

CRASH COURSE: DIGITAL ADVERTISING



ABOUT THE TRAINER

CLAIRE MAS

music:)ally

HEAD OF DIGITAL TRAINING



CLAIRE@MUSICALLY.COM



@MASMUSICMADNESS / @MUSICALLY

DO
WHAT YOU
LOVE
WHAT YOU
DO

CROCODILES

LABYRINTH EAR

- INFORMATION & EDITORIAL •
- STRATEGY & RESEARCH •
- TRAINING & EDUCATION •
- EVENTS •



UNIVERSAL MUSIC GROUP



NOKIA



warner | music | group



gracenote.



facebook®



AGENDA

1. Setting up adverts and advert types
2. Comparing the online platforms
3. Online Advertising Best Practices for Artists

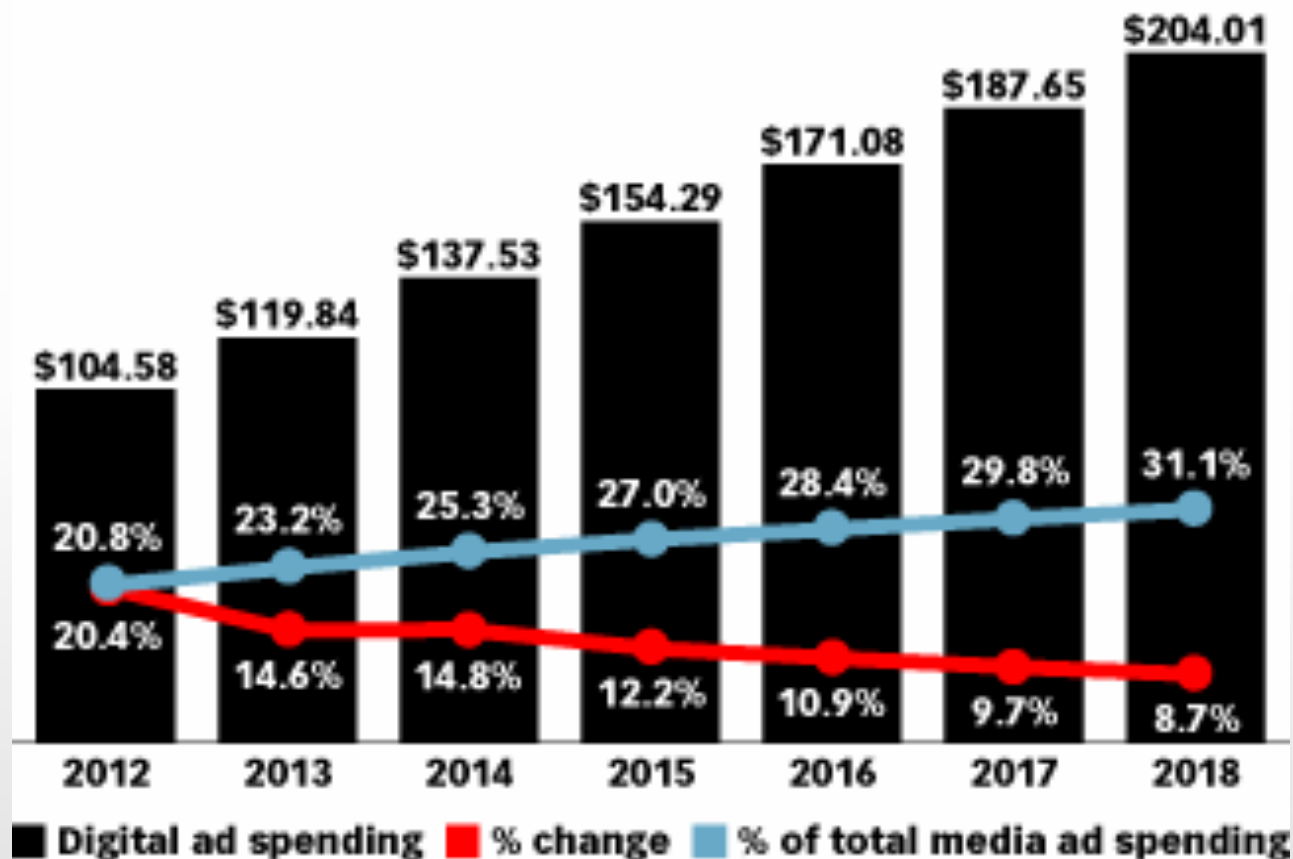


OVERVIEW OF DIGITAL ADVERTISING

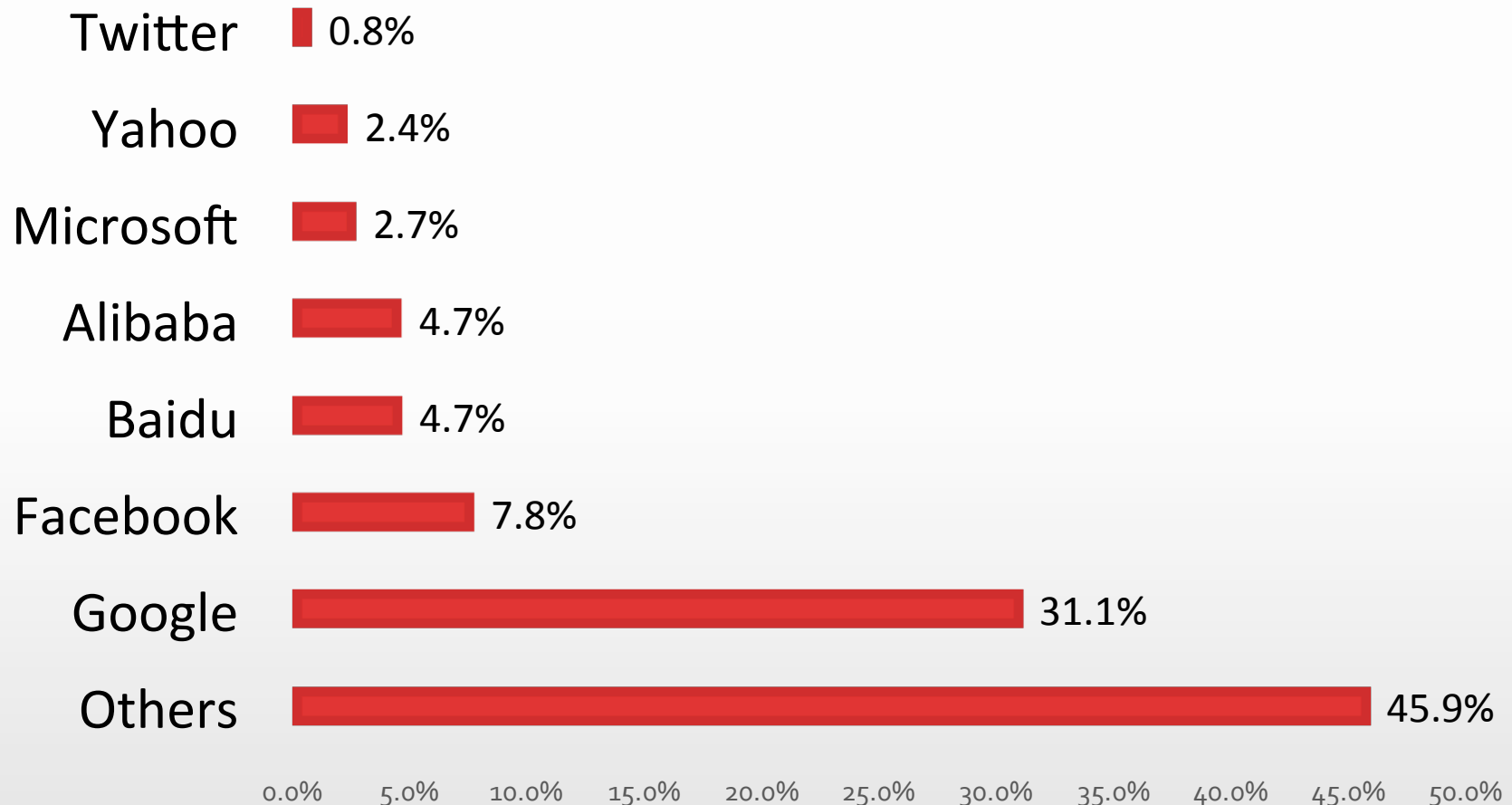
INTRO: ONLINE ADVERTISING'S GROWTH

Digital Ad Spending Worldwide, 2012-2018

billions, % change and % of total media ad spending



DIGITAL ADVERTISING REVENUE SHARE, WORLDWIDE



Source: eMarketers 2014

MOBILE ADVERTISING REVENUE SHARE, US

Net US Mobile Ad Revenue Share, by Company, 2012-2015

% of total

	2012	2013	2014	2015
Google	49.8%	41.5%	42.3%	43.8%
Facebook	9.0%	16.0%	13.7%	12.2%
YP	5.8%	3.9%	3.4%	3.0%
Pandora	5.5%	3.9%	3.5%	3.4%
Twitter	2.6%	3.2%	4.1%	4.4%
Apple (iAd)	2.8%	2.7%	3.2%	3.7%
Millennial Media	1.4%	1.1%	1.1%	1.0%
Other	23.2%	27.6%	28.8%	28.6%

Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners and other, rich media and video), search and messaging-based advertising; ad spending on tablets is included; numbers may not add up to 100% due to rounding

Source: company reports, 2012 & 2013; eMarketer, Dec 2013

166380

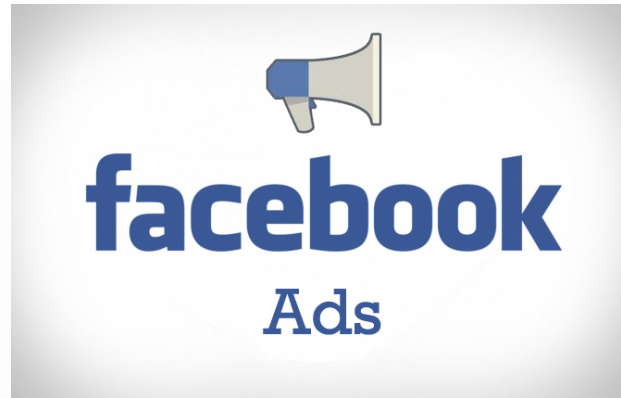
www.eMarketer.com

SETTING UP ADVERTS AND ADVERT TYPES

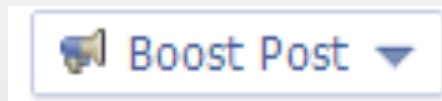
HOW TO CREATE ADVERTS?

The logo for Google AdWords, featuring the word "Google" in its multi-colored font and "AdWords" in a grey sans-serif font below it.

