

In Depth Look at Audience Targeting in Social Media Advertising

Intermediate Level



**It's 11 AM, do you know where
your customers are?**
Audiences & Audience Targeting

01

**Constructing your "Core"
audience**

Learn who your audience is & how to speak to
them

02

**Centering in on Custom
Audiences**

Reaching your most valuable audience

03

**Lean Into Lookalike
Audiences**

Harness the power of all you're learning!

04



SUMMARY



01

**It's 11 AM, do you know where
your customers are?**

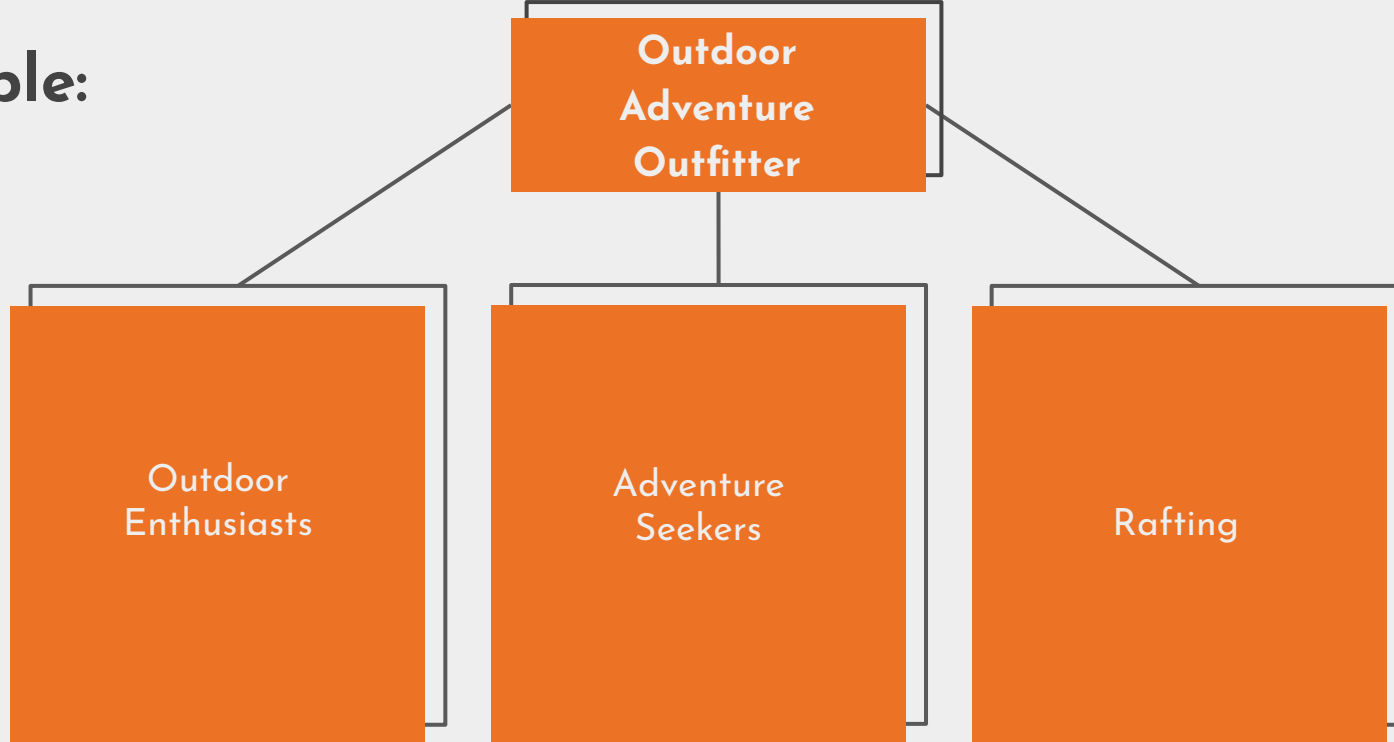
Audiences & Audience Targeting

Who wants to waste dollars reaching people who aren't interested?

Have you ever stopped to really think about this? Who is really interested in your product? What do they like? What are their circumstances? As business owners, you spend so much time and money thinking about marketing to the "right people," but are you even sure who they are? And not just age, gender, "outdoor enthusiasts", etc. Your competition is already targeting those same people. What can you do differently?



