



# Advertising Prekindle Events on Facebook

## Facebook Ads

Facebook is a powerful method for advertising events. You can specify detailed demographics to reach the people you need to reach, and set a daily budget. Your ads will be delivered into news feeds, Instagram, and their [Audience Network](#) of apps and webpages.

When you start advertising on Facebook, you will receive a Facebook Pixel. This pixel ID, which is just a long number (eg: 1234567890987654321), needs to be placed on the webpage that your ad links to.

Luckily, Prekindle does this for you automatically, once you connect your Facebook Pixel to your Prekindle account. (under Preferences).

## Facebook + Prekindle

Prekindle can display your Facebook Pixel on your event promo pages, and fire important customer actions to Facebook. (**PageView**, **InitiateCheckout**, **Purchase**). These events enable Facebook to optimize your ad's placement to maximize ticket purchases.

You will need to connect your Facebook Pixel to your Prekindle account first. Learn more here: <https://blog.prekindle.com/2016/07/18/advertise-your-events-on-facebook/>

The ad-type you want to create on Facebook is Website Conversions.

Create an ad linking to your event promo pages (eg: <http://www.prekindle.com/promo/id/24390158212429515>)

We recommend choosing the **Purchase** action as your optimization target.

## Choose a Date Range

You can advertise events at any time. Two good timings to consider are the week trailing the announcement date, and the week leading up to the event.

## Choose Demographics

Important demographics to consider are:

- Location (living at, been recently, & traveling to)

- Age
- Gender
- Interests (eg: Country Music, Artists, etc...)

You can stack demographics as much as you think is appropriate.

## Choose an Ad Image

Typically, event flyers are **not** appropriate for advertising on Facebook, due to the amount of text present.

Facebook enforces limitation on the images you can use in your ads. It's best to avoid text in your ad, and instead utilize the ad's headline & description. As you add text to your image, Facebook will show your ad less and less.

- **Guide For Using Text in Ad Images**  
<https://www.facebook.com/business/help/980593475366490>
- **Text Overlay Tool** - This tool is useful for determining how much your ad's deliverability will be affected by the text in the ad image.  
[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

## Choose Text For Your Ad

If possible, make your headline speak to the audience.



If a custom headline is not appropriate, simply list the name of the event, the venue, and the city/state.

- **Headline**      AwesomeFest | Club Awesome | Dallas, TX
- **Description**    Your Company presents AwesomeFest on 7/16/2016 at Club Awesome, Dallas, TX. Find event information and buy tickets.


## Design Recommendations

- Recommended image size: 1,200 x 628 pixels
- Image ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters
- Your image should include minimal text. [See how the amount of text](#) in your ad image will impact the reach of your ad.




## Example

**Prekindle**  
Sponsored · 

On tour now with Lumineers and Borns, don't miss this rare chance to see what NPR calls "shambolic, sweet, well-rendered troubadour psychedelia" FREE when you RSVP online.



**Critically Acclaimed Rayland Baxter at The Rustic, Free with RSVP**  
Prekindle - The Rustic presents KXT 91.7 Presents Rayland Baxter Brought to...  
[WWW.PREKINDLE.COM](http://WWW.PREKINDLE.COM) [Learn More](#)

 Like  Comment  Share

## Create the Ad

Start here - <https://www.facebook.com/business/products/ads>

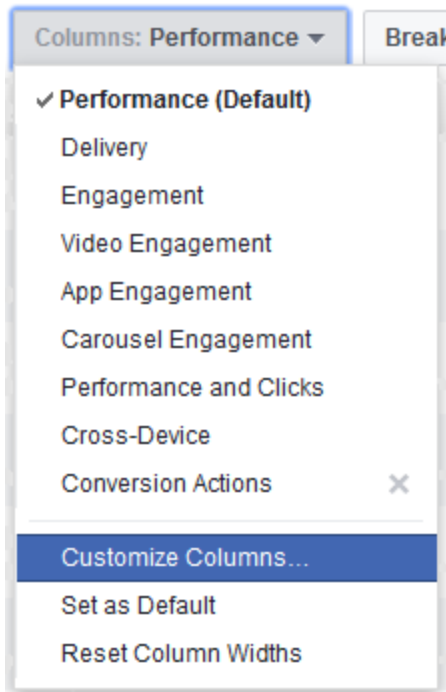
## Reporting

Facebook's Ad Manager provides quite a lot of detail. Typically, you can use their default views which count conversions based on your target action (usually **Purchase**).

