

Online Marketing Made Easy ^{w/} Amy Porterfield



Social Media | List Building | Content Marketing

The Online Marketing Made Easy Podcast with Amy Porterfield Session #117

Show notes at: <http://www.amyporterfield.com/117>

Amy Porterfield: Hey there, Amy Porterfield here. Welcome to another episode of the Online Marketing Made Easy Podcast. Thank you so very, very much for tuning in.

This is an extra special episode because I have my sidekick back. We are going to be talking all about Facebook ad retargeting. As you guys know, my sidekick is Rick Mulready. Rick, how are you doing?

Rick: I'm doing great. How are you?

Amy: Good. Thank you so much for coming on yet again to talk all things Facebook ads. I totally look forward to these episodes.

Rick: At least you didn't call me Regis or something.

Amy: I really just like to call you Regis. I'm Kathie Lee. I think we're a great show like that. But I just went by your real name this time.

Rick: You can't say Michael Strahan anymore because he's no longer doing that show.

Amy: No, that was a lot of drama with Kelly. I just think we should stick with the old school.

Rick: Okay, I'm the sidekick.

Amy: You're the sidekick today. I love it. How have you been?

Rick: I've been great. I've been really good. I'm sitting here drinking some bullet-proof coffee. I got a little bit of a late start this morning but everything is really, really good and I want to ask you...the last time we recorded an episode like this you had just gotten back from a vacation at Disneyworld.

Amy: Yes.

Rick: Now we're recording this and you just got back from a vacation in Mexico.

Amy: I am a vacationing fool.

Rick: Do you ever work?

Amy: That's very funny, friend. Very funny.

Rick: You went to Mexico with Hobie, your husband. How was the vacation?

Amy: It was absolutely amazing. Thanks for asking. We went to Cabo but it was actually San Jose. I don't know all about Mexico. But it was a little bit outside Cabo. It was absolutely amazing.

We're not big drinkers or partiers and we're getting old. So we had to go where it was a little bit quieter. We stayed at a hotel that was absolutely stunning. We had our own plunge pool that overlooked the ocean. The ocean was the next step outside of our pool.

Rick: Wait, what's a plunge pool?

Amy: It's like a little pool in your hotel room balcony.

Rick: What? That's cool.

Amy: But it wasn't tiny. You could swim around in it.

Rick: Could you do laps?

Amy: Well, let's not get crazy. But it was bigger than a Jacuzzi. That's what I'll say.

Rick: Okay. You can be in the pool and it just overlooks the ocean.

Amy: Yes. You just sit there and listen to the waves the whole time. I have to say, for the first time since I started my business I didn't open my computer for six days.

Rick: That's awesome. You didn't even touch it.

Amy: I didn't even touch it.

Rick: I know you. How was that for you?

Amy: I thought it was going to be hard. Usually when I try not to work I'm always tethered back to it. For some reason something just kind of clicked for me. I was able to completely shut it down. We slept in every morning, we took walks, we talked.

When you're married and super busy and working like crazy it is sometimes easy to become totally disconnected and not have those really good juicy conversations. We laughed the whole time. We had great conversations. Both of us didn't want to come back and that's very rare.

I'm always antsy on vacations and ready to come back but I could have stayed an extra week.

Rick: That's awesome. When we started talking this morning before we started recording, I talked to you just before you left, so it's been about a

week since we talked. One of the first things I said to you was that you sound refreshed right now.

Amy: I feel great. I really do. I didn't know how much we needed that vacation until we were actually there. I teased with my mom. I was all stressed before I went because I was trying to get a podcast done and finish up some last minute things. I told my mom that it would be two nights before I could even relax.

It was one hour into our hotel room and I saw the plunge pool. I was relaxed. I was there, I was present. It was just really great so thanks for asking.

Rick: That's awesome. I was actually going to ask you how long it took you to allow yourself to relax and get into the vacation.

Amy: Literally hours.

Rick: It usually takes me a couple of days to relax. I'm so glad to hear that once you got there, BOOM, you were into it.

