



Marketing That Hits All the Right Notes: Digital Strategies to Amplify Your Free Concerts

SPEAKER

Leslie Cole

Account Manager

Leslie has worked in digital marketing for over a decade, specializing in media strategy and messaging development across both nonprofit and for-profit sectors. Her expertise extends to landing pages, email automation, and SEO. Some notable partners include Goodwill, YMCA, United Way, and the Cancer Research Institute, though her passion shines through in collaborations with music-oriented organizations like the California Bluegrass Association and 1DayHouston. When not crafting killer marketing strategies or leading her team, Leslie enjoys hiking, baking, or hitting the volleyball court.



Community Boost exists to empower nonprofits and causes through **high impact digital marketing so they can change the world.**

12+ Years in Business

1300+ Nonprofits Served

130,000+ NPO Leaders Registered for Nonprofit Marketing Summit

\$115 MM Donation Revenue Generated



THANK YOU

ANSWER POLL



Digital Marketers trying to
keep up with multiple trends
be like:



AGENDA

- [Understanding Google Search Results](#)
- [Paid Social Ads: How to Master Meta & TikTok to Increase Attendance](#)
- [Killer Ad Designs](#)
- [Organic Social Media Tips \(Influencers, and Content Recs\)](#)
- [Email: Best Practices](#)
- [Takeaway: Workbook to Nailing Your Marketing Strategy](#)

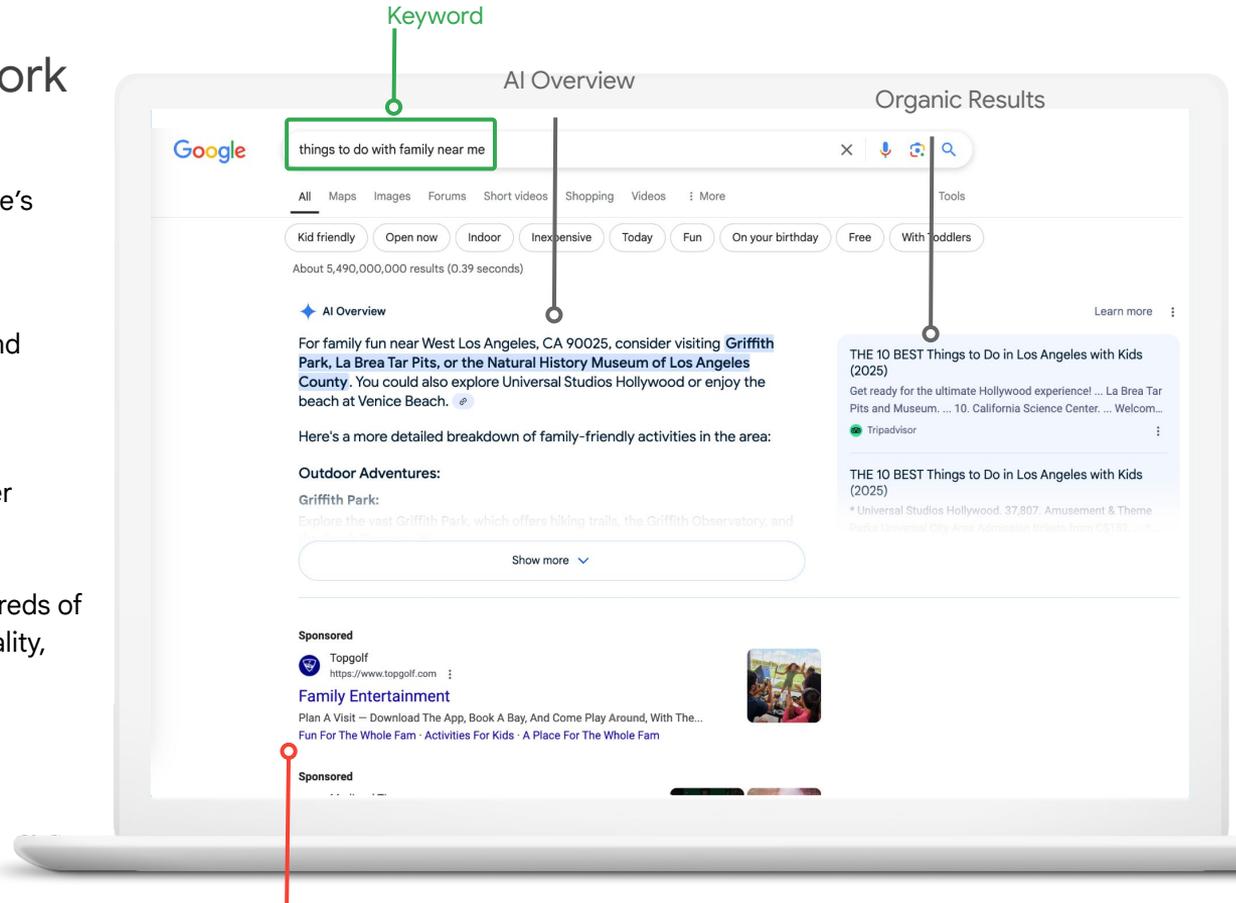
Understanding Google Search Results



How search results work

When someone searches on Google, here's what happens:

1. **Google scans the query** to understand the intent using AI and natural language processing.
2. **It searches its index** (a massive database of web pages and other content) to find relevant results.
3. **It ranks content** based on hundreds of factors—like relevance, page quality, user location, and past behavior.

