

A man with a beard and a white shirt is working in a workshop. He is wearing a brown apron and is looking at a laptop. The workshop is dimly lit with a greenish-blue light. On the wall behind him, there is a skull and some tools. The text "The Dark Magic behind Facebook Ads" is overlaid on the image in a bright yellow-green color.

# The Dark Magic behind Facebook Ads

Lesson 1 of Facebook Ads for Haunted Houses



# THE SCARY TRUTH

You're losing money on Facebook Ads, I guarantee it.

And if you're *not* using them, you're *also* losing money.



# Who am I?

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# What is ScaryGood?

## Our Mission

Help *all haunted houses* create an *amazing guest experience* and *become more successful* in any way that we can.

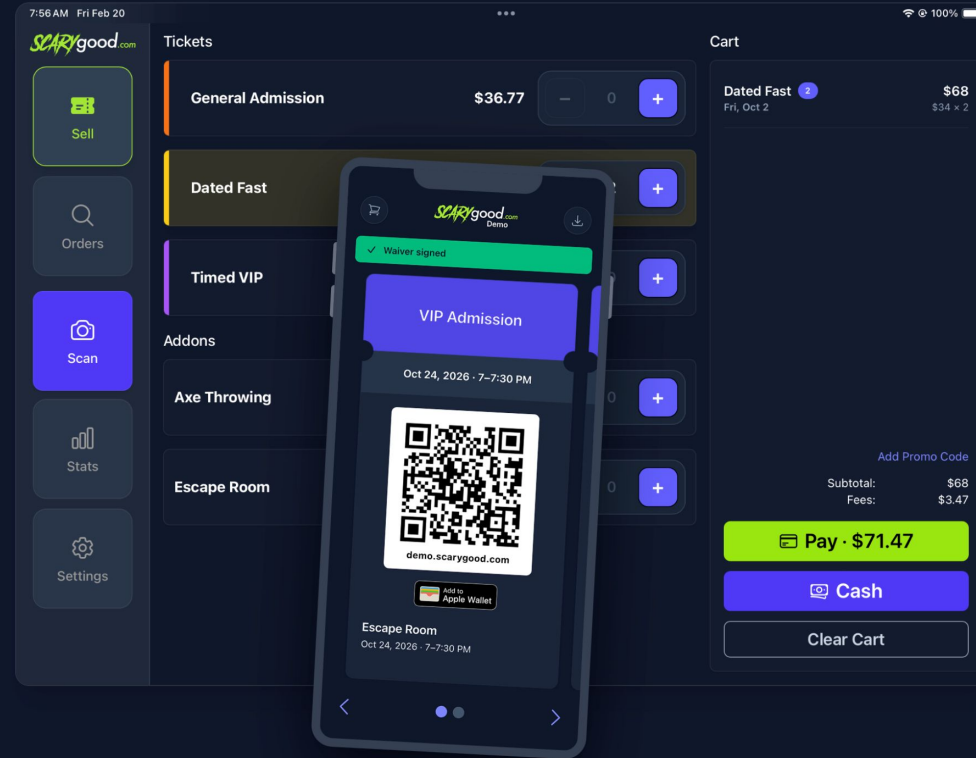
# What is ScaryGood?

## Our Mission

Help *all haunted houses* create an *amazing guest experience* and *become more successful* in any way that we can.

## A Ticketing Platform *only* for Haunted Houses

Ticketing with an extreme focus on guest experience and increasing ticket sales. No concerts. No festivals. Only haunts.



# Facebook Ads for Haunted Houses

Our goal is to **sell more tickets while spending less money** on ads by making them more effective.

1. The dark magic behind Facebook Ads.
2. Summoning your Facebook Ad accounts.
3. Stop bleeding money with Ad Tracking.
4. Crafting ads with killer appeal.
5. Unleashing your first ad campaign.

*\* Advanced topics will be covered in another course.*

# Who is this course for?

Hire a professional if ...

- You have the budget.
- You'd like to exchange money for time.
- You feel like you've hit a plateau with your return on ad spend.
- You're trying to take your haunt from 20k to 50k+ attendees.