Adwords
Platform



Self Serve
Platform
Power Editor



Self Serve
Platform

music:)ally



EXPORT MUSIC SWEDEN

TYPES OF ADVERTS AVAILABLE



Search Placement
Display Placement
(incl. YouTube)
Search and Display
Select



Page Post
Engagement
Page Likes
Clicks to Website
Website Conversions
App Installations
App engagement
Event Responses
Offer Claims



Followers
Website Clicks or
Conversions
Tweet engagement
App installs/
engagement
Leads on Twitter

Google™
AdWords

GOOGLE: SEARCH PLACEMENT

Search Networks

Google Search, Shopping, Maps, Images, Groups,
Search partner sites e.g. AOL

🔍+Claire⌵🔔

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 63,100,000 results (0.21 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies.

[OK](#) [Learn more](#)

Ads related to **women's boots** ⓘ

Womens Timberland Boots - timberlandonline.co.uk
www.timberlandonline.co.uk/ ▾
Save In Time For Christmas With Up To 30% Off All Timberland Products!





Timberland Boot Company	Timberland Earthkeepers
Outerwear Styles	Original Yellow Boots

Up to 75% off Boots - Great Deals on **Womens Boots**
www.mandmdirect.com/Womens-Boots ▾
★★★★★ 43,399 reviews for mandmdirect.com
Biggest Brands - Lowest Prices
MandMDirect has 231 followers on Google+

Clarks® Boots - 50% Off - Up To 50% Off Selected Styles
www.clarks.co.uk/sale ▾
New Styles Added! Free Delivery

Boots | Ladies Shoes | New Look
www.newlook.com/shop/shoe-gallery/view-all-boots_1700099 ▾
New Look is the place to be for boots. Shop online for **women's boots**. thiah high boots.

[Shop for women's boots on Google](#) Sponsored ⓘ

 Superdry Women's Superdry Ibiza £89.99 Surfdome.com	 The North Face Women's £56.99 Outdoor Kit	 skechers grand jams- ... £39.99 tReds	 Clarks Orinoco Prize- ... £54.99 Shoes by Mail
--	--	--	---

Ads ⓘ

[50% Off ANY JustFab™ Shoe](#)
www.justfab.co.uk/ ▾
1st pair JUST £17.50
Free delivery & returns!

[Karen Millen Womens Boots](#)
www.karenmillen.com/ ▾
Shop the Exclusive New Collection.
Buy online at Karen Millen today!

[Leather Boots For Women](#)
www.newlook.com/shop/shoe-gallery/view-all-boots_1700099 ▾

KEYWORDS

Keywords are words or phrases you choose that can trigger your ad to show on search and other sites

Keyword Search tool

High volume

Low competition



Your product or service

Boots

Your product category

Fashion & Dress Boots

Ad group ideas

Keyword ideas

Download

Add all (379)

Search terms

Avg. monthly
searches ?

Competition ?

Suggested bid
?

Ad impr. share
?

Add to plan

Keyword (by relevance)

Avg. monthly
searches ?

Competition ?

Suggested bid
?

Ad impr. share
?

Add to plan

boots on sale



9,900

High

UK£0.86

0%



lace up boots



14,800

High

UK£0.84

0%



riding boots



60,500

High

UK£0.96

0%



knee high boots



22,200

High

UK£0.73

0%



womens boots



49,500

High

UK£1.20

0%



leather boots



12,100

High

UK£0.97

0%



boots for women



40,500

High

UK£0.90

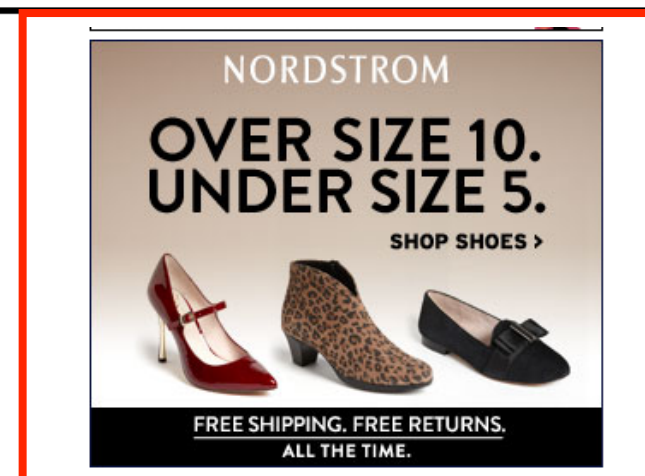
0%



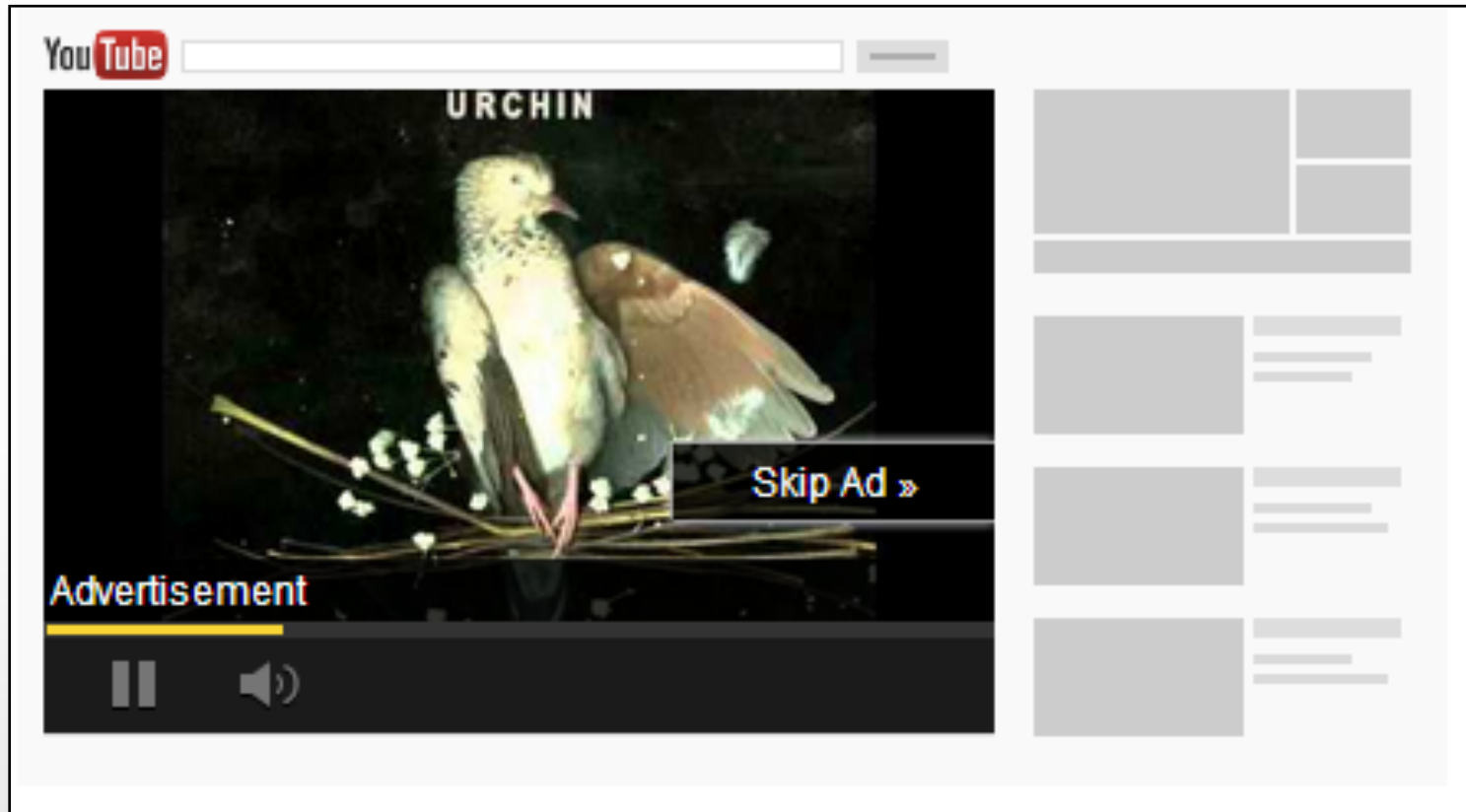
GOOGLE: DISPLAY PLACEMENT

Display Networks

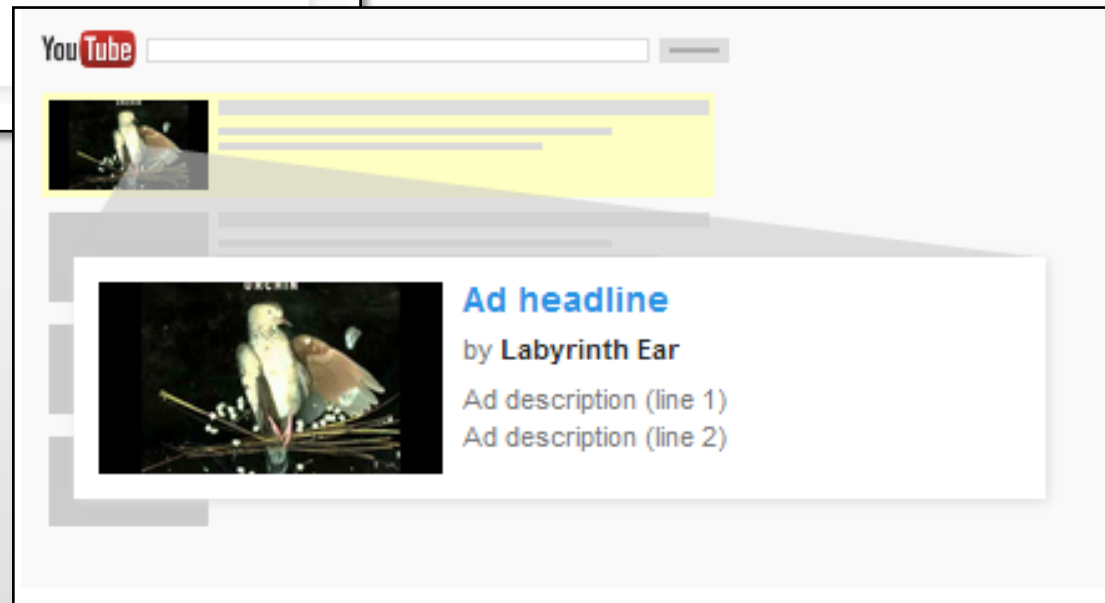
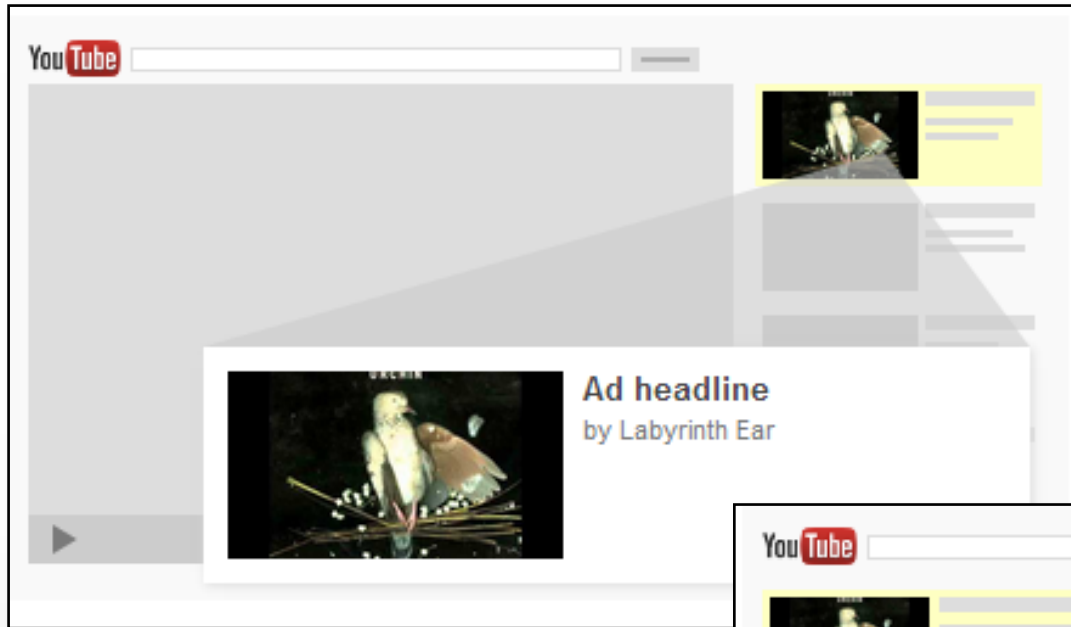
Google AdSense publisher sites, AdSense for Domains, AdSense for Errors, DoubleClick Ad Exchange, Google Finance, Gmail, Blogger and YouTube