Example:



WHAT?!

**So it's important to learn it
and use it. But how?**

The whole social media structure exists to create different ways to target audiences. After all, this is a data set that has never existed in the world before. Never in history have we checked in six times a day (average) just to say, in so many words, what we like.

Social media advertising offers a whole new level of audience insights.

You can find your people. And you can do it in a way previous advertising strategies haven't allowed - audience targeting.



Enter Audience Targeting

It's insightful in a way that we haven't been able to be in the past. It will help you find your people.

There are so many ways to use data to tailor your messaging and speak to your audience in a meaningful way. In other words, if marketers are doing their jobs correctly, none of us should ever see another ad that's not related to us in some way. If you're a vegan, you certainly don't want to see ads on your social feed from the local butcher shop. And as that butcher shop, you don't want to spend advertising budget serving ads to people that are very much NOT interested in your product.



3 Main Audience Categories

From location, demographics, interests, behaviors, and connections to options for exclusions; there are several ways to refine your audience and ensure you're only reaching people who are more likely to convert on your product.

CORE AUDIENCES

Learn who your audience is & how to speak to them



CUSTOM AUDIENCES

Reaching your most valuable audience

LOOKALIKE AUDIENCES

Harness the power of all you're learning!



A group of four young professionals (three men and one woman) are gathered in a modern office setting, looking at and discussing documents. The man on the far left is smiling and looking at the documents. The woman next to him is laughing and looking at the documents. The woman next to her is looking down at the documents. The man on the far right is pointing at the documents. They are all dressed in casual business attire. The office has large windows in the background and modern lighting fixtures.

02

Constructing your “core” audience

Learn Who Your Audience Is & How To Speak To Them

Core Audiences

It's the most basic audience structure, but can be surprisingly impactful, especially from a general branding perspective. Your Core Audience will almost always include targeting features such as location, demographics, interests, behaviors, etc. There are several additional ways to refine your audience and ensure you're only reaching people who are more likely to convert on your product.

CORE Audience Targeting



LOCATION

Your target geographies.



DEMOGRAPHICS

- Age
- Gender
- Income
- Education
- Job title
- And more!



INTERESTS

Information included in profiles, groups/pages connected with, as well as more general interests/likes expressed such as favorite music, food, activities, etc.



BEHAVIORS

Target your audience based on previous behaviors, such as purchases, sign ups, device usage, etc.



CONNECTIONS

Include people who are already connected to your page, events, etc. or choose to exclude them to find new people.

Ok, so now what?

Learn who your people are, find them, and engage with them.

This is your first type of audience in social advertising. It may seem basic, but it's one of the most important and most effective audience types.

Here are some great first steps to learn who your people really are:

- Review Google analytics, study those parameters and find out who is really acting on interest in your product
- Talk to your client-facing employees; what are they learning about your customers
- What have you learned about your past customers

Let's Build A CORE Audience!

CORE AUDIENCE SCENARIO

Scenario - What is your main business objective? We want this audience to be broad as possible so you can learn how to speak to them.