Amy: I was ready. I think what helped me was that I really did prepare for this (when we are talking about work). I let my Facebook groups know I was taking a few days off. The day before I did a lot of Q&A inside my Facebook groups.

That's usually the thing that keeps me the most busy. I'm in there every day so I let my groups know I was taking a few days off. They were so supportive of it.

The first thing I do Courses That Convert is have people choose a date they are going to finish their course and then choose how they are going to celebrate. This little Mexico getaway is how I was celebrating finishing Courses That Convert. So I kind of got to practice what I preach.

Rick: I love that idea. It's a great idea.

Amy: It was really fun. I kept thinking that this trip had been planned for months and months. I was thinking about it when I was working those late nights and weekends trying to get the course done. It definitely made a huge difference.

Because my team was prepared for this, they were ready. I felt like I was totally supported. This time I took the steps needed to get the stuff done before I left so I could really turn it off.

Rick: I love that because it is a huge lesson. As you are going on vacation or planning a vacation do the planning in advance with your team and with your students and customers to let them know you will be going away so that you're not thinking about that.

In all honesty, I'm being very transparent with you, I did the Landmark Forum over the weekend. That is a whole other conversation and we won't go down there. But, it was great. It was really good.

But, I was sitting there on Saturday afternoon thinking that I forgot to let my Facebook group know I was going to be pretty much not online at all for three straight days. That kind of made me not fully present at that time. That's a great lesson.

If you are going to be away for a few days, let your team know and plan for it. Your team is obviously going to know but make plans for it and let your customers and students know so that you can be present in whatever you're doing.

Amy: That's so true. I think taking those few extra steps allows you to totally clear your mind and not feel guilty or as if you should be doing something. I really, truly felt there was nothing that I had to be doing. Now

I'm back and at it and ready to go. Actually, I could go one more week in that plunge pool but I'm going to be present here today.

Rick: Now, one of the first things you're talking about is retargeting.

Amy: We are talking some serious stuff today.

Rick: You are definitely jumping right back into it.

Amy: I know, exactly. The way this episode came about, as you guys know, about every six weeks Rick and I get on here to talk all things Facebook ads. But this episode is geared primarily to retargeting.

The reason for that is one of my students, Stacy in my program Courses That Convert, posted in my group. She said, "I'd love to know more about retargeting, when to use it, how to use it, the benefits, the mistakes people make."

She just wanted an overview on retargeting. I don't really talk about Facebook ads inside my program, Courses That Convert. However, I thought it would be a good topic for one episode with Rick.

Rick graciously agreed to focus in on retargeting. If you're ready Rick, I've got some questions prepared for you.

Rick: Let's do it. I love this topic.

Amy: Perfect. Let's start at the very top for those that are a little bit new with Facebook ads and are not really sure what it even means to retarget with Facebook ads. Let's start at the very beginning and lay it out for them.

Rick: The first thing we want to talk about is the language people use when we're talking about retargeting. You hear retargeting audiences, you hear custom audiences and website custom audiences.

The first thing to understand is that they are all kind of used interchangeably. It all kind of means the same thing.

Amy: That's good to know.

Rick: The other thing people also say is that they consider when you upload your email list into Facebook and you want to show your ads to people on your email list, they call that retargeting. I don't technically think about it like that. It can be thought of as retargeting.

In the simplest definition retargeting is like when you go on Amazon and are searching for something (a pair of shoes) and you find the item on the Amazon page. If you don't purchase the item and go to another tab, later on that day you will be surfing the net and see an ad for those exact shoes on Amazon.

Amy: Yes.

Rick: That's retargeting. Amazon is retargeting you because you visited their website and didn't make a purchase or didn't take an action they want you to take. They are trying to move you further along the sales funnel.

What we're talking about as far as our courses and our websites and content, all retargeting means is that we're able to build an audience of people who are coming to our website, our landing page, our sales page, whatever page, but then not actually taking the next step.

