

Facebook Marketing

FOR DANCE STUDIOS

Dance Studio Facebook Campaigns

SETUP & OPTIMIZATION INCLUDES:

- Creating a Facebook pixel ID for your studio
- Embedding the pixel ID into your website code *
- Creating your Business Manager in Facebook
- Creating a target audience
- Defining Campaign goal & budget
- Ad creation: picture, carousel, or video
- Ad management for the life of the campaign (up to 1 month)



1X START UP AD - \$249

This is a great option for the start of your dance year - to get new students in the door.

We recommend \$5-25/day for 2 to 3 weeks for the purposes of boosting posts or Facebook Ads. **

4X SEASONAL ADS - \$549

Advertise your dance studio during key times of the year: start of season, Nutcracker or competition season, concert season, and summer season.

We recommend around \$300 per seasonal ad for for the purposes of boosting posts or Facebook Ads. **

* For those with a Studio of Dance.com website

** Fuller details in the FAQs below

FB and MO's
- STUDIO OF DANCE.COM -

FACEBOOK PIXELS:

WHAT IS A FACEBOOK PIXEL?

The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. When you choose to work with us, we'll create your FB pixel for you.

WHAT DO I DO WITH THE FB PIXEL YOU'LL PROVIDE ME WITH?

If we've designed your studio's website, we'll take care of all of the FB pixel stuff. We'll embed the pixel ID into your website's code. If you're not one of our web design customers, we'll provide you with the code by email. You can then send it to your web designer to embed into your site's code.

AD COSTS:

ARE THERE ANY ADDITIONAL COSTS?

Yes. Besides the cost of creating and setting up your FB ad is the amount of money you want to spend on showing people your ads. This is a Facebook cost, which will vary depending on how many you want to see your ad, and for how long.

WHY THE ADDITIONAL COSTS? WHY ISN'T EVERYTHING INCLUDED?

Dictating how much each dance studio should spend to get their ad in front of their audience makes little sense, because each studio is different, with different goals. Instead of requiring you to spend the same amount as every other studio to have your ads seen, we give you control over how much you'll spend. Because of this, ad spend is a separate fee from our own service, which is for dance studio FB ad creation and implementation.

FB Ad FAQ's Continued

AD SPEND & TIMING:

SO HOW MUCH SHOULD I SPEND PER AD FOR A FB CAMPAIGN?

Some large businesses with massive media budgets spend \$5000 and more per day on their FB ad spend, but thankfully, that's a different type of business.

The answer depends on your dance studio, conversion goals, and marketing budget, but here are a few guidelines:

We recommend that a typical dance studio fall registration campaign run for 2-3 weeks at \$15 per day (\$210 to \$315 total ad spend). Are you willing and able to invest \$25 per day for 3 or 4 weeks? Even better. Do you prefer to test things out by spending \$5 per day for 1 week? That's OK too.

THE DANGER OF NOT SPENDING ENOUGH

The minimum you can spend on a Facebook ad is a dollar per day, so your minimum ad spend will be \$30-\$31 per month. While spending only the bare minimum is ok if that's all you have available in your marketing budget, you're in danger of underspending. To pay for the creation and setting up of an ad campaign and only minimally displaying the ad would be a mistake, because it's not how to get the most bang for your buck.

SO HOW DO I DETERMINE HOW MUCH TO SPEND?

Consider our recommendations above and your studio's marketing budget, as well as your goals (are you a new dance studio needing to fill classes? Or a thriving studio that wants a smaller, steady infusion of new dancers?). The decision is yours.

FB Ad FAQ's Continued

WHAT SHOULD THE TIMING BE FOR, FOR EXAMPLE, A FACEBOOK AD PROMOTING FALL REGISTRATION?

Say your fall season starts on September 8th. When should you start promoting it through your Facebook ad? It depends on your particulars, of course, but we would recommend your ad run a minimum of 4 weeks prior - ideally, the 1st of August.

NOTE: Make sure you've set up and tested your registration process for the season before you go "live" with your FB ad!

BOOSTING POSTS:

WHAT DO YOU MEAN BY "BOOSTING POSTS"?

Boosting a post is the simplest way to advertise on Facebook. Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have all the same customization features.

A boosted post will show up in your audience's Facebook News Feed as an ad. You can also select Instagram as an ad placement for your boosted post. You simply choose a post that's already present on your page's timeline and boost it by following a few quick steps. When you boost a post, you tell FB who you want to reach, your max budget, and how long you want to run your ad.

Facebook Ads are created through Ads Manager and offer more advanced customization solutions. There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.

Where a boosted post may initially optimize for Page likes, comments, and shares or overall brand awareness, Facebook Ads can optimize for website conversions (registration), video views, and more.