Analytics Data - Geography

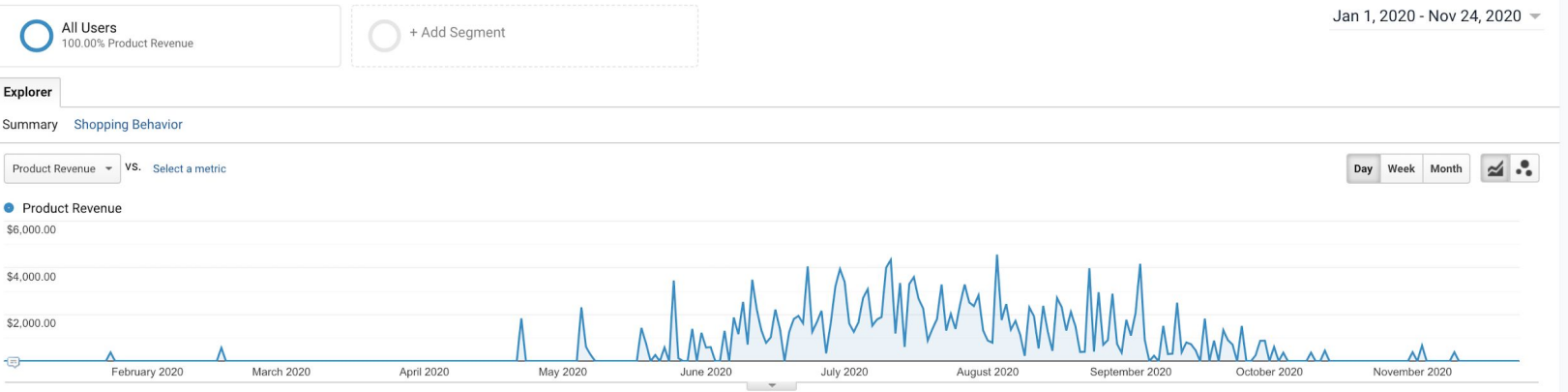
Region [?]	Acquisition			Behavior			Conversions <div>eCommerce ▾</div>		
	Users [?]	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Transactions [?]	Revenue [?] <div>↓</div>	Ecommerce Conversion Rate [?]
	107,636 % of Total: 98.13% (109,688)	105,795 % of Total: 97.98% (107,971)	146,293 % of Total: 98.31% (148,801)	53.29% Avg for View: 53.64% (0.66%)	3.51 Avg for View: 3.48 (0.84%)	00:02:46 Avg for View: 00:02:45 (0.53%)	401 % of Total: 99.50% (403)	\$217,876.66 % of Total: 99.47% (\$219,042.14)	0.27% Avg for View: 0.27% (1.21%)
1. Ohio	19,111 (17.20%)	18,361 (17.36%)	26,868 (18.37%)	46.48%	4.20	00:03:23	106 (26.43%)	\$61,102.20 (28.04%)	0.39%
2. Virginia	14,228 (12.81%)	13,775 (13.02%)	19,039 (13.01%)	51.95%	3.70	00:03:01	51 (12.72%)	\$30,535.80 (14.02%)	0.27%
3. Michigan	5,150 (4.64%)	4,900 (4.63%)	7,656 (5.23%)	44.81%	4.24	00:03:44	31 (7.73%)	\$16,963.08 (7.79%)	0.40%
4. Indiana	2,736 (2.46%)	2,611 (2.47%)	3,830 (2.62%)	42.38%	4.47	00:03:52	24 (5.99%)	\$14,364.02 (6.59%)	0.63%
5. North Carolina	6,019 (5.42%)	5,869 (5.55%)	8,170 (5.58%)	49.62%	3.83	00:03:06	21 (5.24%)	\$12,076.01 (5.54%)	0.26%
6. Kentucky	2,894 (2.60%)	2,758 (2.61%)	3,908 (2.67%)	44.73%	4.19	00:03:33	25 (6.23%)	\$10,265.01 (4.71%)	0.64%
7. New York	2,653 (2.39%)	2,540 (2.40%)	3,584 (2.45%)	58.62%	3.12	00:02:27	17 (4.24%)	\$9,209.65 (4.23%)	0.47%
8. Pennsylvania	9,058 (8.15%)	8,380 (7.92%)	11,956 (8.17%)	50.99%	3.50	00:02:39	20 (4.99%)	\$9,147.02 (4.20%)	0.17%
9. South Carolina	1,233 (1.11%)	1,166 (1.10%)	1,656 (1.13%)	50.12%	4.13	00:03:15	9 (2.24%)	\$7,798.14 (3.58%)	0.54%
10. Illinois	3,258 (2.93%)	3,044 (2.88%)	4,028 (2.75%)	57.00%	3.40	00:02:50	14 (3.49%)	\$7,319.03 (3.36%)	0.35%
11. West Virginia	11,911 (10.72%)	11,329 (10.71%)	15,049 (10.29%)	60.66%	2.78	00:01:42	20 (4.99%)	\$5,941.23 (2.73%)	0.13%
12. District of Columbia	6,209 (5.59%)	5,647 (5.34%)	7,883 (5.39%)	60.46%	2.74	00:01:59	11 (2.74%)	\$4,852.44 (2.23%)	0.14%
13. New Jersey	1,540 (1.39%)	1,481 (1.40%)	2,005 (1.37%)	48.78%	3.62	00:03:02	7 (1.75%)	\$4,202.28 (1.93%)	0.35%
14. Florida	2,378 (2.14%)	2,317 (2.19%)	3,140 (2.15%)	50.32%	3.55	00:03:02	9 (2.24%)	\$3,838.07 (1.76%)	0.29%
15. Tennessee	2,135 (1.92%)	2,018 (1.91%)	2,643 (1.81%)	58.53%	2.93	00:02:12	6 (1.50%)	\$3,715.19 (1.71%)	0.23%
16. California	1,602 (1.44%)	1,554 (1.47%)	1,827 (1.25%)	73.02%	2.07	00:01:25	3 (0.75%)	\$3,096.98 (1.42%)	0.16%
17. Maryland	4,898 (4.41%)	4,663 (4.41%)	6,091 (4.16%)	55.62%	3.33	00:02:25	6 (1.50%)	\$2,753.18 (1.26%)	0.10%
18. Connecticut	263 (0.24%)	258 (0.24%)	330 (0.23%)	50.61%	3.56	00:02:38	2 (0.50%)	\$2,484.46 (1.14%)	0.61%
19. Wisconsin	917 (0.83%)	845 (0.80%)	1,107 (0.76%)	59.98%	3.05	00:02:11	3 (0.75%)	\$2,172.92 (1.00%)	0.27%
20. Georgia	2,552 (2.30%)	2,392 (2.26%)	3,185 (2.18%)	55.01%	2.98	00:02:35	5 (1.25%)	\$1,546.47 (0.71%)	0.16%
21. Massachusetts	1,766 (1.59%)	1,625 (1.54%)	2,191 (1.50%)	65.36%	2.63	00:02:12	4 (1.00%)	\$1,270.95 (0.58%)	0.18%
22. Delaware	272 (0.24%)	261 (0.25%)	376 (0.26%)	43.62%	4.35	00:03:55	2 (0.50%)	\$1,179.18 (0.54%)	0.53%

