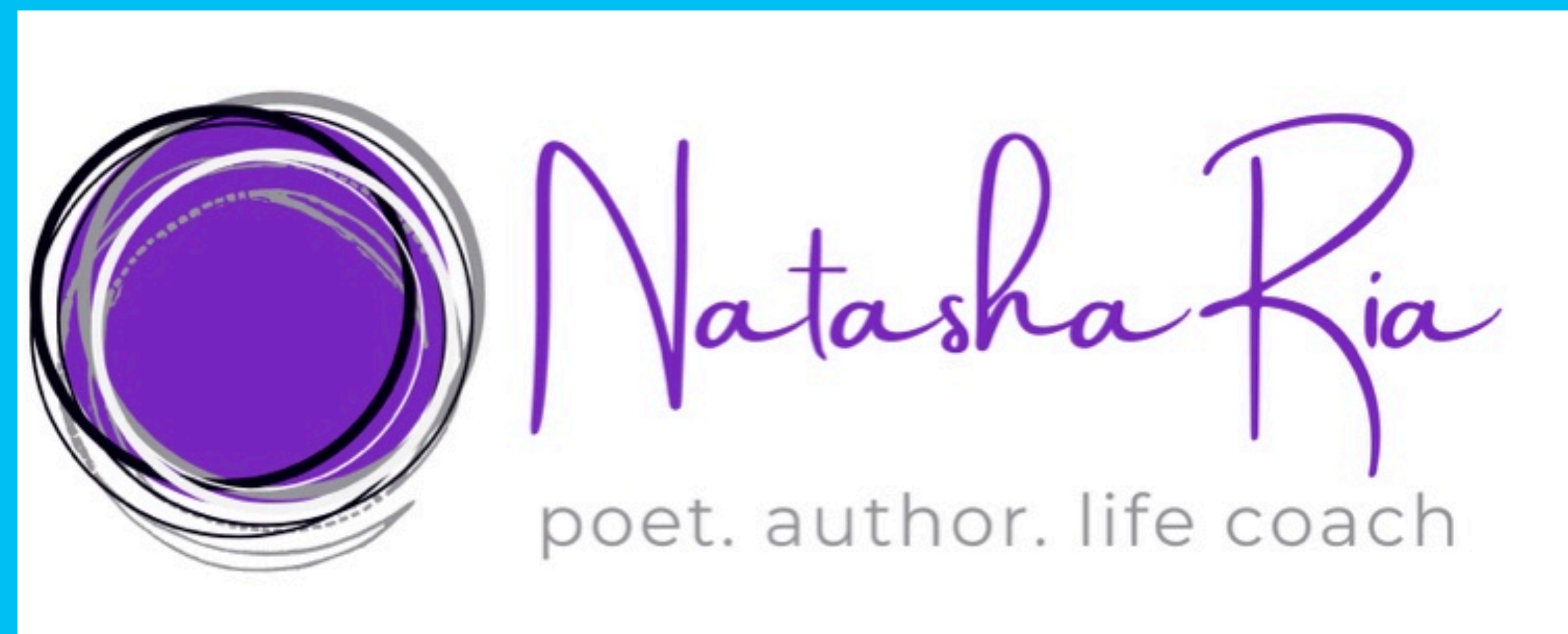


**NATASHA RIA EL-SCARI**

# **WE ARE LIVE IN 5, 4, 3, 2, 1...**

**EFFECTIVE USE OF FACEBOOK LIVE  
AND FACEBOOK MARKETING FOR  
ARTISTS AND RECOVERY FROM  
MISTAKES**



**I MADE A HUGE MISTAKE, BUT THE NEXT 8 FIX IT.**

# FACEBOOK MARKETING STRATEGY

## CREATE A PERSONALITY

**WHAT DO YOU WANT TO CONVEY?**

**WHAT IS YOUR GOAL?**

**ARTISTS ARE DIFFERENT FROM A WIDGET!**

# FACEBOOK MARKETING STRATEGIES

**TAKE TIME TO CREATE REAL CONTENT**

**WHAT DOES AN ARTIST SELL?**

**SHOULD I GIVE THIS AWAY FOR FREE?**

# FACEBOOK MARKETING STRATEGY

**ENGAGE OVER SALE**

**WE WILL DISCUSS GOING LIVE LATER**

**DIRECT MESSAGES**

**BOOST YOUR POSTS**

# FACEBOOK MARKETING STRATEGY

## LANDING PAGE (WEBSITE)

**\*DOWNLOAD FACEBOOK PIXEL TO FOLLOW ANALYTICS**

**\*GIVE PEOPLE MORE CONTENT ON YOUR PAGE IF THEY SUBSCRIBE**

**CONSIDER THE SUGGESTED FACEBOOK AD**

# FACEBOOK MARKETING STRATEGY

**ENGAGE YOUR AUDIENCE**

**VANITY LIKES ARE SECONDARY TO ACTIVE FOLLOWERS**

# FACEBOOK MARKETING STRATEGY

**TARGET YOUR ADS**

**OPTIMIZE YOUR PHOTOS**



# FACEBOOK MARKETING STRATEGY

**GIVE FREE CONTENT**

**SNIPPETS