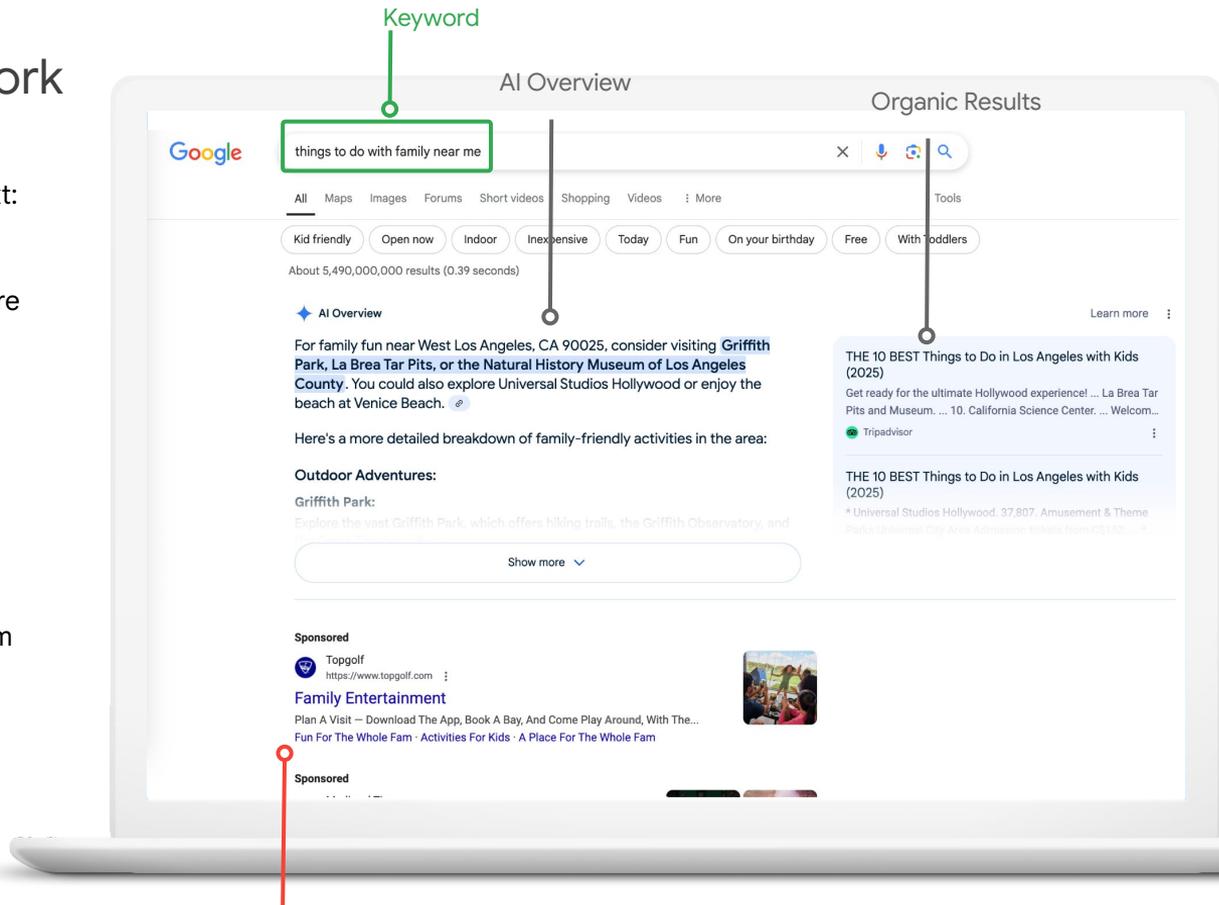


Google Search Ads

How search results work

Then, Google **decides what to show** based on the query type and user context:

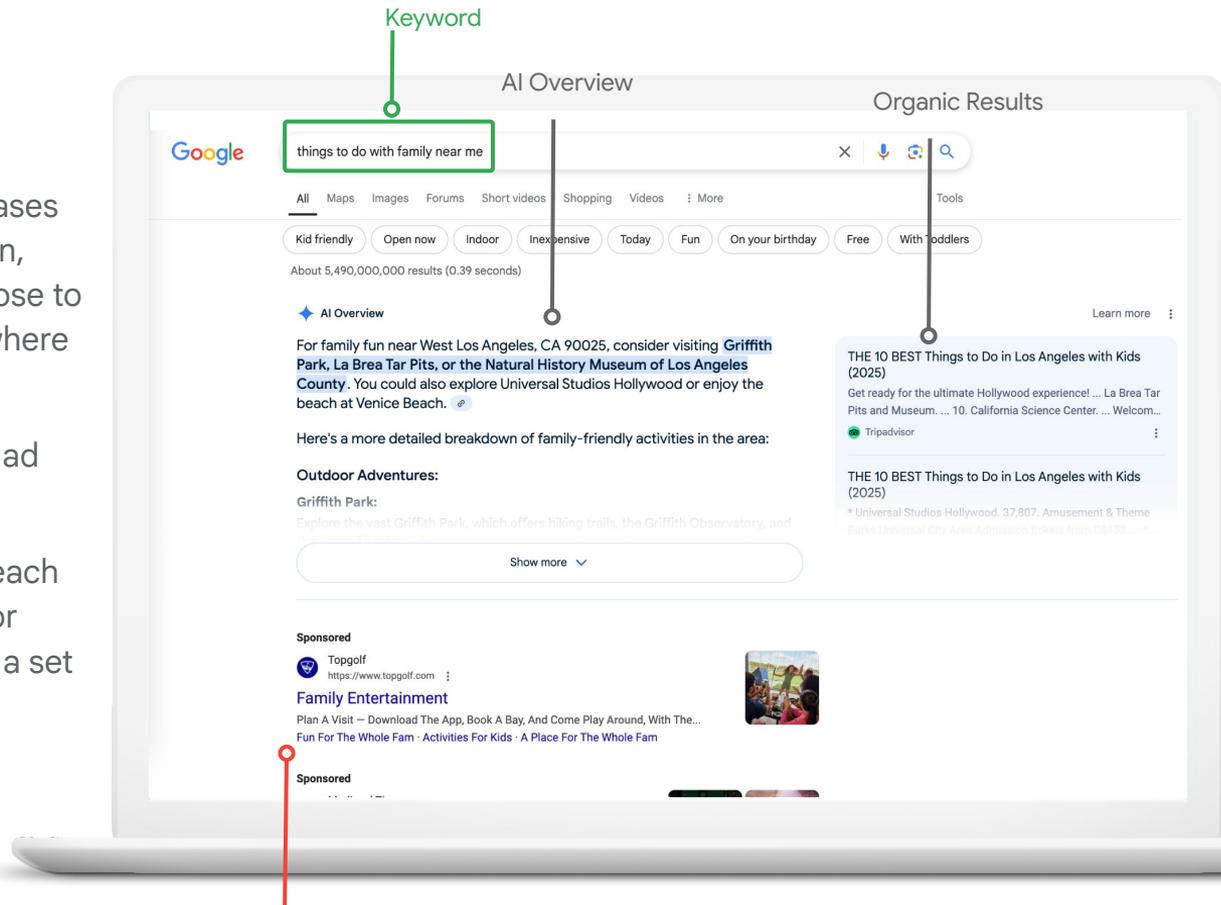
- **AI Overview:** Triggered for complex or broad questions where a summarized answer is helpful.
- **Organic Results:** Always shown, ranked by SEO factors like relevance, authority, and content quality.
- **Event Listings:** Shown for event-related queries, pulled from structured data on event pages.
- **Ads:** Shown if advertisers are bidding on relevant keywords.



