

# How to Gain Fans with Instagram Ads

*Hip Hop Helper Team*

# CONGRATULATIONS

In this deck, you will be learning how we gain fans for our artists on Instagram using the ads platform. The example used in this deck will be a recent IG ad we ran for an artist by the name of Mva. The ad gained him 45 new followers in 5 days and a bunch of engagement. **With this knowledge, any artist or team will be able to scale their Instagram following up with new *FANS* following them** as opposed to inauthentic followers or people who simply follow back because you followed them first. These new fans will be following you because they saw and liked your music/content. It will be your job to continue to provide them with the content that they followed you for. Ultimately, this is the formula for building a fanbase online through Instagram Ads. Of course, additional techniques like influencer marketing, giveaways, regular content output, and IG live are useful ways to gain followers as well as engage with your current following. This deck, however, will focus mostly on Ads.

# HOW MUCH MONEY WILL YOU NEED?

***Don't worry!*** You don't have to be rich to effectively run Instagram Ads. There is no specific amount of money that you must spend on Ads to run them effectively. **You can run an Ad for \$1/day or \$100/day and results will be the same**, it will just take 100 days for the \$1 per day ad to get the same results that the \$100 per day ad will get in 1 day. As long you're constantly running ads, you will be growing. And steady growth, no matter the rate, is the most important. As Nipsey said, this is a marathon.

# KEY POINTS

1. **Getting Familiar with Ads Platform**
  - a. General Overview of Ads Platform
  - b. Targeting Overview
  - c. Running Ads via IG vs. Facebook Platform
2. **How to Present Your Ad**
  - a. 3 Reasons Your Ad is Not Performing Well
  - b. How to Make a Compelling Ad
  - c. Lowering your Ad Cost
3. **How to Target Your Audience**
  - a. DOs and DON'Ts of Targeting
  - b. Targeting for Quality vs. Quantity
  - c. Local vs. Regional vs. International Targeting
  - d. Troubleshooting Ad for results
4. **Hip Hop Helper's Ad**
  - a. How we made our ad
  - b. How we targeted our audience
  - c. How much money we spent
  - d. How to always get new followers with your ads

# Facebook Ads Platform

If you aren't familiar with using the Facebook Ads Platform, it is very similar to most Ads Platforms. If you're just getting started running ads and are not familiar with any ads platform. Take a look at this short video explaining the basics of Facebook Ads and how to use the platform. It is very easy to understand and won't take long to grasp.

Video Link: [Click Here](#)



# TARGETING

**Targeting is the most important aspect of ads.** You're going to want to target your ad to the crowd that is most likely to:

1. See your content
2. Appreciate your content
3. Want more of your content

For Hip Hop, R&B, and Pop artists especially, you will want to run your ad objective as "Traffic" or "Video Views" and run them to people as young as 13 and as old whatever you see fit for your demographic. These are kids, not likely to buy your music, but highly likely to always be on Instagram and to stream A LOT of music daily.

# TARGETING

Example:

Let's say you make rap music. Rap and Hip Hop, although not officially, are indeed divided into numerous sub-genres in today's society. There is lyrical rap, trap, pop trap, sad rap, cloud rap, etc. The best place to start when targeting is to think about 5-10 artists that your song is reminiscent of. Nothing under the sun is new. 10 times out of 10, you were inspired by another artist to start making music. Start there. Even more than just targeting for your song, it will be wise in some cases to target for YOU. Let's say you give off a Joey Bada\$\$, Young Thug, or an *A Boogie Wit Da Hoodie* kind of vibe. **USE THAT TO YOUR ADVANTAGE.** Don't fake anything, just take the parts of you that stand out naturally and capitalize. It might be useful to ask your friends "Who does this song sound similar to?"

Thinkpiece: Who do you think artist teams like Lil Tjay's and Lil Tecca's targeted when they were trying to get attention? Hint, he's in the paragraph above.

Think about this for your own brand, we'll show you **how** we targeted for our recent successful ad and tell you **why** we decided to target it like we did.



