

# SETTING UP YOUR **FACEBOOK PIXEL** & **GOOGLE TAG**

If you're using targeted ads and using promotional tools, then you're already ahead of the game. But did you know that you can take your advertising efforts a step further? Facebook and Google Tag allow you to partake in advanced advertising targeting, and helps you to track conversions when sales are made or when people visit your site from an ad. We've got the inside scoop on what pixels are, how to get them, and how you can add them to your BeatStars profile. You won't want to miss out on this.



# SETTING UP YOUR FACEBOOK PIXEL

## WHAT IS THE FACEBOOK PIXEL?

What is the Facebook Pixel? The Facebook Pixel is a piece of code that you can place on your website, allowing you to monitor conversions from Facebook ads, optimise ads, build targeted audiences for future adverts, and retarget people who have previously interacted with your website. Pixels work by dropping a cookie that will track visitors on your website so that you can reach out to them later, better known as retargeting. The Facebook Pixel can provide you with vital information that you can use to create better Facebook ads, and to target your audience more accurately.

## HOW DO I CREATE A FACEBOOK PIXEL?

You can create and implement Facebook Pixel from your Facebook Ads Manager:

1. Go to the Pixel Section
2. Click 'Create a Pixel'
3. Enter a name for your Pixel
4. Click 'Install Pixel Now'
5. Copy the base code of the Pixel and paste it between the tags on each web page, or in your website template to install it on your entire website
6. If you want to keep track of different kinds of actions on specific pages, add 'events' to that specific page. The event code lets you track those actions and leverage them in advertising.

## FACEBOOK PIXEL FOR PRO PAGE OR BLAZE PLAYER

By adding a Facebook pixel to your Pro Page or Blaze Pro player, you can track user conversions, such as users who click on your ads. This can provide you with a great deal of useful information, namely the demographics of your users. Knowing this can help you elevate your selling strategy by testing out different placements of your beats on your Pro Page or in your Blaze Pro Player, adding/removing beats from your account, using A/B testing to figure out how to get the best bang for your buck, and trying out to different advertising campaigns.



# SETTING UP YOUR FACEBOOK PIXEL

## FACEBOOK PIXEL OF AUDIENCE CREATION

With Facebook Pixel, you can also tell who the beats are being sold to. With this information, you can then create custom audiences for your marketing campaigns. Note: A Custom Audience from a customer list is a type of audience you can create made up of your existing customers. You can target ads to the audience you've created on Facebook, Instagram, and Audience Network."So basically, with the user information tracked by Pixel, you can get key demographic information such as age, sex/gender, interests and more to help you know who your audience is. This is huge for producers looking to improve and sharpen their marketing game; now you know who is buying your beats, which will help you in any and all advertising, promotional and marketing campaigns.

## SETTING UP FACEBOOK PIXEL ON BEATSTARS

First, you will need to create a Facebook Pixel to get a Pixel ID. To do this, you'll need to have a Facebook page for yourself as an artist. This way, you can manage Facebook Ads (since Pixel is tied into Ads). Then, you can follow this simple guide to set up a Facebook Pixel with your Ad Manager. To add your newly created Facebook Pixel to either your Pro Page or Blaze Pro Player, log in to your BeatStars account and navigate over to My Media. On the left, you will find Pro Page where you will be brought to your Pro Page settings where, at the bottom, you can add your Facebook Pixel ID. The screenshot below will look the same in the Blaze Pro Player settings when you go to set up a player.





# SETTING UP YOUR GOOGLE TAG

## WHAT IS GOOGLE TAG MANAGER

Google Tag Manager is a free tool that gives you the ability to add and update your own tags (small snippets of code or tracking pixels) on your website without having to modify any complex code. You can use Tag Manager to update your own tags for conversion tracking, website analytics, remarketing, and more. Google Tag Manager is a great tool to use for storing and managing third-party code (the visitors on your website).

## HOW DO I SET UP A GOOGLE TAG MANAGER?

install Google Tag Manager and start configuring and deploying tags in just a few simple steps:

1. Create a [Tag Manager Account](#) or use an existing account
2. [Install the container](#) in your website or mobile app
3. [Add and publish your tags](#)

## WHERE CAN I FIND MORE INFORMATION ABOUT GOOGLE TAG MANAGER?

The following sites are great resources to reference as you deep dive into the world of Google Tag Manager:

- [Tag Manager Overview](#)
- [Considerations before you install tag Manager](#)
- [Set up and install Tag Manager](#)
- [What is Google Tag Manager and why use it?](#)
- [Google Tag Manager Course](#)

