



Facebook Targeting Cheatsheet

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Without a truckload of cash and an army of seedy suits and solicitors, artists of the late 20th century had no way to control the growth of their own fan base...

...every method of large-scale exposure required an *in* of some kind.

Now, in 2021, Facebook and Instagram Ads have allowed hundreds of thousands of creators to reach and grow their own audience.

Unfortunately, learning how to use marketing platforms can be overwhelming. Ad campaigns require thoughtful audience targeting, purpose-built visuals and text, and a straightforward strategy (that will keep you from panicking).



The Good News

Once you *are* advertising and getting your music in front of people, it can become very easy to find the right audiences through data signals that the Ad platform picks up on...

...Facebook and Instagram Ads, Ad Campaigns, and even your entire Ad Account will *learn* over time.

Here's the bad news: no signal, no learning - you need a scent of the right person to give Facebook Ads. That's why using **interest-based** targeting is very useful for starting a new Ad Account.



Building Signal

When you're new to advertising, you need to build up signal. That's why we created this worksheet - to make it easy to find interests to target that will help "season" your Ad Account and the Campaigns in it...

...or, to put it simply: this worksheet helps us give Facebook the right scent for an artist who hasn't yet advertised.



Using this cheatsheet, you will be able to identify and confidently build exposure with the very best performing audiences - audiences that engage the most at the lowest cost.

Simply follow the steps in this workbook. In 30 minutes, you'll have a list of targeted interests that will help you identify the best audiences for building your Ad Account...

...growing your fan base...

...and generating enough data for Facebook and Instagram to take care of your targeting for you!



The First Step

The first step to creating and optimizing the perfect target audience is to identify the range of styles and influences you incorporate into your music.

We not only want to get clear on your influences - the artists who inspire you - but also the artists your songs draw comparisons to. And, we don't just want to know what other artists your current fans like or compare you to; we also want to know who your music sounds like when shown to complete strangers or first time listeners.

This way, we can create a broad range of audiences that are distinctly different from each other and, in doing so, neutralize your personal bias. Often times, your best performing audience can be from an artist that you don't even listen to that someone else suggested!

In the first set of fields below, list 5-7 influences or soundlike artists based on your own opinion/experience. If there are other personnel involved in your music, get their suggestions too!

Then, in the second set of fields, list 5-7 artists that you get compared to by fans or other people. Be sure to get suggestions from people who haven't heard you before, too!

