

Hey, everybody. This is the Facebook Ads with a Twang Podcast. I'm your host, Ben Blackmon. And today, we're talking about how to use video ads to create a compelling retargeting audience. Here comes episode #61.

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Facebook Ads with a Twang is dedicated to take the often over-complicated process of creating simple, successful Facebook ads, breaking them step by step in less than 10 minutes at a time. Let's get started.

Alright! Welcome to episode #61. Glad you made it here. And today, I'm going to be talking about how to use video ads to create a compelling retargeting audience.

So, I just want to be clear, on this episode, I'm not teaching you how to do video ads. What I'm doing is I'm telling you to go run a video ad. I have other episode about how to create video ads and other resources. This episode is about how to take a video ad and turn that video ad after you've been running ads to it into a retargeting audience and why that's important. So if your question is should you even be running video ads, well the short answer is, "Heck, yeah, you should be running video ads," and if for no other reason, it's so that you can start to build an audience to run more ads to.

Now, there are lots of ways to get traffic. There are lots of ways to build an audience. And there are different kinds of audiences. Running people through a lead magnet and getting them to opt in, that's an audience that you're creating. You're creating an email audience. So that's probably pretty valuable, those email addresses.

But another way to create an audience is to run ads to—or even if you don't run ads to, but if you want to get a lot of traffic, you need to run ads to them—a video that you created, a high content video, meaning something that's extremely valuable that people are just going to be like, "Wow! They're doing this for free?! I can't even believe that." I mean, seriously, that good. Run an ad to it. Don't ask them to opt in. Don't ask them to take any action, just let them watch a video.

So, you run ads to it. And as you run ads to it, and people start watching, you can go into Facebook—which if you're watching the video of this right now, I'm getting ready to show you. If you're not, watch it when you get a chance. But you can actually go into Facebook and create an audience of the people who watched the video.

And so, I hope that you can see how powerful that is.

Now, let me just tell you why it's a good thing. One is that Facebook loves video just so you know, whether it's an ad or not. They love video. So the cost on it are usually lot less expensive. You can get views to a video for a penny, two pennies, three pennies. There's some nuances to that, which I'm not going to go into right now. But you can get those kind of cost per views. And again, you build your retargeting audience.

The other thing that's kind of cool is you can segment out that audience who watched it by the amount of time that they watched it. So, for example, if somebody watched 25% of the video versus somebody who watched 75%, well that's two different mindsets there. The 25% person may not be the best one, but the 75% person might be awesome. So that's kind of how you do it.

So, I'm just going to walk you through how to do it. And again, I'm going to be putting it in the video. You can check that out if you go to the shownotes. But you create a really great video like I said with a tip, trick or some other right content. Don't hold back. Give them something that's really going to wow them. And make sure the video is six minutes or less.

The other thing is I don't want you to think how that it has to be some production video; it doesn't. It can be just a screenshare, it can be a selfie walking down the street as long as the content is valuable. Also, make sure the sound quality is really good. People tend to forgive bad video; they don't tend to forgive bad sounds. So just remember that.

Then run an ad targeting your audience, your ideal audience, the one that you've already done the research on—and you have done the research, right? You better have done the research. If you haven't, don't do a thing. Go back and do your research. I know it's not always the funnest thing, but do it.

Once you created the video, and you're running an ad targeting that audience, once the ad has about a thousand views—and that's not set in stone. I mean you could do it with a hundred views, you could do it with 20 views if you wanted to. But a thousand views is usually going to start to get you some traction.

Once it has a thousand views, then you're going to go into the Ads Manager in the Audiences section and create your retargeting audience.

Now, this retargeting audience that you're creating is so that you can send these people another ad. They've already viewed some of your content. You've wowed them. Now you could make them an offer. You can ask them to opt in, you can make them an offer to a course, you can make an offer to a product, whatever it is. But they already kind of know who you are, so you've built some *know, like and trust* with them—again, once it has about a thousand views.

And that thousand just comes from the fact that you can't retarget everybody that watches the video. You can only actually retarget half, something like that. It just depends. It depends on the audience. Then Facebook will come back and let you know roughly how many are available to retarget.

