

AMA CONFERENCE JULY 2026



Better Together: Unifying Meta, Pinterest and TikTok ads for arts audiences

Katherine George

Oh So Social.

Hi, I'm Katherine George

Social Media Director. Paid Social Specialist.

Running a business with an autoimmune disease.

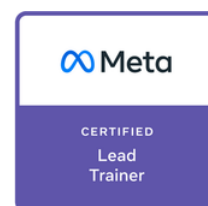
I help arts businesses get results from their social media, increasing awareness, revenue & sales.



Official Trainer

FACEBOOK

#SheMeansBusiness



Top 50
Adviser

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The pressure is real...

Shrinking budgets
Higher targets
Small teams
More competition

Then we have Paid Social to think about...

Paid Meta (Facebook, Instagram & family)
Paid Pinterest
Paid TikTok

**But they all feel very disjointed...
and *very* hard work**

It's causing problems

The platform dilemma

Wasted budget

Confusing reporting

Taking so much time...

I'm here to make it better

The customer journey

Awareness

▼

Consideration

▼

Conversion



TikTok
Discovery

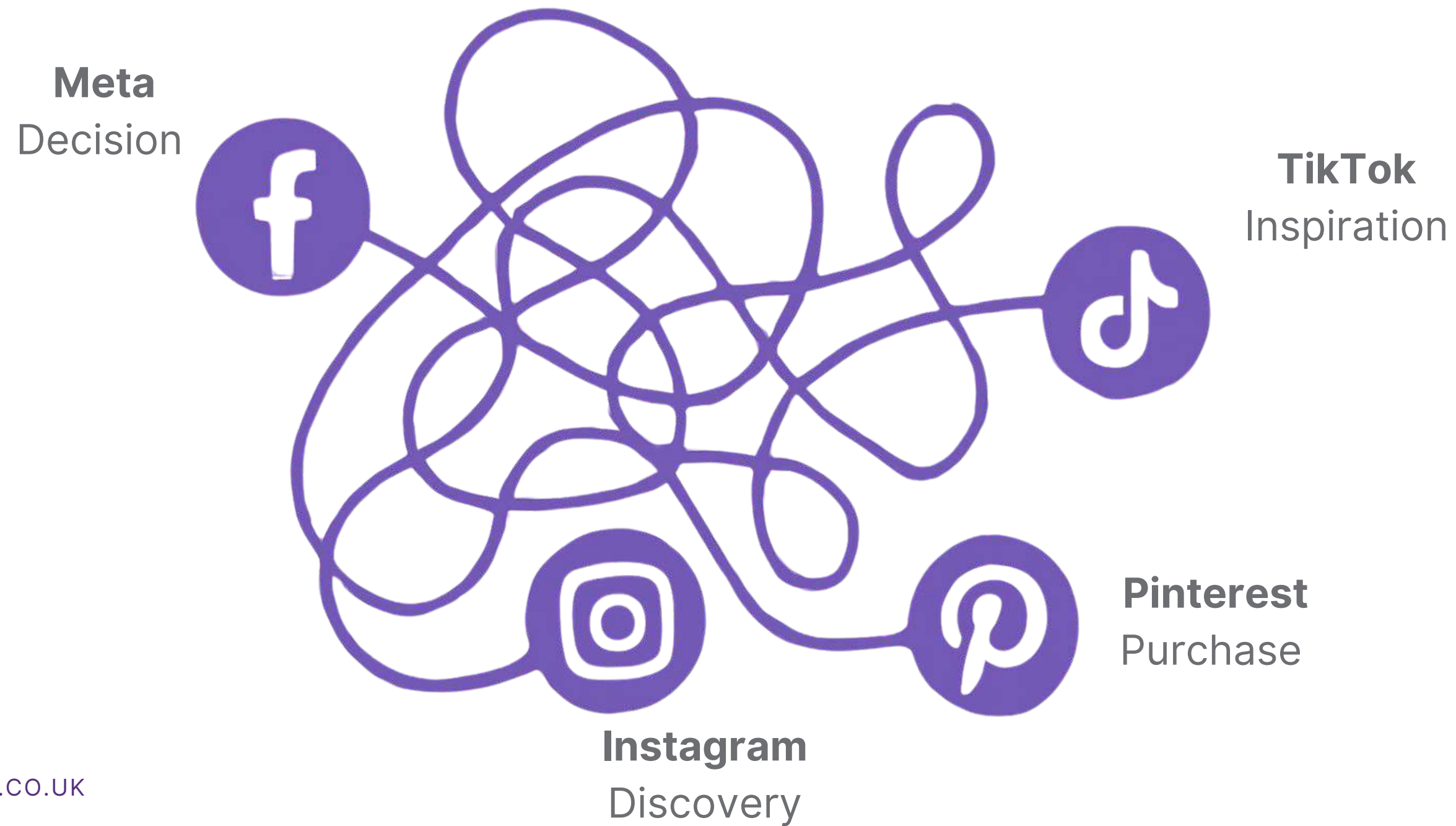
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Pinterest
Planning & inspiration

▼

Meta
Decision & purchase

How it really looks



We have to understand ourselves

Paid social is not a one-size fits all

Considerations

You need to take the below into consideration before your planning.