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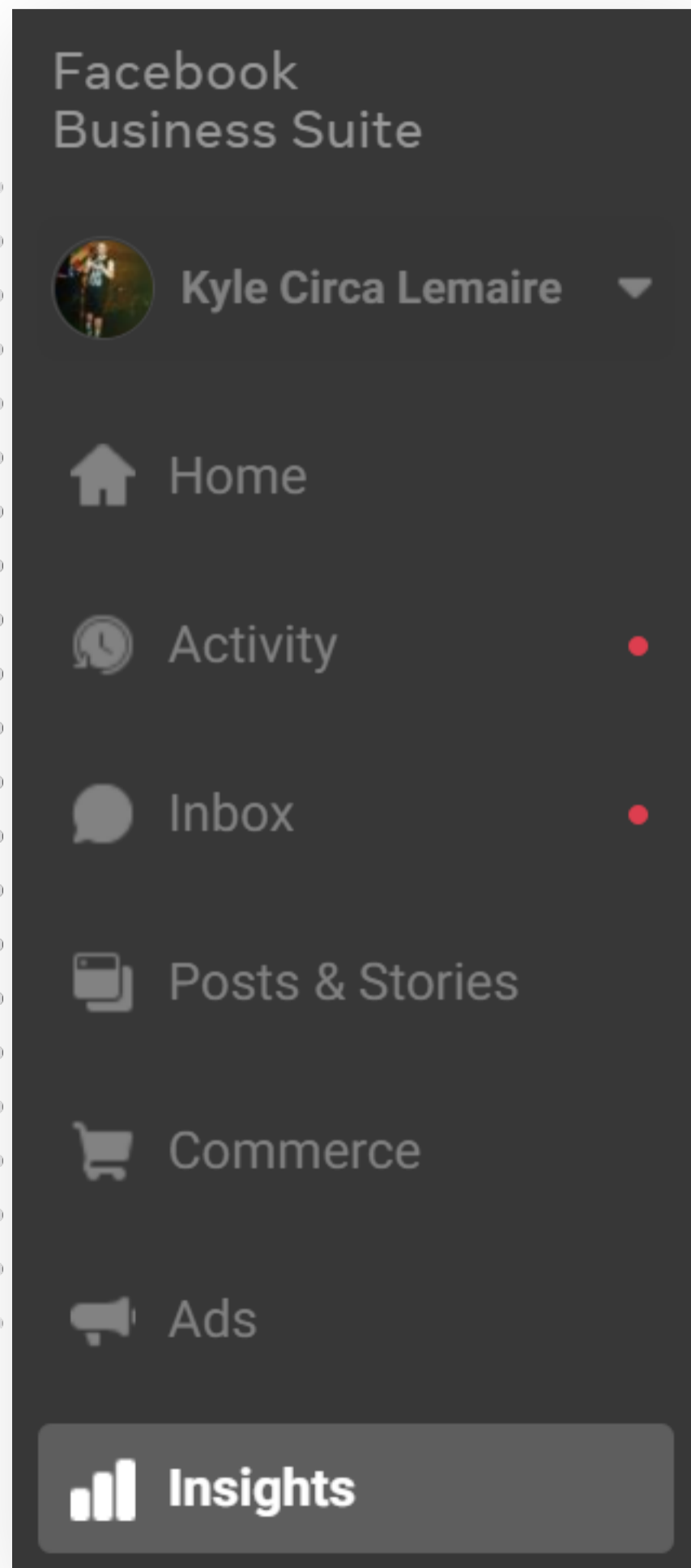
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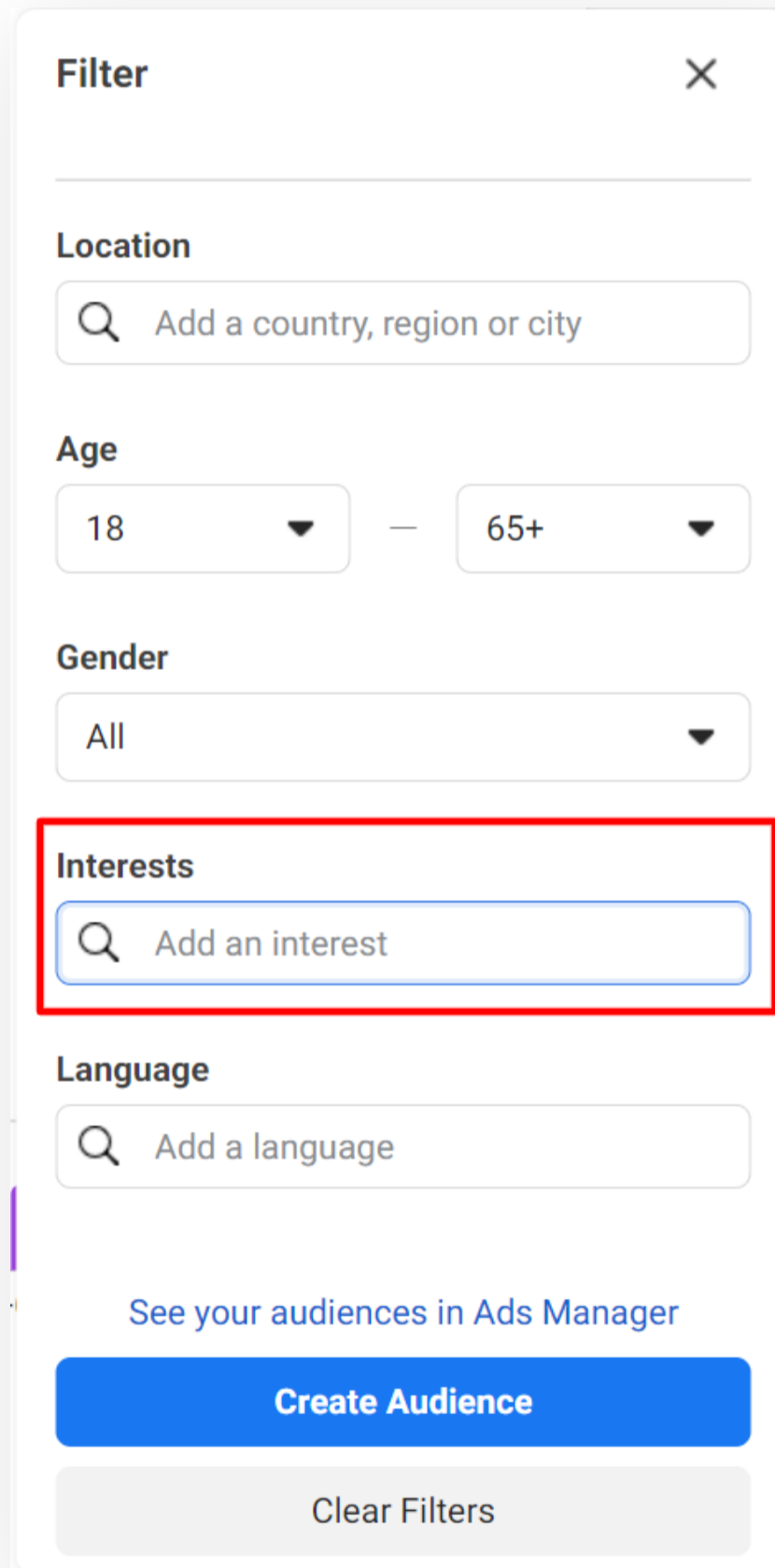
Using your entries from Step 1, we will now find interests in Facebook that are highly correlated to your influences and soundlike artists