Google Search Ads

How keywords work

- Keywords are words or phrases describing your organization, offerings, etc. that you choose to help determine when and where your ad can appear.
- Keywords are organized by ad group.
- Text Search Ads help you reach people when they search for what you offer by selecting a set of keywords to target.



Google Search Ads

What is Google Ad Grants?

What Google Ad Grants is:

- A unique Google Ads account for search text ads
- Up to \$10,000 per month in Search ads on the Google Search Engine results page for all eligible 501(c)(3) nonprofits

What Google Ad Grants is NOT:

- An account to run Display or YouTube ads in
- A grant that has an expiration date
- A grant that requires extensive research and a written application to get funds awarded

Key features & benefits

- Helps you reach the first page of Google's Search Engine Results Page (SERP) while you work on optimizing your organic listings (using SEO)
- Helps drive traffic to your site to build remarketing pools for Display ads and YouTube
- Helps determine site quality using quality score

What is a campaign?



Traditional Definition

An organized course of action to achieve a goal.



Marketing

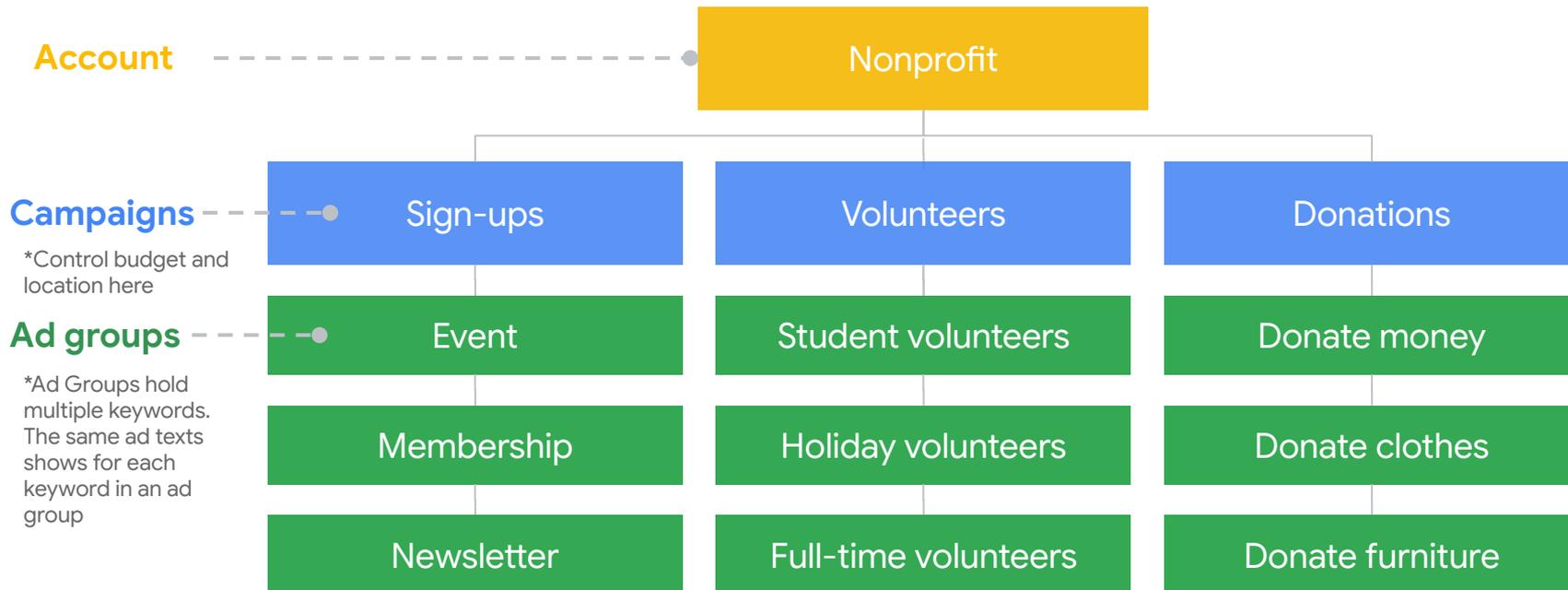
A strategic sequence of steps and activities that promote your organization's product or service, with a specific goal in mind.



Google Ads

A set of one or more ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings

Campaign structure is key



Create ads that respond to a person's search in their own words



Use keywords in
headlines



Send users to
relevant,
high-quality
landing pages



Max out the
character limits



Tailor messaging
by audience

Applying for Google Ad Grants

Organizations must qualify for Google Ad Grants based on the nonprofit country requirements, be verified by Google's third party, Percent, and agree to Google for Nonprofits T&Cs.

1

Visit google.com/nonprofits and click 'Get Started' or sign in.

Get verified by Google's 3rd party partner, Percent.

2

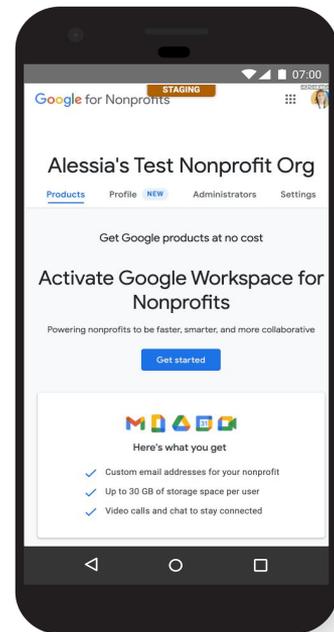
Google for Nonprofits links you to the Google Ad Grants eligibility form.

Complete eligibility form to tell us about your organization.

3

Return to Google for Nonprofits and confirm form submission.

Submit activation request.



Accessing your Google Ad Grants Account

Once your organization has been activated and accepted into the Google for Nonprofits program, there are a few more steps to access your Google Ad Grants account.

1

The Google for Nonprofits team will review your application and invite you to access a new Google Ad Grants account.

2

Once you receive approval, login to your account.

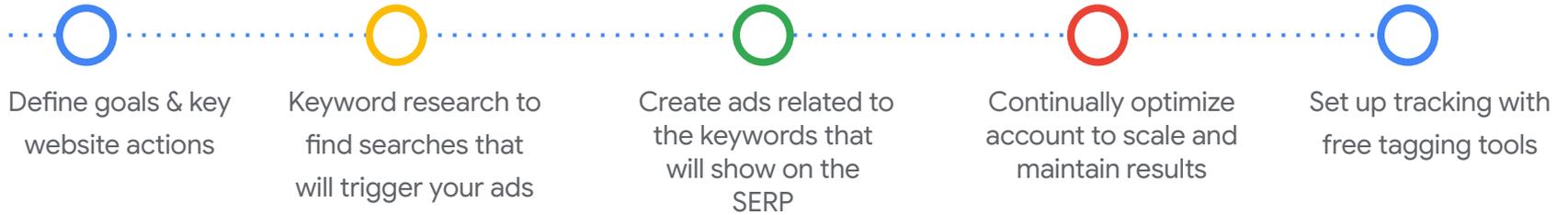
You are now ready to set up your account.

