

## 05 - How To Target And Retarget Facebook Audience



# HOW TO TARGET AND RETARGET FACEBOOK AUDIENCE

**S1:** Hello there. In this module, I'm going to walk you through on how to target and retarget your Facebook audience through Facebook Ads Manager and Facebook Pixel.

### WHAT YOU WILL LEARN

- ✓ How to create lookalike audience
- ✓ Utilizing Facebook Ads Manager
- ✓ How to retarget with Facebook Pixel
  - ✓ Retarget with different offers
    - ✓ Mixing up your ads
    - ✓ Retarget with upsells

**S2:** This strategy is only applicable once you have your e-mail list and engagements on your site.

For targeting, I'm going to guide you on how to create lookalike audience with Facebook Ads Manager and for retargeting I'm going to be utilizing Facebook Pixel.



**S3:** Lookalike audience is an approach that allows you to reach out to new people that are likely to be interested in your product or service.

You do not have to compile all your data or statistics to get this approach running. What you need is your e-mail list to be uploaded to Facebook Adverts Manager.



**S4:** To create a Lookalike Audience, go to Adverts Manager at your Audiences section.

Click Create Audiences at the top left and then select Create a Lookalike Audience from the dropdown.

Next, choose Custom Audience and select Customer file. You can either choose a file or copy paste your customer's data, or import your customer's email address.

In the next section, you are prompted to choose the country where you would like to find a similar customer base.

Finally, choose your desired audience size with the slider and click Create Audience. From here, Facebook will find the people who are most likely to be interested in your product or service.



**S5:** The next strategy is utilizing retargeting on your Facebook advertising campaigns with Facebook Pixel.

Facebook Pixel is a piece of code that allows you to measure, optimize and build audiences for your ad campaigns.

With Facebook Pixel, you can track the actions visitors take on your website across devices and this will inform you the performance of your Facebook ads.

Among the various interactions that Facebook Pixel will track 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 see your ad across desktop or mobile.

Facebook Pixel will optimize your ads to target people who are most likely to take action and this is defined as either making a purchase or signing up for an application.

Facebook Pixel will also automatically run ads based on the relevance and best time for visitors to visit your website.



So if you are running an ad and there are no actions taken then you would want to kill the ad and change to a new one. In Facebook advertising, it is all about testing and more testing to get it right.



**S6:** Another approach is to retarget your audience back to your up sells.

How this strategy works is that after your audience has interacted with your ads and no purchases or conversions took place, what you can do is to retarget your sales ads back to these audiences for another chance of selling.

A smart way is to create an ad that specifically targets their most likely reason of not buying or converting.

If you want to invest more resources on your ads, place more emphasis on your back-end sales instead because that is the part where you make the most money out of it.

And that marks the end of this module.

In summary, with these 2 strategies of utilizing Facebook Ads Manager and Facebook Pixel, you are saving your time and resources by coming up with better ads to suit your audience.