This is how you will gain an advantage over a majority of independent artists (and even major label marketers) in this first stage of building your Ad Account.

First, log into Business Manager (business.facebook.com) and select “Insights” from the left-hand menu.

Next, select “Audience”, then click “Potential Audience”

The screenshot shows the Facebook Audience Insights interface for a page named 'DUX'. The left sidebar contains navigation options: Overview, Results, Content, and Audience. The 'Audience' option is highlighted with a red box and labeled '1'. The main content area is titled 'Audience' and shows 'Current Audience' with a dropdown menu where 'Potential Audience' is selected, highlighted with a red box and labeled '2'. Below this, the 'Potential Audience Size' is displayed as '260,000,000' with a subtext 'People on Facebook and Instagram in United States and 2 other filters selected'. A 'Create Ad' button is visible. In the top right of the main area, there is a 'Filter' button (highlighted with a red box and labeled '3') and an 'Export' button. The top right corner of the interface shows the date range 'Lifetime: Jun 30, 2018 - Jul 30, 2021'.



Filter

Location

Q Add a country, region or city

Age

18 — 65+

Gender

All

Interests

Q Add an interest

Language

Q Add a language

[See your audiences in Ads Manager](#)

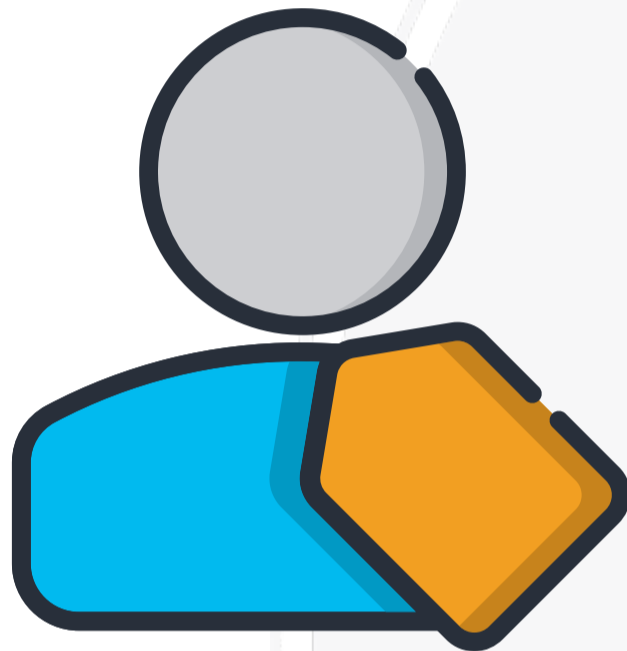
Create Audience

Clear Filters

Click on the “Filter” dropdown and you will see a set of fields which you can use to limit the audience you are analyzing.