GOOGLE/YOUTUBE: IN-STREAM



GOOGLE/YOUTUBE: IN-DISPLAY





facebook

Ads

FACEBOOK ADS

What kind of results do you want for your adverts?



Clicks to Website



Website Conversions



Page Post Engagement



Page Likes



App Installations



App Engagement



Event Responses



Offer Claims



Video Views

FACEBOOK: PAGE POST ENGAGEMENT



Torben Tietz

Bus to today' gig. Me like!

👍 13 💬 1

Right-hand column



Torben Tietz

Sponsored · 🌐

Bus to today' gig. Me like!



Like · Comment · Share · 👍 13 💬 1

Desktop



Torben Tietz

Sat · 🌐

Bus to today' gig. Me like!



13 Likes · 1 Comment

👍 Like

💬 Comment

➦ Share

Mobile

FACEBOOK: CLICK TO WEBSITE/WEBSITE CONVERSION

**Labyrinth Ear**
Just now

The Orchid Room is out now! Buy a copy while it's still hot out the oven.



THE ORCHID ROOM

Labyrinth Ear
LABYRINTHEAR.COM

Shop Now

Desktop

Right-hand
column

**Labyrinth Ear**
Just now

The Orchid Room is out now! Buy a copy while it's still hot out the oven.



THE ORCHID ROOM


Labyrinth Ear
labyrinthear.com


**Labyrinth Ear**
Just now

The Orchid Room is out now! Buy a copy while it's still hot out the oven.

Shop Now

Note: This is only a preview. The advert may show up differently in other apps.



**Labyrinth Ear**
Just now

The Orchid Room is out now! Buy a copy while it's still hot out the oven.

Shop Now


Note: This is only a preview. The advert may show up differently in other apps.

Partner mobile apps




FACEBOOK: PAGE LIKES

Claire Mas likes this.



Labyrinth Ear
Sponsored

The Orchid Room out now <http://smarturl.it/The-Orchid-Room> Website and store:...



THE ORCHID ROOM
DEBUT LP - RELEASED 14 APRIL

- 15 APRIL MADAME JO-JO'S LONDON (ALBUM LAUNCH)
- 16 APRIL NATION OF SHOPKEEPERS, LEEDS
- 18 APRIL SIXTY MILLION POSTCARDS Bournemouth
- 19 APRIL OXFORD SOCIAL READING
- 21 APRIL START THE BUS BRISTOL
- 26 APRIL L'ESPACE 8, PARIS, FRANCE
- 9 MAY THE GREAT ESCAPE BRIGHTON


Labyrinth Ear
Musician/Band
18,458 likes

Like Page

Desktop


Right-hand column

Claire Mas likes this.



Labyrinth Ear
Sponsored

The Orchid Room out now <http://smarturl.it/The-Orchid-Room> Website and store: <http://labyrinthear.com/> Contac...



THE ORCHID ROOM
DEBUT LP - RELEASED 14 APRIL

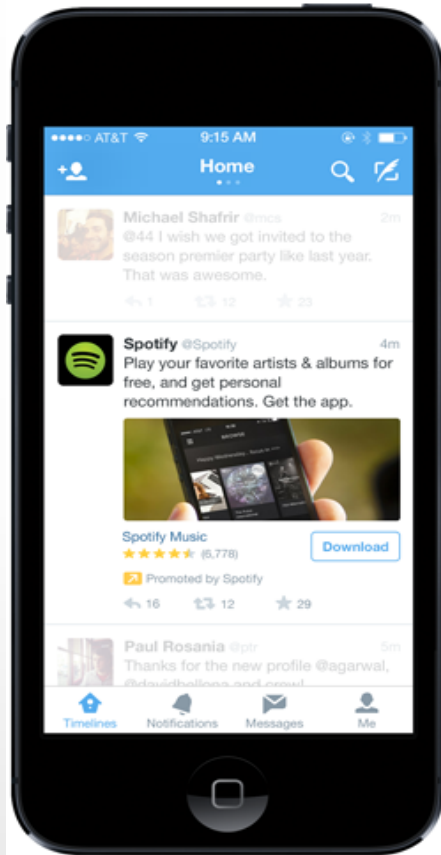
- 15 APRIL MADAME JO-JO'S LONDON (ALBUM LAUNCH)
- 16 APRIL NATION OF SHOPKEEPERS, LEEDS
- 18 APRIL SIXTY MILLION POSTCARDS Bournemouth
- 19 APRIL OXFORD SOCIAL READING
- 21 APRIL START THE BUS BRISTOL
- 26 APRIL L'ESPACE 8, PARIS, FRANCE
- 9 MAY THE GREAT ESCAPE BRIGHTON

Labyrinth Ear
Musician/Band
18,458 likes

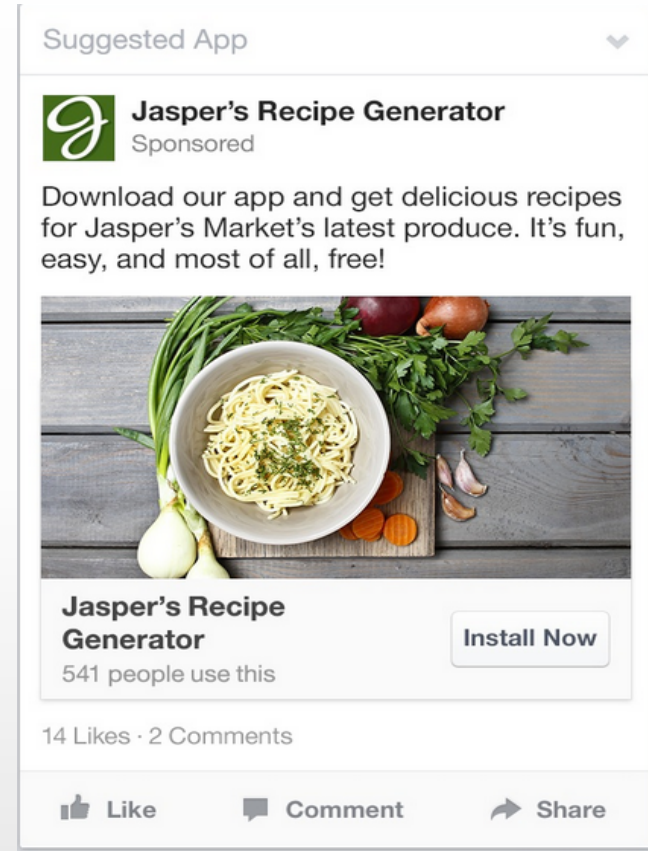
Like Page - 18,458 people like this page

Mobile

FACEBOOK: APP INSTALLATION/APP ENGAGEMENT



Mobile Only



FACEBOOK: EVENT RESPONSES



Crocodiles W/ Sisu &
Come along kids

Join Event - 21 people are going

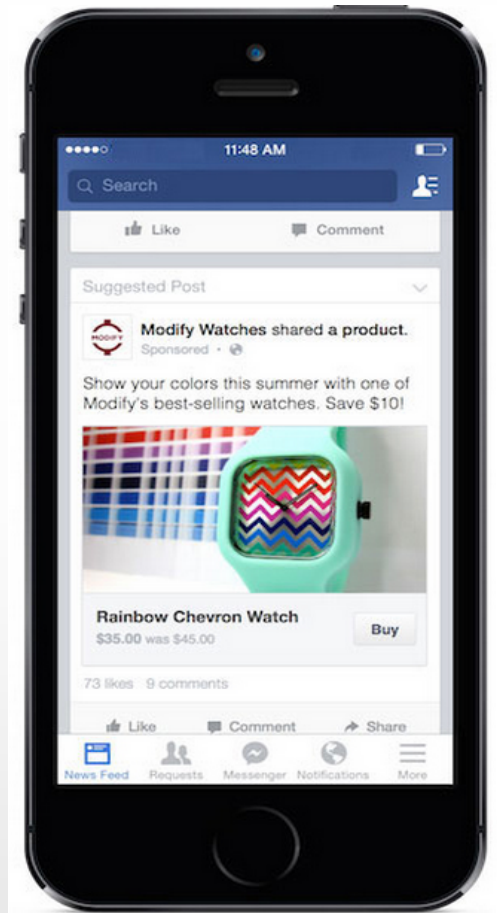
Right-hand column only



The Hoosiers @ Lodestar
Full tour details at www.Thehoosiers.Com/live

Join Event - 6 people are going

FACEBOOK: OFFER CLAIMS



Mobile



Labyrinth Ear posted an offer.



|| merchandise

 **Get Offer**



Jasper's Market
\$10 off your first order!

Save on your first order over \$50 of our locally sourced groceries! Jasper's delivers.

Get Offer · 541 people claimed this offer

Desktop

FACEBOOK: VIDEO ADS



Torben Tietz

5 mins

House in the woods - EP out now. Download for free via [http: / /www. Torbentietz. Com](http://www.Torbentietz.Com)



Jasper's Market

Looking for new recipe ideas? Watch our new video to make the best use of our fresh herbs.