- Platforms
- Budgets
- Location & distance people will travel
- Audiences - new vs existing.
- Show/event crossover
- Targets
- Assets
- Time



TikTok

TikTok has a younger audience. It's a fast-paced network which focuses on new content discovery, this means it's great for:

- Cultural relevance
- Artist storytelling
- Rehearsal / behind-the-scenes
- Hooking new audiences
- Optimising for search/social

It works best as an awareness platform.



TikTok

TikTok should not be used for conversions unless you have a simple click to purchase option.

This means;
No seat selections
Simple Yes/No extras
Easy payment gateway

**The TikTok audience needs to be kept moving,
hence it's better for awareness.**



Pinterest

Pinterest is a search/social hybrid. It's where the planners live and go for inspiration.

Active planners
Target interests and search terms
Evergreen show content
Season launches & planning
Family events

It's great for building intent and encouraging purchase.



Pinterest

Pinterest works best in the consideration phase, however, audiences on Pinterest have a higher intent than any other network...

This means, for certain shows or events, we can target for purchase at first touch.

Your targeting options depend on your audience data intent.



Meta

The starting point for most arts paid social campaigns. Meta is vital in most customer journeys.

Retargeting at its best

Lookalike audiences

Conversion and urgency

Works with Spektrix

Triggers FOMO and works with Facebook events

Targets on interests



Meta

Meta works for consideration and conversion campaigns.

It gives value to the audience and business results.

Best for low budget, last minute and very local campaigns.

All retargeting campaigns should have some budget on Meta.

There is a crossover between most platforms

This is why understanding is so important

Platform Audiences

Who are you targeting?
Who is the show crossover?
What are their demographics?
What are your Culture Segments?
Do we have budget for this platform?

Which social media platforms match these audiences?

This can vary show to show.

This is your starting point

Once you know which social media platform the audience is using, you can start to make them work together.

How do we make them work together?

Data

Custom Audiences - your own data

Two elements of data we can use across all Paid Social

- ✓ Website and social pixels
- ✓ Mailing lists

Note: Social retargeting can't be shared across platforms but can be used for in-platform retargeting.

Custom audiences

Upload

Upload or connect your audiences to your platforms



Review

Review the audience size, is your audience on this platform?
Is there a crossover between platforms?



Plan

Do we have the audience, budget and assets to use this platform?

Better together framework

How it actually works

Step one - Campaign objective & details

One campaign objective across all platforms

- Understand budgets.
- What are the targets? Sales, awareness, reach?
- Do you want to reach new audiences to the venue/show?
- Show/event dates?
- Lead time
- Campaign timeline
- Vital campaign information

Detail	Example
Campaign objective	Drive ticket sales for the summer production
Budget	£1,500 total ad spend (£500/month across Meta & Google)
Targets	Sales — 400 tickets sold; secondary: reach 50,000 local users
Reach new audiences?	Yes — families within 25 miles who haven't visited the venue before
Show/event dates	14-30 August 2026
Lead time	6 weeks (assets & approvals needed by 3 July)
Campaign timeline	Awareness: 6-26 July • Conversion: 27 July-29 Aug
Vital campaign information	Early bird pricing ends 31 July; accessible performance 22 Aug; ticket link: venue box office

Step two - Understand the audience

Who are we selling to?

- Customer profile
- Audience segments
- DMU - who is paying?
- Are we in a gifting period?
- What existing audience data can we use?
- Can we target our owned audiences? (Repeat bookers/customers?)
- Who would make the best lookalikes?