If it's our opt-in page or webinar registration page, we can target people (we will get into this in the conversation) and build an audience of people who are coming to the opt-in page or registration page or sales page but not actually registering or opting in or making the purchase.

We are using retargeting of audiences to move people along our sales funnel to the ultimate goal, whatever that goal might be (a sale or whatever it might be).

Amy: Perfect. We'll get into this a little bit more but there are different options. You could take the people on your email list, load them into Facebook, and then put an ad in front of them to either promote something to them via email but they haven't yet taken action or something totally different; you just know they are interested in a general topic because they are on your email list.

Now you are going to put something in front of them that is aligned with your messaging and what you typically promote.

Rick: Absolutely. I know you get this question a lot, and I do as well, they ask, "If people are on my email list why do I want to show ads to them too?" Why would they want to upload their email list if people are getting emails?

That's a great question. But we need to remember that the open rate for our emails are anywhere between 10 and 30%. That means that between 70 and 90% of our email list are not seeing the emails. Facebook is another touch point to get in front of those people to show our ad to them and market whoever we want to be marketing to.

I know the other thing you have been talking about for a long time now (a couple of years), when we upload our email list it allows us to segment people based on whatever project we are working on. I think you alluded to that just now.

We can upload the email list and show ads to those people even though they are already on our email list. We can segment them based on the action they take on our ad and we will know at that point the person is

interested in Courses That Convert, for example. We can use it that way as well.

Amy: Right. Or, you could just take a segment of your email list and upload that. Now you are saying you know this segment is interested in webinars because they bought the webinar program. Now you can promote something related to that to them. We're kind of getting ahead of ourselves because I have some questions that probably get us back into this topic. But we'll just keep going with that.

Rick: Cool.

Amy: Before we get into all of the details with retargeting, talk to me a little bit about exactly how you set up a Facebook ad retargeting campaign.

Rick: Great question. It starts with the pixel. We've talked about the pixel when we have done these episodes in the past so we won't spend a whole lot of time on the pixel but it starts with the pixel.

The first step in setting up our retargeting audience is that we need to make sure the Facebook pixel is on our website (on our landing page or sales page). It needs to be in one of those places because I don't know what you want to be retargeting.

Let's just say I want to retarget people who are coming to my website because those people are coming to my website on their own fruition so I want to show ads to them. We are getting ahead of ourselves here but we need to talk about this if we really want to set this question up.

If I want to show my ads to people who visit my website then I need to make sure the Facebook pixel is on my website. That is step #1, to find the Facebook pixel for your account, get that pixel on your website's theme (between the head tags of your theme).

If your eyes are glossing over as you are listening to this and you aren't a techy person (neither Amy nor I are technical people)...

Amy: You actually have a good resource all about pixels. Where can they find that?

Rick: I kept getting so many questions about this so I wrote an epic blog post that has how-to and videos and that type of stuff when it comes to the Facebook pixel. It is www.rickmulready.com/pixels. In that article I share with you a couple of WordPress plugins that will help you place that pixel on your WordPress website. It's actually very, very easy to do.

That really is the first step, when you're setting up your retargeting audiences you've got to make sure your pixel is in place. I know we are going to talk about this a little bit later but one of the mistakes people make is that they think their pixel is placed and they are building retargeting audiences.

That's actually not true. It's a two-step process. The first step is to get the pixel placed. The second step is to actually create the retargeting audiences, the custom audiences you want to start building.

There is no right or wrong here. It's basically up to you what audiences you want to create. What pages do you want to track people coming to? For example, that pixels article has a retargeting audience set up for people who were coming to that specific blog post on my page.

One person might have five retargeting audiences and one person might have 500 retargeting audiences. It's all based on what you want to be tracking in your business.

Amy: I have a few questions with that. The first thing is, when you set up these retargeting rules to tell Facebook how you want to retarget, you are doing that inside the Power Editor?

Rick: Yes, you can do that. You can do it two different ways and it kind of gets you back to the same place each time. You can do it within Power Editor or you can do it within Ads Manager. As we're talking here I just clicked over.