You can filter the audience you are analyzing by location, age, gender, and language.

Most importantly, you will see a field called “Interests” (see image) which allows you to filter the audience based on their tagged interests.



What are Interests?

Interests are essentially data tags that Facebook assigns to users to represent the real world things that users are interested in - movies, activities, celebrities, books, locations, subjects, even behaviors!

For example, if Facebook (and Instagram) have been able to identify that you frequently interact with content that is related to “recording studios”, you may be in the audience that is tagged with the “recording studio” or “sound recording” interest.

You may have liked a post tagged with #homerecording on Instagram.

You may have followed a page that highlights recording studios around the world.

You may have shared a video about soundproofing. You may have even bought some recording equipment with your credit card. There are a wide range of activities that may have signaled to Facebook and Instagram that you are interested in a given subject.

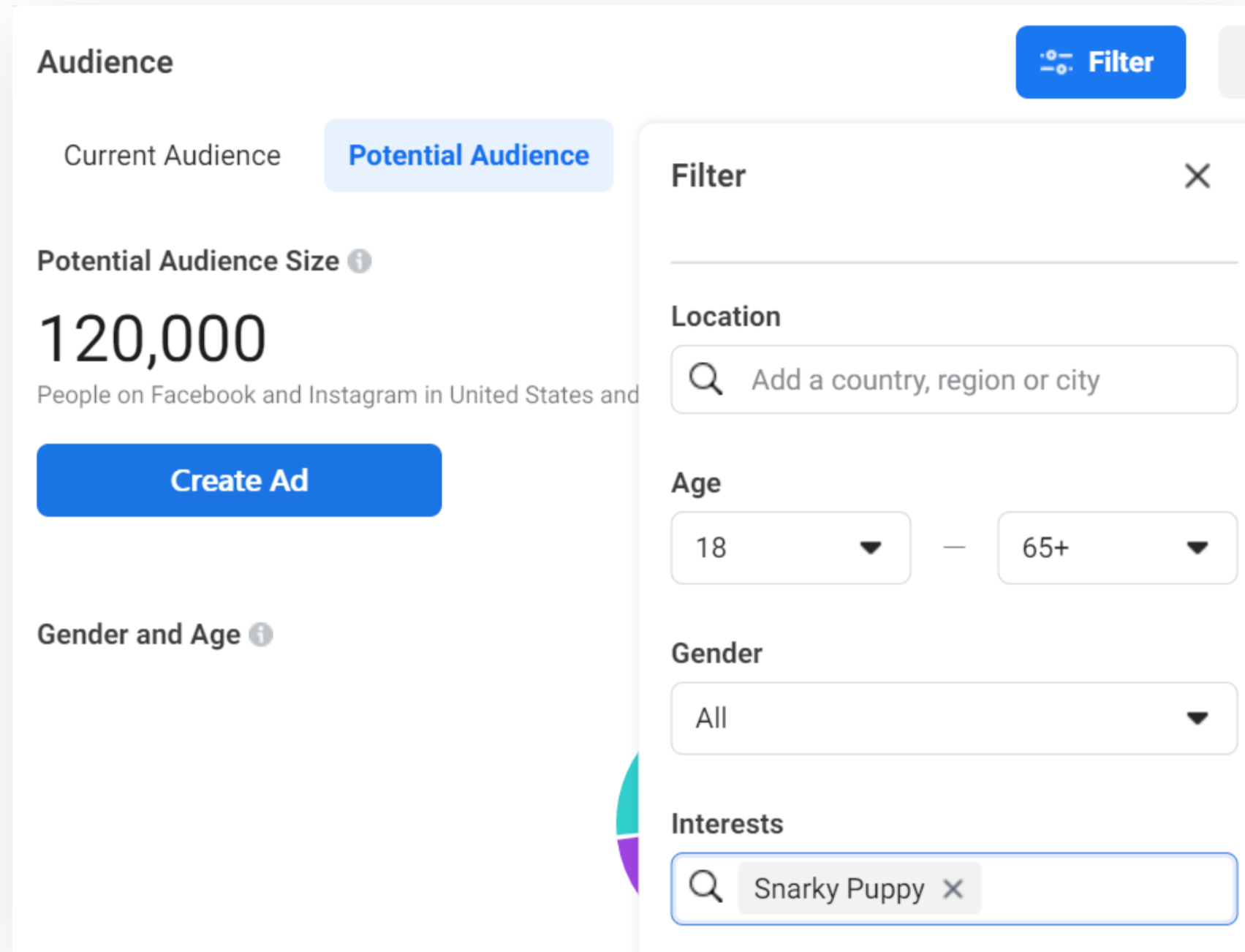


For much of the history of Facebook Ads, Interests were essential for creating high-performing campaigns because they limited the range that Facebook may search in to find “ideal” people to show your Ad.