Like Page · 541 likes



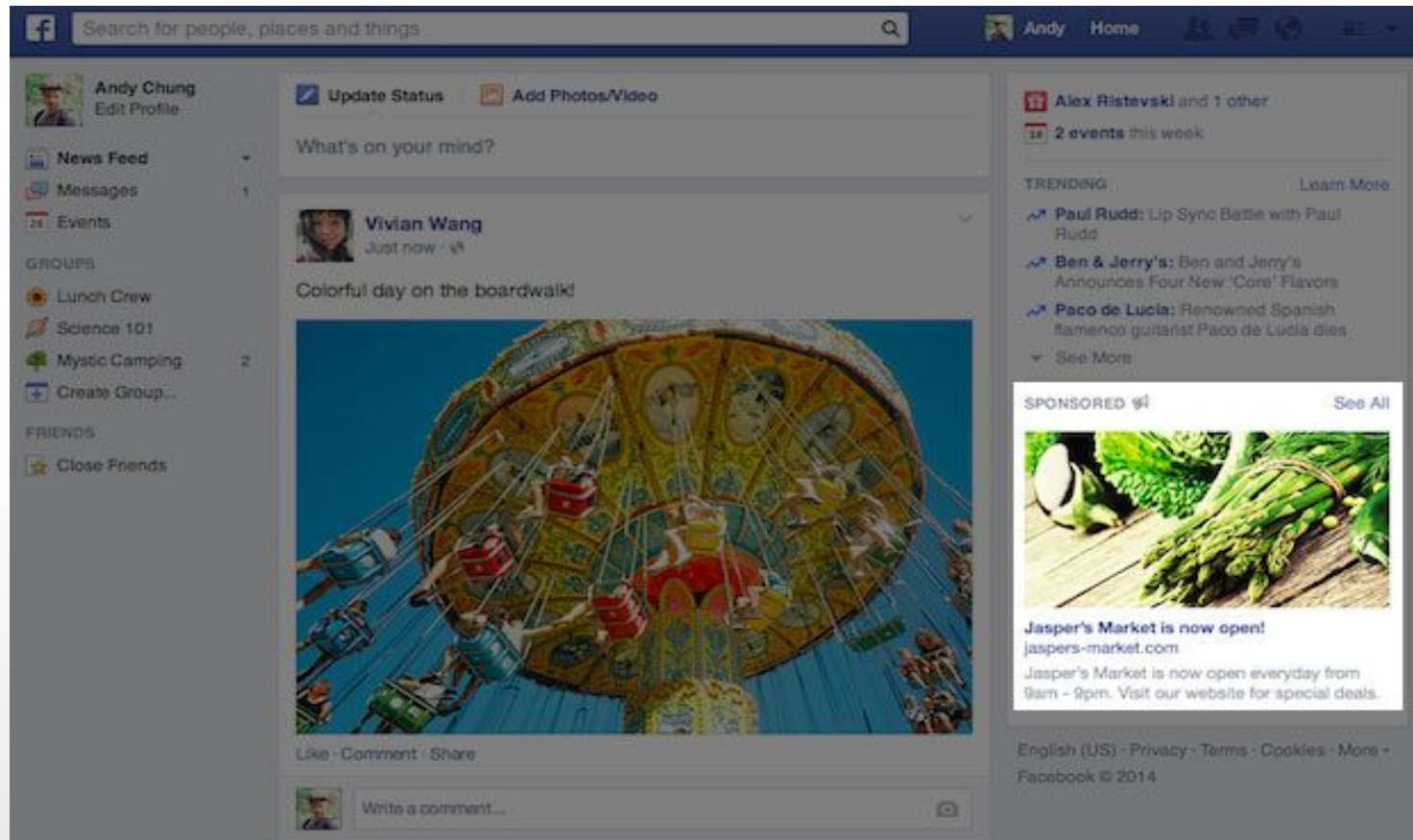
Torben Tietz

Just now

House in the woods - EP out now. Download for free via [http: / /www. Torbentietz. Com](http://www.Torbentietz.Com)



NEW RIGHT HAND COLUMN





TWITTER SWITCHED TO GOAL CAMPAIGNS



Followers

Grow your community on Twitter

Select



Website clicks or conversions

Send people to your site (to purchase, sign up, etc.)

Select



Tweet engagements

Reach more people and drive conversation

Select



App installs or app engagements

Get people to install or engage with your mobile app

Select



Leads on Twitter

Collect emails from people who express interest in your business

Select

FOLLOWERS

Available

1 currently promoted


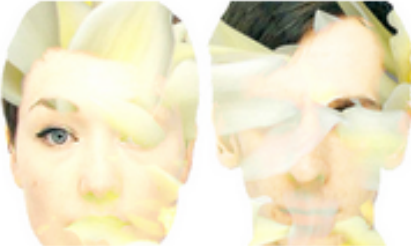


Claire Mas @Ma... have less than 5 seconds
Follow me please. I feel lonely and sad


Promoted only

WEBSITE CLICKS AND CONVERSIONS

Available1 currently promoted

☒**Claire Mas** @M... less than 5 seconds ago
This is a website click advert

Visit our website to find out more
[Visit now](#)

Tweet will only be shown to users targeted in a campaign

☐**Claire Mas** @MasMu... about 2 hours ago
Does anyone have a detailed guide for the new @twitter ad products? Surprisingly it's hardly been covered.
bit.ly/1qYGcgO

TWEET ENGAGEMENTS



Claire Mas @Mas... less than 5 seconds ago




Heya I want more engagement people.
Check this out
pic.twitter.com/OntRYZbn9o



Promoted only

APP INSTALMENT AND ENGAGEMENT

[App Card Tweets](#)1 currently promoted

**Claire Mas** @Mas... less than 5 seconds ago
Download Instagram to take amazing pictures of cappucinos. Lord knows there aren't enough of those already.
cards.twitter.com/cards/18ce53uv...

Instagram
4.5/5.0 stars – 1196 ratings
[Install](#)

Promoted only

LEADS



Claire Mas @MasMusic... about 3 hours ago
Want more news sign up here
cards.twitter.com/cards/18ce53uv...



[Sign up now](#)

Promoted only

PROMOTED TRENDS

The image is a screenshot of the Twitter Discover page. On the left, there's a sidebar with a user profile (975 tweets, 122 following, 800 followers), a 'Compose new Tweet...' box, and a 'Who to follow' section. The main content area is titled 'Results for #2012Porsche911' and shows a tweet from Porsche (@Porsche) with a promoted status. A blue box highlights the 'Trends' section in the sidebar, which lists '#2012Porsche911' as a promoted trend by Porsche. On the right, a blue header bar says 'Discover' with a search icon and a share icon. Below this, a white box labeled 'Trending' lists three trends: '#ManUtdFullRefund' (promoted by Betfair Sportsbook), '#TransferDeadlineDay' (31.6K Tweets), and '#bbcqt' (28.2K Tweets). A 'View more trending...' link is below. At the bottom, a 'Top news story' section features a tweet from Rolling Stone (@RollingStone) about a Red Hot Chili Peppers parody, with a link to a video.

Twitter

Home Connect Discover Me

975 TWEETS 122 FOLLOWING 800 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

Trends · Change

#2012Porsche911 Promoted by Porsche

Results for #2012Porsche911

Tweets Top / All / People you follow

Porsche @Porsche
Our identity, our promise: the sports car: #2012Porsche bit.ly/w5ixyU #Porsche
Promoted by Porsche

Discover

Trending

#ManUtdFullRefund
Promoted by Betfair Sportsbook

#TransferDeadlineDay
31.6K Tweets about this trend

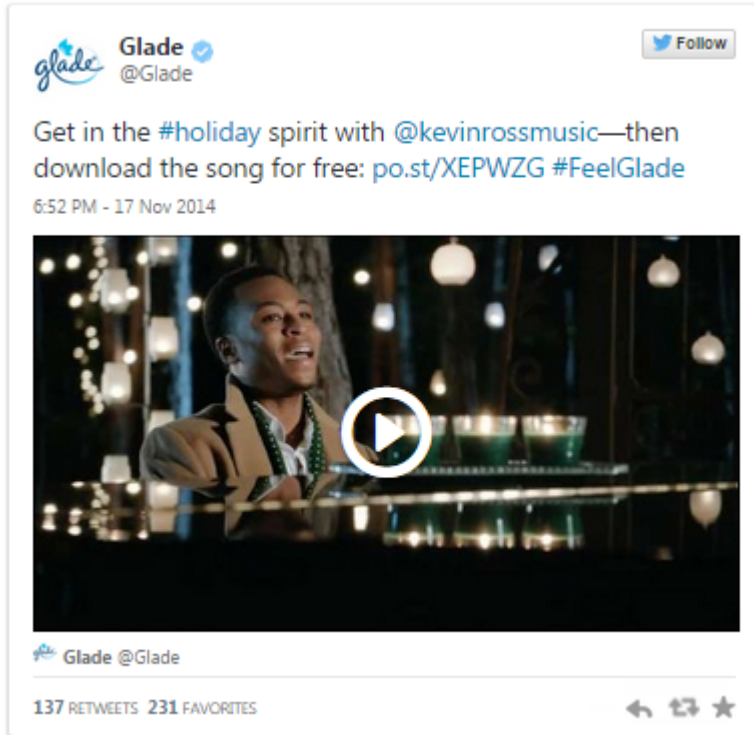
#bbcqt
28.2K Tweets about this trend

View more trending...