We actually haven't talked about this, I just got the new view of Ads Manager last week and the main difference is the menu at the top. Now it has a little drop-down menu at the top left-hand corner. When you click on it that's where you can see all of your audiences, pixels, reporting, and stuff like that in Ads Manager.

When you're in there, there's an option for audiences. It's under audiences where you can start to create these retargeting audiences that we're talking about.

Amy: Oh cool. I love that. The next question I have for you is basically around what you have alluded to. Give me some ideas for how I might want to retarget.

Rick: The first thing I like to do with this is just get some paper, open a notebook or Evernote or wherever you like to take notes, and brainstorm all of the audiences you might want to track in your business. For example, I might want to do people who are coming to my website.

If I want to build an audience of anybody coming to my website so that I can show ads to those people at a later time then I want to set up website visitors. Or, I can setup audiences that are coming to specific blog posts.

If I wanted to set up an audience of people just coming to that pixels article so that I can turn around and show them an ad for a pixels cheat sheet I can do that. If you have categories on your website, let's just say you do a podcast, on your website you have a podcast area and you want to show ads to people who are listening to your podcast.

You can build an audience of people who are coming to any page about your podcast on your website. Another thing you can, if you are an eCommerce site and you have an add to cart page, you can track people who are coming to the add to cart page but don't actually purchase.

If you have a webinar registration page you can set up a retargeting audience of people who are coming to that webinar registration page, or your sales page. As you can tell there are so many different options you can do.

The reason I say to grab some paper and a pen and start writing these out, just brainstorm the audiences you want to track because once you have that list you can go into the Ads Manager or Power Editor and start creating those audiences really, really quickly.

Amy: Let's take it one step further. You were saying that you can target people that come to an opt-in page. But you can also go further and say you want to target people that came to the opt-in page for your freebie but never actually opted in to get the freebie.

Rick: Yep.

Amy: Talk to me a little bit about that.

Rick: In that case you do want to remember that you want the pixel on both of those pages, the opt-in page and the opt-in thank you (thank you for opting in). You want to do that because when you are setting up the ad to target people you want to target people who land on your opt-in page. So you are targeting that custom audience, the custom audience of Amy Opt-In Page #1.

You are targeting that page but you will exclude the audience you created for the thank-you page. Now you are showing your ad to people who

landed on your opt-in page that did not get to the thank-you page. That means they did not opt in.

We want to do that because the fact that they landed on your opt-in page and didn't opt in doesn't necessarily mean they weren't interested. I'm looking at my screen right now and compared to most people I don't have a lot of tabs open. But for me it's a lot. I have 15 tabs open. I know people who have 100 tabs open.

It's really easy to get distracted and go to another tab and then that opt-in page is just sitting there in the browser. Or, the phone might ring or somebody comes to the door, or the baby's crying, or whatever it might be.

Just because they didn't opt in doesn't mean they weren't interested. That's why we can use retargeting to show our ad to them again and attempt to get them to opt in. We want to move them further along our sales funnel.

Whether it's an opt-in page, a webinar registration page, a sales page, or whatever, if they land on that page but didn't take the action you want them to take then you can set up an audience to retarget people to.

Amy: To give you guys a little insight of how we have used retargeting during our launches, a few things we have done, first we would set up that epic blog post that I talk about a lot. I talked about it when I did a review for my recent launch, Courses That Convert.

We created an epic blog post before we ever started selling anything, before we ever did webinars, and we emailed our list. We ran some Facebook ads to that epic blog post. We had a pixel specifically set for that specific blog post and we created a custom audience of all of the people that went to that blog post.

It was all about creating courses so now I knew I had a big audience of people I pushed to the blog post that are genuinely interested in creating courses. Then, when I started to promote my webinar about creating courses I could send ads to them and it was typically a lot less expensive because they already had a buy-in.

Do you see that? I know this was a question for a little bit later, Rick, but I found that when we would send ads to people that already visited my blog post, they were a special audience I had collected to retarget, it was a lot less expensive to get them to opt in to my webinar.