Analytics Data - Age & Gender

	Age ?	Acquisition			Behavior			Conversions eCommerce ▾		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
		38,151 % of Total: 34.78% (109,688)	37,450 % of Total: 34.69% (107,971)	50,489 % of Total: 33.93% (148,801)	55.20% Avg for View: 53.64% (2.90%)	3.48 Avg for View: 3.48 (0.03%)	00:02:34 Avg for View: 00:02:45 (-6.67%)	129 % of Total: 32.01% (403)	\$71,292.81 % of Total: 32.55% (\$219,042.14)	0.26% Avg for View: 0.27% (-5.66%)
✓	1. 25-34	8,758 (22.68%)	8,469 (22.61%)	11,780 (23.33%)	52.05%	3.72	00:02:49	41 (31.78%)	\$24,433.21 (34.27%)	0.35%
✓	2. 45-54	7,586 (19.64%)	7,401 (19.76%)	10,015 (19.84%)	55.23%	3.47	00:02:31	22 (17.05%)	\$13,240.78 (18.57%)	0.22%
✓	3. 35-44	7,382 (19.11%)	7,157 (19.11%)	9,813 (19.44%)	55.08%	3.61	00:02:37	24 (18.60%)	\$13,539.09 (18.99%)	0.24%
✓	4. 55-64	6,754 (17.49%)	6,507 (17.38%)	8,415 (16.67%)	58.53%	3.20	00:02:20	13 (10.08%)	\$7,141.60 (10.02%)	0.15%
✓	5. 65+	4,511 (11.68%)	4,376 (11.68%)	5,759 (11.41%)	58.43%	3.14	00:02:18	11 (8.53%)	\$5,170.48 (7.25%)	0.19%
✓	6. 18-24	3,630 (9.40%)	3,540 (9.45%)	4,707 (9.32%)	53.37%	3.57	00:02:41	18 (13.95%)	\$7,767.65 (10.90%)	0.38%