# Facebook Ads Platform Vs. Instagram Ads Platform

- There are certain targeting techniques that you can do via FB only, these include:
  - Lookalike Audience targeting
  - Targeting using your Facebook Pixel (Look up FB Pixel on Youtube for overview)
  - Retargeting (Targeting people who have interacted with your page before)
- The Facebook platform does not allow a “Visit Profile” button on ads
  - This will make it harder to attract ad viewers to your page
  - Thinkpiece: If you see an ad that you enjoy and want to see more from that person/company, are you more likely to click a button that says “Learn More” or a button that says “Visit Profile”? You have no way of knowing where “Learn More” will take you, and you probably want to stay on Instagram. So the “Visit Profile” button always performs better.
- Instagram Platform offers “Automatic Targeting” (further detail in next slide)



# Facebook Ads Platform Vs. Instagram Ads Platform

The Instagram Ads Platform is modeled after the Facebook platform. So there is no need to go in depth. Once you watch the video from the previous slide and read through this deck, you'll be able to effectively run Ads using either platform. You'll also know when to use each platform in order to maximize your results!

Note the following:

- **Although IG doesn't have a "Lookalike Audience" targeting option. You can use the "Automatic" targeting to get a similar effect. It is with automatic targeting that we have seen the best results for our ads. Basically, automatic targeting tells Instagram to target people who are similar to the people who already like and engage with your content**

# Facebook Ads Platform Vs. Instagram Ads Platform

On Facebook, ads are a bit more customizable. You can choose exactly where to place your ads (IG story, IG feed, IG explore page, etc.). Running ads through IG will make IG automatically place your ad in feeds and stories and transition to whichever is getting the best results during the course of your ad campaign.

Still, in order to get the most **followers** from your ad, we recommend the use of the Instagram Ads Platform initially. We will go into further detail later in the deck.

# HOW TO PRESENT YOUR AD

In this Chapter, we will discuss the most effective ways to present your ad. In the first chapter, we said that targeting is the most important aspect of marketing. However, there are plenty of successful ad campaign gurus who will tell you that the presentation of the ad is the most important. In all actuality, they are like yin and yang. **One without the other will not work.** *These practices will translate to any business model for any niche* because they are less focused on strictly music promotion and more focused on human behavioral studies.

## SO LET'S JUMP RIGHT IN!

# 3 Reasons Your Ad Is Not Performing Well

1. Content Fails to Engage Audience
2. Presentation Flow is Out of Order or Non-Existent
3. Poor Targeting

# CONTENT FAILS TO ENGAGE AUDIENCE

The goal is to create engaging content that viewers will be thrilled to have watched. Signs that you are creating good content are audience engagement (likes, comments, shares), a high view rate with respect to your organic following (This is for posts that haven't been sponsored yet. Anything over 10% is optimal), and an increase in your follower count. As an entertainer, your goal is to always offer engaging content while doing what you love. That is our wish for you as well!

If you find this challenging, sharpen your skills. That is the truth and there is no way around it. There is no place in the world where an artist can sing a beautiful tune, drop a dope freestyle, make a beat on the spot, etc. and have more than 10% of people disengaged. If people aren't engaged while you are doing these things, it is because you need to work on your craft. **Not everyone will like what you do, but this is a numbers game. If at least 10 people out of 100 don't like it, it's time to go back to the drawing board.** All the greats have had to do this at one point or another. Remember that T.I.'s first album was a complete failure in terms of sales.

# CONTENT FAILS TO ENGAGE AUDIENCE

On the flip side of this, let's say you have a small following on Instagram of your online/personal friends. Generally, people have at least 500 followers. If not, just take 10% of whatever your follower count is. If you have 500 followers, you should be able to get 50 likes on a post of you performing your music. This is where it gets tricky. Remember that human behavioral studies come into play here.

**If you can get 10% of the people that actually *know you* to engage with your music, IT'S TIME TO RUN ADS.** Let's face it, people generally don't support people that they know in real life. Call it whatever you want..hatred, shade, a genuine dislike of what they are doing, the possibilities are endless.

*One thing is for certain! Your target audience IS NOT people that already know you.* You want to target people who will see your face and hear your voice for the first time while you are doing what you want to be nationally recognized for! If 10% of people who know you are engaging, it's safe to say that the number of people who will support you without knowing you is SUBSTANTIALLY higher than that. Now, you just need to make sure you're running your Ads correctly.

# PRESENTATION FLOW

In all online businesses, there is a well-known term called a Sales Funnel. A sales funnel is exactly what it implies, the route that customers will take to get from the:

1. Ad
2. To The Company's Website
3. To The Product
4. To The Checkout Page
5. To a Finalized Purchase



Companies strive to make this funnel as SEAMLESS as possible so customers have nothing to distract or deter them from making that purchase. Since we are not “selling” anything per se, think of the Presentation Flow as our sales funnel. Our “sale” will be equivalent to a follow (new fan).