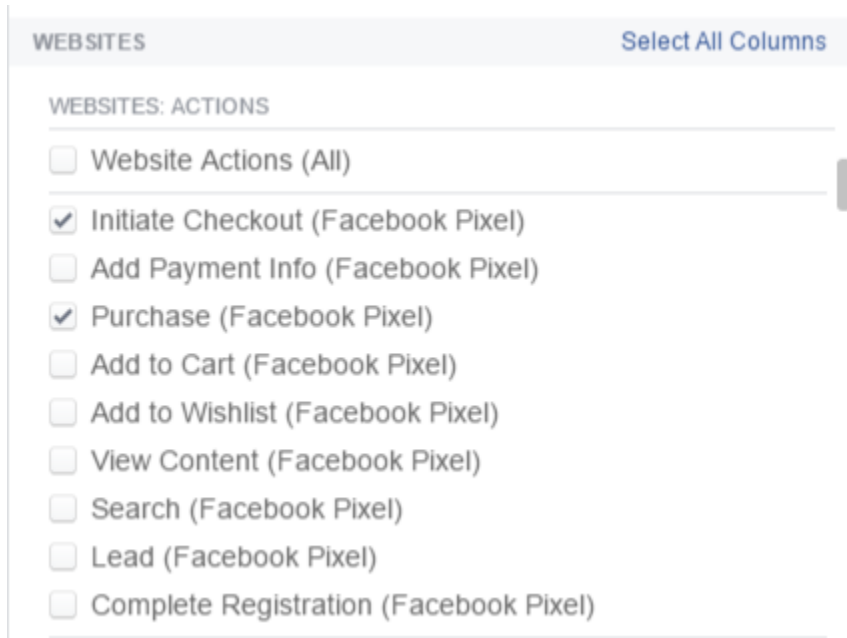
If you want to see how many of your customers have triggered each event, and the total value of your conversions, you must create a custom Report view in Facebook.

To create a custom report:

1. Go to Ads Manager (<https://www.facebook.com/ads/manager>)
2. Click to customize the columns:



3. Find the column section for website actions and choose the following columns:

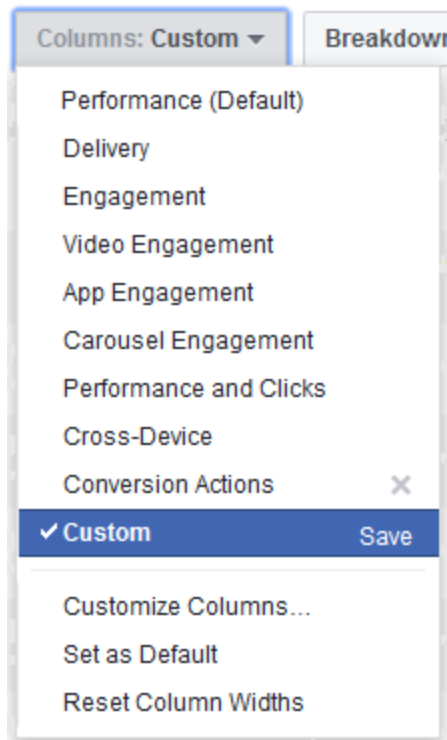


**WEBSITES** [Select All Columns](#)

**WEBSITES: ACTIONS**

- ☐ Website Actions (All)
- ☒ Initiate Checkout (Facebook Pixel)
- ☐ Add Payment Info (Facebook Pixel)
- ☒ Purchase (Facebook Pixel)
- ☐ Add to Cart (Facebook Pixel)
- ☐ Add to Wishlist (Facebook Pixel)
- ☐ View Content (Facebook Pixel)
- ☐ Search (Facebook Pixel)
- ☐ Lead (Facebook Pixel)
- ☐ Complete Registration (Facebook Pixel)

4. Click Apply to view the report with the new columns added.
5. Click the columns customization and choose to save your new report, and click Save on the Custom view. Remember, you can further customize your view to have as many or as few columns as you'd like.



**Columns: Custom** **Breakdown**

- Performance (Default)
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Conversion Actions
- ✓ Custom** **Save**
- Customize Columns...
- Set as Default
- Reset Column Widths