3

Check your email for an invitation from Google Payments to accept the payments profile. You never have to enter credit card information and are never billed in a Google Ad Grants account, but you still have to accept the Google Payments terms & conditions.



Setting up account fundamentals



Set up tagging to track actions with free Google solutions

gtag

Global Site Tag

For the simplest option to get visibility into conversions from paid media, use the global site tag. It works with Google Ads and Google Analytics.



Google Analytics 4

Google Analytics 4 properties provide a new way for you to collect, report on and action your Analytics data to help you drive your organization forward. It gives users the ability to take action on insights, including exporting conversions to Google Ads to inform bidding strategies.



Google Tag Manager

For a more comprehensive tool to manage your conversion tags through a web interface, use Google Tag Manager. It works with all Google and non-Google tags. If you are already using Tag Manager, there's no need to make any changes to your page -- simply add the conversion linker tag in the Tag Manager interface, and set it to fire on all pages.

Paid Social Ads: Master Meta and TikTok to Increase Attendance

Top 5 Reasons to Advertise on Meta



Top 5 Reasons to Advertise on Meta



Camp-In-Movies
Sponsored · 🌐

Los Angeles campers: Camp-In-Movies is the first authentic overnight camping and outdoor movie experience. Drinks, giveaways, and more. Limited tickets remain - get yours today!

📷: Julie Weinzettl

SAT, SEP 22, 2018

Camp-In-Movies Presents: Goonies
Cuyama

619 people interested · 33 people going

👍 Like 💬 Comment

1. **Meta Advertising is Highly Effective at driving conversions, especially for events**
2. **You can get started with as little as \$100/month**
3. **You Can Reach Your Perfect Audience**
4. **Meta Ad Campaigns Are Highly Customizable**
5. **Meta remains the most widely used social media platform in the United States**

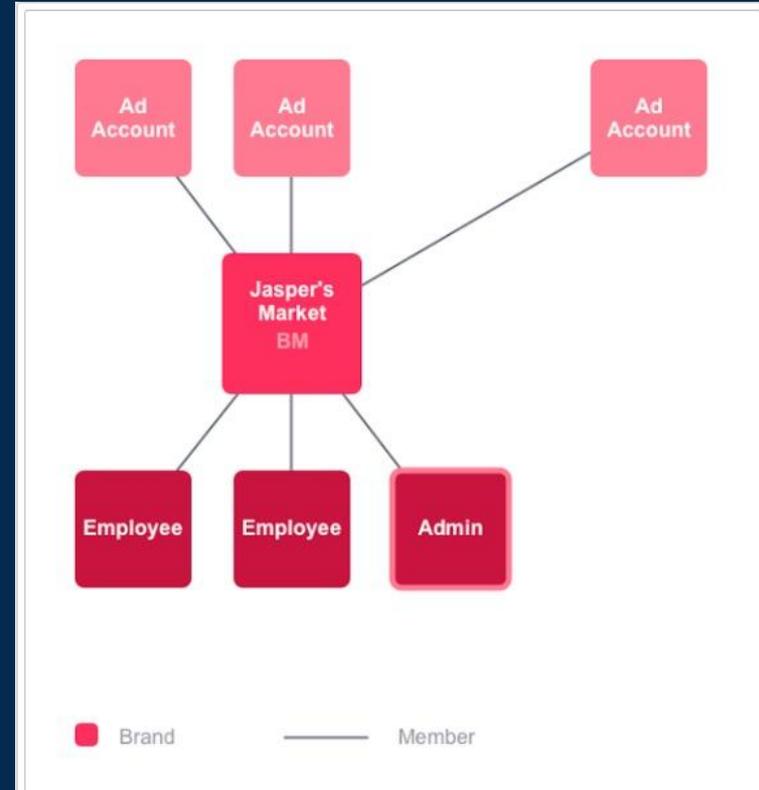
The Anatomy of a Business Manager

- **What is Meta Business Manager**
- **How to set up your Meta Business Manager account**
- **How to access your Meta advertising account**
- **How to navigate your Meta advertising account**
- **How to manage Meta Business Manager permissions**

Meta Business Manager

Business Manager is a tool designed for managing your Meta Pages and ad accounts. Using Business Manager, you can:

1. Manage access to your Meta Pages and ad accounts – see who has access to your Pages and ad accounts and remove or change their permissions.
2. Work with agencies – you can also share your Business Manager account with agencies (such as Community Boost) so that they can help you manage your ad campaigns.
3. You can have multiple ad accounts and users all combined under your Business Manager account.

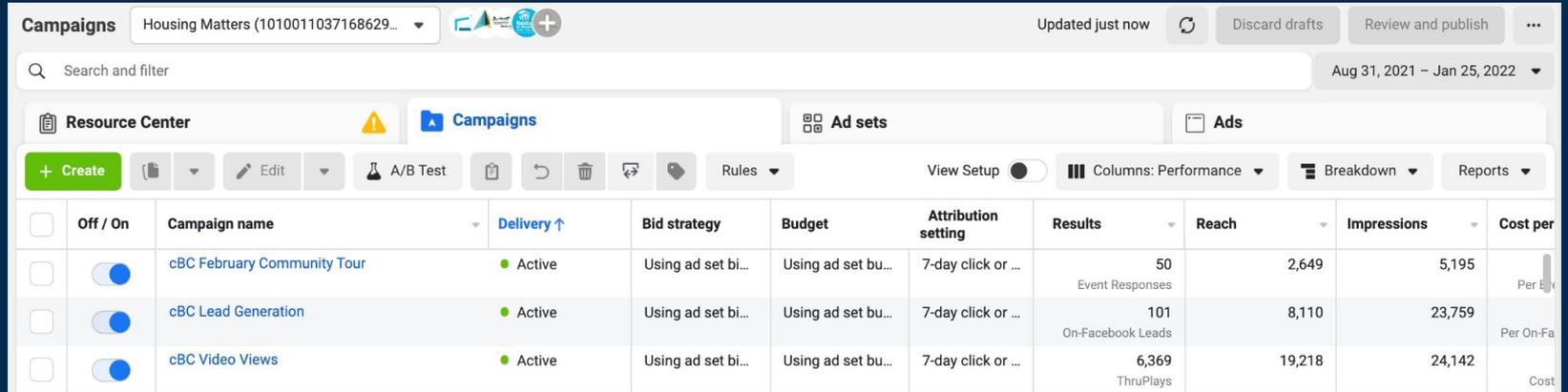


Meta Ads Manager

Meta Ads Manager allows you to create, edit and manage your campaigns.