# PRESENTATION FLOW

**Back to human behavior.** What is your first thought when you see an Ad. If you're a Millennial or younger, there is probably an innate radar you have that tells you when you are being marketed to and to stop listening right at that very moment. This is true for most people these days. **NOBODY LIKES BEING MARKETED TO!** So what do we do?

Take a beautiful parenting couple, for example, trying to feed their 5-month-old child a spoonful of baby food. As you can imagine, the baby doesn't want to eat that dull green colored food. The baby dodges the spoon, slaps it out of the mother's hand, and just won't eat it. So what do we do? Should the parents just let the baby starve? NO. The parents appease the baby by making airplane noises and waving the spoon around in the air like it's flying. The spoonful of baby food is now an airplane! The baby sees the airplane and starts smiling and laughing. Then, **STRATEGICALLY**, the parents land the "plane" in the baby's mouth while she is still smiling and laughing uncontrollably. Before the baby even realizes it, she's eaten the food. **THAT IS HOW YOU MARKET TO PEOPLE.**

# PRESENTATION FLOW

So, what changed the baby's mind? The **PRESENTATION** of the food. The baby didn't think the food tasted bad, it just wasn't flying or backed up by some artificial airplane noises yet.

So how do we make our ad fly with some artificial airplane noises in the background?

GLAD YOU ASKED ;)

# HOW TO MAKE A COMPELLING AD

There are only a few key rules to follow when making a compelling ad:

1. **DO NOT MAKE YOUR AD LOOK OR FEEL LIKE AN AD**
  - a. This is obvious right? Well how exactly do you achieve this? Keep reading
2. **Attach Your Ad To Relevant Current & Cultural Events**
  - a. Ex: The Popeye's Sandwich Craze of Summer 2019, Tekashi 69 Snitching, Memes and Funny Videos, etc.
3. **Add Subtitles to Your Ad**
  - a. Studies show that content with subtitles, even if the viewers already speak the language, get more engagement
4. **Make Your Ad a Meme or Video**
  - a. These kinds of ads are extremely quick and easy to make
  - b. This is the way our Ad was done, we'll give you the 411 on exactly how we made it
5. **Make Your Ad Look Like It Belongs to an Already-Established Brand**
  - a. This is a SERIOUS growth hack for running ads. Further Detail on the next slide.

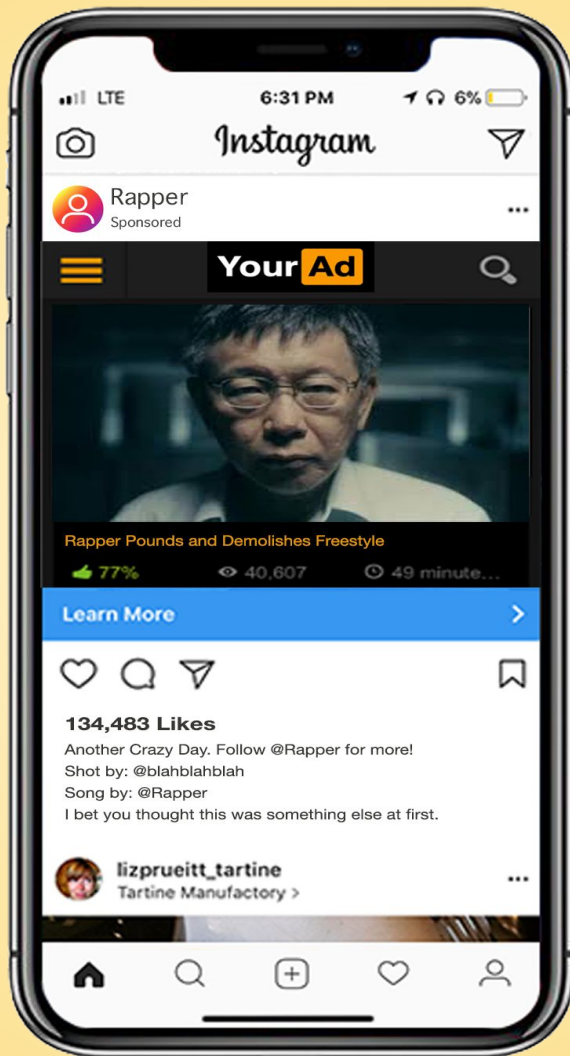
What is the first thing you think of when you see this? We can guarantee that the first thought that popped in your head was not “this is an ad, let me skip it”. This is a prime example of leveraging brands that are already established in order to boost the compelling aspect of your ad post.

