

Retargeting, Custom Audiences, Video Ads

Five Dollar Posts Transcript Bonus By Rachel Rofé

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So the one other thing I forgot to mention is when you're running these ads, you want to set a date. And the reason you want to do this is because Facebook has a habit of not displaying your ads right away. They'll delay. They might not give you the traffic that you're looking for. But if you have your ad set up on a schedule, then Facebook is likely to just give you the traffic because they know that your ad may expire.

So what you want to do is up here with the schedule, you want to set a day. I like to give it seven days. So it's the 15th. I would schedule it to run for seven days, let them run it for seven days, and... Well, that's a whole month. Seven days would be the 22nd. Let it run. And it tells you how much you're going to spend for that seven-day period, and then you check back after two or three days. Let it get seasoned, let it settle in and see what the numbers look like and what the conversions look like.

All right, so we've covered PPE ads, we've covered Website Click ads. So now we want to get into retargeting ads. Now we kind of touched upon retargeting ads in both week one and week two, but I'll show you just briefly how to set up a retargeting ad.

So by now, you should have the Facebook pixel on your site for custom audiences and use that same pixel to create a retargeting ad. It's done right in the custom audiences based on people who landed on your website, who landed on a certain page of your website.

So in your ads manager, you will go to "Audiences." Again this is only my throwaway account, but if I was retargeting people on this particular page, I would grab that URL, copy it, go to audience manager, and the Facebook pixel is on all the pages of my site. So I would tell it create a custom audience, and website traffic, and I want to tell it which specific page I want to retarget people to with this particular ad, so that page. So I could do a particular page and not another page, so URL equals, so I just paste that URL in, and I could retarget people who went to that page, but not have the ad run to people who have visited my checkout page, so if my page was /checkout or something like that.

Whatever your thank you page for the checkout is, if people have already bought your product, no need to retarget them again with ads, put that to 180 days, and then you want to give your audience name. So I want to call this just something you remember. So you put that there. You could also add a description for additional relevance. So let's say if I want to call this "Retargeting people who visit my squeeze page for RSN" and then maybe put the link there too.

So then I click "Create Audience" and then from there, that will create the audience. Thank you for creating a custom audience. And then what will happen is over time once this gets to be a large enough audience, then you'll be able to just click it and create an ad. So I'll show an example with one of these other audiences. You just click it and create your ad, and therefore now you can create a retargeting ad.

Now with retargeting ads, I always do "Clicks to website." The reason being is I don't want to pay for engagement. They already saw the ad once. I just want pay if they actually want to come back to the site and if they want to click. So if they click it as I mentioned in one of the earlier videos is a strong indication that they're definitely interested, because they've been there once already and now they're clicking to go back to the same thing. So I will set that up just like a "clicks to website"

ad but being that is targeting that custom audience, and I can make it target any of those custom audiences, and I can exclude another custom audience. So I could say target that custom audience, but exclude anyone who is part of this other custom audience, whatever I want to do.

So that's how you would set up a retargeting ad. You would target people that went to a certain page, and exclude people who went to a different page or who already bought or who already just opted in or whatever it might be. And you will run that just like a regular "clicks to website" ad that I showed you before, but with those custom audiences.

All right, so you have those three types of ads. Now you have your custom audience set, which I'm not even going to go into that because that is pretty much the same thing. You can do that. With a custom audience, you could as I mentioned in one of the earlier videos target customer lists, a lookalike list, but it's the same type of thing, same type of ads.

Now let's talk about video view ads. These are actually one of my favorite ads these days to run because they're so cheap. So you could do it here. You could do it in the Power Editor. I actually prefer doing it in the Power Editor, because there's a way you can set up retargeting right off the video views. But if you wanted to do it here, you would just do it straight off the video views, pick the page you want to target, and then from there, you'll be able to upload a video. So you're entering all the same targeting information. You could do it by interest or you could just target a broad category of people searching for cooking or recipes or whatever your main target is, which is probably the way to go just to test this out. You don't even have to be specific and drill it down to an interest. You could just go broad with this, because it's all about video views.

So you could say, "Get the most views at the best price," and Facebook will typically give you a price of somewhere between one to five cents per view, or you could set the amount that a video is worth to you, set up all your ads the same you would do with Website Click ads. And then you just go upload new video or browse a library if you've uploaded that video. So I click "upload new video," "select a file" and it starts to upload. Then it will appear right over here.

So you could put whatever text you want to appear here right above your ad, and you can choose the button that you want. After the video is finished playing, there will be an option where you can click where the person watching the video can click right into the video. So it will be like a download link that you can put in. You could put in a link or whatever. It could be a watch more link, learn more, book now, shop now, sign up and then put your website URL.

So this display link, this will actually be the link that gets displayed. So that's basically how you set up a video ad. Well, let me show you how to do it in the Power Editor because that's a more powerful way, because as I mentioned, you can retarget all the people who view your video just for three seconds or more. So the link for the Power Editor is right there in your ads manager.

You click Power Editor and you have to be using Google Chrome to use the Power Editor. The first thing you want to do is import all of your ads. So you could download all of your ads into the Power Editor. So basically it's taking all the ads that are in your current ad account and adding them to the Power Editor so you could manage them from the Power Editor. So from there, it will load your ads that are out there. You click on campaign, you click the campaign you want to put in, you can click what ad set you want to put it in, and then from there, you can view the ads within that ad set and you can also create an ad.

So for this I want to create a new ad. I want to create an ad where I'm getting video views. So this is "Video 1" and from there this section below appears where you could actually edit your video ad. So it's the same type of set up here. You're entering your text, you select your video. You upload the video you want to use. You select your call to action button. It could be "watch more," "sign up," but here's the important thing. It took me a while to find this. You're entering your URL and whatever display URL you want to show after the video is finished playing. But this is important right here.

So you check that box to create audiences from people who view this video and it tells you here, "Anybody who views it at least three seconds of your video, your audiences will appear and the audience is tapped 24 hours after your ad schedule is set." Video ads must receive a minimum of 1000 paid video views in a 24-hour period for the audience from that period to be saved and updated.

So it gives you all the details here, but basically you run these ads and the ads appear really cheap. I'm talking like you can get them one to two cents per view and run retargeting ads to all those people that view the video. And you could say, "Hey, watch part two of this video. Go here. Did you watch this video on such and such? Watch part two. Go here. Did you watch this video on this and that? Go here and get the free e-book that comes with it."

You could do anything you want. Just to be able to retarget anyone who views the videos is an extremely, extremely powerful thing.