This is a novice to intermediate course.

- If you're new to Facebook Ads or feel like you're not set up correctly, this is for you!
- *I'm here to help you not mess this up* and ensure that every dollar you spend on ads is a dollar well spent.

## Before diving in ...

- We're going to talk about how Facebook works, not just set up.
- I'd watch once from start to finish.
- This course will evolve over time.
- Find links and slides at [ScaryGood.com/courses/facebook](https://ScaryGood.com/courses/facebook)
- ***Always remember, you need a great show!***
- Obligatory notice of liability
  - We can't promise results or return on investment
  - We can't be held liable for the performance of your ads



# Part 1

## The dark magic behind Facebook Ads

# Why Facebook Ads?

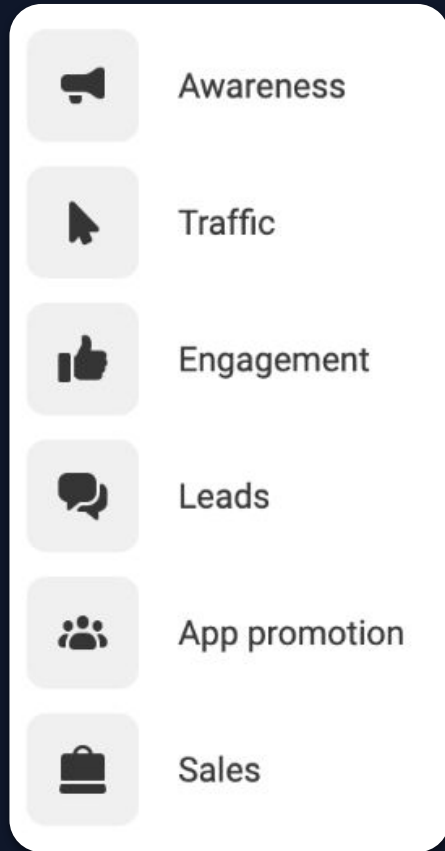
- Local targeting options.
- Great at impulse purchases - **THIS IS OUR GOAL!**
  - “I’m looking for a haunted house on Google” vs. “Hey, something cool to do tonight!”
- Reels, stories, feeds, video, pictures, Facebook, Instagram.
- Sharing, tagging, and commenting.
- Great retargeting & lookalike options once you have enough data.

# Different types of Facebook Ad tools

- Boosting posts
  - *Built for awareness, not sales, use with caution.*
- Facebook Ads Center
  - The middleground, you should just jump to Ads Manager.
- Facebook Ads Manager
  - The most complicated to set up (that's the reason this course exists).
  - More control over your advertising.
  - Settings & interface do change frequently.
  - The only real way to make good sales based campaigns.

# Different ad objectives

- Awareness
  - As many people seeing your ad as possible.
- Traffic
  - Link clicks, website views.
- Engagement
  - Messages, views, comments, likes, shares.
- Leads
  - Forms, messages, calls, signups.
- Sales
  - Selling tickets → what we want!



# Facebook is built to learn.

When you tell Facebook which objective you want, it begins optimizing for that objective.

Facebook's Advantage+ uses AI to find more people that look like your ticket buyers.

# How does Facebook learn how to sell tickets?

01

**Facebook shows an ad to someone.**

- This is what costs money!
- Facebook begins by following your rules (location).
- They will start randomly showing your ad until they learn who buys tickets.