I’m sure we all know the brand that this mock post uses. However, notice that the name of the brand isn’t stated anywhere. **We just know.**

A viewer’s initial thought will now more likely be something like “no way! Is this?” instead of “oh this is an ad..skip”.

This will boost a viewer’s interest in the ad and make them curious enough to keep watching. It is now up to the **CONTENT** to capitalize off of this opening. The baby’s mouth is now open from laughter. This is why making sure your content is up to par is so important.

This is the airplane noise and the spoon flying. But remember, **the baby food was good in the end.**



## CHOOSING YOUR BRAND TO MOCK:

This is a critical step that cannot be overlooked if you are looking to use this method.

Make sure that the brand you mock is:

1. *Very Easily Generally Recognizable*
2. *Niche Specific To Your Target Audience*
  - a. Ex: Don’t run an ad that looks like a **Supreme** ad to a Country music audience. Supreme is more of an urban niche clothing line. Country music fans might not recognize it as easily as Hip Hop fans.

Can’t think of any brands?

Start here:

Think about what outlets you frequent for your musical knowledge on what’s happening with your favorite artists? Is it **Spotify**? **Apple Music**? **Tidal**? **Complex**? Now you have a starting point..GO!

# “BUT I DON’T KNOW HOW TO MAKE THAT AD”

***DON’T WORRY!*** That iPhone Diagram was made in 20 minutes with VERY MINIMAL Photoshop skills. It would be well worth it for any upcoming artist to learn the Photoshop basics in order to save themselves money on things like logos, single and album covers, and general content creation. **The Hip Hop Helper employee that made that iPhone Diagram has used Photoshop 7 times in his life!** The power of YouTube is unmatched, it is the best how-to manual in the WORLD. TAKE ADVANTAGE!

If you would like us to create content similar to that as well as run the ad for you, just send an email to [TheHipHopHelper@gmail.com](mailto:TheHipHopHelper@gmail.com). This is an upcoming service that will be featured on our website as well. So be on the lookout for that! We will work with your budget to ensure that you get the most cost-effective strategy and see REAL RESULTS during your campaign.

# HOW TO MAKE A COMPELLING AD

When deciding your *Presentation Flow*, think of the thought process you want someone that comes across your ad to have. Whatever your goal for your ad is, you should seek to have the fact that this is an ad be a second or third thought.

Something like this is ideal:

1. Viewer sees ad
2. Notices something compelling about ad (“wait what is this? Let me watch a bit more”)
3. Watches a bit of the ad and notices that the actual content is compelling and satisfying
  - a. “I thought this might have been something else at first but this content is actually interesting, I’ll keep watching”
4. Decides they like the ad and wants to see more of this type of content
5. Clicks thru to your profile/website
6. Looks at your page/website and decides to follow/buy



# LOWERING YOUR AD COST

All of the aforementioned techniques will help you lower your ad cost. The ads platforms let you choose how much you pay for your ad and how long your ad will be running. When we say “lowering your ad cost”, we mean that you will receive more clicks and engagement for that same amount of money by following these techniques and always having a solid Presentation Flow in each of your ads. Your ad will be naturally compelling and you will be able to attract more attention and get people to take *ACTION* on your page or website.

***Once you have a compelling ad, it's time to set up the targeting to get the best out of that ad!***



# DOs AND DON'Ts OF TARGETING

## Do:

1. Target locally, nationally, and internationally on SEPARATE campaigns
2. Target age groups strategically
3. Target interests strategically
4. Target places strategically

## Don't:

1. Target too broad of an interest audience
2. Target unnecessary or disengaged age groups
3. Target places where your niche is not well-appreciated

# LOCAL, NATIONAL, AND INTERNATIONAL

International ads cost less than National ads and National ads cost less than Local ads. Target locally, nationally, & internationally SEPARATELY because ads are usually run to give the campaign the highest amount of exposure for the lowest amount of money. If you run an ad and target it to all major US cities as well as London and Japan, for example, most of your views will be coming from London and Japan because it is cheaper for people there to see your ad. The ads software will notice that you're getting engagement for cheaper in those areas and start to run your ad only to those areas. If your main goal for the ad is to a lot of views from people that live in the same city, state or country as you, this is not the way to target. If you want a certain amount of exposure internationally and a certain amount nationally/locally, it's best to run separate campaigns for the same piece of content. That way you can have more control over where your ad dollars are being spent and who is actually seeing your campaign. The most quantity is in international targeting while the most quality is in local targeting.

