



**PREKINDLE**

# Marketing Tools: Dynamic Facebook Ads



## Website Visits

Customers arrive from your email marketing, social media, event discovery sites & more.

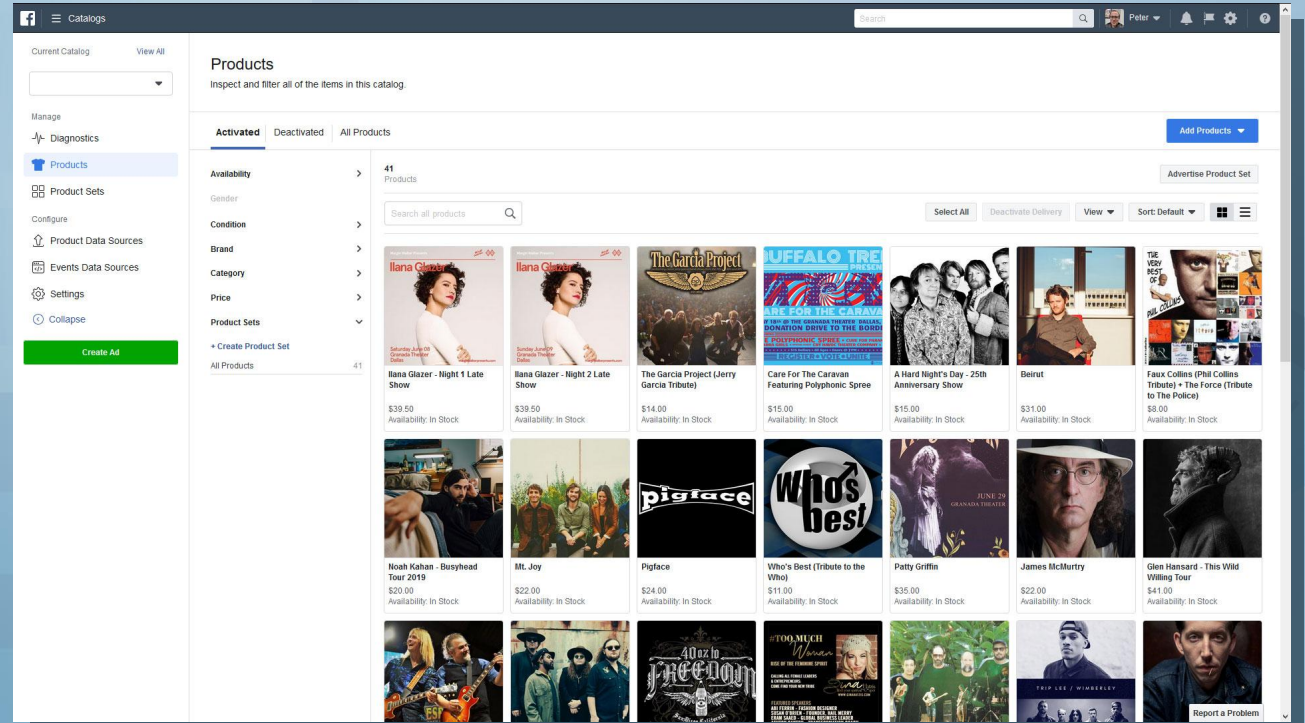


## Facebook Ad

Ads are served automatically that day, and 30 days more, until a purchase is made.



# Prekindle keeps your calendar in sync with Facebook, so you're **always on** with **zero effort**.



The screenshot displays the Facebook Catalogs interface. On the left is a navigation sidebar with options like 'Manage', 'Diagnostics', 'Products', 'Product Sets', 'Configure', 'Product Data Sources', 'Events Data Sources', 'Settings', and 'Collapse'. A green 'Create Ad' button is at the bottom of the sidebar. The main content area is titled 'Products' and shows a grid of 41 items. Each item card includes an album cover, the artist name, the product title, and the price. The items listed include:

- Iliana Glazier - Night 1 Late Show (\$39.50)
- Iliana Glazier - Night 2 Late Show (\$39.50)
- The Garcia Project (Jery Garcia Tribute) (\$14.00)
- Care For The Caravan Featuring Polyphonic Spree (\$15.00)
- A Hard Night's Day - 25th Anniversary Show (\$15.00)
- Beirut (\$31.00)
- Faux Collins (Phil Collins Tribute) - The Force (Tribute to The Police) (\$8.00)
- Noah Kahan - Buseyhead Tour 2019 (\$20.00)
- Mt. Joy (\$22.00)
- Pigface (\$24.00)
- Who's Best (Tribute to the Who) (\$11.00)
- Patty Griffin (\$35.00)
- James McMurtry (\$22.00)
- Glen Hansard - This Wild Willing Tour (\$41.00)

At the bottom right of the grid, there is a 'Report a Problem' link.



Set a daily budget to turn the *impressions* you are already paying for into **conversions**.

**\$5 - \$100 per day**

*\*recommended ad spend*



# Case Studies

## Music Venue

\$600 Ad Spend

\$18,000 Gross Sales

*Over 1 month period, \$20/day budget*

## Music & Food Festival

\$200 Ad Spend

\$9,500 Gross Sales


*Over 1 month period, \$5/day budget*

## Small Concert

\$15 Ad Spend

\$980 Gross Sales

*Over 15 day period, \$1/day budget*

The background features three faded, semi-transparent icons. On the left is a laptop with a screen showing a grid of content. In the center is a tablet displaying a list of items. On the right is a large analog clock with a light blue face and dark hands. The overall color scheme is a gradient of light blue.

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