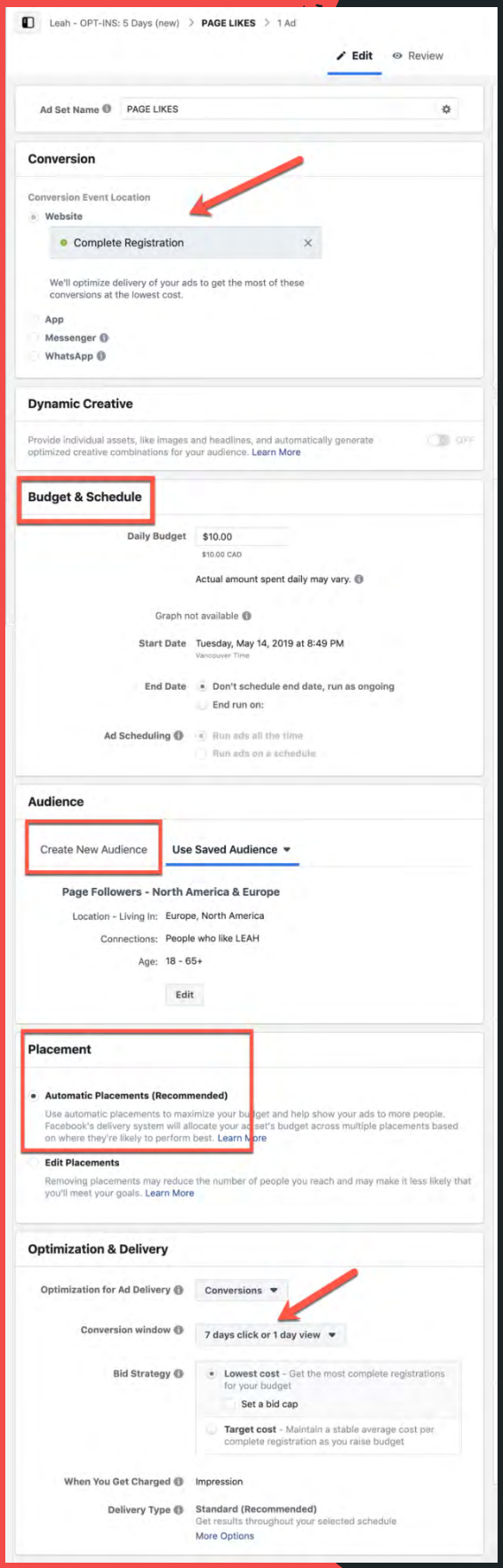

AD SET LEVEL

Conversion: Website

Pixel Event: Complete Registration (Should be a green dot, not a red one!)

Budget: $10/day (you can do $5 or whatever your budget allows)

Schedule: Ongoing.

> *Tip: Don't do a lifetime campaign where your ad ends on a certain date! If your ad is going amazing and then it ends you have to start all over again, and that can totally disrupt the algorithm!*

Audience: This audience is targeting my page followers and I specifically wanted to target my followers in North America & Europe.

> *Note: If you have less than 100k followers, this is not recommended because your audience will be too small. Just target all your page followers.*

Placement: Automatic placement. Right now it's best to let Facebook decide where to place your ad to get the cheapest results.

Optimization & Delivery: Keep it on "7 days Click or 1 Day View" - this is giving Facebook the biggest window of time to find the most ideal people who are most likely to opt into something. If you choose 1 day click or view you're telling Facebook to spend all your budget as fast as possible.

When You Get Charged: Optimized for Impressions

Delivery Type: Standard

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MORE AUDIENCES TO TEST AS SEPARATE AD SETS:

Video View Audience (10%, 25%, 50%, etc.)

Cold Interest Targeting (between 1 and 5 million people in total)

Combine categories of interests. Depending on the size, you could make each of these a separate audience or you can layer interests with flex targeting (keep each category separate).