**REMEMBER**

**\$International < \$National < \$Local**

# WHY LOCAL TARGETING IS IMPORTANT

***WE CANNOT STRESS THE IMPORTANCE OF LOCAL TARGETING ENOUGH.*** Think of it like this, there's an artist showcase in your city tonight and you've been running local ads on a piece of content that promotes your newest single (that you'll be performing tonight) for the last 2 months. The chances that people in the audience at this showcase will have seen or heard of you already is SIGNIFICANTLY higher than it would be if you were running only national ads. Now, why is this important? It is typical for artists to get big in their city first and then to become nationally recognized acts. Think Migos, Chance The Rapper, Gucci Mane, Pop Smoke, Bobby Shmurda...the list can go on forever. If you're running a local ad and it was seen by 1,000 people, **that's 1,000 people in your general area who know who you are and have heard your music.** If you run that same ad nationally and have 1,000 people see, it will be 120 people that saw it in this city, another 200 that saw it in that city, 250 people that saw it in another city, etc. AND THIS ISN'T A BAD THING. However, let's think of a Sales Funnel again. If 1,000 people see your ad (let's say it's an amazing ad and gets really good feedback and engagement), an **amazing** ad performance would be if 200 of those people watched it, liked it, visited your page, liked your other content on your page, and decided to follow you and your journey. *(Cont. next page)*

# WHY LOCAL TARGETING IS IMPORTANT

Let's say that out of that 200 people that followed you and became fans, only  $\frac{1}{5}$  of them are going to be present at the showcase that you'll be performing at. **That's still 40 real fans at your show.** As we all know, most upcoming artist showcases are in smaller sized venues. 40 people in a small-medium sized venue looks like a lot more people than 40 people in Grand Central Station. Now, here's the kicker. Let's say there's an A&R or Label Executive at this showcase. What do you think that Label Exec would think if they visit a showcase in your city and see 40 people vibing to your music with a few of them even already knowing some of your lyrics? We'll tell you what that Exec would think, "Who is this artist and why don't I know about them!?". **That's not even the best part.** What do you think the rest of the people who came to the showcase will think when they see 40 people vibing to your music in real life? Now you're starting to see the bigger picture. We have personally seen these local campaigns work just like this. They work so well that we have been out on the town with our artists and on a regular basis, one person or a group of people will come up to the artist and say that they saw them on Instagram, liked their stuff, and are fans! **THIS A TESTED METHOD THAT WORKS!** Of course, your music and ad have to be good enough to attract the attention of people, but that's a given.

# WHY LOCAL TARGETING IS IMPORTANT

Let's backtrack now and say that you only ran your ad nationally. Even if you still got the same amount of engagement, your fans are scattered across the country. If you're like most artists when they start, you don't have the money or the fan-base to fund a country-wide tour just so the 14 people that like you in Wisconsin can see you. The logic is to get big in your city first. The amount of people that support you in your city will very likely propel you to a nationally recognized act way further and way faster than running strictly national ads will (Of course, this is not always the case). This is especially true if you live in a city that is big on your genre. For example, Atlanta is REALLY BIG for Hip Hop music these days. Whatever is hot in Atlanta is hot everywhere by default. If you get hot in Atlanta as a Rap/Hip Hop act, you're outta here!

# WHEN TARGETING NATIONALLY WORKS

Don't get us wrong, targeting nationally can have a very positive effect on your career and social media status in general. One could make a case that targeting nationally (if your goal is to blow up) can get the job done faster and cheaper than targeting locally. Everything is case-specific. Just as there's not only one way to become a nationally recognized act, there are multiple ways to achieve success with your ads. It's all about what works for you, your brand and your music. Some artists have been making music for 5+ years and already have a good support system in their hometown. Other artists, for whatever reason, aren't very popular in their hometown and choose to go the national route. Think of artists like Lil Peep (who is from Long Island, NY). He didn't have the support of his hometown, so he found it nationally on the internet instead. One thing that we can say about national targeting is that it will work much better and faster for artists with more money to invest in their ads. Artists that are saving money up between releases and campaigns, we suggest that you dabble in national ad campaigns to get your overall following up while primarily focusing on local ads as well as influencer marketing. Influencer marketing, in some cases, can result in exposure and an increase in fans that far exceed what that amount of money could have done in an ad campaign. There are several influencers who don't charge very much for a post on their page. If you post strategically, you can get your money's worth and then some!