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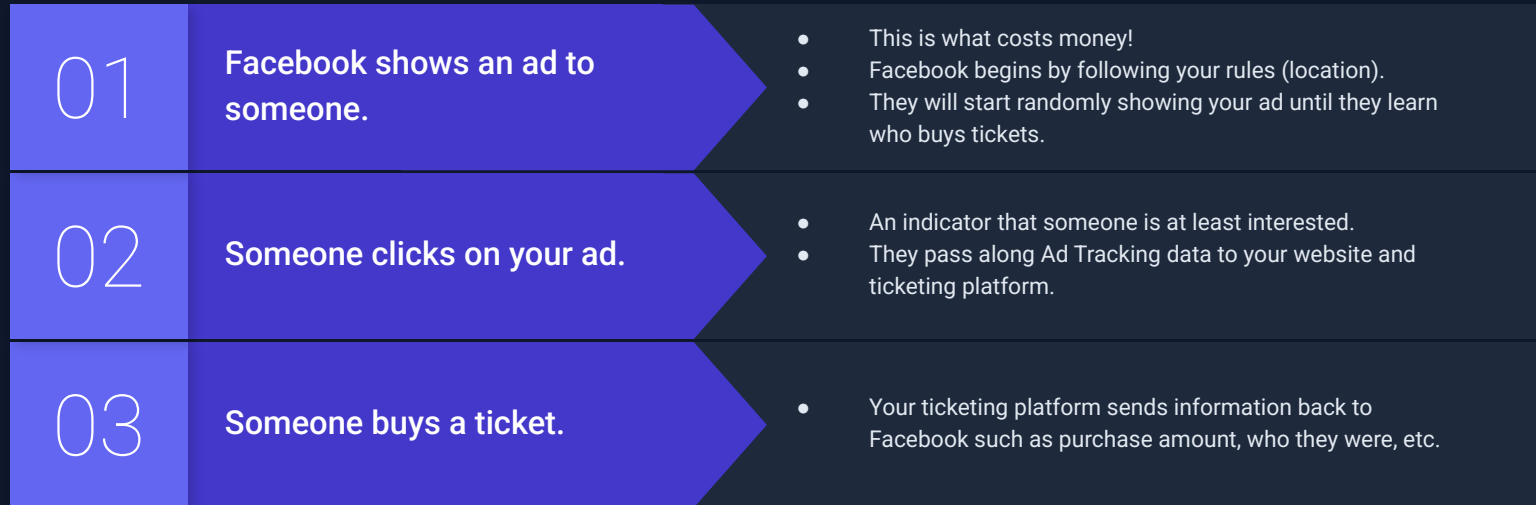
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02

**Someone clicks on your ad.**

- An indicator that someone is at least interested.
- They pass along Ad Tracking data to your website and ticketing platform.

# How does Facebook learn how to sell tickets?



This means effective advertising takes: ***Ad Tracking, Budget, and Time.***

# Facebook Ads without proper Ad Tracking

- Ensure your web pixel is set up correctly on your website AND ticketing platform.
- If you send ads to your website, ensure your website is passing Ad Tracking data to your ticketing platform!
- Ensure your ticketing platform also uses server side events and *sends both*.
- Make sure your ticketing platform sends valuable information to Facebook.
  - *Who viewed but didn't buy? Who added to cart but didn't buy? Who DID buy? How much did they spend?*



# Facebook Ads with a lower budget

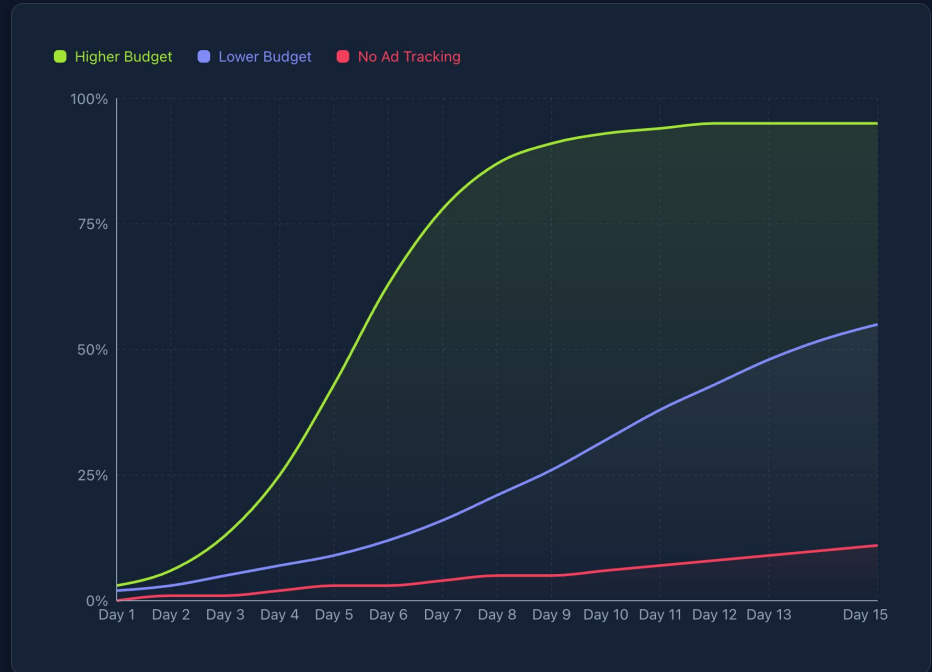
- ***DON'T CUT AD BUDGET.***
- There's a minimum here: at least \$50-100/day.
  - We spent \$11,000 our first year (open 9 nights) *and that's considered a small budget.*
- Have a small budget?
  - Stick to one ad platform (Meta - Facebook & Instagram).
  - Stick to 1 or 2 different ads.