Using Meta Ads Manager, you can:

- Set up Meta ad campaigns
- Create new ad sets and ads
- Keep track of your campaigns' performance
- Target many different audiences
- Optimize your campaigns and ads
- A/B test your Meta ad campaigns.



The screenshot displays the Meta Ads Manager interface for a campaign named "Housing Matters". The interface includes a search bar, navigation tabs for "Resource Center", "Campaigns", "Ad sets", and "Ads", and a toolbar with options like "Create", "Edit", "A/B Test", and "Rules". The main table lists three active campaigns with their respective performance metrics.

<input type="checkbox"/>	Off / On	Campaign name	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cBC February Community Tour	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	50 Event Responses	2,649	5,195	Per Ex
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cBC Lead Generation	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	101 On-Facebook Leads	8,110	23,759	Per On-Fa
<input type="checkbox"/>	<input checked="" type="checkbox"/>	cBC Video Views	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	6,369 ThruPlays	19,218	24,142	Cost

Meta Campaign Structure



Meta Campaign Structure

Campaign structure has three levels:

- Campaign
- Ad set
- Ad

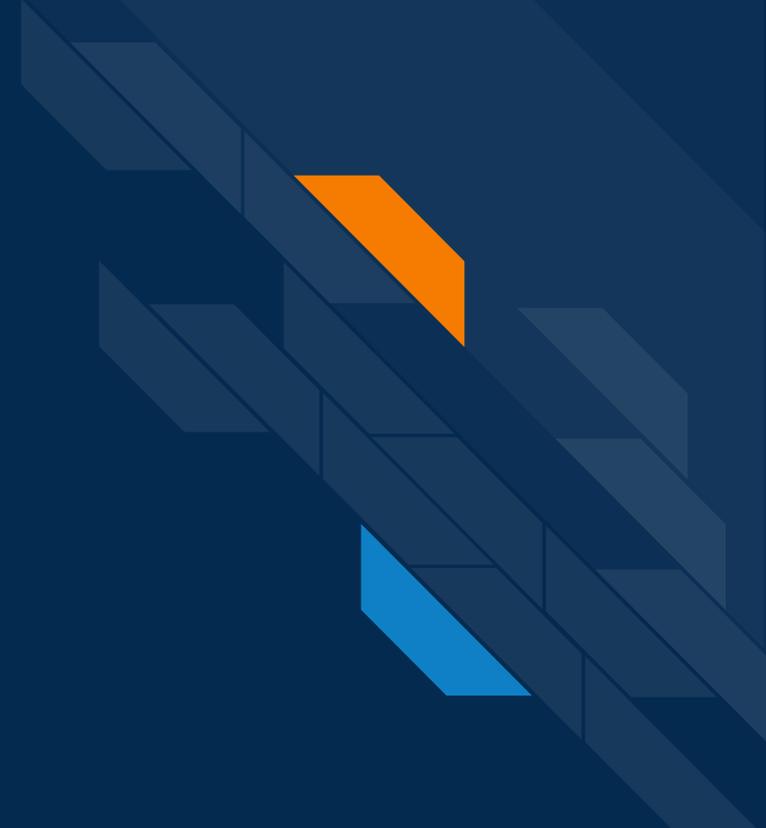
A Meta campaign can contain several Ad Sets and it has a unique campaign objective.

A Meta ad set is the audience that you are targeting. Each ad set can include multiple ads and it has a unique audience, budget, schedule, bidding, and placement.

The Meta ad is the smallest unit of your campaign. Each ad can have a different URL, creative such as different images or videos, and ad copy.



Developing Your Meta Strategy



Developing Your Meta Strategy

Questions to ask when planning strategy:

- What is the goal of my campaign?
- Who am I targeting?
- Will they be a cold audience or a warm audience?
- What is the value of the product or service I'm offering?
- Will there be a customer list?
- How old is my targeted audience?
- What is the budget?

Advertising an Event on Facebook

Ad



Facebook Event



Website



Most of the budget should go straight to the website registration page

Reaching Your Target Audience



Audience Targeting



Audience Targeting

Types of Audiences:

Interests

Socially Engaged

Website Remarketing

Customer Lists

Lookalike Audiences

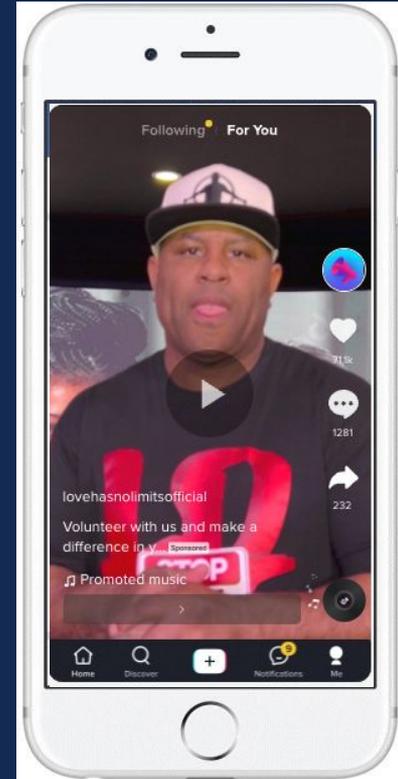
The screenshot displays the Facebook Audience Targeting interface. It shows a list of interest categories and their associated sub-interests. The categories are: Quiksilver, Ron Jon Surf Shop, RVCA, Engaged Shoppers, Support Our Veterans, Veterans Day, Surf culture, and Surfing. Each category has a search bar and a 'Suggestions Browse' link. The interface also includes a 'Must also match' section with a close button (X).

