

Effectively targeting relevant pages and interests

Five Dollar Posts Transcript Bonus By Rachel Rofé

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So, next we're going to talk about finding High Affinity Interests.

So we go back to our Audience Insights and we use that. I'm going to use that same example again, simply recipes. Now, if you look here, the Affinity Score, Facebook tells you. The Affinity Score is how likely your audience is to like a given page compared to everyone on Facebook. And when they say 'like', they mean how likely they are to engage with that page, so the higher the engagement, the more they like it, the better target it is for you to advertise to.

So, if we're basing it on this page, this is the affinity that these other pages have to this particular page. So the goal is to find pages with an affinity over 10. Preferably over 20, but if you can find over 10 that's good also. So what you could do as well is once you start learning about more about your market like, say, for instance, my cooking market, I know the age I want to target is 45 to 65. So I want pages that have a high affinity to that. So let's see how that changes the scores down below when I make that 45 to 64.

So look down below, and now the affinity even goes higher. Cool Home Recipes, 22. So, what you want to do is, you want to find as many of these pages above 10 as possible and those are going to be your targets, so you could advertise specifically to these particular pages. So, people that are fans of those particular pages. So, the strategy that I like

to use is, I'm going to run \$5 ads to each of these individual pages, each of the pages that I find above 10.

So what you want to do also is click in to each of these pages. So, you click this link, and it takes you to the actual page, so you see, okay, this one has 120,000 people, that's following that page, that like that page. And, you want to see: Are they sharing good content? Are they getting good engagement? Okay, are they getting a lot of shares? So, I know that that's a quality page. Is it related to the people I want to target, the topic I want to target? Yes it is, so that's a good page.

So, you write that one down and then, you know, you copy and paste it, and then you're going to be targeting those pages with little \$5 ads. So what, my system, the way it works is little \$5 ads to each of these different high affinity interests and then, you see which ones convert. So, I'm going to show you that when I get into the ads, I'm going to show you how to track your ads, how to put the Facebook tracking pixel on your landing page and how exactly it works.

So you run these \$5 ads and then you see which ones actually convert to sales over a period of like, three to five days, and the ones that convert to sales you keep, the ones that don't, you drop, and then you find new ads to target. So, new, new interests to target, new pages to target. So, say for instance, if I want to find additional pages, maybe I'll look at this I Love Pecans page. So, I put that into the interests, I Love Pecans, and then I take that other one out and then I see.

Okay, you see how the Affinity Scores have gone up on these. So, these are even higher Affinity Scores. So now I'm getting even better with drilling down. So, you want to drill down several levels deep to find higher Affinity Scores, and that's how you do it. And, you know, with this also I want to change the gender, because I know I want to target women. You see how the affinity goes up again, right? The more specific you get, the more these Affinity Scores tend to go up.

So, that's how I like to search for affinity, and that's what we're going to be doing. I want you to go in, play around with this stuff, get familiar with it, and then we're going to be talking more about the AS Manager and how to run ads and how to target everything in a future lesson.