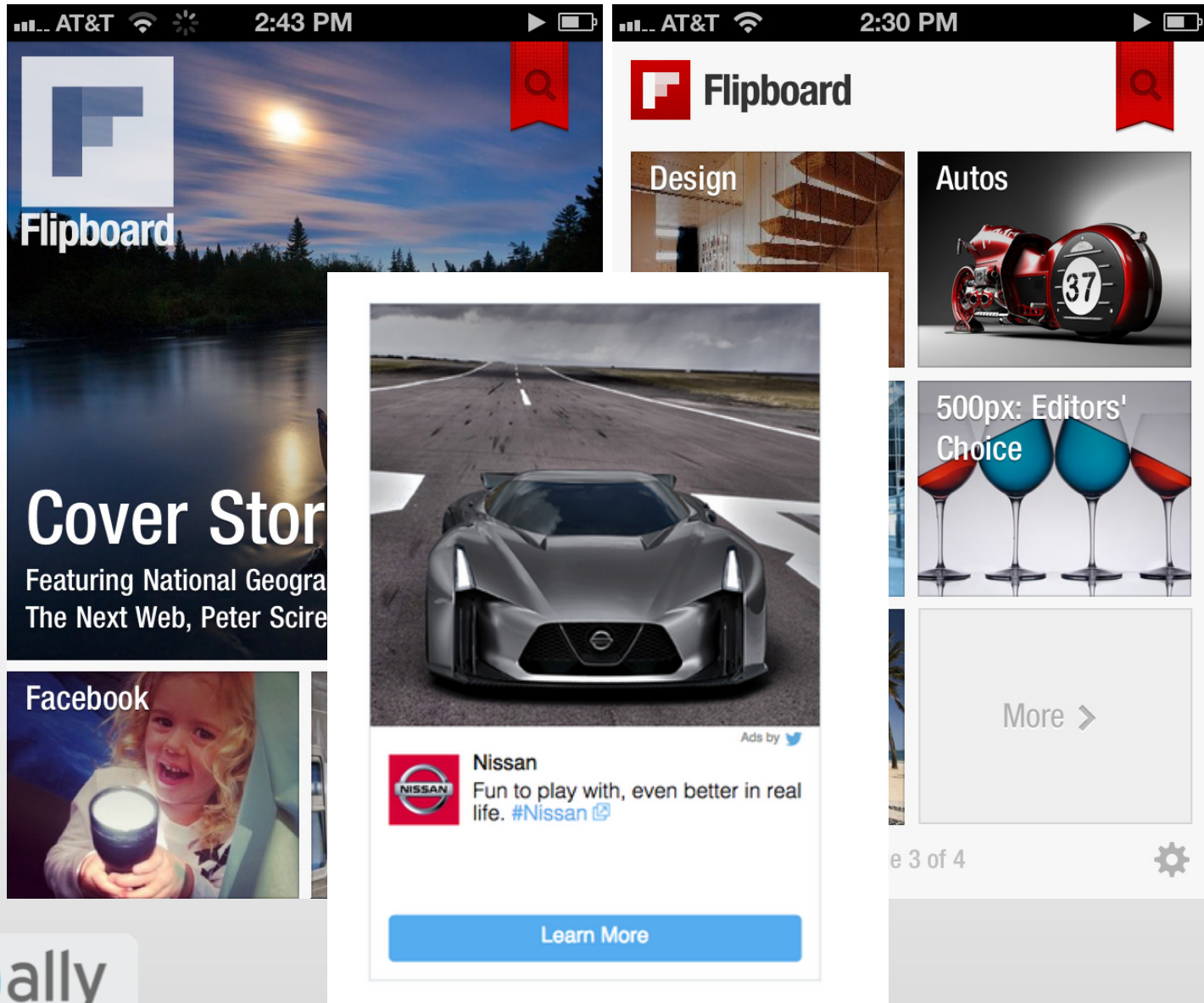
Top news story

Rolling Stone @RollingStone 18h
This Red Hot Chili Peppers parody is so good, it's basically a lost Chilis song: rol.st/1ff63q0

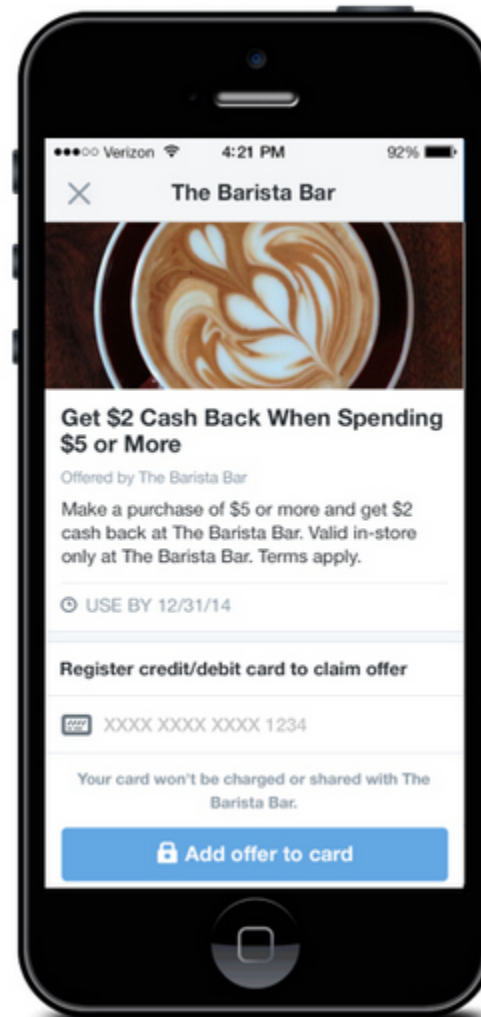
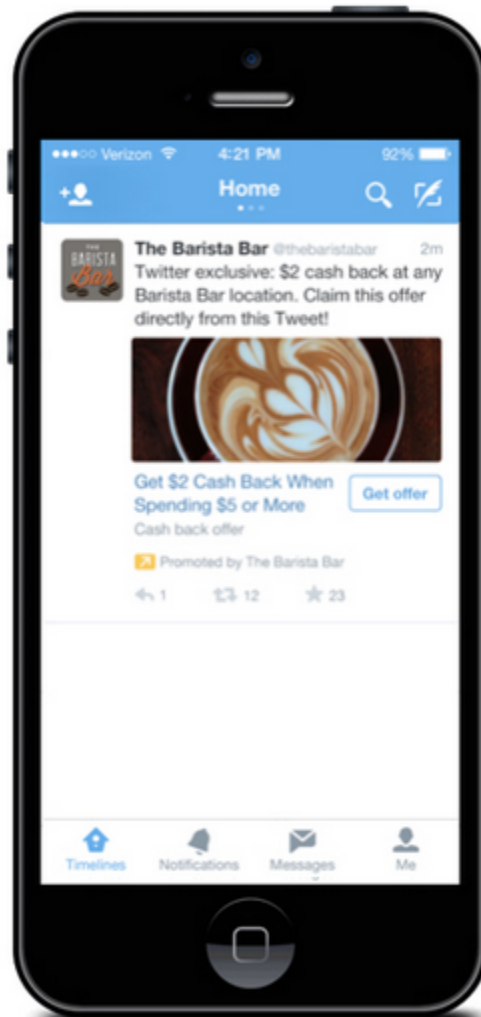
PROMOTED VIDEOS



NEW: SYNDICATED PROMOTED TWEETS



NEW: TWITTER OFFER



Comparing



INFORMATION GATHERING

The logo for Google AdWords, featuring the word "Google" in its multi-colored font and "AdWords" in a grey sans-serif font below it.

Browser History
Pages and Videos

The logo for Facebook Ads, featuring a megaphone icon above the word "facebook" in blue and "Ads" in a smaller blue font below it.

Personal Profile
Likes
Posts
Interactions



Personal Profile
Follows
Tweets
Interactions

music:)ally



EXPORT MUSIC SWEDEN

TARGETING IS GOLD



Google
AdWords


facebook
Ads



Keywords



Interest



Topics/Category



Likes/Followers



Age & Gender



Geography &
Languages



Mobile/OS/WIFI



COSTS AND BUDGET

Maximum or Automatic Bid:

- Cost-per-click (CPC)
- Cost-per- thousand impressions (CPM)
- Cost-per-acquisition (CPA) or Conversion Tracking
- Cost-per-follower
- Cost-per-engagement
- Cost-per-view
- AND Click-Through-Rate (CTR)



MATCH THE ENVIRONMENT



RELEVANCE SCORE

Performance

Actions Clicks CTR Impressions **Relevance Score**

Average	Over Time
RELEVANCE SCORE 10	POS. FEEDBACK High NEG. FEEDBACK Medium
Get tips on how to create relevant ads	

Great job! Your ad's relevance score today is **excellent** compared to scores for other ads shown to your audience.

Performance

Actions Clicks CTR Impressions **Relevance Score**

Average	Over Time
RELEVANCE SCORE 7	POS. FEEDBACK High NEG. FEEDBACK Low
Get tips on how to create relevant ads.	

Nice work! Your ad's relevance score today is **very good** compared to scores for other ads shown to your audience.

ADVANCED ADVERTISING

CONSUMERS BROWSE THE INTERNET

OFFICE

CHRISTMAS DELIVERY TIMES
CLICK HERE FOR MORE INFO

Store Locator | Help | Contact Us | Login or Register

0 Item(s)

[HERS](#) [HIS](#) [KIDS](#) [TRAINERS](#) [ACCESSORIES](#) [BRANDS](#) [SALE](#)

Enter keywords or product codes

SEARCH

10% OFF FOR ALL STUDENTS

INTERNATIONAL DELIVERY FROM £5

FREE UK STANDARD DELIVERY*

Home • Trainers • Unisex Sports • Old Skool

ZOOM

360° VIEW

Vans

Old Skool

Wool True White Exclusive

Style number 2421886227

£56.99

PRODUCT INFO

DELIVERY & RETURNS

These Old Skool Vans are really far too cool for school. This skate style features an exclusive black suede and wool upper with a true white vulcanized sole. Their lace detailing and cushioned collar adds extra comfort and support whilst maintaining their fashion forward edge.


Choose Size

Select Size

[Size guide](#)

ADD TO BAG

ADVERTS ARE TARGETED TO THE CUSTOMER

**Claire Mas**
Edit Profile

FAVOURITES

- News Feed**
- Messages
- Events 5
- Photos
- The Liberation by Indie Na...
- The Anchor
- TEDxPlainpalaïs
- Cotton Mount

PAGES

- Labyrinth Ear
- The Hoosiers 20+
- Brand New Heavies 20+
- Pages feed 20+
- Like Pages 20+
- Create Advert

FRIENDS

- Family 5




APPS


- Games 8
- Bandsintown
- UK Music Jobs 5
- Games Feed 20+






GROUPS

- PTR (post tenebras ... 20+
- Sunny Double Bedroom in...

Update Status **Add Photos/Video**
What's on your mind?

Jonny Dawson
Thanks for the birthday wishes everyone!
Like · Comment · Share · 12 minutes ago near London · 
 Write a comment... 

Office Shoes · Suggested Post **Like Page**
London's biggest shoe retailer and leading fashion footwear brand.
Order your Mens...

Shop Office Shoes
<http://www.office.co.uk/>
£56.99 - Buy Now, Free UK Delivery On Full Price Products!
Like · Comment · Share · Sponsored
[Create an Advert Like This for The Hoosiers](#)

Sonic Cathedral Chri... at 19:00
Sponsored  [Create Advert](#)
Shop Office Shoes
office.co.uk

£56.99 - Buy Now, Free UK Delivery On Full Price Products!
48,155 people like this.
Looking to progress?
lsbu.ac.uk
London South Bank University
Fast-track your career with a postgrad degree at LSBU.
Vans
skyford.co.uk

Need Used Van Sales specialist? Try Hangreen Limited T/a!
Facebook Start To Success

Get free expert help to promote your business on Facebook. Click to sign-up now!
Feel like a fresh dinner?
hellofresh.co.uk

Celebrate freshness and get £15 off our Dinner

HOW DOES SITE RETARGETING WORK?



A COOKIE IS PLACED



music:)ally



EXPORT MUSIC SWEDEN

THE COOKIE IS COLLECTED



Tailored Audiences - Web

Reach users who have visited your site, similar sites, or conducted relevant searches



*Note: Web to web. Can be web to mobile for a logged in user



AdRoll

music:)ally



EXPORT MUSIC SWEDEN

WHERE CAN WE PLACE COOKIES/PIXELS?



RETARGETING ON YOUTUBE

People who:

- Watch any of your videos
- Take an action on your videos (like, dislike, comment or share)
- View TrueView in-stream ad
- Visit or subscribe to your YouTube channel

Create a remarketing list ✕

List type ? Viewed any video from a channel

Select channel ?

List name ?

Membership duration ?

Status ?