- Interests > Additional Interests > Quiksilver
- Quiksilver
- Interests > Additional Interests > Ron Jon Surf Shop
- Ron Jon Surf Shop
- Interests > Additional Interests > RVCA
- RVCA
- Q Add demographics, interests or behaviors Suggestions Browse
- Must also match ⓘ
- Behaviors > Purchase behavior
- Engaged Shoppers
- Q Add demographics, interests or behaviors Suggestions Browse
- Must also match ⓘ
- Interests > Additional Interests > Support Our Veterans
- Support Our Veterans
- Interests > Additional Interests > Veterans Day
- Veterans Day
- Q Add demographics, interests or behaviors Suggestions Browse
- Must also match ⓘ
- Interests > Additional Interests > Surf culture
- Surf culture
- Interests > Sports and outdoors > Outdoor recreation
- Surfing

TikTok Ads

Getting Started

TikTok ads often outdo meta ads when it comes to cost-per-conversion, especially for younger audiences. The good news is, TikTok ads manager functions similarly to meta ads manager, so if you understand 1, the other will be easy. There are campaigns, ad groups, and ads.



Getting Started

Here is how to get started:

Create a TikTok Ads Manager account

Go to ads.tiktok.com and sign up for an account. You'll choose your region, business type, and fill in basic info.

Install the TikTok Pixel

Set up the TikTok Pixel on your website (like Meta Pixel) to track conversions and optimize for performance.

Create a campaign

Choose your campaign objective: Awareness, Consideration (traffic), or Conversions.

Build your ad group

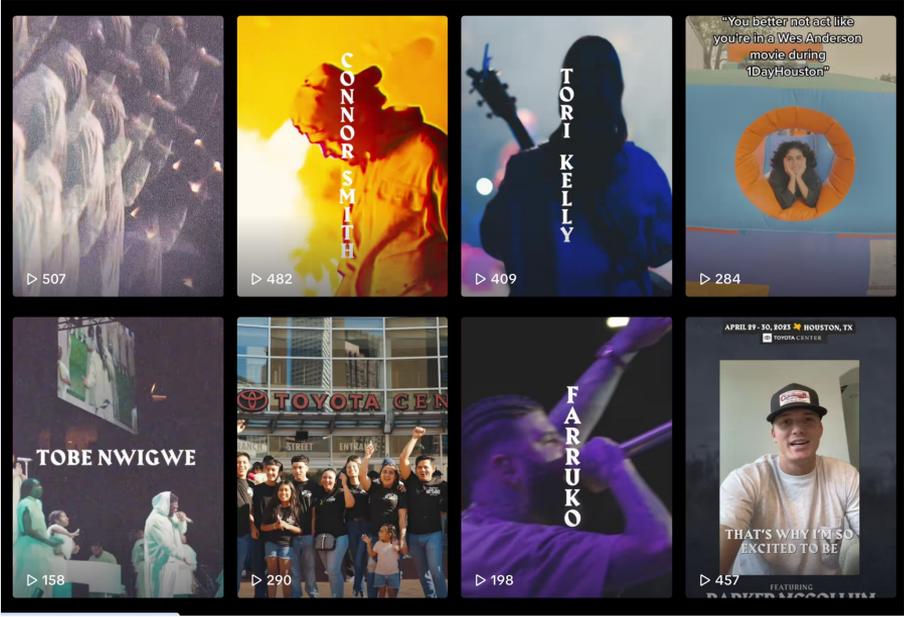
Set your budget, select placements (can choose TikTok-only or include other partner apps), pick your audience (demographics, interests, behavior), and choose optimization goals.

Upload your creatives

TikTok thrives on short, native-style video content. Use vertical videos, trending sounds, and TikTok-style editing to blend in with organic content. The best option is to actually use your own organic posts.

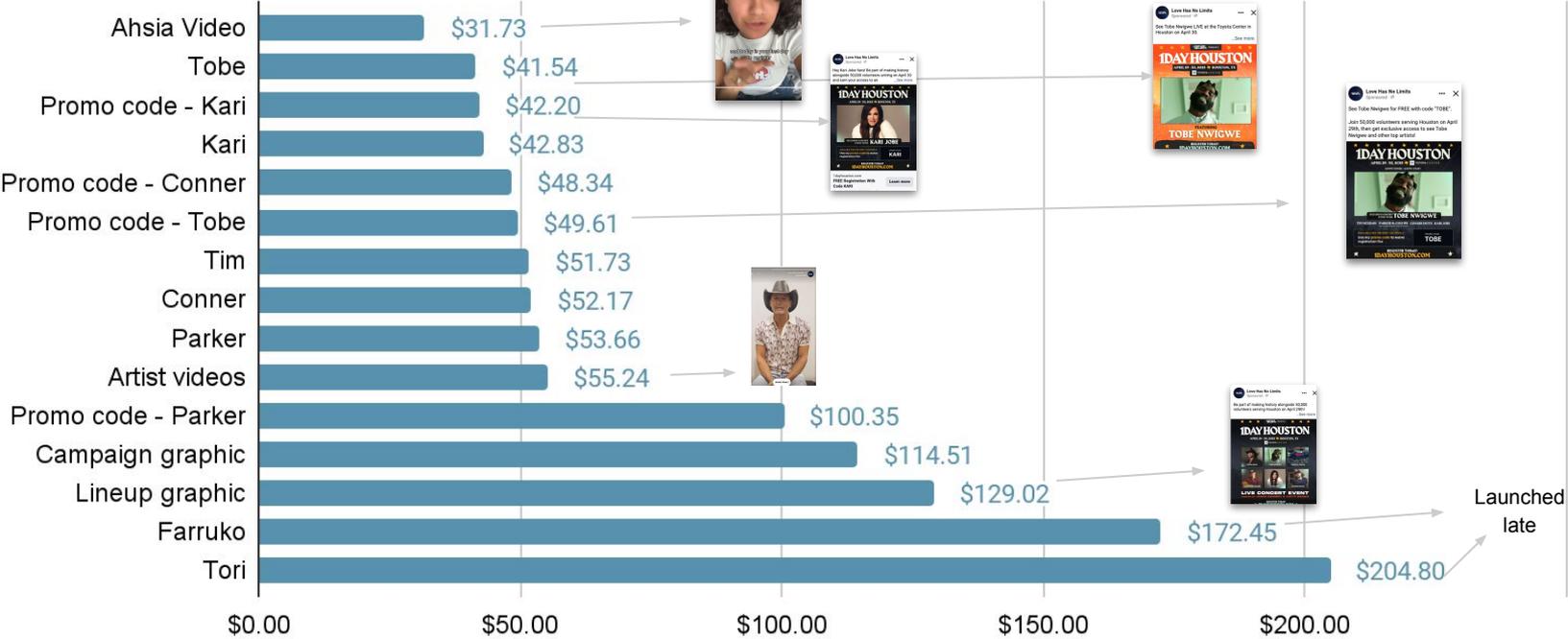


Example Content



Creative Breakdown

Cost Per Ticket Purchase



Launched late

Killer Creative: Utilize Canva to Wow Your Audiences

Canva for Nonprofits

Receive Canva for Nonprofits free

Canva for Nonprofits includes all the premium features of Canva Teams and is 100% free for registered nonprofits, social impact and public health organizations.