However, over time, Facebook and Instagram have become more and more accurate when identifying the ideal audience for a given Ad.

For this reason, our agency specialists and account managers have recommended that creators use a mix of interest-based audiences for their first few campaigns in order to test their effectiveness:

- **1-2 large (20+ million) audiences based off 1 interest (i.e. genre)**
- **1-3 medium (10-20 million) audiences based off 1-3 interests (i.e. genre, style, large artists)**
- **3-10 small/medium (1-20 million) audiences based off of targeting workbook groups (explained on Page 5)**



The screenshot shows the Facebook Audience Targeting interface. On the left, the 'Audience' section is active, showing 'Potential Audience' selected. The 'Potential Audience Size' is 120,000, with a subtext 'People on Facebook and Instagram in United States and'. Below this is a 'Create Ad' button. The 'Gender and Age' section is partially visible. On the right, a 'Filter' dropdown menu is open, showing the following options:

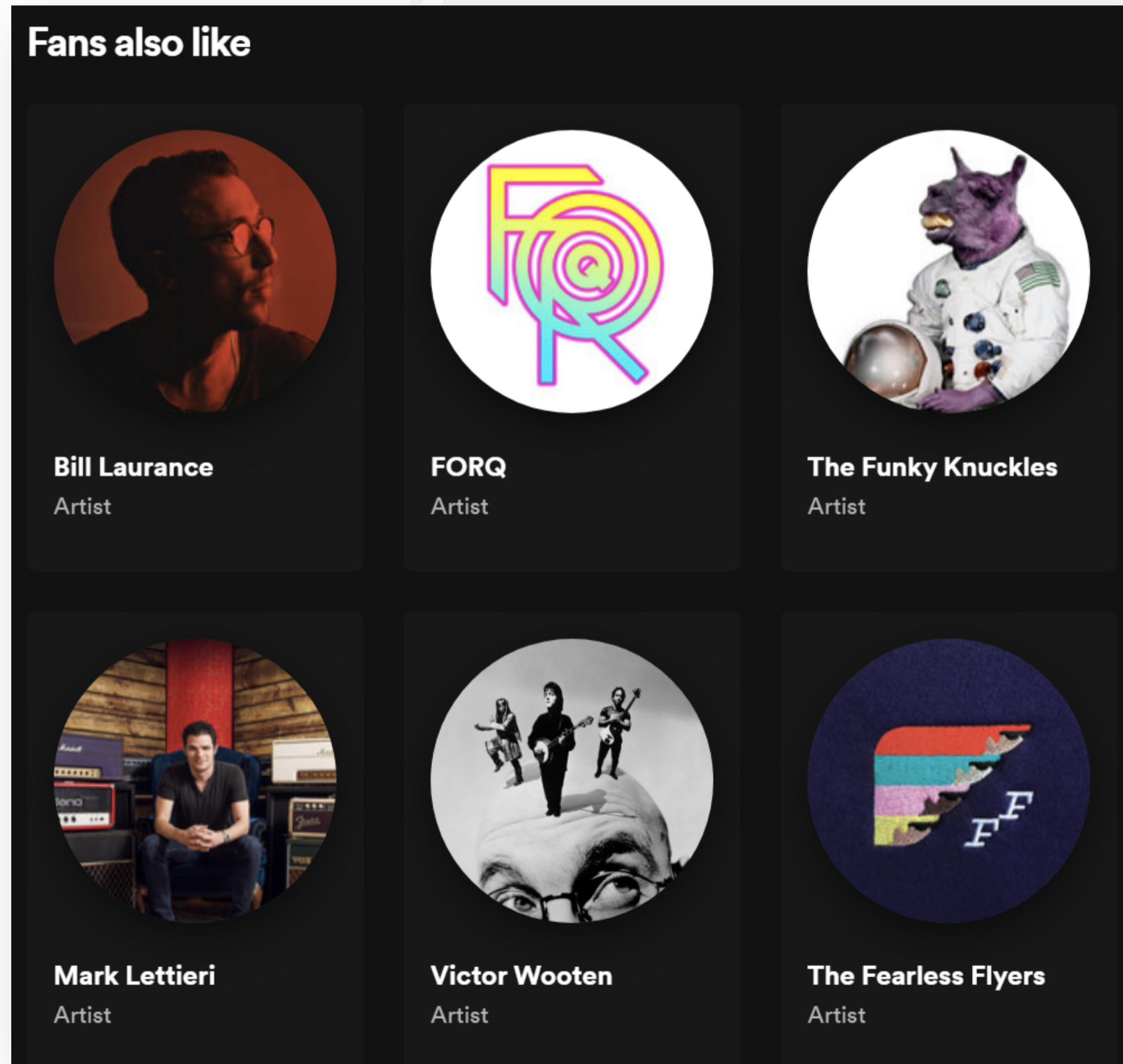
- Location: Add a country, region or city
- Age: 18 – 65+
- Gender: All
- Interests: Snarky Puppy

