

# **Paid Social Strategies That Will Make the C-Suite Sing Your Praises**

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# AUTRY MUSEUM

OF THE AMERICAN WEST

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# Using Facebook Advertising to Maximize Spend, Increase Engagement, and Reach Niche Audiences

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## AUTRY MUSEUM OF THE AMERICAN WEST

**FACEBOOK**  
**@AutryMuseum**  
30.5K Followers

**TWITTER**  
**@TheAutry**  
10.2K Followers

**INSTAGRAM**  
**@TheAutry**  
12.9K Followers

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# PLANNING YOUR PAID SOCIAL MEDIA STRATEGY

- Budget, budget, budget
- Find your peers
- Utilize your resources—  
Facebook Blueprint program

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# RETARGETING AND THE FACEBOOK PIXEL

**AUTRY MUSEUM** The Autry ✓  
Written by Brittany Saake [?] · October 3 · 🌐

Exhibition "seeks to unlock the child in all of us." –L.A. Times #AutryPlay




**Fun for The Entire Family**  
Play! Exhibition at the Autry [Learn More](#)

**Interactive Griffith Park Exhibit**  
Visit Play! at the Autry

Ad for targeted list and lookalike audience based off web traffic

**AUTRY MUSEUM** The Autry  
Sponsored · 🌐

Ready, set, play! A fun-for-all-ages exhibition in Griffith Park.



TheAutry.org/Play [Learn More](#)

Ad for web traffic with 15-second video showing experience of being inside the exhibition

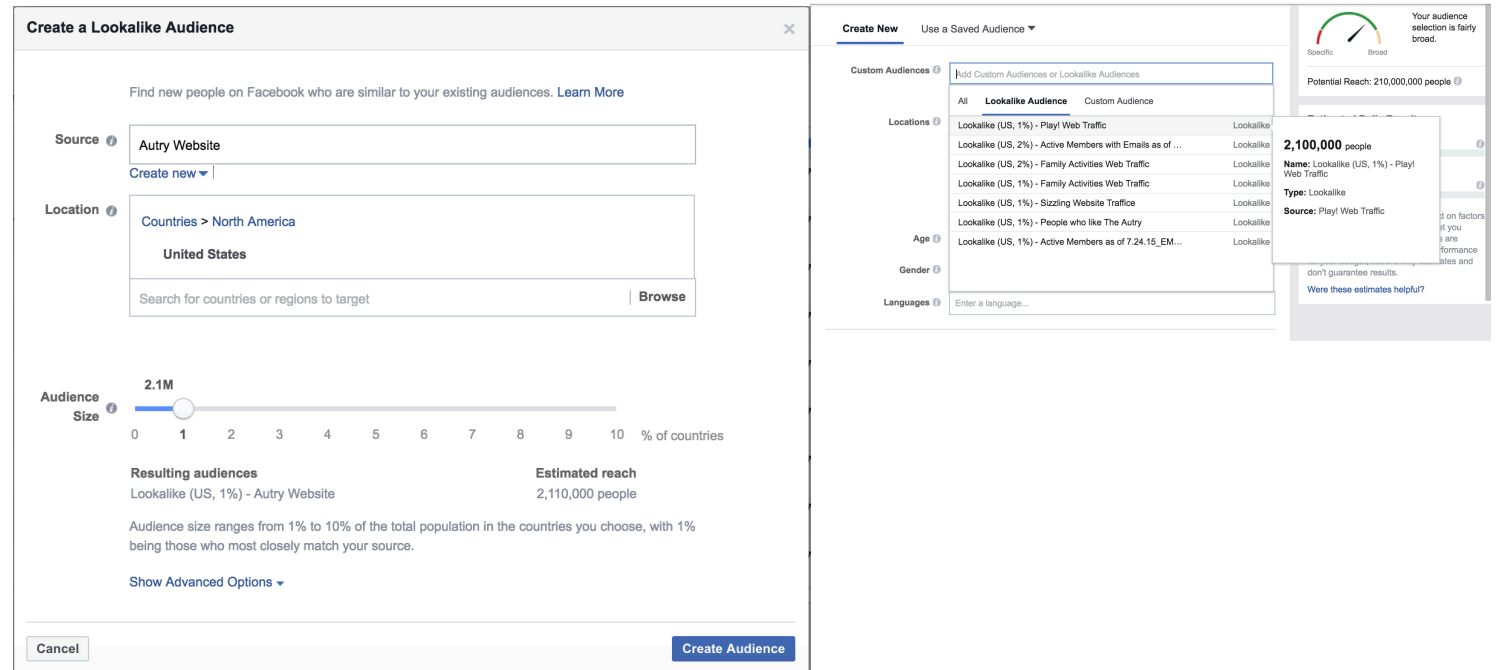
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# DEFINING A LOOKALIKE AUDIENCE