-  75 million+ premium photos, videos and elements, 3000+ premium fonts, 420,000+ premium templates
-  Create with ease thanks to **Magic Resize**, **Background Remover** and premium animations
-  Stay organized with **Brand Kit** and **content planner**, plus **extra folders** and **storage**

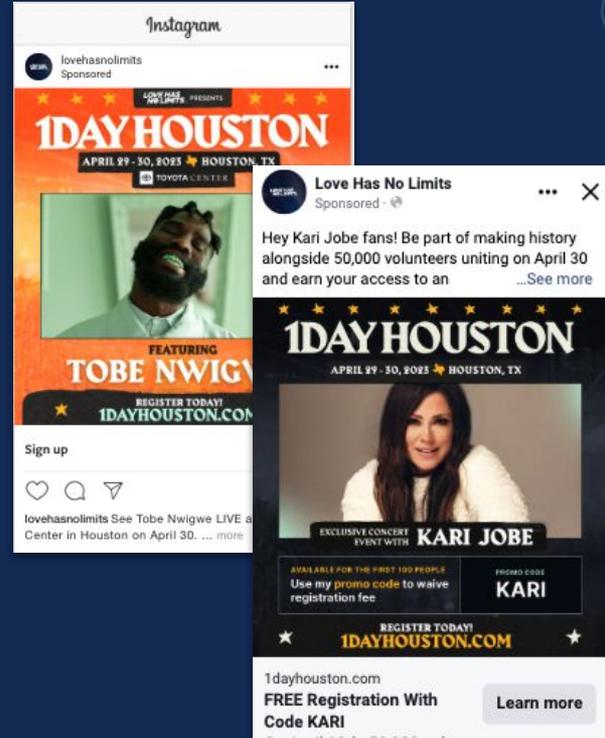
<https://www.canva.com/nfp-signup>

5 Tips for Building Killer Creative in Canva

1. Design for Mobile 1st

Why it matters: Most Meta users are on mobile, so your ad needs to pop on a small screen.

How to do it in Canva: Use the 1080 x 1080 px (square) or 1080x1350 px (vertical) templates. Keep text big, bold, and legible, and make sure your focal point is centered for better visibility.



2. Use Brand Colors + High-Contrast Visuals

Why it matters: You want instant brand recognition and thumb-stopping visuals.

How to do it in Canva: Set up your brand kit (with logos, fonts, and color palette), then combine your brand colors with complementary contrast (like light text on a dark background) to make your message stand out.



The image shows a Facebook event post. At the top, it says 'Center for Children and Youth' with a logo and 'Sponsored'. The event title is 'Understanding Today's Drug Scene, and What it Might Mean for your Teens with Marla Kaufman'. The date and time are 'Thursday, February 22, 2024, 7:00 - 8:30pm'. The event is co-hosted by 'Center for Children and Youth' and 'ParentsPlace'. The background features a close-up of a child's face. At the bottom right, there is a blue and orange graphic with the text 'We Stand with Teens'. Below the event details, there is a 'Save your Spot!' section with a description: 'Marla Kaufman offers expert advice for parenting teens in today's age. ... See more' and a 'Learn more' button.

Center for Children and Youth
Sponsored

Understanding Today's Drug Scene, and What it Might Mean for your Teens *with* Marla Kaufman

Thursday
February 22, 2024
7:00 - 8:30pm

Center for Children and Youth | ParentsPlace

We Stand with Teens

Save your Spot!
Marla Kaufman offers expert advice for parenting teens in today's age. ... See more

[Learn more](#)

3. Keep On-Image Text Short & Punchy

Why it matters: Meta ads with too much text get less reach; users also scroll fast.

How to do it in Canva: Stick to 1 headline or message, ideally under 20% of the image space. Use bold fonts (like League Spartan or Anton) and include a CTA (e.g. “Shop Now,” “Join Free”).



4. Use Canva's Animation & Video Tools

Why it matters: Motion grabs attention and increases engagement on Meta.

How to do it in Canva: Add simple animations (like “Pop” or “Fade”) or create a short 5-15 second video ad with dynamic transitions. Use Canva’s stock video clips or animate elements/text.



5. Test Multiple Variations with A/B-Friendly Layouts

Why it matters: Different designs resonate with different audiences.

How to do it in Canva: Create multiple versions of the same ad with slight tweaks (like image, CTA button color, or headline). Use Canva's "Copy Page" tool to quickly duplicate and adjust layouts for easy testing.



Organic Social Media Tips

Influencer Partnerships

Using Influencers to Reach the Right Audience

Influencers can be a powerful way to boost visibility and sell more tickets—if you choose *the right ones*. Here's how to find and work with the best fit for your concert:

1. How to Find Them

You don't need a talent agent to find great local influencers—just a little strategy:

- **Search hashtags** on Instagram or TikTok like #YourCityEats, #AustinMusicScene, #SanDiegoEvents, or #LocalBlogger.
- **Use tools like:**
 - **Collabstr** – Filter influencers by niche, location, and platform.
 - **Influency** or **Upfluence** – More advanced platforms to evaluate reach and engagement.
 - **Heepsy** – Easy tool to find local micro-influencers and vet their data.
- **Ask around** – Talk to venues, artists, or local small businesses. They may already work with or follow great creators.

2. Pick the Right Ones

Not all followers are created equal. Choose influencers whose audience aligns with the type of people who would actually come to your show.

- College crowd? Look for local students with strong TikTok or Instagram followings.
- Indie music lovers? Partner with vinyl collectors, music reviewers, or baristas with a vibe.
- Family-friendly concert? Seek out parenting bloggers or local moms with strong community ties.

3. Vet their Engagement

Don't get caught up in follower count alone. Check:

- Are people liking, commenting, and sharing their posts?
- Do their followers seem *real* and local (vs bots or international spam)?
- Have they worked with local brands or events before?

Pro Tip: Ask for screenshots of their insights or case studies from previous partnerships.



4. Collaborate Authentically

Let them use their voice. Give influencers the key details (what, where, when, why it's cool), but let them create content that fits their style. A selfie video from a favorite coffee shop may convert better than a polished flyer.