OF AN EBOOK**

**POWERPOINT SLIDE**

**SPECIAL CONCERT WITH A PRIVATE LINK**

# **FACEBOOK MARKETING STRATEGY**

**COMMIT FOR 3 MONTHS OR ONE SEASON TO ONE STRATEGY**

**IT TAKES 7-10 TIMES BEFORE A CUSTOMER WILL BUY**



NATASHA RIA EL-SCARI

# WHEN SHOULD I GO LIVE

- Important Events
- Episodic Events
- Virtual Concerts
- When you've been COVID underground





# TIPS AND TOPICS

- Sharing a portion of your new work (art)
- Performances (chances for booking)
- Exhibits/Receptions
- Avoid excessive walking or background talking
- Don't wait over 30 seconds to start the engagement
- Be safe—avoiding driving, walking, running
- Give your location (tag or share)
- Don't over share (audience mindfulness)
- Have a time limit in mind
- Let your personality shine

# IMPROVE THE QUALITY OF YOUR LIVE

- Ring light
- Tripod
- Light powder or wipe face



UBeesize 10" LED Ring Light with Tripod Stand & Phone Holder, Dimmable Desk Makeup...

★★★★☆ 952

Limited time deal

\$20<sup>39</sup> ~~\$23.99~~

✓prime FREE One-Day  
Get it **Tomorrow, Jul 23**



Sponsored

Ailun Digital Camera Tripod Mount Stand Camera Holder for iPhone 11/11 Pro/11 Pro...