Detail	Example
Customer profile	Local families & culture-lovers, 30-65, within 25 miles; value a quality night out and book 2-4 weeks ahead
Audience segments	1) Families with children 5-12 · 2) Retired theatre-goers · 3) Tourists visiting in August · 4) Local young professionals
DMU – who is paying?	Parents/grandparents pay for family bookings; the 'organiserfriend books for group outings – target the decision-maker, not just the attendee
Are we in a gifting period?	No major gifting period (summer) – but promote vouchers for birthdays; revisit for Christmas panto campaign
What existing audience data can we use?	Box office CRM (12,000 past bookers), email list (8,500 subscribers), Meta pixel data from past 180 days, previous show attendee postcodes
Can we target our owned audiences?	Yes – repeat bookers via CRM custom audience; lapsed bookers (18+ months) win-back segment; email openers as warm audience
Who would make the best lookalikes?	1% lookalike of repeat bookers (highest value); lookalike of last summer show's ticket purchasers; lookalike of email subscribers

Step three - Plan your customer journey

One journey - multi-platforms

- Which platform is going to generate which action?
- Where are our custom audiences? Mailing lists and website targeting
- Which platforms naturally support this step of the customer journey?



New family audience

Awareness - TikTok

Targeting family search/social
Targeting core interests
Exclude custom audiences
Goal - website traffic



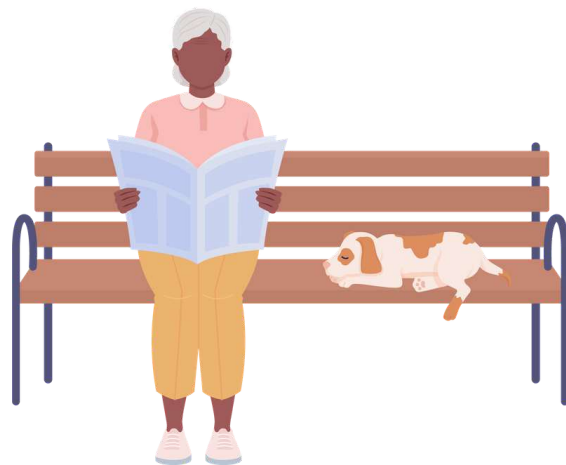
Consideration - Meta

Retargeting website traffic
Content - carousels
Goal - website traffic



Conversion - Meta

Retargeting website traffic
Content - family UGC
Goal - Conversions



Retired theatre lover

Consideration - Pinterest

Targeting core interests
Target lookalike audience
Goal - website traffic



Conversion - Meta

Retargeting website traffic
Conversions content - show creatives



Regular repeat customers

Conversion - Pinterest

Retargeting website traffic, mailing lists & social engagement
Single image content

+

Conversion - Meta

Retargeting website traffic, mailing lists & social engagement
FOMO content



Local audiences

Consideration - Meta

Targeting core interests and lookalike audience within a 45km radius.
Create & promote Facebook Event
FOMO messaging

→

Conversion - Meta

Retargeting website traffic, mailing lists and social engagement
UGC and local influencer content

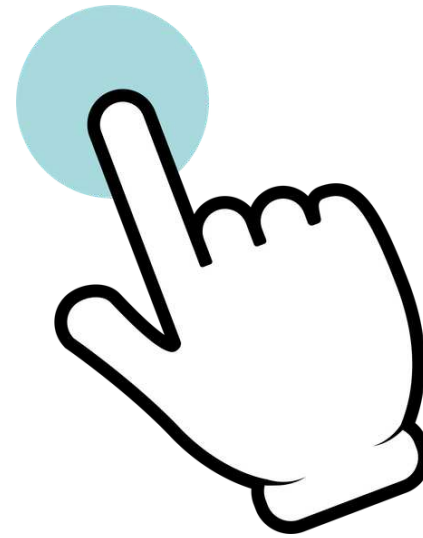
Step four - Unify measurements

Multi-platforms - same measurements

- Pixels on all platforms
- Triggers and conversions set for the same actions
- UTM tracking
- GA4 or ticketing CRM reporting