# Facebook Ads with a higher budget

More budget means less time required to learn.

- More budget → more views → more sales → faster learning.
- You want Facebook to have already learned who buys tickets by the time you're busy.



# Variables that impact your budget

Picking a budget is a complicated and individual process!

*I can't just give you a number.*

- Rule of thumb: *You want your ad budget to be uncomfortable.*
- Newer haunts are going to need larger budgets (for medium results).
  - You need people to know who you are first!
  - Larger haunts need a professional agency after plateauing.
- What's your market size? (Where are you?)
- How much competition do you have?
- What's your target demographic?

# Some simple budget math

- Check out [FearWorm's budget calculator](#)
- How much are your tickets? \$25
- How much are you willing to spend to sell a ticket? \$5
  - *You have to be realistic here!*
  - *Can range from \$2.50 → \$6 or more.*
  - *Newer haunts will be higher. Competitive markets will be higher.*
- How many attendees do you want? 5000
  - *Be realistic here too, your market has to be big enough to actually hit this number, it doesn't just scale as you dump more money in.*
- $5000 * \$5 = \$25,000$  ad budget
- $\$5 / \$25 = 20\%$  of each ticket, or a ROAS of 5x.
  - "Return on Ad Spend": *spend \$25,000, get \$125,000.*

# Distributing your budget

When you spend your money is also important. This is somewhat open to interpretation, but here's what we did:

- **Pre-Season** (mid to late September)
  - 15 - 20%, focus on coming soon, early deals, new attractions.
- **Early Season** (open to October 15th)
  - 30 - 40%, focus on showing off your haunt, deals, etc.
- **Late Season** (October 15th to Close)
  - 35 - 50%, focus on "Last Chance!"

# Learning takes time

1. Don't expect ads to work immediately.
  - a. They have to learn first!
2. ROAS (“Return on ad spend”) will improve over time.
  - a. Due to both Facebook learning AND Halloween getting closer.
  - b. Don't be scared of losing money in the beginning.
  - c. We started low and had 9x ROAS by the end of the season, averaging 5x, as a NEW haunt, and we definitely made a few mistakes.
3. Budget fuels faster learning.
4. More ads → more things to test → slower learning.

# Top 6 mistakes haunted houses make

1. Using the wrong tools.
  - a. Use Facebook Ads Manager!
2. Incorrect setup.
3. Too small of a budget (Facebook can't learn).
4. Spending ad budget on haunt props.
5. Changing ads or spend too frequently (***don't panic***).
6. Splitting budget.
  - a. Too many different ads
  - b. Distributing to other ad channels (ex: Google) - You'll automatically get Instagram.

# See you in Lesson 2!

## Summoning your Facebook Ad accounts

[ScaryGood.com/courses/facebook](https://ScaryGood.com/courses/facebook)

Like this course? Share it with your haunt friends!



# Facebook Ads for Haunted Houses

A free step-by-step course for haunt owners