- To keep relevancy high, base list on 1-2% of targeted population
- Narrow target by demographics successful with similar campaigns
- Base budget on target audience size
- Run your ads for at least two weeks
- Refine audience based on results

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The image displays the Facebook 'Create a Lookalike Audience' interface. The main window is titled 'Create a Lookalike Audience' and contains the following elements:

- Source:** A dropdown menu showing 'Autry Website' with a 'Create new' link below it.
- Location:** A dropdown menu showing 'Countries > North America' and 'United States'.
- Audience Size:** A slider set to 1% (2.1M) on a scale from 0 to 10%.
- Resulting audiences:** A table showing 'Lookalike (US, 1%) - Autry Website'.
- Estimated reach:** A value of '2,110,000 people'.
- Buttons:** 'Cancel' and 'Create Audience'.

On the right side, there is a sidebar with a 'Create New' button and a 'Use a Saved Audience' dropdown. Below this is a list of 'Custom Audiences' and 'Lookalike Audiences'. A tooltip is visible over the 'Lookalike Audience' list, showing details for a specific audience:

- Name:** Lookalike (US, 1%) - Playl Web Traffic
- Type:** Lookalike
- Source:** Playl Web Traffic
- Potential Reach:** 210,000,000 people

At the bottom right, there is a note: 'Your audience selection is fairly broad.' and a link: 'Were these estimates helpful?'.





**The Autry** 

Published by Brittany Saake [?] · October 17 at 11:30am · 

Greed, ambition, guilt, false piety ... **Daniel Day-Lewis** stars in **Paul Thomas Anderson's** epic Western. Watch it in 35mm Saturday.



**Film Screening: There Will Be Blood (2007)**  
Saturday, October 21, 1:30 p.m., at the Autry in Griffith Park | Filmed in...


THEAUTRY.ORG

 **23,372 people** reached



**Boost Post**

 Like

 Comment

 Share



   Linda Herndon, Nancee Lynne and 952 others

Chronological ▾

58 Shares

49 Comments

 **Andrea Taylor** Good movie Great actor Daniel Day Lewis


Like · Reply · Message ·  1 · October 17 at 7:07pm

 **Paul Mcpherson** Great film!!! Daniel Day Lewis is an amazing actor!!!

Like · Reply · Message ·  3 · October 17 at 9:32pm

 **Bobby Figueroa** It was brutal but brilliant .

Like · Reply · Message ·  2 · October 17 at 10:00pm

 **Rudy Jimenez** Rafael Cardenas

Like · Reply · Message ·  1 · October 17 at 10:07pm

 **Chloe Cumbow** Great movie!

Like · Reply · Message ·  1 · October 17 at 10:33pm

Movies > Western

All Genres ▾ All Years ▾



Unforgiven  
1992



High Noon  
1952



The Searchers  
1956



The Good, the  
Bad and the ...  
1966



Butch Cassidy  
and the Sund...  
1969



Shane  
1953



Once Upon a  
Time in the W...  
1968



The Wild  
Bunch  
1969

Top 100 Western Movies - Rotten Tomatoes  
[https://www.rottentomatoes.com/top/bestofrt/top\\_100\\_western\\_movies/](https://www.rottentomatoes.com/top/bestofrt/top_100_western_movies/) ▾  
Top 100 Western Movies. Best of Rotten Tomatoes. Movies with 40 or more critic reviews vie for their place in history at Rotten Tomatoes. Eligible movies are ...  
You visited this page on 9/11/17.