Easy content ideas:

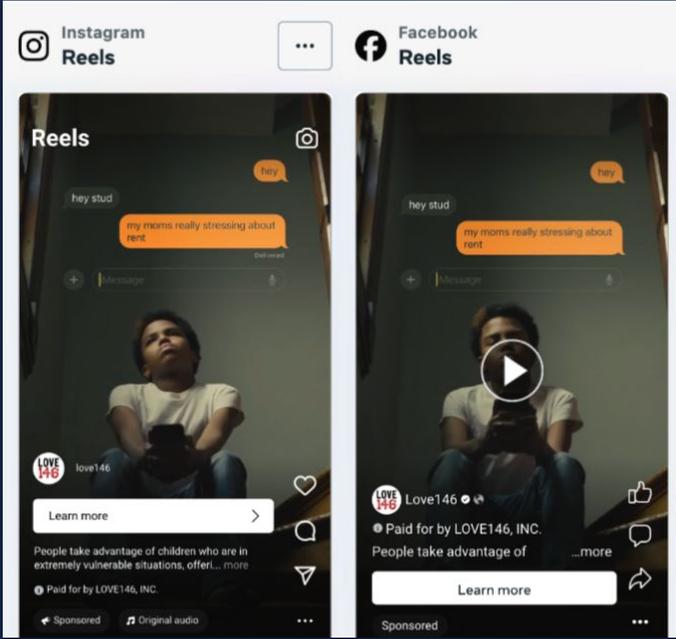
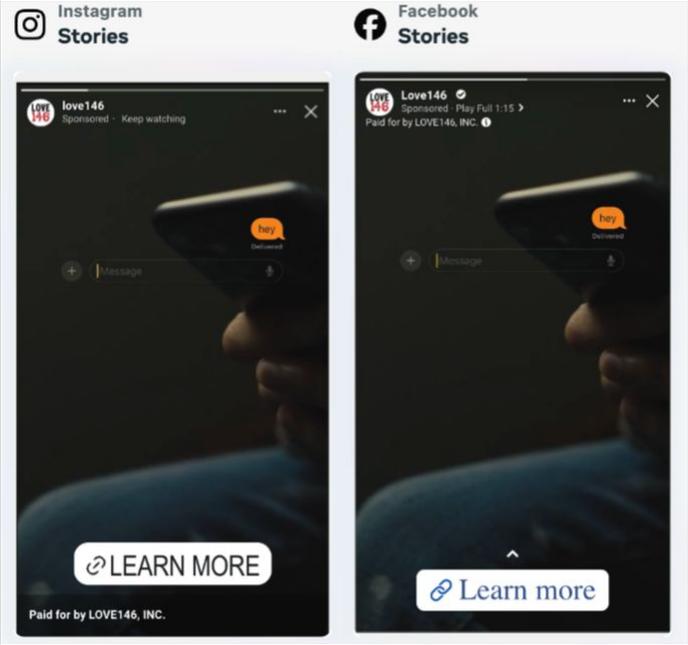
- "Come with me" reels or TikToks
- 3 Reasons you should come
- Quick artist interviews
- Day-of-event check-ins and behind-the-scenes looks

5. Track Results

Give each influencer a unique promo code or link to measure results. This helps you learn who actually drives engagement—and who to work with again next time.

Organic and Paid Content Tips

Stories Versus Reels



Stories Versus Reels

	Stories	Reels
Dimensions	1080x1920	1080x1920
File types	MP4, MOV, or GIF	MP4, MOV, or GIF
Safe Zone (<i>see images below</i>)	There is a 250PX 'safe zone' at the top and bottom. You're in the safe zone when your KEY elements are within 1080px by 1420px.	Top: Leave 108 pixels from the top Bottom: Leave 320 pixels from the bottom Left: Leave 60 pixels from the left Right: Leave 120 pixels from the right
Text Overlay	Add text directly to your 9:16 image or video (the ad copy will NOT be overlaid - see below)	The ad copy will show, however we do recommend subtitles to be ADA compliant.
Length	15 seconds max	15 - 30 seconds

Email Best Practices

WHEN SOMEONE SAYS



EMAIL MARKETING IS DEAD

Email Marketing Campaign Tips

Segment Your List for Maximum Relevance

Tailor your messaging based on who you're talking to. Segment your audience by interest, location, or past engagement to make the emails feel more personal and relevant.

Examples:

- **Locals:** Emphasize ease of access, nearby parking, or “bring your neighbors!”
- **Past attendees:** “You loved our last show—don’t miss this one!”
- **New subscribers:** Introduce the vibe and value before diving into the invite.

The more relevant the message, the more likely people are to open, click, and show up.



Email Marketing Campaign Tips

Send a Strategic Sequence (Not Just One Email)

Send a short series instead of just a one-off blast:

- **Announcement email** (2–3 weeks out)
- **Reminder email** (5–7 days out)
- **Day-of email** (with directions, schedule, etc.)
- **Thank-you/follow-up** (with photos, links, and future events)



Tips: How to Write a Strong Subject Line

1. Keep it short & sweet (under 50 characters)

- Most people check email on their phones, so short subject lines are easier to read.
- Example:
"Free Jazz in the Park this Friday!"

2. Highlight the **what, when, or why it matters**

- Include the event name, date, or something compelling.
- Example:
"This Saturday: Bluegrass Under the Stars"

Tips: How to Write a Strong Subject Line

3. Use urgency or scarcity

- Create FOMO by referencing limited time or space.
"Only 12 VIP Seats Left for Saturday's Show!"

4. Ask a question

- Questions create curiosity and feel conversational.
- Example:
"Ready for a night of soul and sunshine?"

Tips: How to Write a Strong Subject Line

5. Personalize when possible

- If your email tool allows, include the recipient's name or location.
- Example:
"John, are you coming to the Riverside Festival?"

6. Use emojis sparingly (but effectively)

- They can help your email stand out—just don't overdo it.
- Example:
"🎵 Free Concert This Sunday | Bring a Chair & Friends"

Tips: How to Write a Strong Subject Line

7. Test different styles

- A/B test two subject lines to see what gets more opens, especially for recurring events.

8. Avoid spammy words

- Words like “free,” “guaranteed,” or “win” can land you in the spam folder.
- Reframe with friendly alternatives like *“on us”* or *“a gift for you.”*

Your Guide



Create a Winning Marketing Strategy for Your
Events:
Workbook

OUR SERVICES

- Google Ad Grants
- Microsoft Ad Grant
- Youtube + Display Ads
- Paid Google Ads
- Meta Ads
- TikTok Ads
- Conversion Design (Pop-ups)
- Analytics
- SEO
- Email Marketing



Want to learn more? Book a time to chat!



**THANK
YOU**