Rick: Exactly. I'm so glad you bring that up. Some skeptics out there might say, "Well, you're initially paying for that person to come to the blog post." Let's just say we're running a Facebook ad to drive people to the blog post and then you have an opt in on that page, everything you were just talking about right now.

People don't actually opt in so we are then running another ad, a retargeting ad, to those people to get them to opt in or register for the webinar. Some people might say I am paying for it twice.

Yes, you might be. But we have to think about it from the perspective of a little bit less about the cost and more about the quality of that lead. That person has taken time on your blog post to consume your content.

They didn't opt in there but then they took another step and clicked on your ad and then registered. That person has consumed your content and taken another action. They are very likely a more qualified lead at that point.

Amy: Yes. I love that you brought that up. Another way we use retargeting during our launches is that we place the pixel on the sales page and also on the thank-you page when somebody buys (the confirmation page). We are able to know if somebody comes to our sales page but don't yet buy.

We target that group but what's great about that is usually it's definitely a smaller audience and it is very segmented. I do not run ads during my launches to a cold audience and send them directly to a sales page. I don't love doing ads in that way. In my business, I have found that it's not entirely effective that way.

We want a warm audience that we can actually send an ad to and drive them directly to a sales page. If you were on one of my webinars or if you visited my sales page but didn't buy you will likely see an ad that will directly send you to my sales page. It is definitely a smaller group, a warmer audience, and it works really well for us as well.

Rick: I love that strategy. I used that for my last launch too. There are two additional examples I want to share if that's cool.

Amy: Great.

Rick: I did a video series launch in addition to webinars. If you're doing a video series, one way you can leverage retargeting, let's say you have four videos in your series, you have your pixel on each one of the video pages. Now you can set up retargeting audiences of people who visit your video #1 page, your video #2 page, video #3 page, and video #4 page.

Let's say we launch our video #1 and then a couple of days later we launch video #2. When video #2 comes out, suppose it comes out today, we have an audience of people who visited video #1 and video #2. Now we can set up an ad to show our ad to people who visited the first video but didn't get to the second video yet.

We can let them know, "Hey, I just wanted to give you a heads up that video #2 in our series is available for you to watch, here's the link."

Amy: I love that. I just want to jump in here and say that we probably should have said this at the very beginning. The power of retargeting, to me, is that you can get a little bit personal. You know where they have been. You know they have a genuine interest. You're not marketing to a cold audience. It's a warm audience.

If you're ever afraid of being too salesy or too spammy, if you ever have those fears with your marketing, retargeting allows you to get more segmented so that you are actually talking to people that have already shown you a genuine interest in whatever topic it is that you're marketing.

Rick: Absolutely. As you said that I thought of another example. One of my students sells WordPress themes for podcasters. We should have probably said this when we were talking about setting up retargeting audiences, but we can set up for certain periods of time between one day and 180 days.

All that means is the audience we are setting up is tracking people coming to whatever page that is within the timeframe you specify. If we set it for seven days it's always the most recent seven days once that audience is placed and the audience is set up.

He has a retargeting audience set up of everybody coming to his podcast WordPress themes page. It's a sales page. He has an audience set up for people coming to the page within one day. He targets ads to people who are coming to the page but don't actually purchase and follows up with them within the same day to say, "Hey, I noticed you were checking out XYZ podcast theme."

He then gives a little bit more information about it and offers them a special discount code to come back and purchase (15% or something like that). He kills it.

Amy: That is awesome. I love how the timing is BOOM right there.

Rick: Some people say it is super creepy because they were just there and now they are being shown an ad for it. But the feedback I've gotten from him that people tell him is that they love that they followed back up. It shows them you are on top of things.

Amy: And he offers a discount?

Rick: He does offer a discount. He kills it. I remember the last number I saw, for much of 2015, I want to say $\frac{3}{4}$ of the year he spent \$900 on retargeting ads. He had done \$19,000 in return. That's not a bad return.

