



# YOUTUBE ROCKET PROGRAM

## TRAFFIC CHECKLIST

- ❑ **Create a Professional Instagram page.**
  - ❑ Make sure it is set to “Professional Account” in the settings so it can connect with facebook Ads.
  - ❑ Replicate as many posts as you can to your facebook page.
  - ❑ Use Facebook ads manager (avoid using boost post) for advanced targeting.
- ❑ **Create a Facebook page for your music.**
- ❑ **Create a Facebook Ads account in the Facebook Business Manager.**
  - ❑ Set up a brand awareness campaign with Ads Manager.
  - ❑ Create a custom audience based on artists similar to you and with locations that make sense to your genre.
  - ❑ Make your targeting as narrow as possible (Keep it under 1M in general - if possible)
- ❑ **Create a Google Ads Account (create a small programmatic campaign to activate the account.)**
  - ❑ Set up placements in channels NOT created by official artists but related to them.
  - ❑ Genre specific channels are great.
  - ❑ Youtube influencer channels are great.
  - ❑ Adds cards to push for Youtube channel subscriptions.
  - ❑ Add cards towards a free download of the official release audio within the first 5 seconds of the video starting.
  - ❑ [Intermediate] Add cards to stores/funnels/giveaways/pre-save campaigns.