KNOW  
YOUR  
AUDIENCE

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Editing Ad Set: Westerns



SAVED AUDIENCE: WIW: Fan Favorite + Recent Westerns ▾

AUDIENCE DETAILS

Location:

United States: Burbank (+25 mi), Los Angeles (+25 mi), Pasadena (+25 mi) California

Age:

25 - 65+

People Who Match:

Interests: Harry Morgan, Paul Dano, High Noon, Thandie Newton, The Good, the Bad and the Ugly, Rodrigo Santoro, Western (film), Appaloosa (film), Gene Wilder, Wyatt Earp (film), Clint Eastwood, Tombstone (film), Western (genre), Gary Cooper, The Treasure of the Sierra Madre (film), Jeffrey Wright (actor), Sam Peckinpah, Humphrey Bogart, Classic TV Westerns, John Wayne, Once Upon a Time in the West, A Fistful of Dollars, Turner Classic Movies, Rodgers and Hammerstein, Quentin Tarantino Movies, Anthony Hopkins, Randolph Scott, For a Few Dollars More, Ennio Morricone, John Williams, WestWorld, On the Waterfront, How the West Was Won, Jeff Bridges, Mel Brooks, The Searchers (film), Old Wild West, Inglourious Basterds, The Magnificent Seven, Kill Bill, Blazing Saddles, The Man Who Shot Liberty Valance, Lon Chaney, Jr., Gil Birmingham, Pat Garrett and Billy the Kid, Wild Wild West, True Grit (2010 film), Sergio Leone, Rio Bravo (film), There Will Be Blood, Duck, You Sucker!, Evan Rachel Wood, Grace Kelly, Butch Cassidy and the Sundance Kid, Wyatt Earp, Mad Max 2, James Marsden, Open Range, Lee Van Cleef, Glenn Ford, Gene Autry, Clint Eastwood filmography, Ed Harris, The Grapes of Wrath (film), Paul Thomas Anderson, Daniel Day-Lewis, Billy the Kid, Django Unchained, The Revenant (2015 film), GetTV or Mad Max: Fury Road

Audience Definition



Your audience is defined.

Potential Reach:

390,000 people 

Estimated Daily Results

Reach

4,100 - 9,800 (of 350,000) 

Post Engagement

170 - 670 (of 4,700) 

 Your results are likely to differ from estimates

We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



# PROMOTING EVENTS

## A Multi-Pronged Approach

**The Autry** shared their event. Sponsored (demo) · 🌐

Southern California's largest Native American arts fair featuring 200 artists from 40 tribes.



**American Indian Arts Marketplace**  
November 11-12

**NOV 11** American Indian Arts Marketplace  
Nov 11 - Nov 12 · The Autry · Los Angeles...  
4,330 people interested · 448 people going

★ Interested

👍❤️👎 1.1K 46 Comments

👍 Like 💬 Comment ➦ Share

**Promoted event**, targeted to galleries/auction houses, Native American interest groups, and page followers over 3 weeks

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**The Autry** added 2 new photos. Published by Brittany Saake [?] · October 27 at 4:30pm · 🌐

Pictured here, "Dakota Night Sky" by Beverly Bear King Moran (Hunkpapa Lakota/Standing Rock Sioux) took home the award for best of show during our 2016 American Indian Arts Marketplace.

See more from Beverly and 200 artists representing more than 40 tribes November 11 and 12 during our 2017 #AutryMarket.

[TheAutry.org/Marketplace](#)



**American Indian Arts Marketplace**

7,354 people reached View Promotion

👍❤️👎 Byron Carr, Donna Skarloken and 319 others Chronological

28 Shares 8 Comments

**Timeline ad**, promoted to followers and friends in L.A. for 1 day at \$20



**theautry** theautry Following

theautry Beyond the tent, #AutryMarket features a weekend of film, theatre, and performances including music and dance by Fabian Fontenelle (Zuni/Omaha) and Shelley Morningsong (Northern Cheyenne), pictured here. Join us next weekend, 11/11-12!

alcksander90 🍌🍌🍌🍌🍌🍌  
atomik1art 🍌🍌

508 likes  
1 DAY AGO

Add a comment...

**Instagram**—posted organically, then promoted to 18-35 year olds interested in contemporary art, galleries, Native American culture for 4 days at \$75

# THANK YOU!