Amy: Yes, everyday! That reminded me of another example. I'm glad we're giving examples because I like people to know how we're applying this. I just recorded the launch in review and didn't mention this so this is a little extra bonus to that.

When we would do our webinars we started to run ads that would say, "The webinar is in one day, don't forget." We would then run another ad, "The webinar's today," and then we would run another ad saying that we were starting in one hour.

I don't know if you would call this retargeting, it is more like segmenting, but we would take the audience and everybody who had signed up for my webinar that day and upload it to Facebook. We would create our custom audience and would then send them an ad. I guess that is retargeting. We're getting back in front of them with a totally different kind of ad reminding them to get on the webinar live.

We had the highest show-up rates we have ever had for webinars so I definitely attribute some of that to it.

Rick: Absolutely. That is retargeting. Another way you can do that is to simply target your ads to people who landed on your webinar registration thank-you page.

Amy: Yes. Perfect.

Rick: You are letting them know. As we're talking here all of these examples come up.

Amy: This episode's getting better and better. Keep going.

Rick: If you're doing a webinar you can retarget people who registered for the webinar. If you want to get super ninja with it you can, again, segment that list of people who attended the webinar versus those who did not attend. You can retarget those people with different messages in your ads.

Let's just say you are targeting people who registered but did not show up. Maybe your retargeting ad is your replay. Or, if it's people who registered but did show up, you are retargeting them with an ad with, "Hey, remember we talked about this? Here's a case study."

You can use retargeting in the lead up to the webinar to increase your show-up rate and also afterwards. You can let them know your offer is ending in X number of days. It just comes back to being as creative as you want to get. What audiences do you want to start building to retarget?

Amy: I love that. I'm going to give one final example that you made me think about. One of the things we did during this last launch, I have never done this before and I don't think I even talked to you about this, Rick, I got this idea from Digital Marketer when I was on their podcast, [Perpetual Traffic](#).

They suggested I do this, and I tried it and we had great results with it, when we were going for our final live webinar (I do a lot of them so it was the sixth live webinar), we actually emailed all of the people that signed up for one of my webinars but didn't attend live.

We emailed them and invited them back and told them if they wanted to get on live with me, “Here’s your last chance.” We then ran ads to those people as well telling them it was their last chance, “Meet me here live.”

It was within 24 hours so it was a really short period of time. We got a lot of people that had already signed up for one of my webinars but didn’t attend and likely never even watched the replay. They signed up again and got on live with me.

Rick: That’s a great idea.

Amy: It was really cool and we were able to use email marketing and ads for something like that. All of my webinar students are going to love that and I want you guys to try something, we gave you a lot of webinar examples. Rick and I do so many webinars that it’s so appropriate for this.

Like you said, there are a lot of cool things. There are so many different opportunities with retargeting. You’ve just got to get creative and you have to look at your business, look at your launch, whatever you’re working on, and ask what your outcome is. What do you need to do? Who do you need to get in front of and what’s going to be the most powerful way to do so?

That actually leads me to a question for you, Rick, about budgeting. I want to know your take on how much money I should be putting for retargeting versus targeting other Facebook pages?

Rick: That is such a great question and one that I know you get a lot and that I get as well. It kind of has two parts to it. One, you can take the question as what you should put toward your ad set versus the other audiences you are targeting. And, how much of your overall budget should be put toward retargeting.

As far as overall budget, it really depends on what your overall budget is and what the objective is. That’s hard to say as far as what overall

percentage you should put toward your retargeting. Just remember the retargeting you are setting up is going to be your warmest traffic.

These will be your most qualified people that you are going to have in your sales funnel. The cost for the conversions is going to be the cheapest. Just remember that when you're thinking about your budget. You definitely want to be saving money to do that.

The other part of that, let's say I'm doing \$20 in my ad set to target fans of you, Amy. The question is if you are going to be using retargeting, do you also have to put towards people coming to your registration page but not opting in? The answer is, "no," you don't because that audience is going to be much smaller than your audience. Does that make sense?

Amy: It does.

