

## STEP BY STEP INSTRUCTION TO PLACE A FACEBOOK AD REMEDY DRIVE TOUR

### STEP 1 – YOUR FACEBOOK ACCOUNT

If you don't already have a Facebook account, set one up. It is free and easy to do. It will require you to have an e-mail address.

### STEP 2 – DOWNLOAD THE PICTURE

You will be required to upload a picture to the ad, so first we need to download it to your computer. Download the picture from here:  
Remember where you save it on your computer

### STEP 3 – SETTING UP YOUR AD

Open Your Facebook profile and click on the advertising link. It is at the bottom of the page. The link will take you to a page that gives you information about both Facebook ads and pages.

Click on the button that says "Create Facebook Ad."

### STEP 4 – CREATING YOUR AD

#### Area 1 – Design Your Ad

Destination Area - The first thing that Facebook will ask you to do is to input the Web site link associated with the ad. In other words, when people click on the ad, they will click through to the Remedy Drive website. We are asking you to input the following link: <http://www.remedydrive.com/> This link will take the viewer to the band's website and tour information.

Title – They will then ask you to create the Ads headline and copy. The number of words and characters for both the headline and the body of the ad are restricted, so we want to be to the point.

You will input information for the Title and Body input boxes as follows.

- Title (this is the headline for the ad): Remedy Drive In Concert on (insert date of show)
- Body (this is the actual text for the ad): Remedy Drive has been on tour with Family Force 5, David Crowder Band, The Afters, MercyMe and more. Now they are coming to your area. Click here for more information or visit RemedyDrive.com.

\*\*Image (this is the image for the ad): You will then upload the image of the band – which you have downloaded from the <http://www.remedydrive.net/promotersite> website under "Facebook Photo"

- Photo: Click on the arrow next to Photo and select "Upload a Photo." Then click the Browse... button that appears and select the file for the band image that you downloaded on to your computer from the [remedydrive.net/promotersite](http://www.remedydrive.net/promotersite) website. If you have not already downloaded it you should do that now from the Promotersite: <http://www.remedydrive.net/promotersite/promoguide/index.html>

□nce Area 1 is completed to your satisfaction, click "Continue"

#### Area 2 - Targeting

This area will help you create the reach and audience that you want to find. You are building the audience that your ad will impact. We will give you preferred option ideas but you want to reach as broad of audience as possible so if there are specifics to your area, definitely add those as well to grow your audience reach.

- What Kind of advertiser are you? Select "Other (Advanced)"
- Location 1: Under Country make sure that the United States is typed in. If it is not, then you need to type it in.
- Location 2: Click the radio box (circle) for "By City"  
Here you need to input your city and surrounding cities. Allow facebook to find your city. Also be sure to make sure the box is checked to include cities within 50 miles.
- Sex: Do not choose either male or female, which will allow us to reach both. Leave these boxes blank.
- Age: We advise you to make this "Any" age but if you want to specify you should specify "13-40"
- Likes and Interests: These keywords will have to do with bands or organizations that the people you have selected to be your target audience will like and therefore the ad will show on their pages. Please see the Keyword idea section:

Keyword ideas:

A: Bands - The following is a list of bands/music related items that you may want to select to build your marketing group: Remedy Drive, Sixteen Cities, Made Avail, (Local Opener Name if applicable), Christian Music, Skillet, Switchfoot, TobyMac, Newsboys, Family Force 5, Third Day, Winterjam, Relient K, The Afters, Tenth Avenue North, Stellar Kart, Sanctus Real, Britt Nicole, Vota, Superchick, BarlowGirl, Jeremy Camp, MercyMe, David Crowder Band, Fee, Abandon, Fireflight, ... (input any particular bands/radio stations/etc. that may be popular in your area)

B: Organizations: The following is a list of Youth/Para-Church organizations that would be good to include if they have impact in your area: World Vision, Compassion, Mocha Club, Young Life, First Priority, Revolve Tour, Teen Mania Ministries, Youth Specialties, Fuge Camps (Lifeway/Baptist), Planetwisdom, ELCA Youth Gathering, Barefoot Ministries, IYC, Catholic Youth Organization, Ransom (organization), I am second, K-Life, Often you will have local programs that are more popular, please add these in as well.

- Education and Work: You can skip this section unless you want to call out specific colleges/High Schools
- Connections: You can skip this area as well unless you want to tag direct into your facebook event. If you opt to use this section, please link to Remedy Drive.

### **Area 3: Campaigns, Pricing and Scheduling**

NOTE: The pricing section is where Facebook becomes an excellent advertising area. We will show you how to set up advertising so that you are only paying for people who actually click through your ad. The ad shows to many but only some actually click through. When they click through, your budget is tagged. Please follow the directions below and you will be set up. We recommend an overall ad budget of \$200-250 per ad.

Once here, you are being asked to price your campaign. At the box for naming the campaign, you should use whatever name you like, we suggest "remedy drive tour ad" just for clarity.

Facebook will recommend a "Daily Budget" for you, usually \$50.00 but you can make change this to whatever suits you, from \$10 to \$100 or more. We suggest \$30 so that your budget is not eaten up in one day

Schedule: We recommend that you schedule your ad to run in the 2-3 weeks leading up to your actual tour date. This generates last minute awareness for the tour but leaves time for people to make plans. The ad will inform the viewer of time and place.

Facebook will also ask "What is the most you are willing to pay per click?" next to Max. Bid. We suggest that you leave this at what the suggested number. If you want to go lower this is ok.

Then you can specify how long you want to run the ad. Again we recommend the weeks leading up to your tour date. Make sure your stop date is the day before the actual tour date.

### **Area 4 – Review the Ad**

Once you have completed all of the above steps, Facebook will then take you to the "Review Ad" page, which will include the ad as it will appear on Facebook pages, and will remind you of the keywords and billing price. You can still change the ad at this point by clicking on the "Edit ad" button.

Once you have reviewed the ad, and it meets your satisfaction, you can then place the order.

### **Area 5 – Place the Order.**

If you do not already have a credit card attached to your Facebook account, Facebook will ask you for your credit card information. You must have an active credit card; you cannot pay with a debit card that is not associated with a credit card. Your card information will be verified.