Gender ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	39,623 % of Total: 36.12% (109,688)	38,927 % of Total: 36.05% (107,971)	52,549 % of Total: 35.31% (148,801)	55.08% Avg for View: 53.64% (2.68%)	3.50 Avg for View: 3.48 (0.57%)	00:02:35 Avg for View: 00:02:45 (-6.12%)	141 % of Total: 34.99% (403)	\$76,137.94 % of Total: 34.76% (\$219,042.14)	0.27% Avg for View: 0.27% (-0.93%)
1. male	20,456 (51.61%)	19,961 (51.28%)	26,934 (51.26%)	55.83%	3.38	00:02:32	73 (51.77%)	\$45,730.67 (60.06%)	0.27%
2. female	19,179 (48.39%)	18,966 (48.72%)	25,615 (48.74%)	54.29%	3.63	00:02:38	68 (48.23%)	\$30,407.27 (39.94%)	0.27%

Analytics Data - Online Purchases



Primary Dimension: [Product](#) [Product SKU](#) [Product Category \(Enhanced Ecommerce\)](#) [Product Brand](#)

Secondary dimension

Product ?	Sales Performance						Shopping Behavior	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
	\$209,022.76 % of Total: 100.00% (\$209,022.76)	765 % of Total: 100.00% (765)	2,488 % of Total: 100.00% (2,488)	\$84.01 Avg for View: \$84.01 (0.00%)	3.25 Avg for View: 3.25 (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)	7.67% Avg for View: 7.67% (0.00%)	0.45% Avg for View: 0.45% (0.00%)
1. Lower New River Sat	\$45,070.00 (21.56%)	79 (10.33%)	334 (13.42%)	\$134.94	4.23	\$0.00 (0.00%)	10.38%	0.99%
2. Lower New River	\$39,490.00 (18.89%)	107 (13.99%)	359 (14.43%)	\$110.00	3.36	\$0.00 (0.00%)	9.52%	0.77%
3. Luxury Cabins	\$22,702.12 (10.86%)	62 (8.10%)	255 (10.25%)	\$89.03	4.11	\$0.00 (0.00%)	16.68%	0.55%
4. Leisure Cabins	\$16,156.30 (7.73%)	75 (9.80%)	350 (14.07%)	\$46.16	4.67	\$0.00 (0.00%)	15.64%	0.93%
5. Upper Gauley	\$15,180.00 (7.26%)	33 (4.31%)	90 (3.62%)	\$168.67	2.73	\$0.00 (0.00%)	0.21%	1.17%
6. Lower Gauley	\$10,020.00 (4.79%)	20 (2.61%)	67 (2.69%)	\$149.55	3.35	\$0.00 (0.00%)	0.00%	0.71%
7. Upper New River	\$9,950.00 (4.76%)	46 (6.01%)	118 (4.74%)	\$84.32	2.57	\$0.00 (0.00%)	8.86%	0.41%
8. Bungalow Room	\$9,229.92 (4.42%)	66 (8.63%)	126 (5.06%)	\$73.25	1.91	\$0.00 (0.00%)	13.43%	0.81%
9. Canopy Zipline Adventure	\$6,018.00 (2.88%)	47 (6.14%)	102 (4.10%)	\$59.00	2.17	\$0.00 (0.00%)	15.15%	1.06%
10. Deluxe Cabin	\$5,639.99 (2.70%)	35 (4.58%)	123 (4.94%)	\$45.85	3.51	\$0.00 (0.00%)	10.13%	0.48%

Facebook Core Audience Campaign Creation - Geo

New Campaign

New Ad Set

New Ad

New Campaign > New Ad Set > 1 Ad

In Draft

Custom Audiences

Search existing audiences

Exclude

Locations

People living in or recently in this location

New York

North Carolina


Ohio

Pennsylvania

South Carolina


Virginia

Include Search Locations Browse



Drop Pin

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 71,000,000 people

Estimated Daily Results

Reach

2.4K - 6.8K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Facebook Core Audience Campaign Creation - Age & Gender

New Campaign

New Ad Set

New Ad

New Campaign > New Ad Set > 1 Ad

Edit

Review

Age

1865+

Gender

AllMenWomen

Detailed Targeting

All demographics, interests and behaviors

Languages

All languages

Show More Options

Save This Audience

Placements

Learn More

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Ad Recall Lift

Close

All edits saved

Back

Next

Audience Definition

SpecificBroad

Your audience selection is fairly broad.