So, again, what you're going to do is, after the video has got at least a thousand views—and again, do what you have to do on that. If you have to do it with less, that's fine. If you want to wait for more, that's fine too.

But what you're going to do is you're going to go into the Audiences section in the Ads Manager. So if you're in the Ads Manager, in the upper left, you click the little menu thing. You should see a thing that says "Audiences."

Once you do that, there's a button that says "Create Audience." And you'll go under the section that says "Custom Audience". Once you're there, you're going to go into "Engagement". Engagement means anything that has to do with your Facebook business page, whether it's a video or a post you did, somebody who got engaged in any way. But the one we're going to focus on is anybody who watched a video.

And that can be videos from Instagram too. But we'll get there.

Once you're in that section, you have the option of do you want to choose the people who watched 3 seconds, 10 seconds of the video, 25% up to 95%. So the 3-second audience is probably not valuable. You want to have people who watched at least 10 seconds. If you had a whole lot of views, like 10,000 or more, then you can actually go segment it even more and say, "I only want the people who watched at least 25% or 50%" or whatever. But for now, chose the 10 seconds of your video.

And you want to set a timeframe. In other words, they watched the video within the last—technically, you can do within the last year. But you don't want to go out that far. That's too far. People have probably done a million things since then. They might not even be into what you're doing now as they were before. So the most amount of time is 60 days. You can do 90, but that's okay. I would just try 60.

So then you're going to name it, your audience right there. I'm naming it "video engagement – 60 days."

Oh, very important, I guess this is the most important part. Once you've actually chosen the number of seconds or the time of the video of how they watched, you have to choose which videos you want to create the retargeting audience off of. So there's a button to click there or a link to click there. It says "choose videos".

When you do that, what you'll end up doing is you'll see all videos that you've ever done. And then, you want to go in and select the one that you just ran the ads to. Now, you can select other ones too. But make sure they're relevant to what you're trying to do.

So in this case, I'm selecting one that has 8400 views and one that has 3600 views and that kind of thing. And then, I want to confirm that and create my audience.

In a few minutes, Facebook will search that and it'll figure out what the audience size.

Then you are ready to run your ads. So the next step in the process is to run an ad to that retargeting audience. When you're in your ad set, you'll just select that audience just like you would any other audience. You'll select your custom audience and say whatever you named it—in this case, "video engagement – 60 days". I select it, and now I'm ready to run ads to it.

And that's all there is. That's a way to get a retargeting audience really inexpensive. And they're usually pretty engaged. So I want you to try that out, let me know how it goes.

Now, real quick—so this may run over just a minute or so over the normal 10-minute timeframe—I just want to mention my Marketing with a Twang membership. Recently, if you've listened to any recent episodes, I've been promoting my Facebook Ads with a Twang for Beginners Course. I've been promoting that. And yes, that's still available. You can still purchase that. But many people have really expressed—

And now, I've planned on doing a membership. I just didn't think I was going to do it this quickly. They wanted more support than that. In other words, they wanted to be able to do paid ads and do all kinds of things, but they wanted some support—meaning they wanted to know about when things are updated, they want to know about it because Facebook changes a lot; they wanted to know about YouTube ads and other things. I just wanted to make sure that they were on top of what's going on and get some support there.

So, my membership covers all that. It is super comprehensive. You are not going to find a better value anywhere. I promise you that. Please go in and check the link and the shownotes. It's a bit.ly link. Just go on there and click on it, the Marketing with a Twang Membership. It is really, really good. And I'm really proud of it.

Now, I just want to do this one other thing. If you recently purchased my Facebook Ads with a Twang for Beginners Course, and you want to convert that into the membership, no problem. Glad to do it! We'll take

that money, and we'll put it towards the membership. We'll figure that out. All you have to do is email me. Myself or my assistant will get back with you, and we'll get you squared away.

Alright! So that's enough for episode #61. Let me know how you do on your video retargeting audiences. And I'll see you on episode #62. Bye!

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