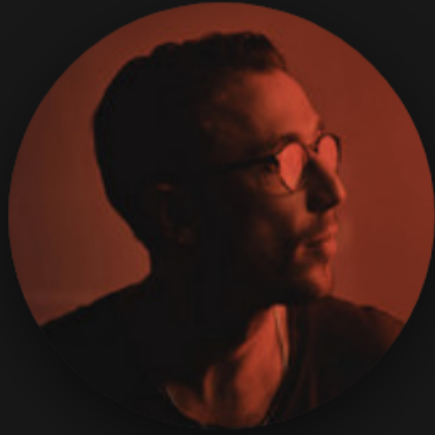





First, ensure that all of your influences from Step 1 of this workbook are targetable in Facebook and Instagram Ads.

To do this, simply enter the name of the artist/band/group into the “Interests” field in the “Filter” drop-down.

If the artist is targetable, their name will be selectable (see image).

Fans also like



 Bill Laurance Artist	 FORQ Artist	 The Funky Knuckles Artist
 Mark Lettieri Artist	 Victor Wooten Artist	 The Fearless Flyers Artist

If any of your artists are not targetable, open the Spotify app or navigate to the [Spotify web app](#) and search for their Artist Page.

Using the “Fans Also Like” section of the artist page, identify a related artist that is targetable in Facebook by entering each name into the Interests field in the Insights filter.

When you find a targetable artist, replace the original artists name in Step 1 of this workbook with the targetable artist.

If none of the related artists are targetable, simply move on to the next artist.



Some artists represent a very large Interest audience in Facebook.