# TARGETING AGE GROUP & INTERESTS

**Age Group:** We recommend that you target at least as young as 13 year old kids. The reason for this is that kids in the lower age group are always on social media. Even if you do a more soulful or slow kind of music that isn't necessarily popular with children, it will be worth it to target them. There are young kids that like all sorts of music and they have the most time on their hands to discover new interests. They are the most impressionable age group to target. On the flipside, do not target too old of an age group. Let's say you make jazz music, and your target audience is 40s and up. You should still target a younger age group. **Look to target at least some high school kids.** It is always the younger generation that sways the music market. 40+ people aren't on social media so much, and when they are, they definitely aren't looking for new music. These people grew up on CDs, cassettes and tape decks. That doesn't mean they aren't worth targeting, but they are not likely going to blow you up on IG.

**Interests:** When making an ad, you will be able to target people based on their interests. If you have a song that sounds similar to Drake, does that necessarily mean you should target Drake? **No.** Drake has all types of different songs, he is so big and known for so many different things that there are people who know Drake only as "The guy from Hotline Bling and Saturday Night Live". Take that into account when targeting. You want to target someone who is bigger than you and has a decent size audience, but is still not so big that their audience could know about them for too broad a range of reasons.



# WHERE TO TARGET?

Hip Hop Helper suggests that all Hip Hop ads target major US cities for Urban culture. These days, Urban Culture is Pop Culture. These cities include New York, Houston, Chicago, Detroit, Atlanta, New Orleans, Los Angeles & the Bay Area, Memphis, etc. The mixture of major city targeting as well as your local area will give you results like you have never seen before!

## NOTE:

When running ads through FB platform, use the objective “Video Views” for reaching new people and “Reach” for retargeting people who have seen you before. Targeting and Retargeting is the name of the game. Ask any well-known company and they will tell you the same.

# Troubleshooting Your Ad

If you have an ad that isn't performing well. There are a few things you can do to troubleshoot it to ultimately save you money and time with the campaign:

## 1. Adjust Targeting

- a. Targeting is very important, as we have discussed. A lot of the time, the ad isn't the problem. Adjust your targeting a bit by targeting different interests, age groups, and even places. There is no cookie-cutter way to run a successful ad, you must be willing to troubleshoot and find that sweet spot. Sometimes, it's on your first try. Other times, it's on your third try. The key is to never stop trying and to be able to adapt. Utilize Split Tests to shorten the amount of time it takes to find out which way is working the best.

## 2. Change Ad

- a. Have you adjusted your targeting time and time again with little to no results. It might be time to go back to the drawing board. Could your ad be more compelling? More entertaining? More eye-catching? Revisit your ad and make it as attention-grabbing as possible, then try again!

## 3. Adjust Ad Objectives

- a. Is your objective video views? Then make sure your ad objective is set to video views (facebook platform). If your objective is website conversions, make sure your objective is set accordingly.

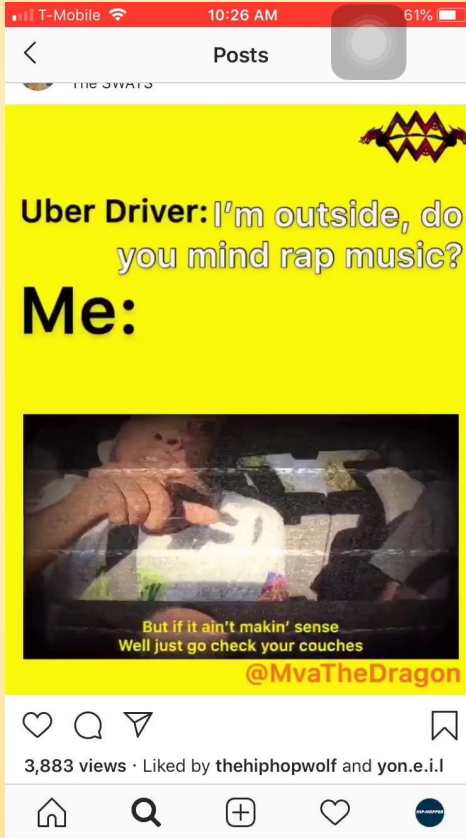
## 4. Adjust Ad Spend

- a. This is something that we like to play with a lot! Is your ad getting some attention, but not as much as you'd like for how much you're spending a day? Adjust that ad spend! Maybe cut it in half or by a third and gauge your results for that day. You might find that you can get similar results for a bit cheaper of an ad spend.