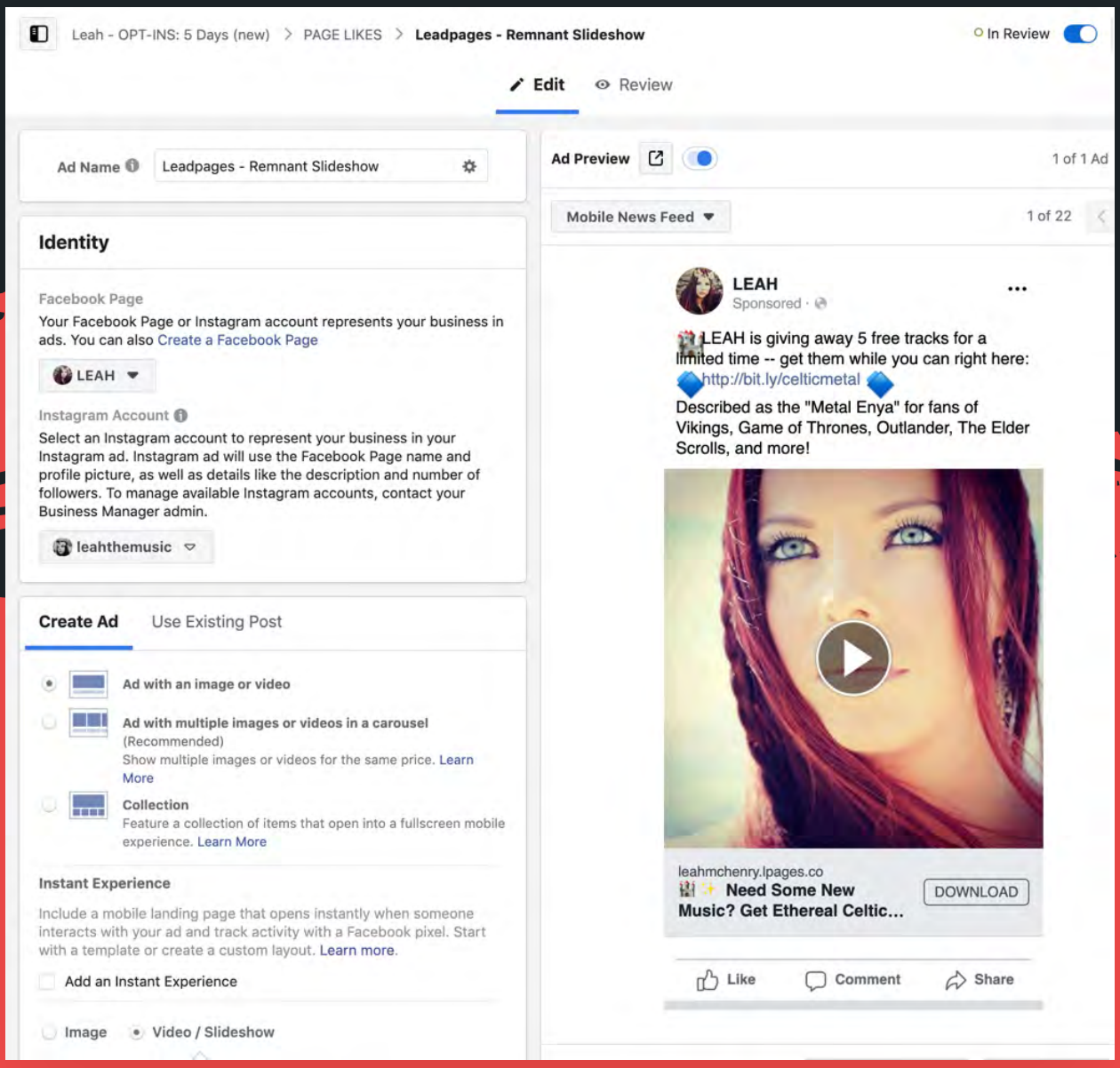
- i.e. 2-5 bands in my genre that are more famous than me. (If it ends up being 10 million+ then get rid of 1-2 bands).
- *Films & TV shows you know your fans are totally into!*

Look-a-like Audience from past email subscribers or customers (LAL).

This is a very powerful audience! This is not a tutorial on all things Facebook ads, but you can upload a CSV of your past email subscribers or customers to Facebook and create an audience that looks similar and show ads to them.

AD CREATIVE

And finally, the creative. Here's how it's set up.