★★★★☆ 2,638

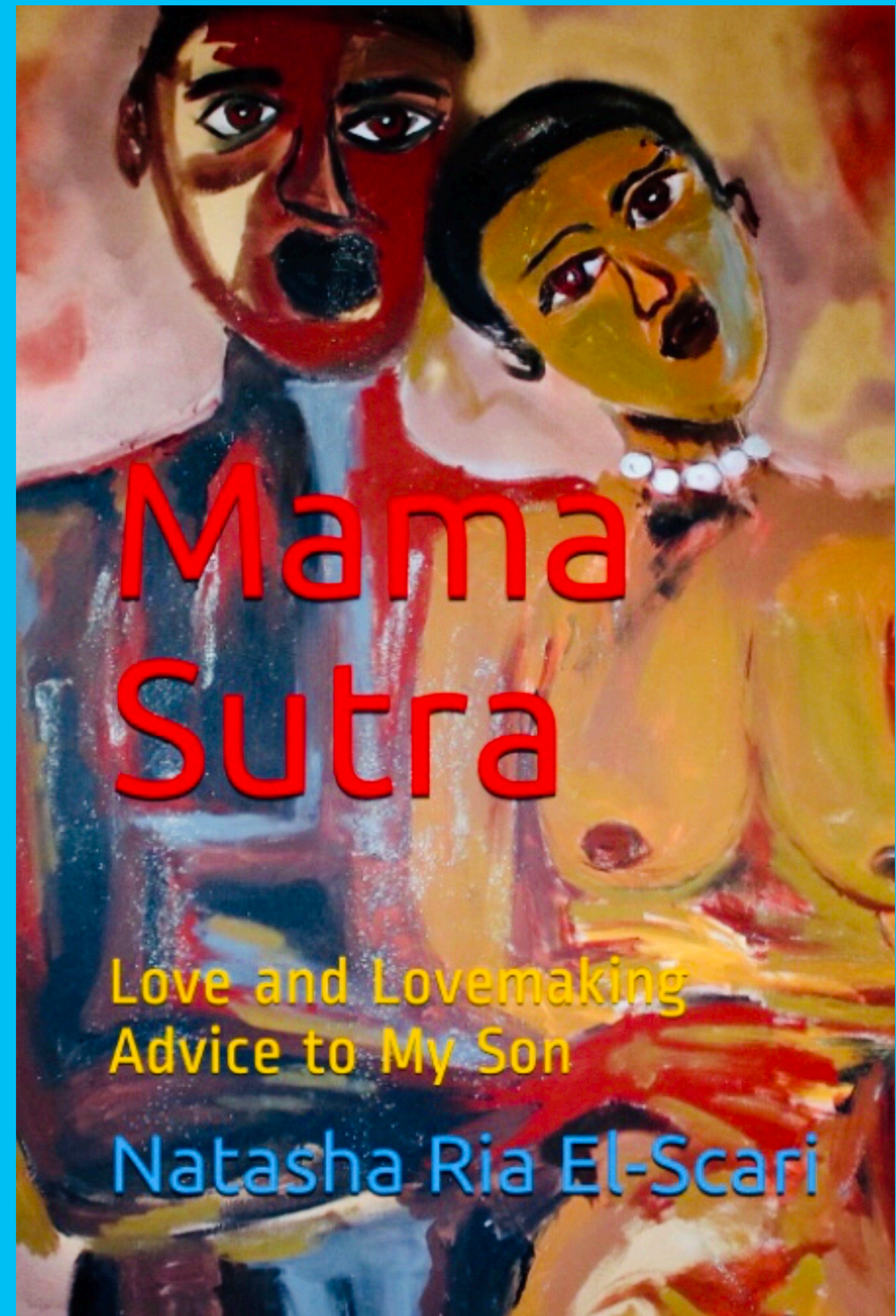
\$11<sup>89</sup>

✓prime | FREE Same-Day  
FREE delivery **Today, Jul 22** on  
qualifying orders over \$35



# WHEN SHOULD YOU NOT GO LIVE

- Things unrelated to your art
- Promoting unrelated work
- Things that can ruin your brand (throw in all the isms)
- When you are under the influence of drugs and/or alcohol
- When you are bored
- When your audience isn't available





# PLAN IT OUT

**DON'T ABUSE YOUR AUDIENCE**



# PREPARE THE AUDIENCE

- Coming soon posts
- Reminder posts
- Build intrigue
- Make sure your description explains the live





# BRING ON SPECIAL GUESTS

- Does it increase your brand or image? (association)
- Share other LIVES
- Shout out another like minded business (community)
- It's ok to highlight others doing similar work (cooperative competition)



Natasha Ria

poet. author. life coach

**TOOLS TO STREAM FACEBOOK LIVE  
SLICKER, SMARTER, BETTER**



Zoom



**WHAT DO ZOOM AND STREAMYARD HAVE IN COMMON?**

# COMMONALITIES BETWEEN ZOOM & STREAMYARD

- Free versions
- Affordable costs (\$20/\$25)
- Cancel at anytime (try for the month)
- Professional upgrades
- Streams easily to social media
- Screen share capabilities
- Use from phone, desktop, laptop
- Ability to create an account quickly with FB
- No additional microphone needed

