

# Setting up your pixel & audiences

**Five Dollar Posts Transcript Bonus By Rachel Rofé**

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Hey guys this is Ron Douglas. Five Dollar Posts.

Today we are going to be talking about Module 1: Initial Setup and Research. First thing we want to do is add Facebook's Pixel.

As I go through this I'm going to go through it as if I'm setting up a brand new campaign. It is what I would do from scratch starting at the beginning, starting as step one. I have several different Facebook accounts.

You go to Facebook.com. I'm not going to sign into my main account which is an advisory group because Facebook it's against their terms of service to show your data. I'm going to sign up with a throw away account that I really don't care if I lose my account or not.

Let's sign up with this account. You click right here on your left as manager, and then you want to go to audiences. Then you want to create an audience. Click create an audience. Right now, what you want to do is you want to create a custom audience. You want to create it using Website Traffic, and you want to set it for 180 days. Facebook enables you to create different audiences for specific pages on your site for specific pages but not other pages and for people who haven't visited in a certain amount of time or Custom Combination. For now, we just want to create a generic custom audience for your overall site just so you can get the pixel and add it to your site. You choose anyone who

visits your site. Set that for 180 days which is the maximum. You give it an audience name. I'm just going to call this RonDouglas.com-Main. Then, I create the audience.

From there, you select that, go to Actions, View Pixel. They give you the Pixel Code. You want to put this Pixel Code between the open and closing head tags of your webpage. You could have your web design guy do this or you could do it yourself if you have a WordPress site or if you know what you're doing with an HTML editor.

I'm going to show you how to do it in WordPress. You log into your WordPress, and you go to your WordPress, it will take you to your Admin Dashboard. You go to appearance and then editor. You want to edit the header. From there you click Ctrl+F and you do a search for the closing header tag. Then I just want to add that Facebook Pixel Code right there, right above the closing header tag. Copy and paste that in. There's the Facebook code right there, right above that closing header tag. Then, you click Update File and it will tell you File Edited Successfully. Now, you've added that code to your blog or to your site.

Now, what's going to happen is, anyone that lands on this page or lands on any page of your blog, Facebook would know and be able to cookie that person that landed on your page so you know you that you can re-target people that come back to your site. You know that you can track people that come to your site and buy a specific thing. You know you'll be able to say, okay, if someone goes to your checkout page, you'll be able to tell Facebook to create a Custom Audience just for people going to that checkout page or just by people going to specific pages of your site.

That's how you add that Facebook Pixel to your site. We're going to be using that again. I'm going to be talking more and more about that as we go on in these lessons.