

JERRY'S GUIDE TO GETTING BUTTS INTO SEATS HOW TO FLIP FOLLOWERS INTO DOLLARS



BE YOURSELF - BUT BE CLEAR

Create a post, as you usually would, to promote your upcoming show. Be sure to include a **Call To Action** such as "Get Your Tickets Now" or "Click the Link In My Bio for Tickets!"

Be clear about what you want your audience to do.

POST YOUR CONTENT

Post your content onto your desired social media platform(s). Posting directly allows the content first to appear **organic** instead of as an **advertisement**.



SET UP ADVERTISEMENTS

This step is the most **important!** Set up an advertisement using the organic content you posted. Target your desired audience and set the advertisement to run for seven days.



WAIT, THERE'S MORE

If you're advertising on Facebook/Instagram, use the option to "Target My Followers & Their Friends." Also, remember to target the address of the venue where you will be performing as well.

BUDGET BREAKDOWN

Say the venue holds 300 people, and tickets are being sold for \$10. If you sold every ticket, the revenue generated would be 3000.00
 $3000.00 \times 0.025 =$ a 75 budget

CREATE YOUR BUDGET

Set the budget for this advertisement to be .025% of the revenue made if you were to **sell the venue out**.



REPEAT THE PROCESS

Repeat the process starting at **step one**, but this time use different content. If you posted a video the first time, this time, use a static graphic.



BUT WHY?

This is called A/B testing. A/B Testing is an experiment where two or more variants are shown to users randomly, and statistical analysis is used to determine which variation performs better for a given conversion goal.

source OPTIMIZATION GLOSSARY

AND NOW, WE WAIT

Let both of the advertisements run for **seven days** without interruptions. This allows time for both ads to run and target your selected audience.



ANALYZE THE RESULTS

After day seven, analyze the results of the two ads. Which ad resulted in more **impressions and clicks?**



GO FORTH WITH THE BEST

Determine which ad performed the best and then allocate 5% of the revenue made if you were to sell the venue out as your new budget.
 $3000.00 \times 0.05 =$ 150 budget