Potential Reach: 71,000,000 people

Estimated Daily Results

Reach

2.4K - 6.8K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

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Facebook Core Audience Campaign Creation - Interests

New Campaign

New Ad Set

New Ad

New Campaign > New Ad Set > 1 Ad

In Draft

Edit

Review

Detailed Targeting

Include people who match

Interests > Additional Interests

Rafting

outdoor

Outdoor enthusiast

Outdoor Photographer

Outdoor cinema

Outdoor cooking

Outdoor Channel

Outdoor education

Outdoor fireplace

OUTDOOR ADVENTURE

Placements

Automatic Placements (Recommended)

Manual Placements

Optimization & Delivery

Optimization for Ad Delivery

Audience Definition

Potential Reach: 1,100,000 people

Size: 1,403,043

Interests > Additional Interests > OUTDOOR ADVENTURE

Description: People who have expressed an interest in or like pages related to OUTDOOR ADVENTURE

Report this as inappropriate

Close

All edits saved

Back

Next

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Analytics Data - Affinity Category (Interests)

Affinity Category (reach) ?	Acquisition			Behavior			Conversions <div>eCommerce ▾</div>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ? <div>↓</div>	Ecommerce Conversion Rate ?
	41,511 % of Total: 37.84% (109,688)	40,699 % of Total: 37.69% (107,971)	54,842 % of Total: 36.86% (148,801)	54.74% Avg for View: 53.64% (2.05%)	3.52 Avg for View: 3.48 (0.96%)	00:02:36 Avg for View: 00:02:45 (-5.41%)	145 % of Total: 35.98% (403)	\$79,761.49 % of Total: 36.41% (\$219,042.14)	0.26% Avg for View: 0.27% (-3.80%)
1. Beauty & Wellness/Frequently Visits Salons	15,284 (2.39%)	14,949 (2.39%)	20,006 (2.37%)	54.61%	3.51	00:02:34	65 (2.96%)	\$42,088.63 (3.30%)	0.32%
2. Travel/Travel Buffs	15,971 (2.49%)	15,585 (2.49%)	21,280 (2.52%)	50.75%	3.78	00:02:51	71 (3.23%)	\$40,986.56 (3.21%)	0.33%
3. Shoppers/Value Shoppers	17,208 (2.69%)	16,704 (2.67%)	23,027 (2.73%)	51.91%	3.70	00:02:50	69 (3.14%)	\$40,582.60 (3.18%)	0.30%
4. Lifestyles & Hobbies/Outdoor Enthusiasts	19,618 (3.06%)	19,266 (3.08%)	26,072 (3.09%)	55.58%	3.45	00:02:35	76 (3.46%)	\$38,686.18 (3.03%)	0.29%
5. Lifestyles & Hobbies/Business Professionals	16,367 (2.56%)	16,052 (2.56%)	21,945 (2.60%)	53.12%	3.62	00:02:44	61 (2.78%)	\$38,282.63 (3.00%)	0.28%
6. Lifestyles & Hobbies/Pet Lovers	21,659 (3.38%)	21,180 (3.38%)	28,584 (3.39%)	57.61%	3.31	00:02:18	65 (2.96%)	\$38,257.85 (3.00%)	0.23%
7. Banking & Finance/Avid Investors	15,665 (2.45%)	15,297 (2.44%)	20,964 (2.49%)	49.43%	3.88	00:02:59	66 (3.00%)	\$38,238.85 (3.00%)	0.31%
8. Food & Dining/Fast Food Cravers	20,040 (3.13%)	19,743 (3.15%)	26,566 (3.15%)	56.66%	3.40	00:02:25	63 (2.87%)	\$36,937.35 (2.90%)	0.24%
9. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	22,449 (3.51%)	21,930 (3.50%)	29,667 (3.52%)	54.59%	3.51	00:02:35	80 (3.64%)	\$36,903.10 (2.89%)	0.27%
10. Sports & Fitness/Sports Fans	15,929 (2.49%)	15,649 (2.50%)	21,095 (2.50%)	55.51%	3.46	00:02:36	55 (2.50%)	\$36,614.59 (2.87%)	0.26%
11. Technology/Technophiles	12,695 (1.98%)	12,455 (1.99%)	17,000 (2.02%)	52.34%	3.70	00:02:50	51 (2.32%)	\$34,541.54 (2.71%)	0.30%
12. Vehicles & Transportation/Auto Enthusiasts	13,376 (2.09%)	12,866 (2.06%)	17,236 (2.04%)	56.60%	3.38	00:02:30	47 (2.14%)	\$34,334.06 (2.69%)	0.27%
13. Media & Entertainment/Movie Lovers	14,408 (2.25%)	14,093 (2.25%)	18,926 (2.24%)	54.74%	3.55	00:02:37	56 (2.55%)	\$31,608.47 (2.48%)	0.30%
14. Sports & Fitness/Health & Fitness Buffs	11,489 (1.79%)	11,194 (1.79%)	15,326 (1.82%)	51.30%	3.80	00:02:57	54 (2.46%)	\$29,349.96 (2.30%)	0.35%
15. Home & Garden/Do-It-Yourselfers	16,914 (2.64%)	16,418 (2.62%)	22,281 (2.64%)	55.78%	3.44	00:02:34	54 (2.46%)	\$28,756.43 (2.25%)	0.24%
16. Lifestyles & Hobbies/Fashionistas	9,372 (1.46%)	9,219 (1.47%)	12,625 (1.50%)	51.41%	3.87	00:02:52	44 (2.00%)	\$27,699.68 (2.17%)	0.35%
17. Shoppers/Shoppers by Store Type/Department Store Shoppers	8,794 (1.37%)	8,594 (1.37%)	11,750 (1.39%)	50.26%	3.98	00:02:56	40 (1.82%)	\$26,537.18 (2.08%)	0.34%
18. Shoppers/Bargain Hunters	12,216 (1.91%)	11,868 (1.90%)	16,500 (1.96%)	52.11%	3.80	00:02:48	43 (1.96%)	\$26,242.62 (2.06%)	0.26%
19. Lifestyles & Hobbies/Family-Focused	12,244 (1.91%)	11,854 (1.89%)	16,005 (1.90%)	54.21%	3.64	00:02:39	40 (1.82%)	\$25,697.64 (2.01%)	0.25%
20. Shoppers/Shopaholics	9,557 (1.49%)	9,400 (1.50%)	13,152 (1.56%)	48.58%	4.02	00:03:04	38 (1.73%)	\$24,733.16 (1.94%)	0.29%