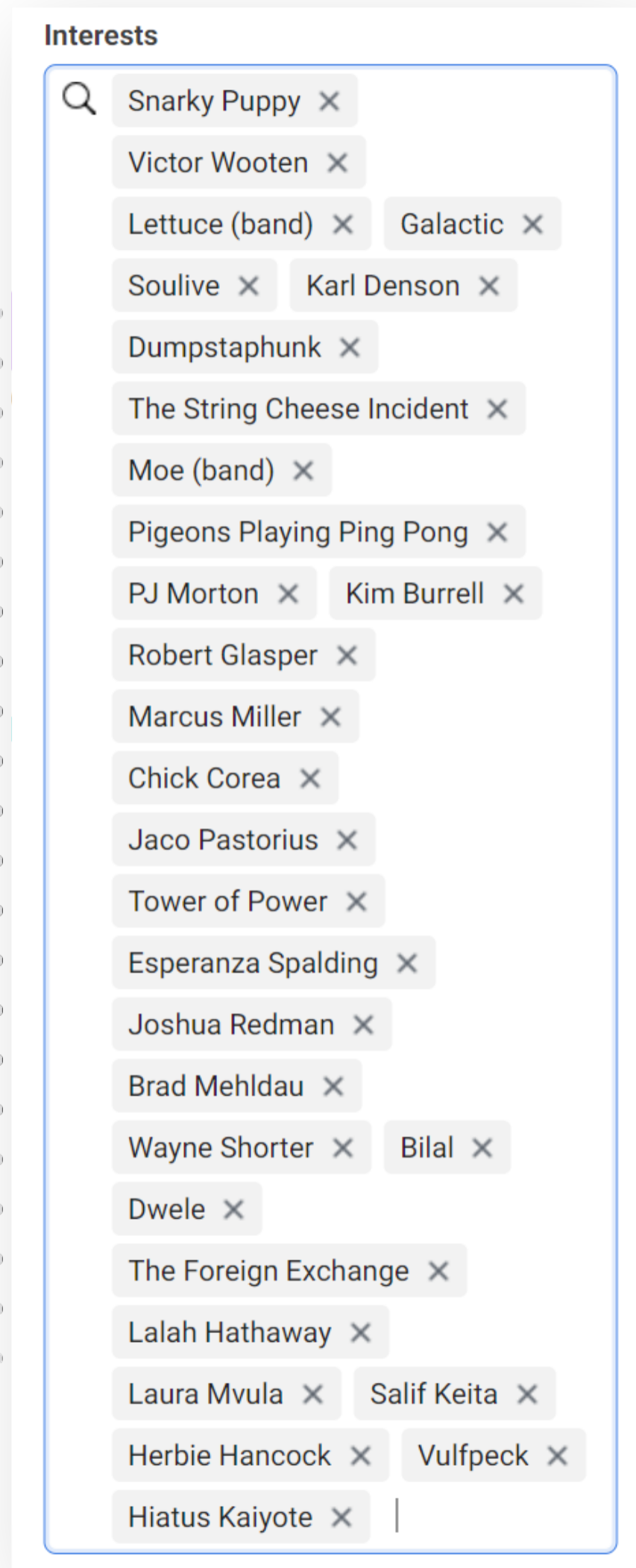
For example, Drake is a targetable interest in Facebook representing an audience size of 24,000,000 in the United States alone.

Other artists will represent a smaller Interest audience in Facebook - too small to perform well in an Ad campaign.

For example, ensemble group Snarky Puppy is a targetable interest representing just 120,000 users in the United States.

Creators can (and should) still target smaller interests (like Snarky Puppy).

However, in order to build larger audiences, you will need to identify other smaller interests which are highly correlated to the original interest so that you can group them together in the same audience.



At the end of this workbook, you will find a dedicated page for each of the influences you listed in Step 1.

Starting at the first page, enter the listed influence as an interest into Facebook Insights. If the interest is large (3-20 million), continue on to the next influence.

If the interest is smaller than 3 million, you will want to find related interests to include with this interest in a Facebook Ads audience so that the total audience being targeted is near or above 3 million.

While audiences below 3 million can still perform, they also become saturated very quickly and will require a greater degree of monitoring and maintenance. So, it is best to raise the audience size as much as possible.

For example, while Snarky Puppy represents a United States audience of 120,000, adding 29 interests that are highly-correlated to Snarky Puppy results in an audience of 2.8 million.

This is an extreme example, as most interests you will find represent an audience much larger than 120,000. And, in most cases, you will only need to find 5-10 related interests to reach a meaningful audience size.

However, when necessary, research can help you identify as many related interests as you need.

Potential Audience Size ⓘ

2,800,000

People on Facebook and Instagram in United States and 3 other filters selected

Create Ad

To add scale to your smaller interest, you must identify other smaller interests which are highly correlated to the original influence.

