

Custom and Lookalike Audiences

Five Dollar Posts Transcript Bonus By Rachel Rofé

Custom and Lookalike Audiences

Okay. Now that we've added Facebook's tracking pixel to your site, next thing you want to do is create audiences from any lists that you already have. It's always cheaper to advertise to audiences that you already own, or that you already have an affiliation with than it is to create a brand new audience. And you want to use this data to kind of look at your customer avatar, which we're going to go into in the next module, so let me just show you how to do that.

So, you come back to audiences, and you go to create audience, and you want to create. First, you can create a lookalike audience. If you have a page already, you can create a lookalike audience based off that page. So, you click the source, and it lets you choose the different pages you might have. So let's choose the Ron Douglas page, I want to create a lookalike audience. You want to adjust the size based on how closely matched or the similarity of the audience you're creating. So, you know, if you want it to be bigger, you can make it bigger, 5 million. The bigger you go, the less associated with your particular audience it's going to be. So, if you have a list of customers, you know, the better your conversions on whatever you're promoting, the bigger you can go with this list. Okay? But for now I just want to start out with the 2.5 million, and you click create audience, and Facebook will do the work for you, give you an audience lookalike based on your fans on your page. And when it's ready it'll tell you it's ready.

So now we have our lookalike audience based off our own page, and we have our audience that's going to be based off of the pixel on our site. Once that gets to 20 people or more, that's going to be available to advertise to those 20 people. So, basically Facebook knows who goes to your site, and they know they came to your site from Facebook, and they know they have a Facebook account. So, if the person that lands on your site gets cookie'd, and happens to have a Facebook account, they can become part of your custom audience with the pixel on your site. You could also use that pixel for retargeting.

This lookalike audience, you can advertise to the lookalike audience, and this is just based on the people that like your page currently, so that's just another option. And right now, we're just using what we already have to produce lists. So next custom audience we want to do will be based on, well, if you have apps, that's great too; app activity, but most people don't have an app obviously. So, you want to do that based on a customer list that you upload. So you can upload a subscriber list, a list of people who are unsubscribed from your site, a list of people who are your customers; that's actually the first thing you want to do. If you have a list of customers, you want to upload that file. You can copy and paste it, or you can upload it.

So, what I'm going to do is upload my list. And they give you instructions on the type of formatting you want to use. So this says text file or CSV file, separate lines, or in a separate list separated by commas. So you can click that, that will give you some basic formatting examples. So you can put it in a text file, like a Wordpad or Notepad, and then just put each thing on each line, each email on each line. All you really need is email accounts, and Facebook will match the email account to the corresponding Facebook account if they have that account. So you can do it by email, you can do it by, if you have the user IDs, which, you know, you don't want to buy a scraper, because you can get in trouble,

lose your Facebook account if you go around scraping user ID's from a group or something like that. If they're customers that, you know, you have their phone numbers, you can use that. But basically for this lesson, I'm just going to use email.

So, what I did was I just copied and paste all the emails I wanted to upload into a file from an old site I had called Video Forward. So, I'm just going to upload that, create the audience. It says, "Thanks for creating a custom audience. You have 8,433 records uploaded." So I can recreate an ad to those people, or I can expand that audience, by creating a similar lookalike audience. For now, I'm just going to click done. So now you see out of those 8,400 people, or so that I had on that list, 5,300 of them are actually on Facebook, and now I can advertise to those folks.

So I highly recommend you do this with a customer list, because from the customer list you can create a lookalike audience off of that customer list. And if you don't have a page, you don't have a customer list that's fine also. So I'm going to show you what we're going to do next to kind of identify your avatar.