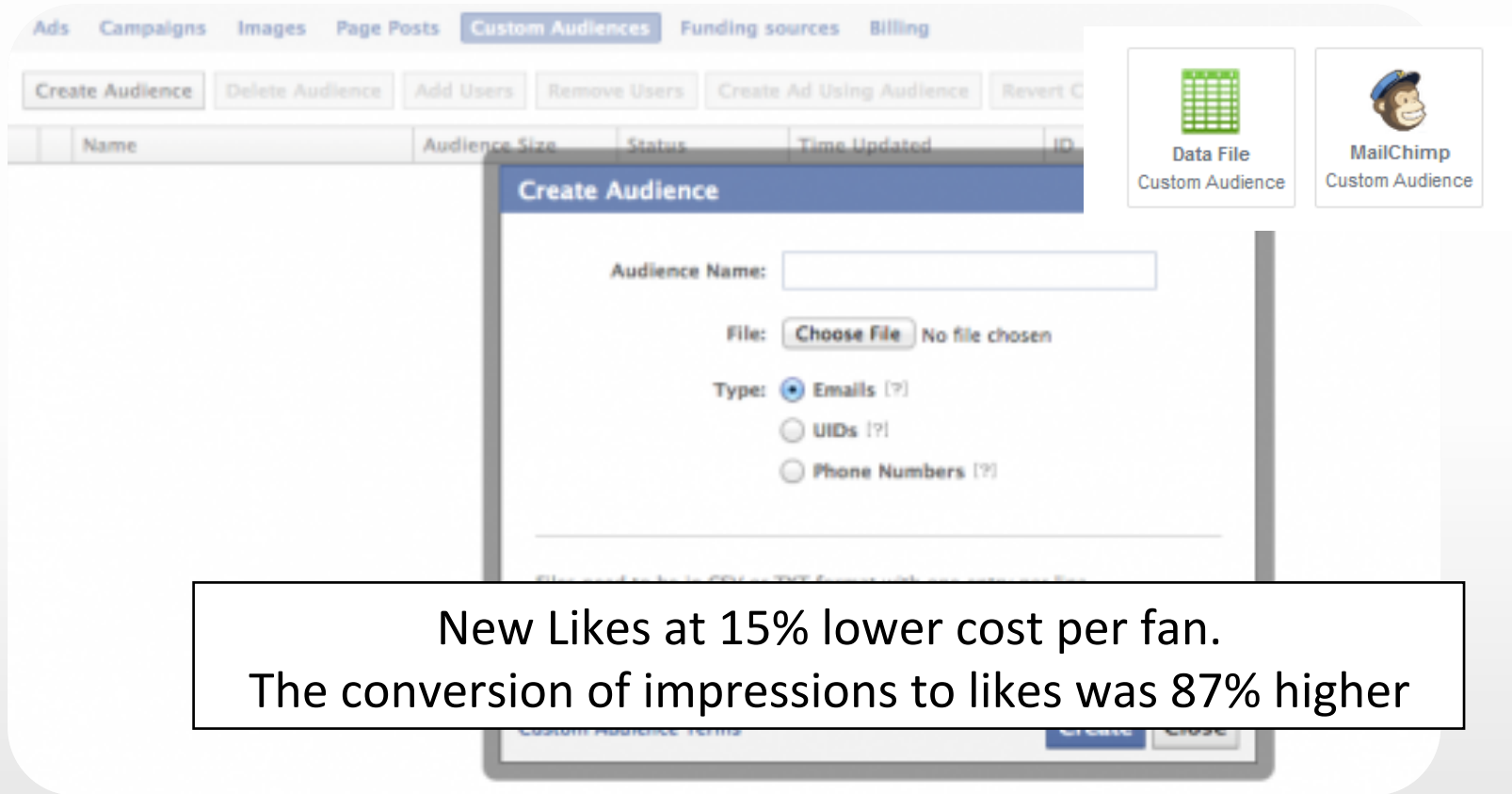
Initial list size ☒ Include users from the last 30 days. [Learn more](#)
☐ Start with an empty list.

This list will be eligible to run when it contains 100 users.

[Create list](#) [Cancel](#)

ADVANCED FACEBOOK ADVERTISING

FACEBOOK CUSTOM AUDIENCE



The screenshot displays the Facebook Ads Manager interface, specifically the 'Custom Audiences' tab. A 'Create Audience' modal is open, showing options to create an audience from a 'Data File' or 'MailChimp'. The modal also includes a table with columns for Name, Audience Size, Status, Time Updated, and ID. Below the modal, a text box highlights the results of the campaign.

New Likes at 15% lower cost per fan.
The conversion of impressions to likes was 87% higher

FACEBOOK LOOKALIKE AUDIENCES

Target new customers based on first party data using the Power Editor

Facebook's Algorithm creates an anonymous focus group to advertise to




Now expanded options:

- Find more people who look like your website visitors
- Find more people who look like your mobile app users
- Find more people who look like your Facebook fans

ADVANCED TWITTER ADVERTISING

TWITTER CARDS


Lead Generation Card

**MusicAlly**
@MusicAlly

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013


Free trial of daily music industry analysis & news



music:)ally #EASTREATMUSICALLY
EASTER TREAT
AT THE CUTTING EDGE OF THE DIGITAL MUSIC
2 MONTHS FREETRIAL


Grab it. Ends Friday

Share your name and email address with MusicAlly

**Twitter User**
@twitter_handle
tw****@ex****.com


[View advertiser privacy policy](#)

Website Card

**MusicAlly**
@MusicAlly

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



COMING ON 16 OCTOBER 2014
music:)ally
DIGITAL MUSIC AWARDS 2014
CAMDEN CENTRE
LONDON

Book your ticket for the Music Ally Digital Music Awards 2014

Book now

TWITTER CARDS

Basic App Card



Claire Mas

@MasMusicMadness

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



Instagram

Free

Install

Image App Card



Claire Mas

@MasMusicMadness

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



Instagram

4.5 / 5.0 stars - 3285 ratings

Install

TWITTER CARDS - ADVANCED

Card Types

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution.
- **Summary Card with Large Image**: Similar to a Summary Card, but with a prominently featured image.
- **Photo Card**: A Card with a photo only.
- **Gallery Card**: A Card highlighting a collection of four photos.
- **App Card**: A Card to detail a mobile app with direct download.
- **Player Card**: A Card to provide video/audio/media.
- **Product Card**: A Card optimized for product information.

TAILORED AUDIENCE & LOOK A LIKE AUDIENCES

Create new list audience

▼ Name your audience.

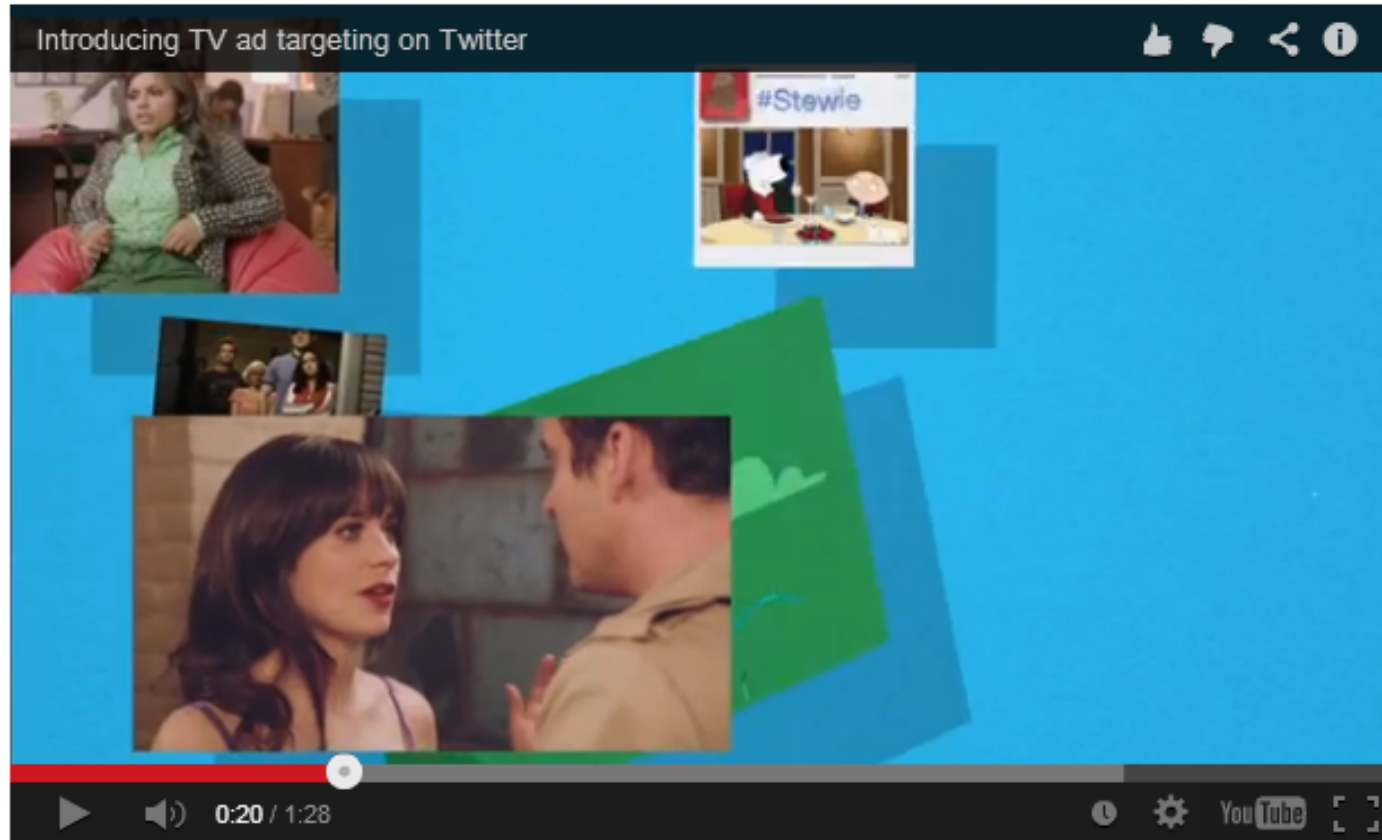
Give your audience a unique and descriptive name.

▼ Specify the type of data in your file.

What kind of records will you upload?

- ☐ Email addresses
- ☐ Mobile phone numbers
- ☐ Twitter usernames
- ☒ Twitter user IDs
- ☐ Mobile advertising IDs

TWITTER TELEVISION



TWITTER TV TARGETING

Choose your targeting method.

Manually select specific show conversations with conversation targeting with all of the shows in which your TV ads appear with ad targeting. No markets or advertisers at this time. [Learn more.](#)

☒ Conversation targeting ☐ Ad targeting

Search for shows or Import


Target TV shows...




Shows
✕ • Made in Chelsea (309K users)

Estimated users currently engaged with each TV show

- < 10K
- 10K–100K
- 100K–500K
- 500K–1M
- +1M

New Tweet


 Heard you spreading rumours about Made In Chelsea. How bout spreading our song that was featured in today's episode. <http://bit.ly/1ibwfCQ>

   1 **Limited delivery Tweet**


Tweet will be shown only to those targeted in Promoted Tweet campaigns.