Rick: In that case, I don't need to do \$20. I might do \$5 because \$5 would be my minimum. I just do the minimum. I don't need a lot of money to reach the people who I am retargeting because that audience is going to be so much smaller than if I'm targeting your fans, for example.

Amy: That leads me to the next question. Is there an optimal size for your custom audience? One thing we didn't mention earlier is that as you create these different audiences inside your Ads Manager, you've got to give it a little time because you need web traffic in order to start growing these custom audiences, if you're not uploading your email list.

You've got to get people to your specific blog post in order for that custom audience to grow. Is there a minimum size I need that custom audience to be before I can actually retarget?

Rick: The number that I've always heard as the technical number is about 100 people. But, even with that I've seen lots of examples, especially lately,

where people have at least 100 people in the audience and Facebook is telling them the audience is too small.

I have seen that it does need to be at least a few hundred people before you can actually use the audience as a retargeting audience.

Amy: Do you want more than that, if we're just talking about your own strategy?

Rick: Yeah, you do. You obviously want it to be as high as you possibly can because that audience, as I mentioned before, is a very warm audience. The more people we have in there the better. The other end of that, we haven't even talked about lookalike audiences yet.

We can create a lookalike audience out of people who are coming to our website and people who are converting on our opt-in page or webinar registration page.

Amy: Tell me real fast, what's a lookalike audience, for those that don't know.

Rick: That is when we tell Facebook to build a brand new audience that is similar to a specific audience, like our email list or like people who are coming to our website or opting in for our webinar. Facebook will find other people on Facebook who have similar attributes as the people who are visiting your website or who are registering for your webinar.

It's super powerful. The cool thing about it is that Facebook's algorithm for doing the match and creating the lookalike audiences has gotten much better over the past several months. That's a really powerful thing to do but the problem is that people hear they can do that and they decide to create their lookalike audience out of the retargeting audience they have set up.

Some of these retargeting audiences are only 300 or 400 people. You really want to give Facebook as many data points as possible to work with to create that lookalike audience and be able to create a really good lookalike audience for you.

When it comes to an audience size to do that I would recommend that if you can get a couple of thousand people in there you are giving Facebook a lot more data to work with to be able to create a really good lookalike audience. Does that make sense?

Amy: It does. That is definitely helpful, for sure. To wrap things up I have one final question for you. It is around the mistakes that are commonly made when people are first experimenting with retargeting their ads.

Rick: That's a good question. I think one of the mistakes we talked about earlier is that they place the pixel but then think that's all they have to do. They feel their retargeting is setup because the pixel is placed.

That's just step one. You place the pixel as step one and then you have to go and create the retargeting audience you want to later use. That's the first thing that comes to my mind when we talk about mistakes.

Another tip, by the way (it's not really a mistake), is that I would create a targeting audience out of any new piece of content that you are creating. If you're writing a new blog post every week or putting out a podcast or making a video and it's going to be on your website or on a landing page I would create the retargeting audience right then and there when you are creating that new piece of content.

Whether you have plans to use it or not to retarget people, at least you have it. At least it is done. You might want to add it to your checklist of when you're putting together a new piece of content. One of those checks could be to create a retargeting audience for that piece of content whether you are going to use it or not.

You might get down the road and think you have no plans to use it. Two months down the road you will want to do something and target people who are interested in it. You will then have the retargeting audience you set up a couple of months prior and it is now several thousand people.

Amy: I think that's a really great practice. Just do it right away. The more retargeting audiences you have set up, I think the better. You can always get creative and have new ideas and you have the audiences you can go back to when you want to.

Rick: I would say the other piggybacking on that is that the other mistake people make is that they don't sit down and brainstorm the different ways they could use it. We have been talking today about so many examples. You kind of have to think through what you're doing in your business.

What does your sales funnel look like? Is it a very simple sales funnel where you want to get people to opt in to get people to download something and once they download it you will followup with them via email and present them an offer? Is it a very simple linear sales funnel like that?