# HOW WE RAN OUR AD

So, how did we get this artist 45 followers with just \$10 a day for 6 days? Simple! Using the strategies that we just went over with you! Note some key attention-grabbers from this ad:

1. Bright yellow background similar to @genius posts
2. Subtitles in video to boost engagement and watch value
3. Post was made into a meme with the “Uber Driver” bit
4. Ad was targeted using the methods described in this deck (to be shown in later slides)
5. Artist’s instagram name is written in the actual post so people know where it came from once the video gets shared
6. Caption doesn’t ask for anything or seem to needy, just gives a little background story to the post
7. Logo moves during artist’s best lines, caption includes this so people have another thing to pay attention to while watching



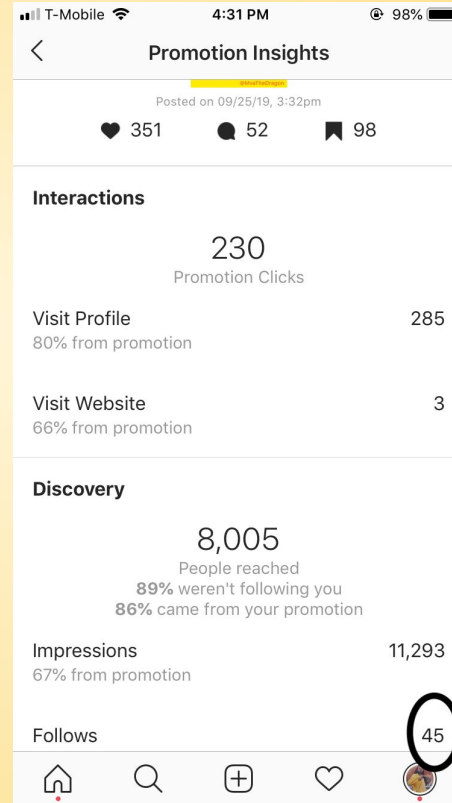
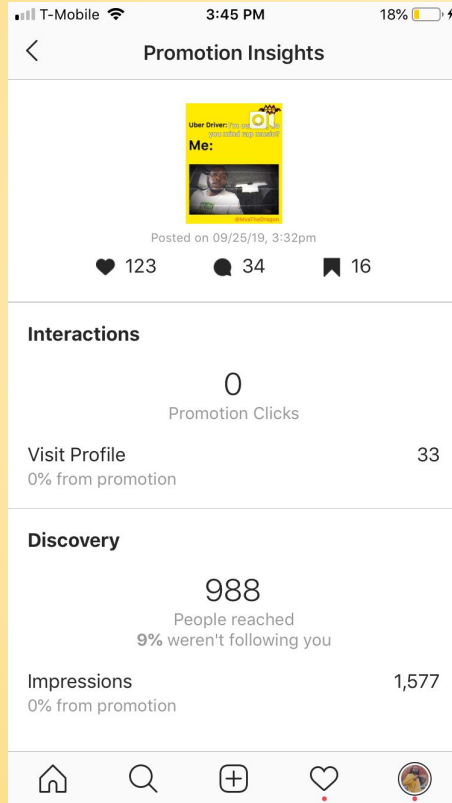
## APPS TO USE TO CREATE ADS

These tactics can be used very easily using a video-editing app on your phone. The name of the app that we used is “Videoshop”. It is very easy to use and understand, we suggest purchasing the plan that gives you use of all of the app’s features. It’s only around \$2 and you will be able to do so much with it!

There is another popular video editing app called “InShot”. Both can be used to create amazing and captivating ads FAST & CHEAP.

# Before vs. After

Compare the numbers here to the numbers on the right side of this page.



- Discovery: 710%+
- Visit Profile: 763%+
- Impressions: 616%+
- Views: 625.7%+
- Shares: 512.5%+
- Likes: 185%+
- Comments: 53%+
- Followers: 45+

# HOW WE SET UP OUR AD

Instead of explaining how we ran the ad, we decided to make a video showing you exactly how we set up the targeting, ad spend, and everything else. This will make it as clear as possible and the easiest to understand.