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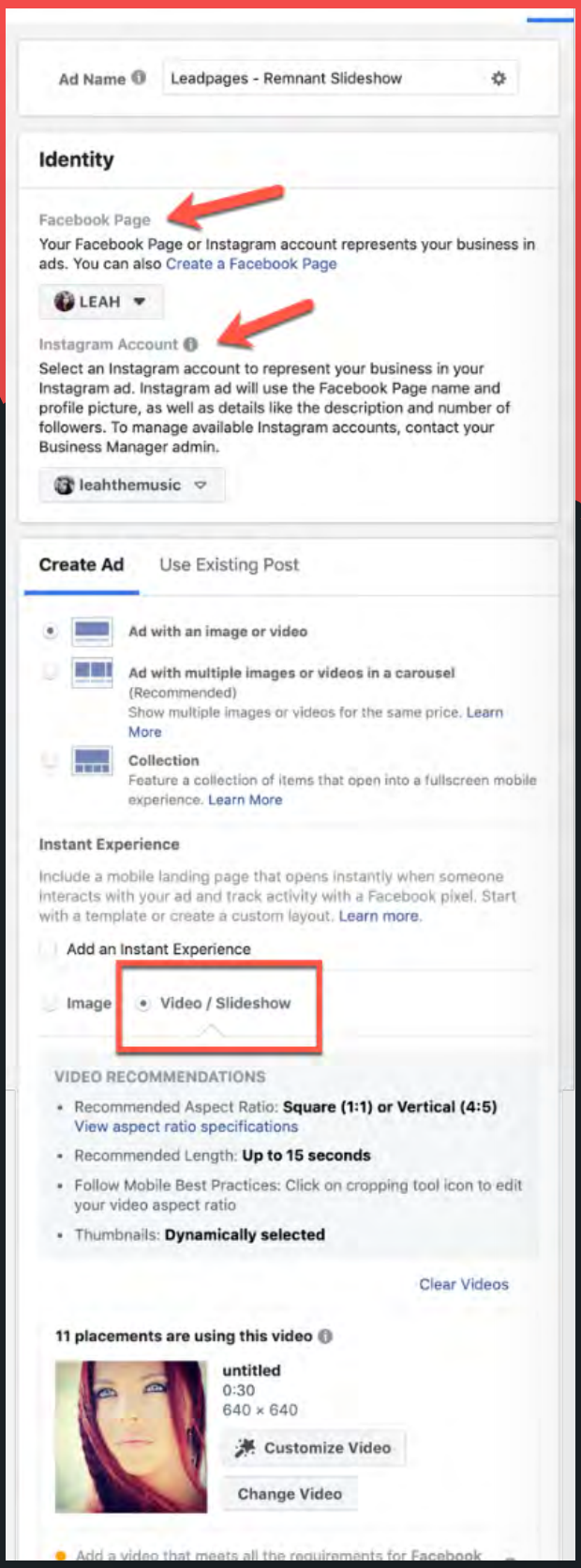
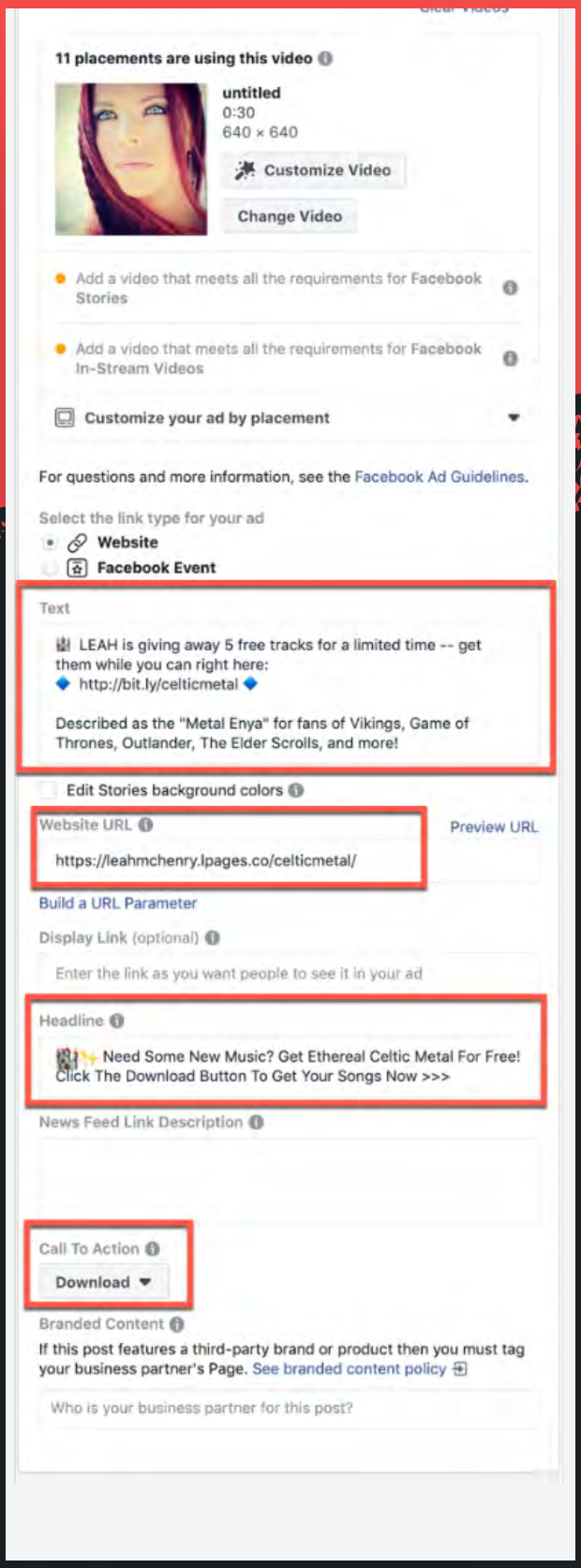
Here are more details of the set-up:





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CLOSING THOUGHTS

Facebook ads are incredible and you absolutely should be using them to build your email list every single day, 365 days a year. When you really have this opt-in ad dialed in, you can almost leave it running and not touch it at all (for months, in my case!) and it continues to automate your fan-building process.

This resource is NOT exhaustive, it's merely a sample of one of many kinds of ads we teach musicians. For more in-depth training on advanced marketing, we recommend booking a call with our team so we can see if and how we can help you get to the next level and up your music marketing game!

BOOK YOUR CALL NOW!

CALLSMA.COM

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