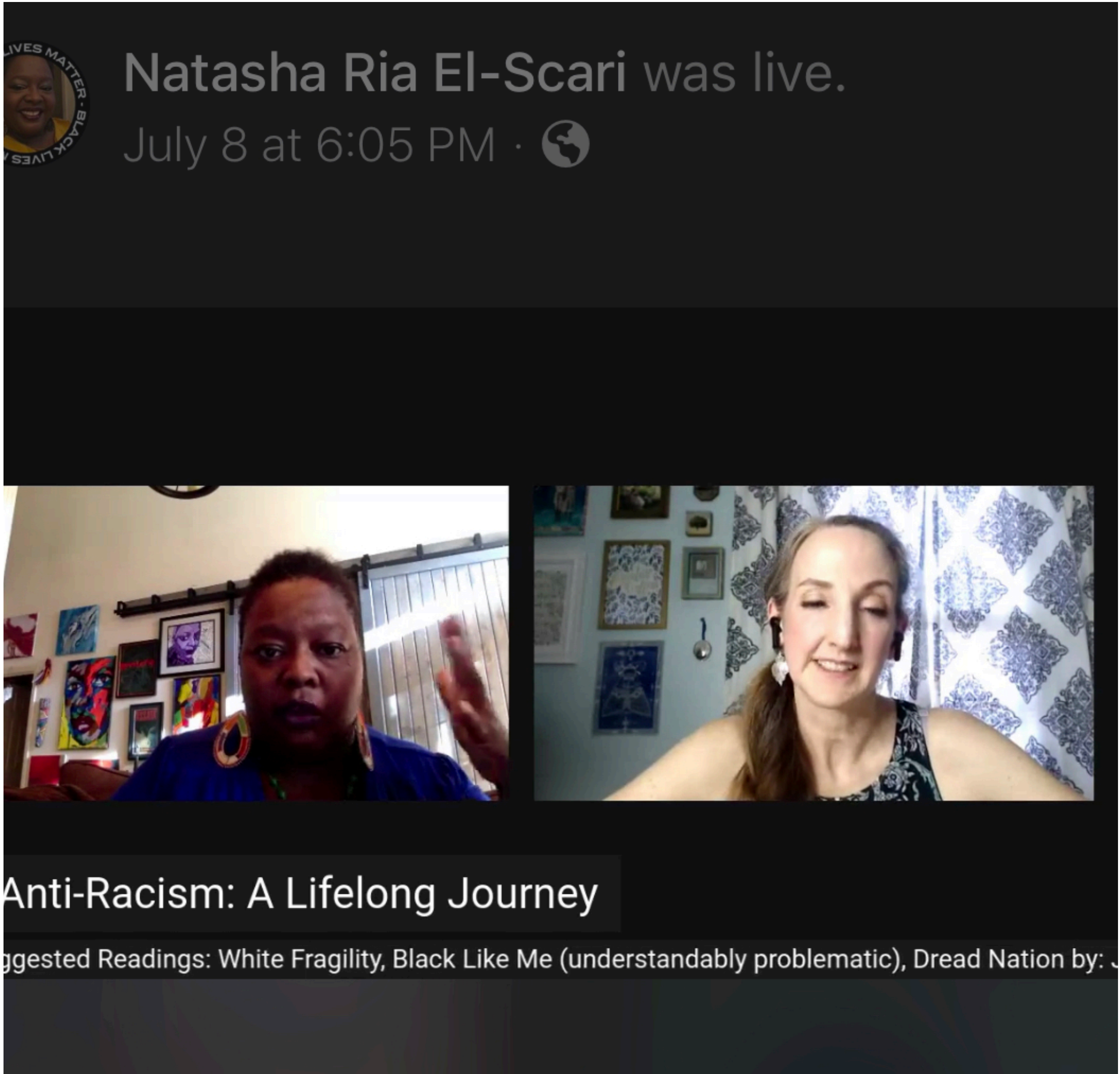


FREE VERSION

What is the role, if any, in political discussion and or action during these times? Are we to be still, on th... See More



