

The  
Marketing  
Crowd

  
Local  
Enterprise  
Office



# HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 1)

# What We Will Cover

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather than the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

# When you run an Ad on Facebook, it also goes out on Instagram

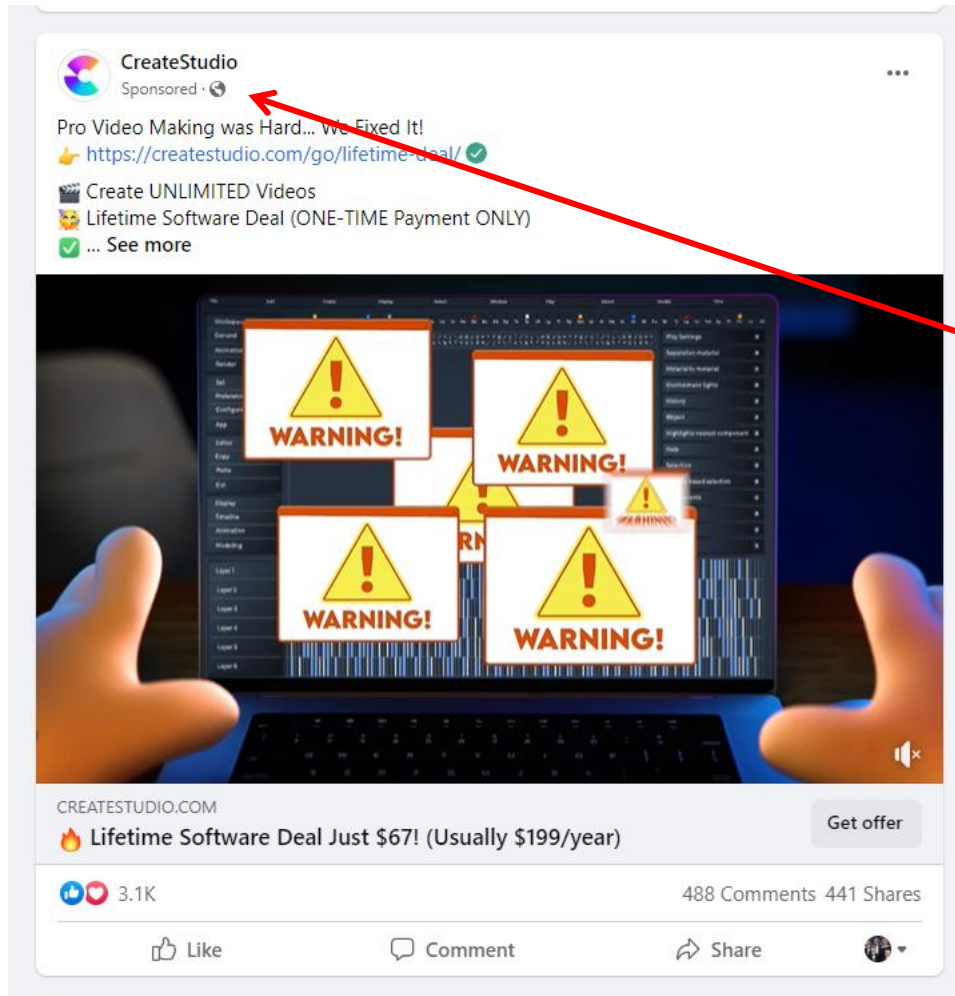


When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

# Example Facebook Ad In Newsfeed

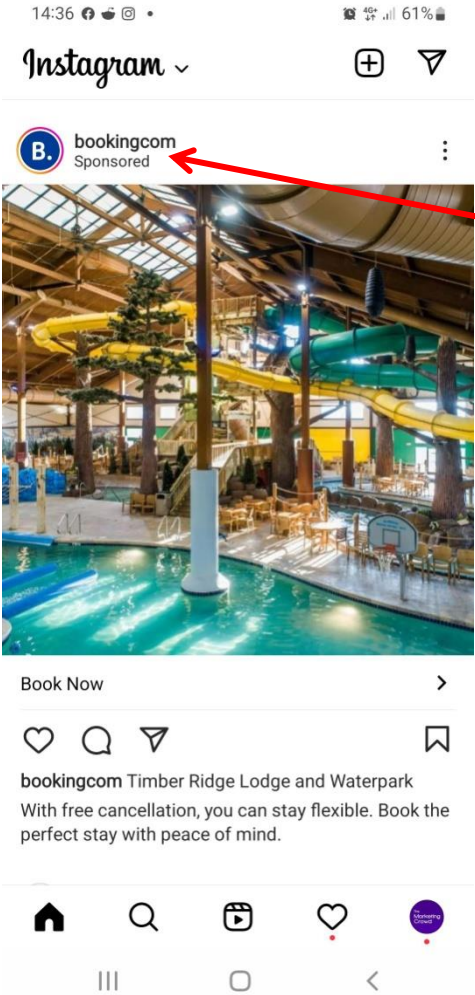


This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

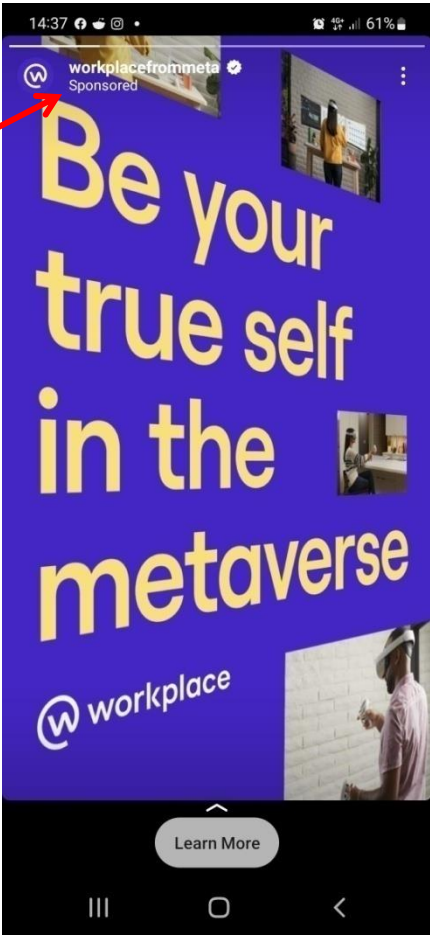
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