There are a number of different tools and methods you can use to find additional correlated interests:

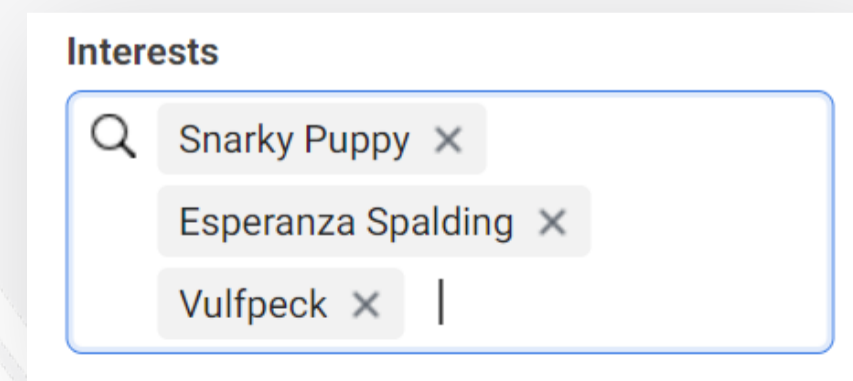

Primary Method | Spotify “Fans Also Like”

To start, open the Spotify app or navigate to the [Spotify web app](#).

Using Facebook Insights, check if each of the artists in the Fans Also Like section of the Artist Page is a targetable interest.

If the artist is targetable, record the name of the Artist/Interest in the fields below the original influence in this workbook.

Be sure to leave each targeted interest in the Interest field of the Filter menu.



The screenshot shows a white box titled "Interests" with a search icon and a list of three items: "Snarky Puppy" with a close button (x), "Esperanza Spalding" with a close button (x), and "Vulfpeck" with a close button (x) and a vertical bar to its right.

Continue until your potential reach listed is near or above 3 million. If there are not enough targetable interests in the main artists “Fans Also Like” section, check the “Fans Also Like” section of those related artists to uncover additional highly correlated artists.

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Alternative Method | Google “People also searched for”

When you search for a given artist - lets call them “Artist A” - in Google, your search results include a “People also searched for...” section. You can use this section to understand what artists are commonly searched by the people who searched for Artist A. This can indicate similarity or affinity between artists for fans of that artist - however, since this data is not based on actual listening habits, it is not necessarily the best source of targeting data if your goal is to find more listeners.

Alternative Method | Facebook Ads “Suggestions”



When you create an Ad Campaign in [Facebook Ads Manager](#) or when you create a Saved Audience in the [Audiences Panel](#), you have the option to enter Interest Targeting (such as the artist-based interests generated in this worksheet). When you enter one or more interests into the Interests field, you can click “Suggestions” to see more interests that are, in some way, related to the interests that you have already entered. However, these interests can easily cause an audience to become too broad or distributed across types of listeners.

For example, if I were to enter the interest “Tyler, The Creator”, my Suggestions interests will include Kanye West, Jay-Z, and Future. While all of these interests are Hip-Hop artists, their music and fan base can be quite different. Further, their audiences are very large and broad - they are not suggested because of a tight affinity to the original interest. For this reason, you should exercise caution when using the Suggestions feature to find more artist targets. Specifically, if your seed artists are too small, you can find larger artists that are associated with them to expand your options for targeting. However, using Suggestions with a relatively large seed artist can often be unhelpful.



Alternative Method | Pandora and Spotify Artist Radio

Pandora and Spotify Radio are both, to some degree, based on the listening habits of users. Pandora's radio differs from Spotify in that it is not completely algorithmic - human curation is involved in the generation of recommended songs and artists. Specifically, when songs enter the Pandora platform, the song is manually tagged with data about its genre, style, and characteristics. Outside of the primary methods we use to find artist targeting, these radio features can be incredibly helpful for artists who have a tough time expanding their list of targetable Interests.

These interest research methods should allow you to build 10 or more groups of target interests which you can use to create 10 or more "Saved Audiences" to be used in a Facebook or Instagram Ad campaign.

When building your Ad Account and running your first large-scale campaigns, you will test these audiences to identify which respond best to a given Ad or set of Ads. This will ensure that you are generating low-cost, high-engagement response to your Ad campaigns and training your Ad Account on the exact right type of audience.

Now, we have loaded the next 14 pages with your list from Step 1.

All you have to do is enter the artist below into the “Interests” section of Audience Insights and write down 7 associated pages in the boxes.

Once you are done, go to the next slide and remove the artist from Audience Insights. Repeat until you have covered all influences!

Your first artist is:

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Enter the following artist into the “**Interests**” box in **Audience Insights**.

Then, enter 7 related interests from “**Top Categories**” and “**Page Likes**”

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Your Targeting List

Artist

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Artist

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