PAID VERSION







Mike Irwin



Natasha Ria El-Scari



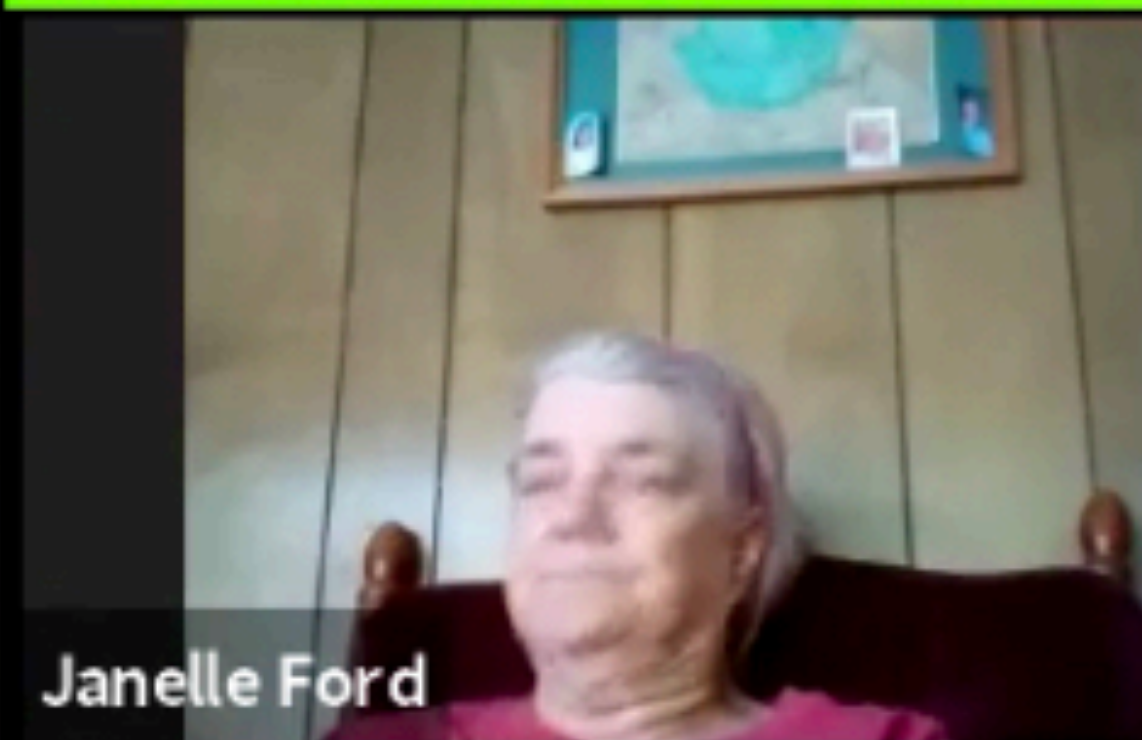
JUDY WHITCRAFT



Kathy Baughman



Lyn Wagner



Janelle Ford



Codie Lea



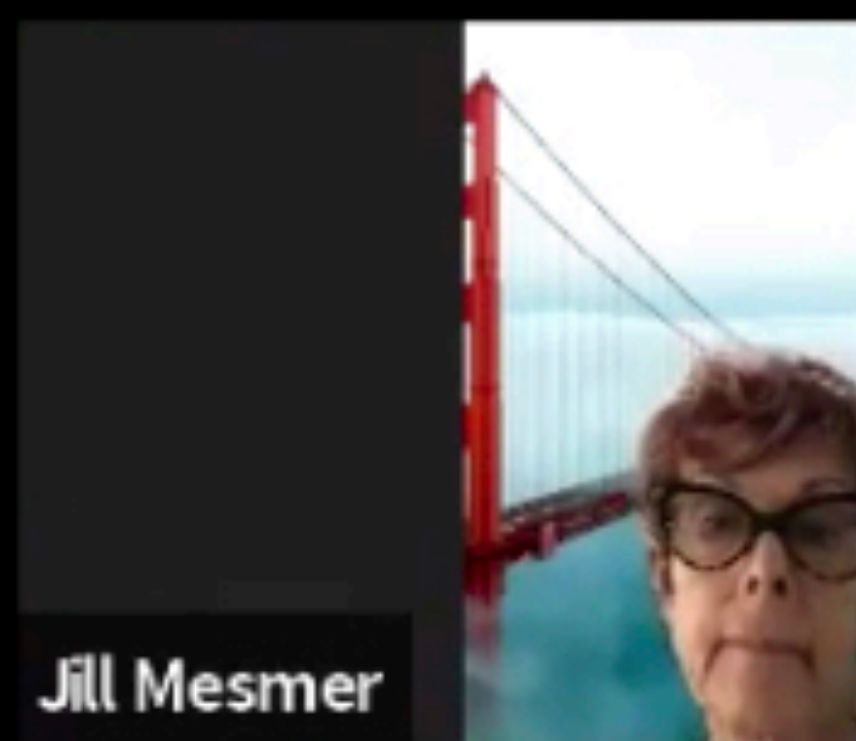
David McDonald



Jaclyn Beaulieu



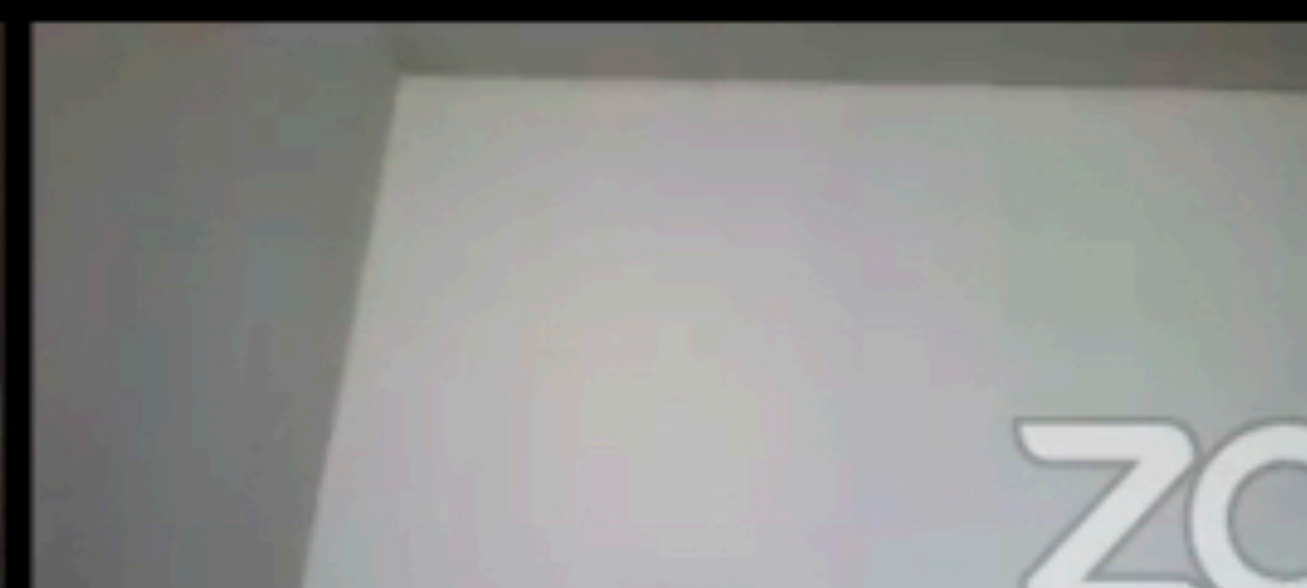
Marilyn Hughes



Jill Mesmer



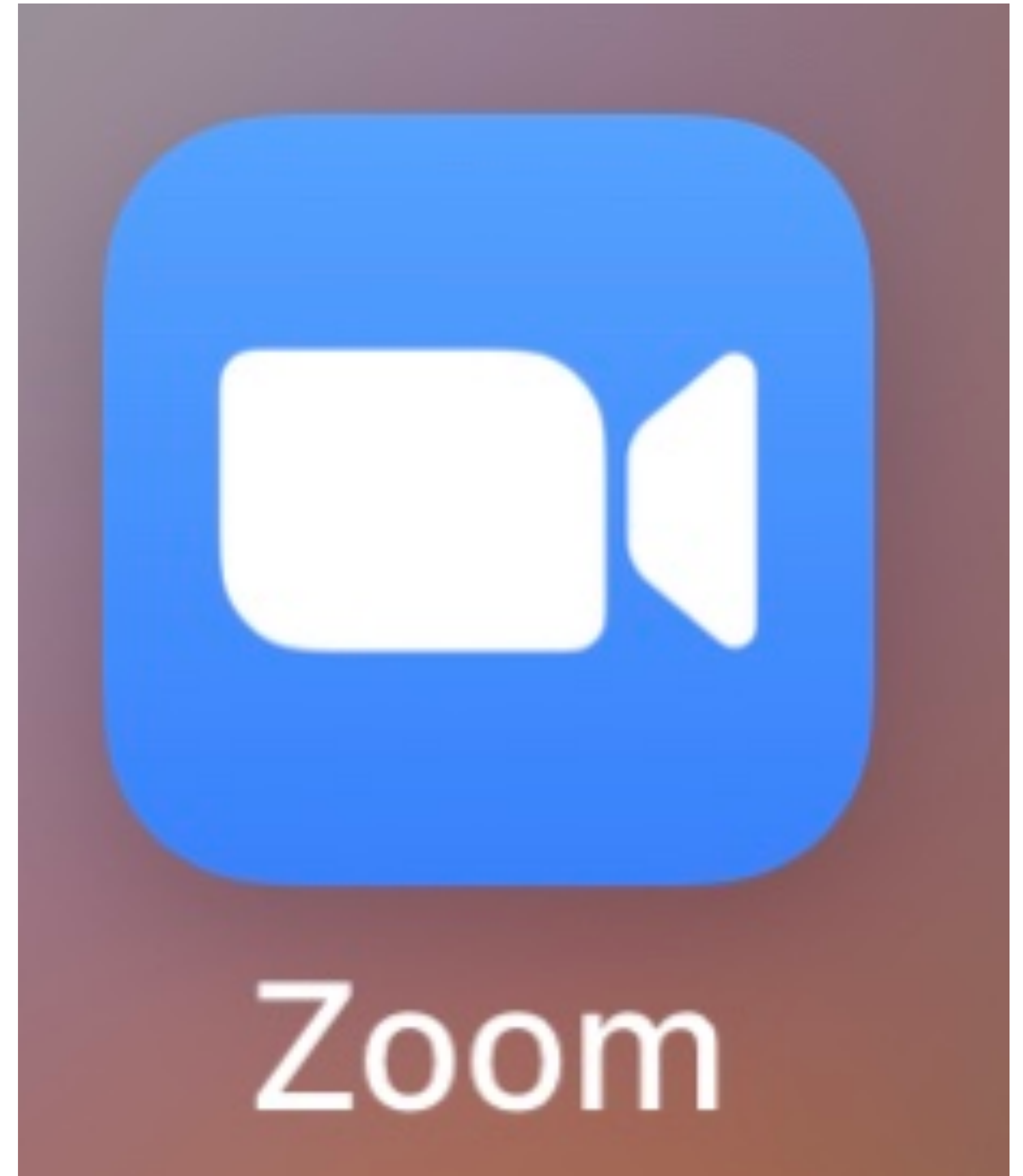