If it is a very simple linear sales funnel, where can you set up your retargeting? What audiences do you want to create? One exercise I like to do (you and I talk about this a lot) and my students love it, just sit down and visually write it out. Just make little boxes. One could be Facebook ad, the next is the blog post, and the next box after that is the opt in. The next box after that...Just do that.

Then you can look at it and decide if you want to set up a retargeting audience on your blog post page or your webinar registration page and that sort of thing. Once you have it visually represented you can decide what URL you need to set up the retargeting audience for that.

I think that's another mistake that people don't do. They get lost in the whole thing and it becomes a lot more difficult than it needs to be. I would say the third mistake is that people don't take advantage of this enough.

This is the best thing you can be doing with your Facebook ads, leveraging retargeting. Again, we have said this several times, this is the warmest traffic you are going to find and people are showing an interest in your content. Why not use retargeting to move them further along your sales funnel?

Amy: Definitely. I'm so glad you ended with that one because I think it's the most important to remember. Take advantage of it as much as possible.

I said that was a wrap up but I've got one more thing to ask you, Rick. I know you've been working on something special lately. When we were at Starbucks the last time you shared this with me and I got this huge smile on my face because I thought, "Yes, this is exactly what you should be doing." There is such a huge need for it.

Share with my audience what you've been working on and then, if they're interested, where they can go find out more.

Rick: Cool. Thanks for asking about that. This is something I'm really excited about. I've been getting asked by so many people lately and finally I decided to do it. It was one of those things where I knew there was a need for it, honestly, but I just wasn't doing it. And, being completely transparent with you, I don't know why I hadn't done it. But so many people were asking me and it was really over a short period of time that I was finally decided the universe was pounding me over the head to do it.

I'm creating a Facebook ads course for local businesses, local brick and mortar businesses.

Amy: Love it!

Rick: I get this question all the time, they feel the Facebook ads I talk about seem more suited for an online business. These people are jewelers or massage places and they wonder how it relates to them. I'm creating a course for local businesses and how they can be using Facebook ads.

I'm really excited about that. It's coming out very shortly. I set up a landing page and if you would like to be on the first-to-know list just go to www.rickmulready.com/fblocal. If you go to that page just enter your information, your name and email and you will be the first to know when the course is available. That's the best way to stay in touch with us about that.

Amy: I'm so excited about it. If you have a local business, definitely at least check this out. I feel everybody with a brick and mortar should be using Facebook ads. There are specific ways to use it and different ways to optimize your ads if you're local.

Rick's going to dive into all of it and I'm so excited that you are finally doing this. You've got to love when a business idea keeps knocking you over the head and then you realize it's a no brainer and wonder why you weren't doing it before. Who knows, we've all done that. But now you're doing it and I'm excited.

Rick, thank you so very much for being on the show yet again. I can't wait for you to come back when we can dive into other Facebook ad topics. This was a fantastic episode. Thanks, again.

Rick: So much fun. Thanks Amy.

Amy: There you have it. Hopefully you enjoyed this session all about Facebook ad retargeting. I love when Rick comes on the show. I think my

favorite part is when Rick and I started to come up with all of these examples of how we have used retargeting in our own business.

I'm hoping that sparked some creativity and ideas for your own business as well. The show notes and special links we mentioned in this episode can be found at <http://www.amyporterfield.com/117>.

Make sure to tune in next week because I'm interviewing [Dr. Josh Axe](#). If you don't know Dr. Axe, he is a certified doctor of natural medicine, doctor of chiropractic, and clinical nutritionist. That is not why I'm interviewing him. I'm interviewing Dr. Axe because he's going to take me behind the scenes of how he's grown his business online, specifically, how he uses social media and how he uses specific online strategies to grow his email list and to generate revenue.

Dr. Axe is incredibly successful online so you're definitely going to want to tune in and hear how he's built his empire. That episode is Episode #118 and comes out next week. I cannot wait for you to join me then.

Until then, I hope you have an amazing week. Bye for now!

Show notes at: <http://www.amyporterfield.com/117>