ONE LINK TO SERVE THEM ALL


 linkfire


HomeFeaturesLoginGet started▶


 Spotify

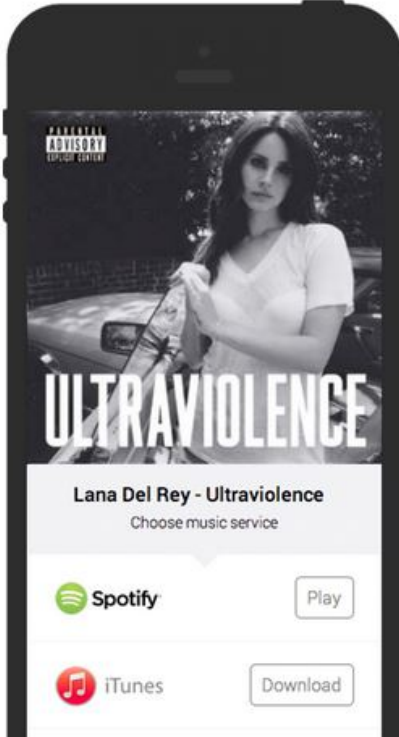
 DEEZER

 rdio

 iTunes


 Wimp

 TDC Play




DEEPLINK DIRECTLY INTO MUSIC APPS


Use one link to automatically route fans to the music they love, in the apps they love. With more than 50 different music services supported, we make it painless to set up.

**THE SMART LINK**

Fan clicks the smart link. Could be on social, e-mail, banners - basically anywhere.


**LANDING PAGE**

First time a fan clicks a smart link, a landing page with preferred music players is shown.

**ENJOYING THE MUSIC**

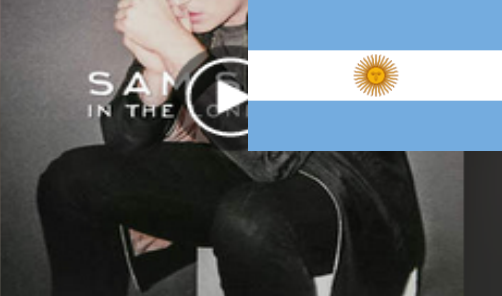
We save their preference and open the chosen app on mobile, tablet or desktop.

SAMSMITH.LNK.TO/INTHELONELYHOUR




Sam Smith
In The Lonely Hour (Deluxe Edition)
Choose music service

	Download
	Go To
	Download
	Play
	Play



Sam Smith
In The Lonely Hour (Deluxe Edition)
Seleccionar el servicio de música

	Descargar
	Reproducir
	Reproducir
	Reproducir
	Reproducir
	Descargar
	Descargar



Sam Smith
In The Lonely Hour (Deluxe Edition)
选择音乐服务

	去
	去
	播放
	播放
	播放
	播放

3. Edit appearance

<

Default | ▼

>



Father John Misty
Choose music service

⋮	7digital		
⋮	Beats		
⋮	Deezer		
⋮	Google-Play		
⋮	iTunes		
⋮	Rdio		

Manage territories

Customize territory

Change artwork, title and description in the selected territory. You can also re-arrange the music service order of appearance.

Add custom title

Enter title (max 30 characters)

Add custom description

Enter description (max 130 characters)

Custom button text

I don't know

Download

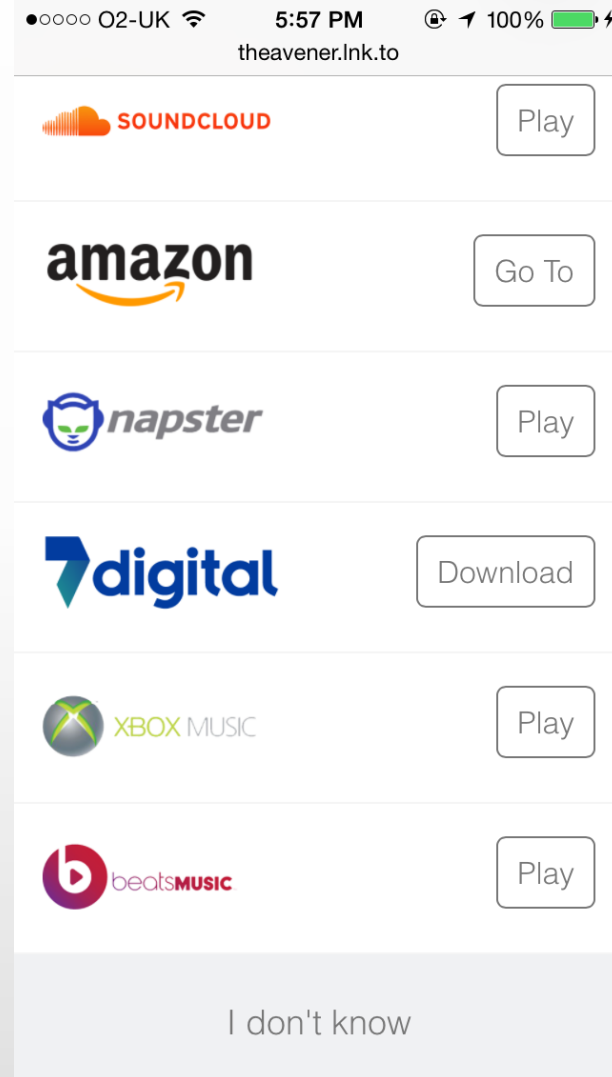
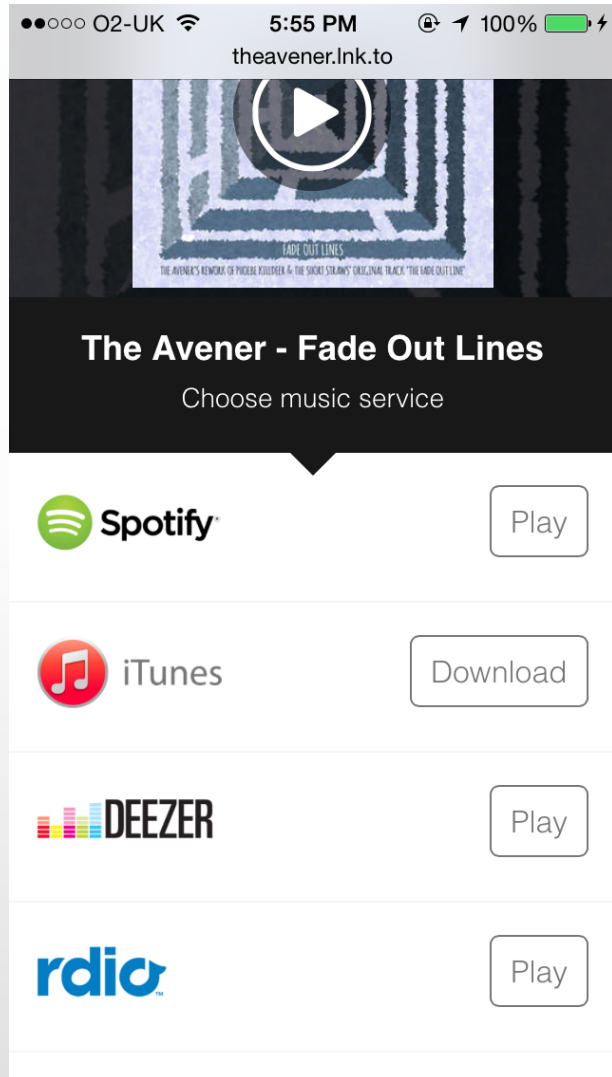
Go To

Play

☒ Always show preference page

☒ Automatic sort by most popular service

☒ Play sample if available



TWITTER AMPLIFY

Djokovic and Nadal have an amazing rally and Twitter goes wild

The rights holder (US Open) tweet a 90 seconds clip within a few seconds of it happening

Heineken have a 6 second pre-roll and banner, and promote (Amplify) the tweet across Twitter with a paid campaign



music:)ally



EXPORT MUSIC SWEDEN

ARIANA GRANDE



music:)ally



EXPORT MUSIC SWEDEN

ONLINE MARKETING BEST PRACTISES FOR ARTISTS

Cookies help us deliver our services. By using our services, you agree to our use of cookies.

[OK](#) [Learn more](#)

[The Head and the Heart](#)

www.theheadandtheheart.com/ ▼

35 Results - Just announced: **The Head and the Heart** will be playing Boston Calling Music Festival , happening May 23-25! Presale through Ticketmaster begins ...

[The Head and the Heart - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/The_Head_and_the_Heart ▼

The Head and The Heart is an indie folk-rock band from Seattle, Washington. Formed in the summer of 2009 by Josiah Johnson (vocals, guitar, percussion) and ...

[History](#) - [Television](#) - [Discography](#) - [References](#)

[The Head and the Heart - Down in the Valley \[OFFICIAL VIDEO ...](#)



www.youtube.com/watch?v=2iSQGWpy0qY ▼

1 Feb 2012 - Uploaded by subpoprecords

Subscribe To Sub Pop's YouTube Channel

<http://www.youtube.com/user/subpoprecords> **The Head and the**

...

[The Head and the Heart | Listen and Stream Free Music, Albums ...](#)

<https://myspace.com/theheadandtheheart> ▼

The Head and the Heart's profile including the latest music, albums, songs, music videos and more updates.

[The Head and the Heart | Facebook](#)

<https://en-gb.facebook.com/theheadandtheheart> ▼

The Head and the Heart. 226113 likes · 8551 talking about this. So many decisions in life and in the music we love can come down to a critical tug between the ...