# Example ads on Instagram

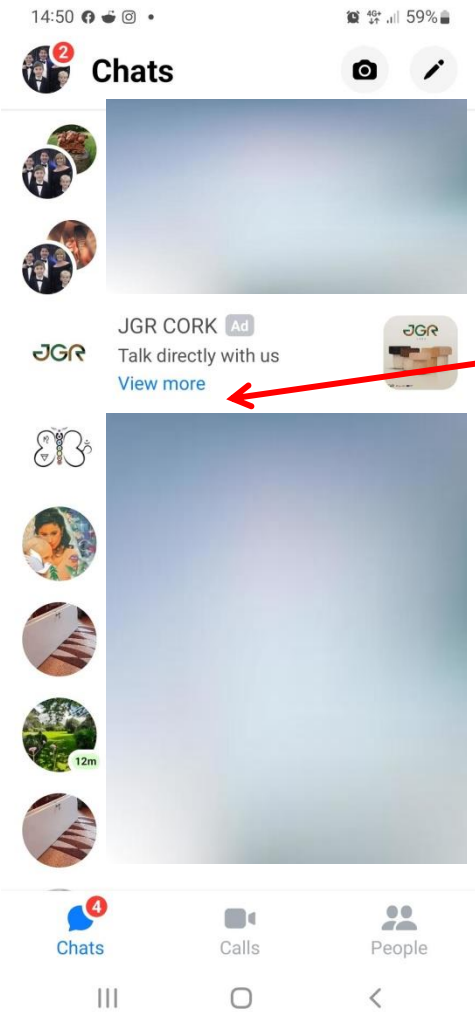


Ads also appear in the Instagram feed and in Instagram Stories



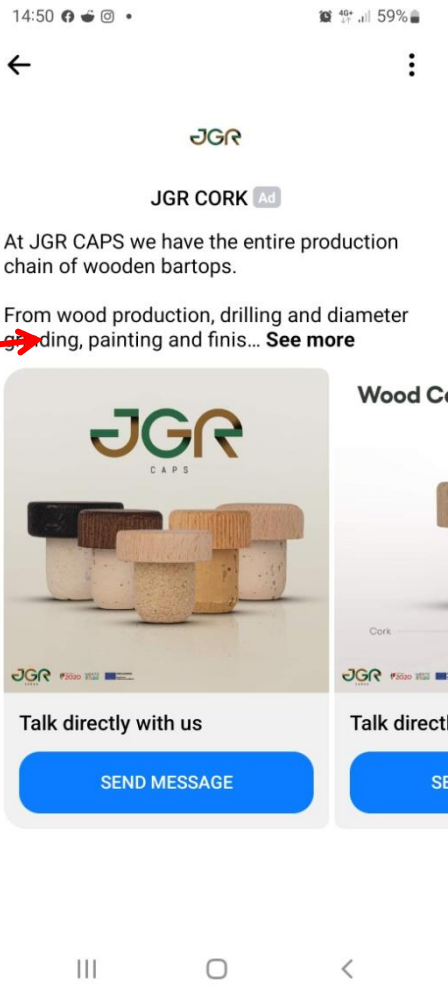


# Ads also appear in Messenger

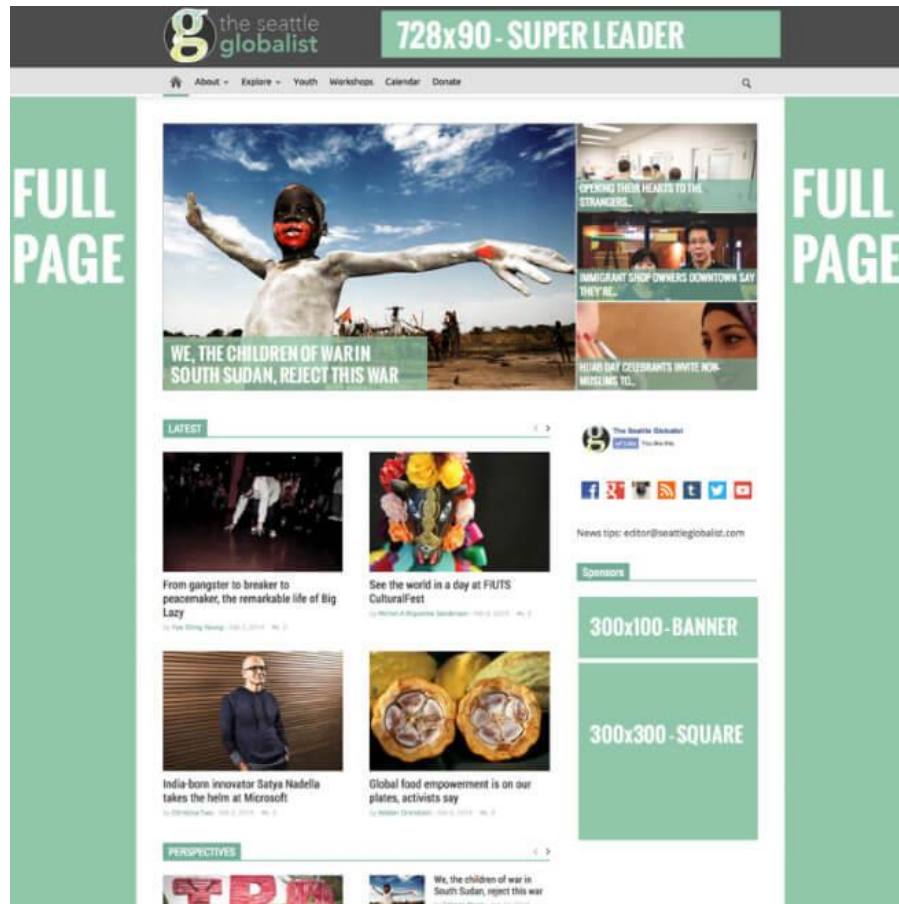


In your messenger inbox you will see an ad inbetween chats

When you tap view details you see more information



Ads also appear in 3<sup>rd</sup> party websites and apps



Facebook also has a network of websites and app that ads appear on

# A full list of placements – where your ad can appear

## Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
▶ Overlay and post-loop ads on Reels	<input checked="" type="checkbox"/>
Reach <b>people</b> with sticker, banner or video ads as they watch reels	
▶ Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
▶ Messages	<input type="checkbox"/>
Send offers or updates to <b>people</b> who are already connected to your business	
▶ In-article	<input checked="" type="checkbox"/>
Engage with <b>people</b> reading content from publishers	
▶ Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	



### Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

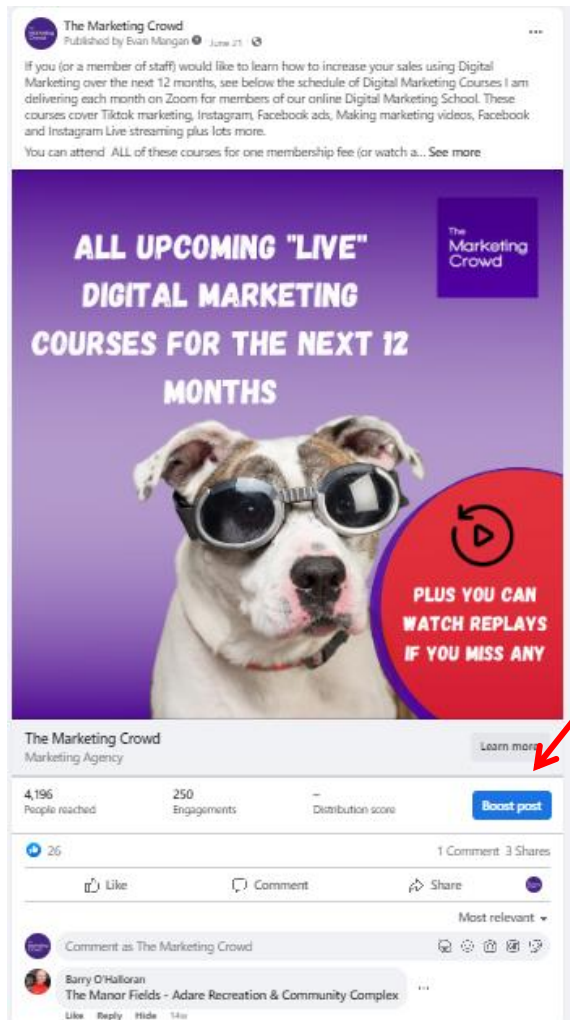
When running an ad you can decide which of these placements you want to keep or remove



# What We Will Cover

1. Overview of where your ads can appear
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

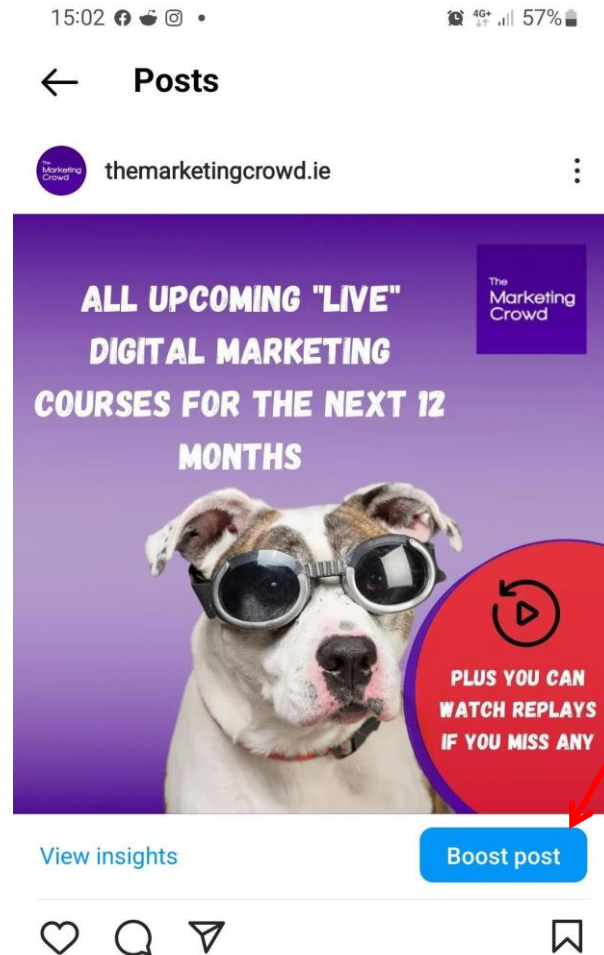
# 1. The Boost Post Button – on a Facebook Post



