

## 7-4 - Audience And Targeting



**S1:** Hello there and welcome back. In this module, we are going to discuss how you can target and retarget your Facebook audience through Facebook Ads Manager as well as Facebook Pixel. This strategy can only be implemented if you have your email list and engagements on your site.

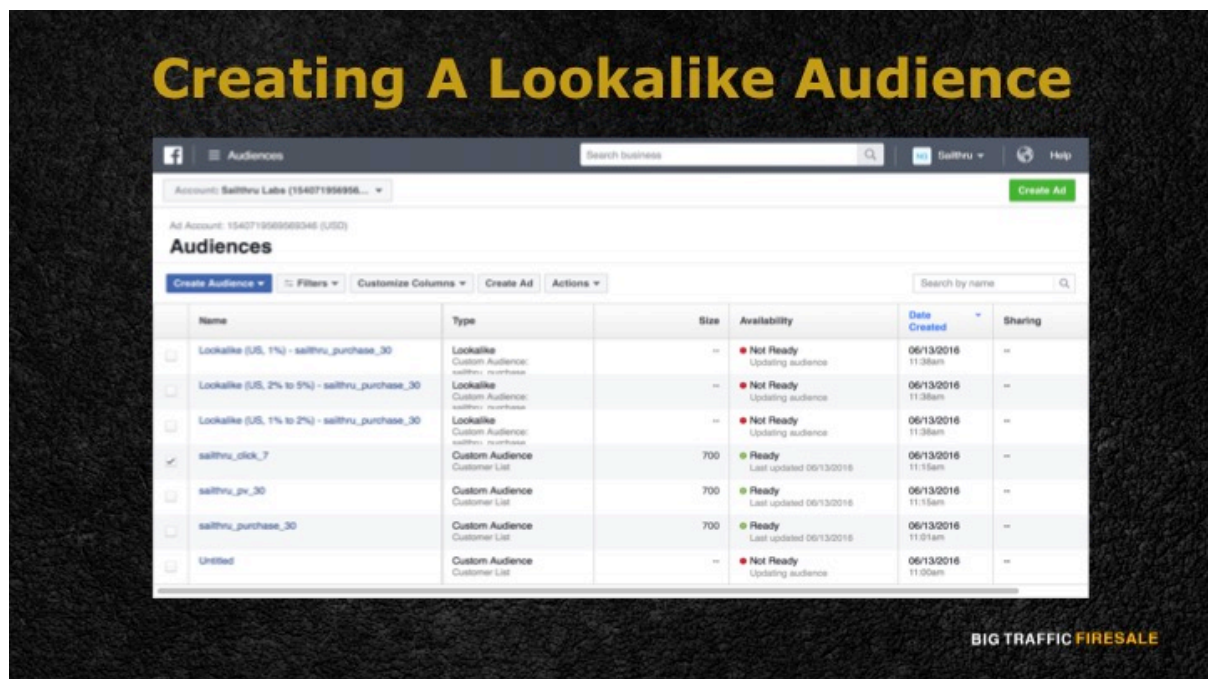
### **Creating A Lookalike Audience**

- ▶ Enables you to reach out to new people that are potentially interested in your product or service.
- ▶ All you need to do is to upload your email list to Facebook ads manager.

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**S2:** The first step is to target your Facebook audience using Facebook Ads

Manager. For targeting, let's focus on how to create lookalike audience. Lookalike audience is an approach that enables you to reach out to new people that are potentially interested in your product or service. This approach is very practical and simple to execute, as you do not have to compile all your data or statistics regarding your offer to get this approach running. All you need to do is to upload your email list to Facebook ads manager.



**S3:** To begin creating your lookalike audience, head over to your Adverts Manager at your Audiences section. Then, click Create Audiences in the top left and then select Create a Lookalike Audience from the dropdown menu. Next, choose custom audience and select Customer file. For the customer's file you'll have several options, where you can either choose a file or copy paste your customer's data, or import your customer's email addresses from MailChimp. What is MailChimp? MailChimp is an email marketing service that allows you to send marketing emails, automated messages and targeted campaigns.

## Creating A Lookalike Audience

Find new people on Facebook who are similar to your most valuable audiences.  
Show Advanced Options -

Source

Country

Audience Size  Estimated reach

0 1 2 3 4 5 6 7 8 9 10 % of country

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

Cancel Confirm

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**S4:** On the next section, you are then asked to choose the country where you would like to search for a similarity to your customer base. Finally, you need to choose your desired audience size with the slider and click Create Audience. From here on, Facebook will search for your prospective audience who are interested in your product or service.

## Retarget Your Audience

- ▶ Use Facebook pixel.
- ▶ Facebook Pixel is a piece of code that allows you to measure, optimize and build audiences from your ad campaigns.
- ▶ You can track the actions visitors take on your website across devices.

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**S5:** The second step is to retarget your audience on your Facebook advertising campaigns with Facebook Pixel. Facebook Pixel is a piece of code that allows

you to measure, optimize and build audiences from your ad campaigns. One of the biggest advantages that Facebook Pixel has is where you can track the actions visitors take on your website across devices and this will inform you on the performance of your Facebook ads.

## Facebook Pixel

- ▶ Facebook Pixel tracks how your customers are moving in between devices, before conversion happens.
- ▶ This will determine the number of visitors and the percentage of users who would view your ad across desktop or mobile.

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**S6:** Among the various interactions that Facebook Pixel is tracking how your customers are moving between devices, before conversion happens. This will determine the number of visitors and the percentage of users who would view your ad across desktop or mobile. Facebook Pixel will then optimize your ads to target people who are most likely to take action. Taking action is defined as either making a purchase or signing up for an application on the website.

## Facebook Pixel

- ▶ Automatically run ads based on the relevance and the best time for visitors to visit your website.
- ▶ if you are running your Facebook ad and you notice that there are no actions taken on your website, it is time for you to kill your ad and change it to a new one.

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**S7:** Facebook Pixel will also automatically run ads based on the relevance and the best time for visitors to visit your website. Therefore, if you are running your Facebook ad and you notice that there are no actions taken on your website, it is time for you to kill your ad and change it to a new one. In the world of Facebook advertising, it is all about testing and more testing to get your campaign right.

## Retarget For Upsells

- ▶ Another approach to this strategy is to retarget your audience for your upsells.
- ▶ If you want to invest more resources on your ads and maximizing their full potential, you need to place more emphasis on your back-end sales instead.

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**S8:** Another approach to this strategy is to retarget your audience for your

upsells. This strategy works when your audience has gone through your first, second and third sales ads but they opted to make their purchase on the front end only. One way to lead them back to your back end sales is when over a certain amount of time, you should retarget your sales ads back to them after they have signed up. If you want to invest more resources on your ads and maximizing their full potential, you need to place more emphasis on your back-end sales instead. This is because the back-end sale is where you make most of your money!