03

Centering in on Custom Audiences



The fundamental intent of a Custom Audience is to engage with an audience that has had previous exposure and/or interaction with your brand.

What makes them your most valuable audience?

They are the people who have already engaged with your product, expressed and shared interest in your product, and quite possibly gone as far as purchasing your product. Using the data you own, you can connect with, or reconnect with, a group of people who already know who you are.

There are four primary avenues you can utilize to create and apply a custom audience.

CUSTOMER FILES

These include customer information, either from a CRM or POS system you currently have in place.

Example: A customer email list

The data is hashed and cannot be used for any other purpose than to build a custom audience list in FB so customer privacy is always protected



WEBSITE ACTIVITY



Reach prior customers or potential new customers based on site activity. There are options for different attribution windows; 30 days, 60 days, etc. This will depend a lot on how long your sales funnel can take - typically the larger the attribution window, the larger the custom audience will be

There are four primary avenues you can utilize to create and apply a custom audience.

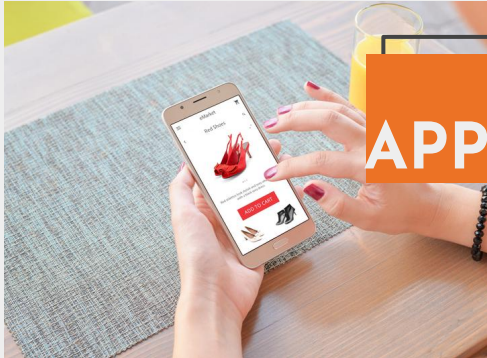
PAGE ENGAGEMENT

Reach people who have interacted with your Facebook page, watched your videos, filled out a lead form, or engaged in any other activity related to your page.