Mark Hayes





# ADVANTAGES OF ZOOM

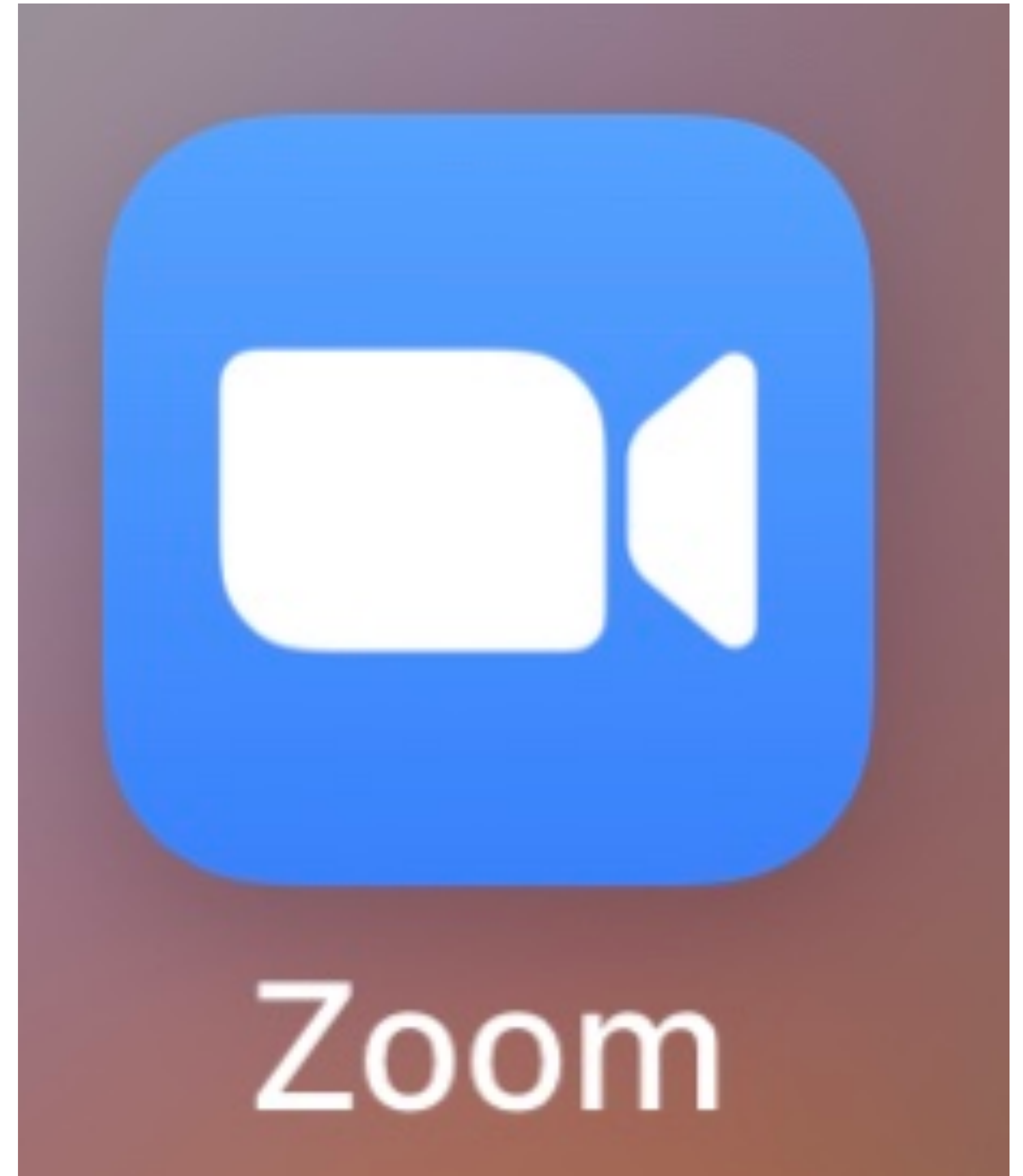
- Familiarity
- You can invite people to join you on screen
- It's easily compatible with FB
- Great for creating visual and virtual community
- Great for classes and meetings
- Monthly payment option
- EXAMPLE





# DISADVANTAGES OF ZOOM

- Cumbersome or unpredictable login
- Zoom “bombing”
- Touchy system
- Grainy video
- Only two views available



# ADVANTAGES OF STREAMYARD

- Ticket and Banner feature
- Better bandwidth
- No bombing
- No time limit on two people (free)
- User friendly
- Add your own logo
- Multiple streaming
- Multiple views available for speakers
- Free tier has great features
- Attractive color options
- Upload logo
- EXAMPLE



# DISADVANTAGES OF STREAMYARD

- Prefers Chrome over Safari (for Mac)
- Can't invite an audience (lack of community)
- Disruptive logo if you use the free version



# CHALLENGE

**GO LIVE THIS WEEK! DON'T OVERTHINK IT! HAVE FUN!**

# QUESTIONS?

[WWW.NATASHARIA.COM](http://WWW.NATASHARIA.COM)



Natasha Ria

poet. author. life coach