As you can see, this was a very simple set up. Automatic targeting (as advised) and \$10/day for 6 days.

Some of you may be wondering, "why not just do one day for \$60 or 4 days for \$15?". This is a great question.

**NEVER NEVER NEVER** underestimate the importance of having your ad up for a longer amount of time. If you're going to end up spending the same amount of money, go with a campaign length that will be up for at least a week. We did 6 days in the case because that is what this artist specifically wanted.

# GETTING NEW FOLLOWERS WITH ADS

After you set up your first ad and have it running for a decent amount of time, you can target look alike audiences based on the types of people who liked, commented, shared, or followed you. This is the best way to target to get followers along with running your ads for video views (facebook platform). Target manually initially and find the audience that is engaging with your content the best. From there, it's ok to trust in Facebook's data sets (If there's one thing that we all know Facebook has, it's data on people) to find the people who will be most likely to take those actions after seeing an ad. **Use Facebook's data to your own advantage.** Heck, it's what you're paying them for!



# The Rule of 7 Impressions

It is standard theory in the marketing world that it takes 7 impressions for a potential customer to become interested in a new brand. That means that if someone sees your ad up to 7 times, by the 7th time they won't be able to ignore it. They'll think "Who is this person and why am I seeing them so much?". All brands from small businesses to fortune 500 companies follow this rule today and market accordingly. Find your target audience, *ATTACK* them, target them and then retarget them over and over again. That is where you will see a high degree of success with your ads.



# Cost Per Click

Cost Per Click (CPC) is a very important metric to measure and watch when running ads. The average CPC is .28¢ in the U.S. and .35¢ globally. Look to get your CPC down to around here initially when running ads. Your local CPC will be a bit higher due to more immediate competition in your area of people and businesses bidding for ad space. When you run your ad for video views via the Facebook platform, CPC is changed to “Thruplays”, but it is essentially the same. Once you have your CPC down to around here, there might be a few steps that we’ve laid out in this deck that you can still follow in order to get it down lower. Remember, the goal is to perform above average! Once you’re around this area, the name of the game is retargeting and creating that niche content that got people to click your ad in the first place. Rinse and repeat. You will notice consistent growth that might even start to have a snowball effect because as your followers increase, so does your organic reach.

# Post Frequency and Fan Engagement

This is a part of running an Instagram account that most artists find the hardest. Once your followers come in (and they will) it will be very helpful if you already have a system in place to continuously provide your audience with fresh new content. That is why they followed you in the first place, you must continue to feed them, or they will find entertainment elsewhere. Consider your brand and what you stand for as an artist..that should give you enough content to post monthly. Hip Hop Helper advises all artists to post at least 1 picture a week with an engaging caption and at least 1 video a month to run ads on. We realize that this may be challenging, but remember that you must find your niche and do things in a way that consistently works for YOU. While posts this frequent may work for one artist, for another artist it may not go over well with their audience. If you cannot stick with 1 picture a week, we at least advise 1 video a month to run ads on. Start somewhere you feel comfortable, and as you get more comfortable creating content, kick up your output steadily. Practice makes perfect.

# Post Frequency Case-Study

Just to show you how subjective post frequency can be, we offer a case-study. Take a minute to look up [@GoldHippy](#) on Instagram. We have been watching this artist's Instagram page for quite some time. As you can see, he doesn't have a set posting schedule. He posts when he has new music to post about and when he's taken new pictures that work with his brand and his page. His following seems to have been steadily growing over the years (yes, years). It is no doubt that this method can work, but finding a couple key things about yourself to constantly draw from when posting more frequently will go a long way in shortening the process. If at any time you feel like you're posting less than quality content because you "have to", it's time to stop and reevaluate your brand and your post frequency. Quality is much better than quantity when it comes to posting. The goal is to post quality content frequently.

# YOU'RE READY

That wasn't so bad was it? Did you learn something? Are you ready to run your ads to gain exposure and new fans? You have everything you need, the knowledge, the apps, the game plan, the only thing left to it is to do it! Good Luck!

**Running Spotify Placement Campaigns for your newest single in sync with your IG Ad can increase the numbers for both as traffic will flow from one to the other.** Make sure your Instagram page has a link to your music and your Spotify Artist Profile has a link to your social media!

Hip Hop Helper also runs placement campaigns starting cheap! Visit [HipHopHelper.com/Playlist-Placement](https://HipHopHelper.com/Playlist-Placement) to get a campaign started with us!