APP ACTIVITY

This custom audience is comprised of people who have engaged with any apps you may have.



Real Life Implementation

- Reach those potential customers who already have an awareness of your brand
- Message to that audience based on the familiarity they have with your brand
- Run a social campaign that requires a more direct response from them
 - Traffic objective: optimizes for site traffic
 - Conversion objective: can optimize for a number of things, but most often this is used for online purchase/revenue tracking
 - Lead Generation objective: these allow you to add contact forms to your ad that never require a user to leave FB - and can often lend itself to building a great remarketing list



Let's Build A CUSTOM Audience!

CUSTOM AUDIENCE SCENARIO

Scenario - Let's build a custom audience based on website behavior. Intent with this audience is to build a campaign around people who have already showed an interest in us. Now we need to further the conversation by offering our value proposition. This could be in the form of an offer, other activities you have, why choose your company, guide stories or dispelling fears (high water example). It's important to consider what you are trying to accomplish with this custom audience before you utilize it. It can be very powerful, but it can also be less cost effective and generate unfavorable results if it's not implemented well.





04

Lean Into Lookalike Audiences

What if we combined the intents of a Core and a Custom Audience and made one, very powerful audience?

Introducing Lookalike Audiences

Facebook uses its abundance of customer data to find commonalities among your existing audiences into groups of people you wouldn't have previously been able to reach. It's kind of brilliant!

There are three key components to creating a Lookalike Audience.

You can choose from page followers, website visitors, and/or customer lists. You'll need at least 100 people in your initial customer set, but Facebook recommends including a larger sample size for a more accurate and efficient Lookalike Audience to be created

Choose the group of people you want to create a Lookalike from

Select your audience size

This allows you to determine whether or not you want your Lookalike Audience to have a broader stroke across fewer commonalities shared with your current target groups, or if you want to narrow your audience to ensure the Lookalike shares more commonalities with your current target groups

Gender, age, income, geographic location, etc.

Target specific demographics

Real Life Implementation

- Reach an audience that shares characteristics of previously successful and familiar audiences
- Message to that audience so as to relate to both the people who know you, and the people who may not yet know you.
- Run a social campaign that implements more direct calls to action - either in direct response objectives or in general branding that gives your potential customers the option to learn more about you
 - Reach objective: maximizes the number of people who will see your ad and how often they will see it in a given time frame
 - There are options within the platform that allow you to set frequency caps
 - Brand Awareness objective: the platform will show ads to the people who are more likely to recall your brand two days after seeing your ad
 - Traffic objective: optimizes for site traffic
 - Conversion objective: can optimize for a number of things, but most often this is used for online purchase/revenue tracking
 - Lead Generation objective: these allow you to add contact forms to your ad that never require a user to leave Facebook - and can often lend itself to building a great remarketing list



Harness the power of all you've learned!

You can layer different Lookalike Audiences within one; as well as combine them with Custom or Core Audiences - as we mentioned previously - there are a number of different ways to refine and adjust your audience to reach the most relevant and significant groups of people you need in order to achieve your business objectives.

Let's Build A LOOKALIKE Audience!

LOOKALIKE AUDIENCE SCENARIO

Scenario - Let's build a lookalike audience based on your highest value guests. Intent with this audience is to build a campaign that focuses on the guests who have been most valuable to your business and then let

Facebook find people who don't know you, but have exhibited similar behaviors. First, you have to format your customer list as a csv file and

upload it as a custom audience in Audiences. Then you can create a lookalike based on that customer list. No one from your current

customer list will be included or served ads, but the lookalike audience will mirror that list - the purpose is to match people who have already purchased your product as closely as possible to try to generate more purchases for you.



Most people think of social advertising as a disruptive format intended to market to people who have no idea who you are and quite possibly don't have any interest in learning about you. That's just not the case. Facebook is designed to create a funnel within the platform that will support and assist in sustaining the success of additional marketing channels.

There are so many tools that lie at our fingertips, and it's a world that is still fairly new and somewhat underused. But once you define your business objectives, developing strategies and applying audiences within those strategies will make a lot more sense. It can be a tedious process, but it's certainly one that shouldn't be overlooked or underestimated.



THANKS

Does anyone have any questions?

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