Sales



CTR



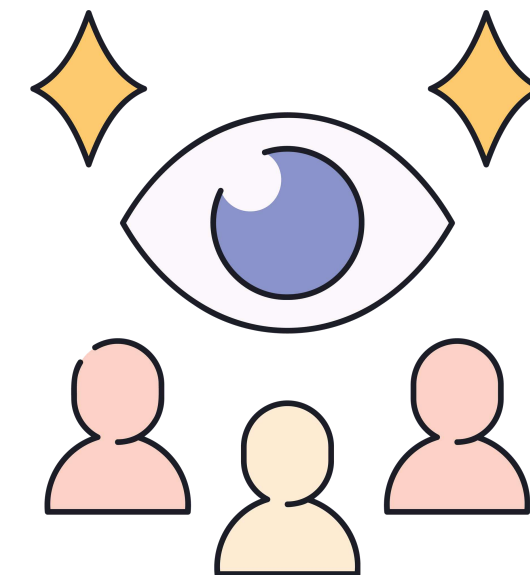
Reach



Website traffic



Event or email growth



Impressions

Step five - Review & test

All social media is always a test

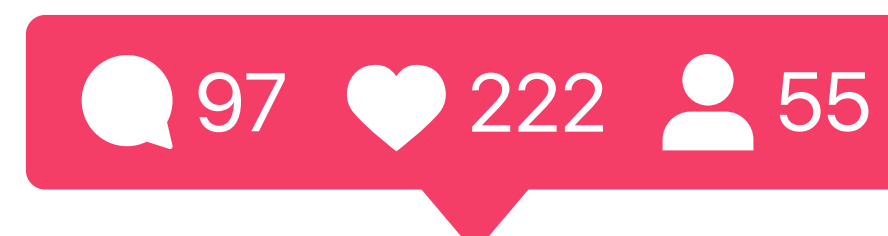
- Review conversions
- Website traffic
- Social engagement
- Social proof
- Review the wider picture, not just last touch.



Social proof



Social engagement



Follower & audience growth



This feels like a lot of content...

We need to make your content work smarter

Make your content sweat

Production photography & video

These are your hardest-working creatives. They can be used on all platforms.

Same creatives but with different messaging depending on the audience and the platform.



Birthday
messaging



Family
messaging

TikTok
messaging



Production design elements

Assets you design can be
tweaked per platform.

Make them the correct ratios and
consider a different hook.

Meta feed
Square crop



Meta carousel



Pinterest
single pin



UGC and Lo-fi content

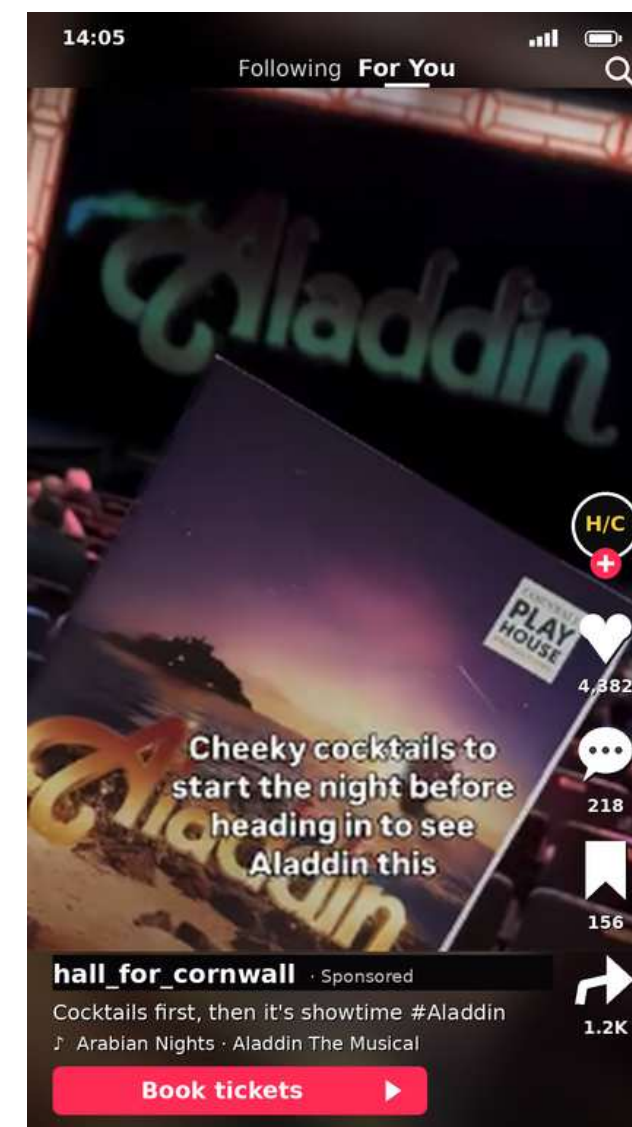


One piece of UGC.

With paid permission for all platforms.

Meta placements

TikTok



Meta placements as collab



Most content can be tweaked
and used on a range of platforms

What do we do now?

- 1 Step one - Pixels**
Place Meta, TikTok & Pinterest pixels onto the website. Remember to check & update your cookies policies.
- 2 Step two - Mailing lists**
If you have permission, upload mailing lists into Ads Managers and review your data. If you don't have permission, review mailing list sign-up & start collecting.
- 3 Step three - Follow the “Better Together” plan**
Use this deck as a guide, give it a try, review & test.

Final top tips

Local venues = trust

Wherever possible use the local venue page to increase sales of touring shows.

There is no right or wrong

You have to learn, test and review.
What works for one show, won't work for the next.

Meta is always the most cost effective

Start here then grow.

Pinterest is the best next platform to test.

Any questions?

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www.ohsosocialmarketing.co.uk

Katherine George

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