[The Head and the Heart on Sub Pop Records](#)

https://www.subpop.com/artists/the_head_and_the_heart ▼

It wasn't that long ago that the members of Seattle's **The Head and the Heart** were



The Head and the Heart

Band

The Head and The Heart is an indie folk-rock band from Seattle, Washington. Formed in the summer of 2009 by Josiah Johnson and Jonathan Russell, the band also includes Charity Rose Thielen, Chris Zasche, Kenny Hensley, and Tyler Williams. [Wikipedia](#)

Active from: 2009

Origin: [Seattle, Washington, United States](#)

Albums: [Let's Be Still](#), [The Head and the Heart](#), [iTunes Session](#)

Members: [Charity Rose Thielen](#), [Josiah Johnson](#), [Jonathan Russell](#), [Chris Zasche](#), [Kenny Hensley](#), [Tyler Williams](#)

Record labels: [Sub Pop](#), [Heavenly Records](#)

Upcoming events

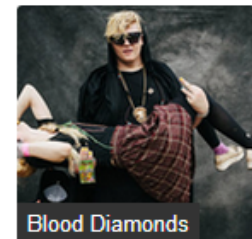
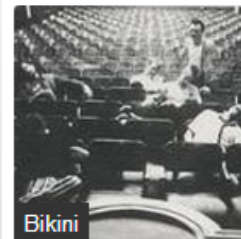
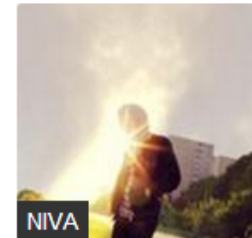
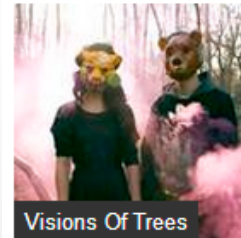
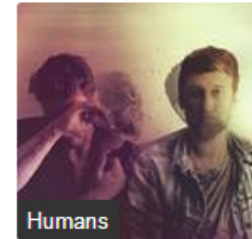
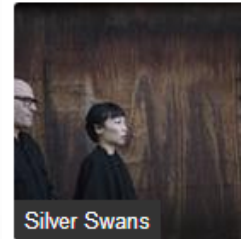
6 Mar Thu	The Head and the Heart London (near you)
21 Feb Fri	The Head and the Heart Seattle, WA
22 Feb	The Head and the Heart

SOUNDS LIKE



Spotify®
Similar Artists

last.fm



music:)ally



EXPORT MUSIC SWEDEN

FACEBOOK AUDIENCE INSIGHTS

CREATE AUDIENCE

Custom Audience >

Location v

+ Country, region, or city

Age and Gender v

Age

18 — Any

Gender

AllMenWomen

Interests v

+ Interest

Connections o v

Pages o v

People Connected to PAGE

Crocodiles (Band)

+ Your Page

(New Audience)

36.6K monthly active people

People on Facebook

Demographics

Page Likes

Location

Activity

Household

Purchase

Top Categories

1	Entertainment	Pitchfork • NME Magazine
2	Musician/Band	Dum Dum Girls • Thee Oh Sees • DIIV • Beach Fossils • Deerhunter • The Black Lips
3	Media/News/Publishing	VICE

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance i v	Audience	Facebook	Affinity i
Dum Dum Girls	1	11.4K	99K	393.3x
Thee Oh Sees	2	10.3K	99.6K	351.6x
DIIV	3	10.4K	102.3K	346.3x
Beach Fossils	4	10K	112.9K	303.6x

CONTENT IS KING



LAUNCHING A MUSIC VIDEO

Facebook Post Engagement

Facebook Website Clicks

Facebook video

Video Adverts on Google

Twitter Tweet Engagement

GABRIELLE APLIN

HOT LEADS - Fans who had liked or shared Gabrielle's videos or who had watched less-viewed content

- 18-minute sampler of the album

- Unreleased album track

- Exclusive acoustic version of her biggest single

- Personalised film message from Gabrielle

WARM LEADS - People who had only watched one video or entry level material like covers of other artists

- Entry-level content of official videos

- Cover version of the song 'Dreams' with Bastille



MAILING LIST SIGN UP

~~Facebook Plugins~~

Facebook Post Engagement / Video

Facebook Website Conversion

Facebook Offer

Twitter Lead Generation Card

Want
some
free
stuff?





NTOutfitters
@NTOutfitters



Join the Peak Fitness Club for daily deals.

Accept this offer by sharing your email address with NTOutfitters

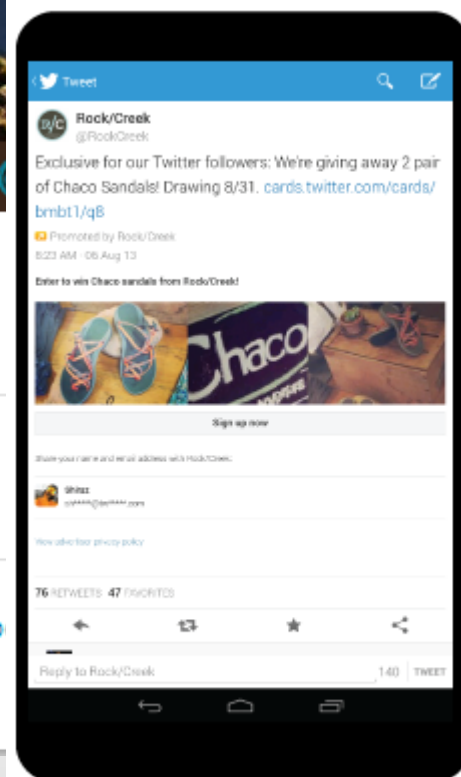


NTOutfitters
@NTOutfitters

pr****@ex****.com

Sign me up!

[View advertiser privacy policy](#)



ALBUM LAUNCH

Facebook Post Engagement

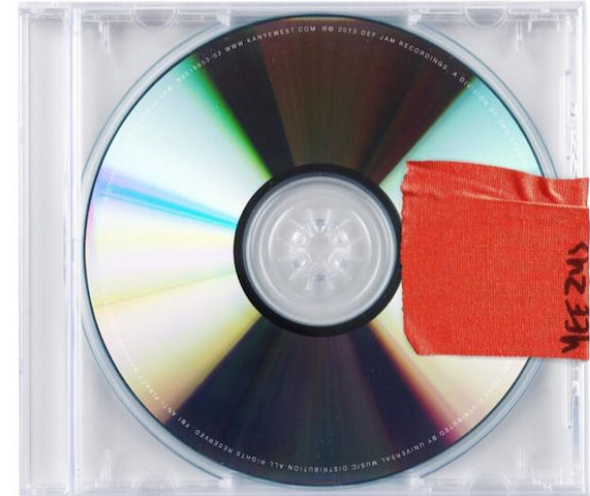
Facebook Video

Facebook Website Conversion

Remarketing on YouTube

Twitter Hashtags and promoted tweets

YEEZUS
NEW ALBUM FROM
KANYE WEST



NO PRE ORDER PLEASE PURCHASE
JUNE 18

CONCERT TICKET SALES

Facebook Event Responses

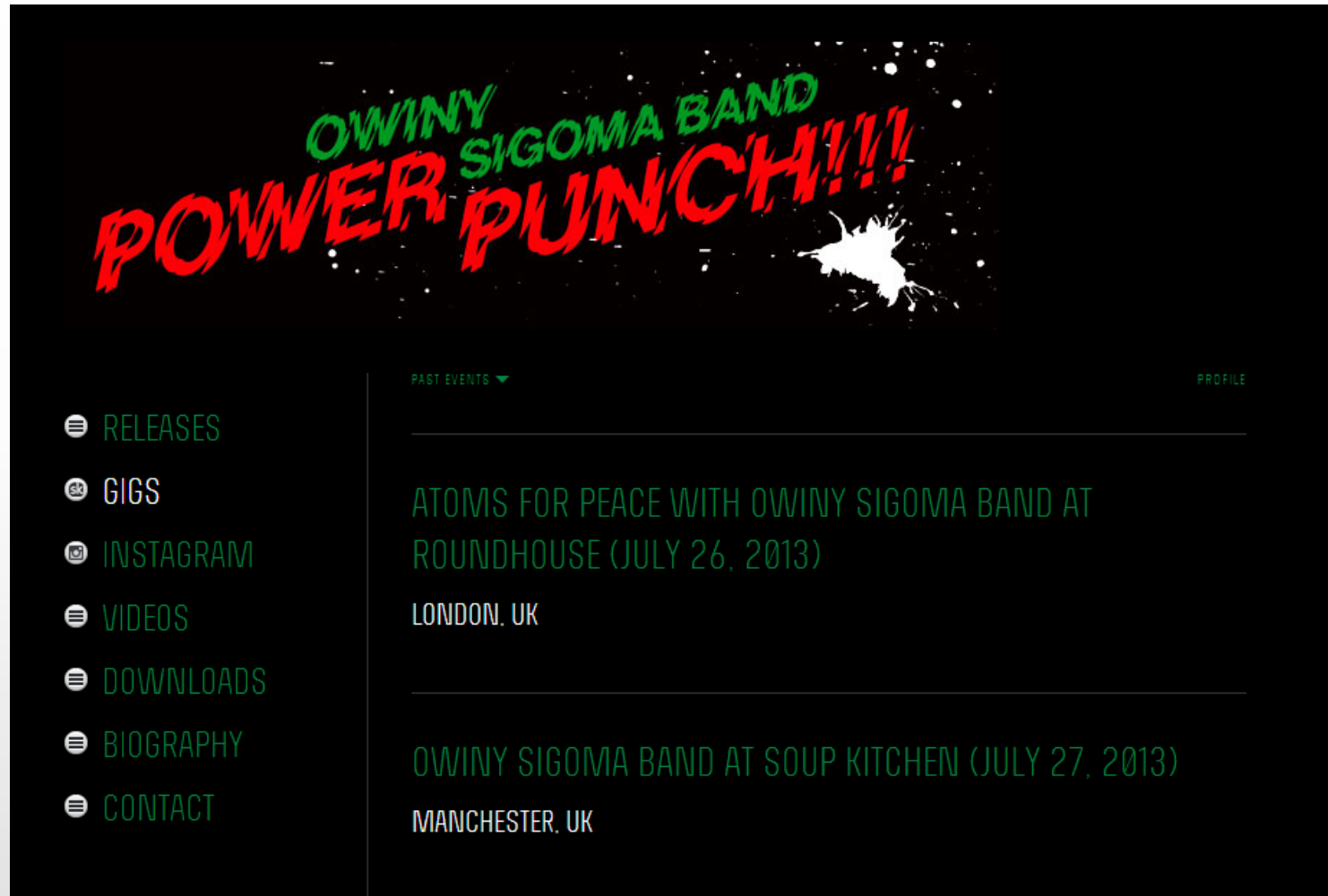
Facebook Website Clicks/conversions

Facebook video

(Mailing List)



SUPPORTING ACTS



The screenshot shows the profile page for the Owiny Sigoma Band on the music:ally website. The header features the band's name in green and red stylized text, with 'POWER PUNCH!!!!' in large red letters. Below the header, there is a navigation menu on the left with icons and links for RELEASES, GIGS, INSTAGRAM, VIDEOS, DOWNLOADS, BIOGRAPHY, and CONTACT. The main content area is titled 'PAST EVENTS' and lists two events: 'ATOMS FOR PEACE WITH OWINY SIGOMA BAND AT ROUNDHOUSE (JULY 26, 2013) LONDON, UK' and 'OWINY SIGOMA BAND AT SOUP KITCHEN (JULY 27, 2013) MANCHESTER, UK'. A 'PROFILE' link is visible in the top right corner of the main content area.

OWINY SIGOMA BAND
POWER PUNCH!!!!

RELEASES
GIGS
INSTAGRAM
VIDEOS
DOWNLOADS
BIOGRAPHY
CONTACT

PAST EVENTS ▾

PROFILE

ATOMS FOR PEACE WITH OWINY SIGOMA BAND AT
ROUNDHOUSE (JULY 26, 2013)
LONDON, UK

OWINY SIGOMA BAND AT SOUP KITCHEN (JULY 27, 2013)
MANCHESTER, UK

REMEMBER

Top quality adverts/website/content

Length of ads

Target using advanced options

Test, Analyse, Start Again

TIE EVERYTHING TOGETHER

ANY QUESTIONS?

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HEAD OF DIGITAL TRAINING

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