When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

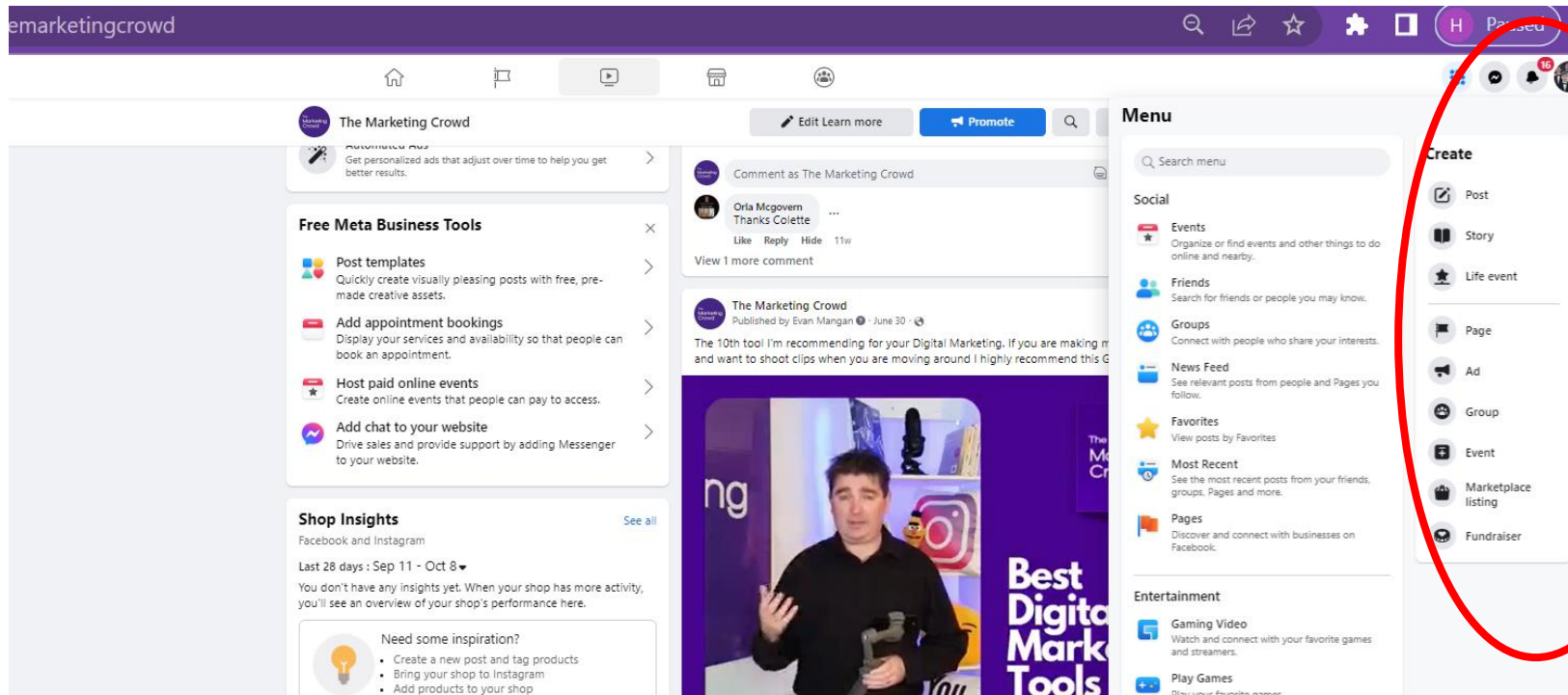
# 1. The Boost Post Button – on an Instagram Post



When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

## 2. The Ads Tool in Ads Manager



If you click on the 9 dots top right (menu) there is the option to create an Ad

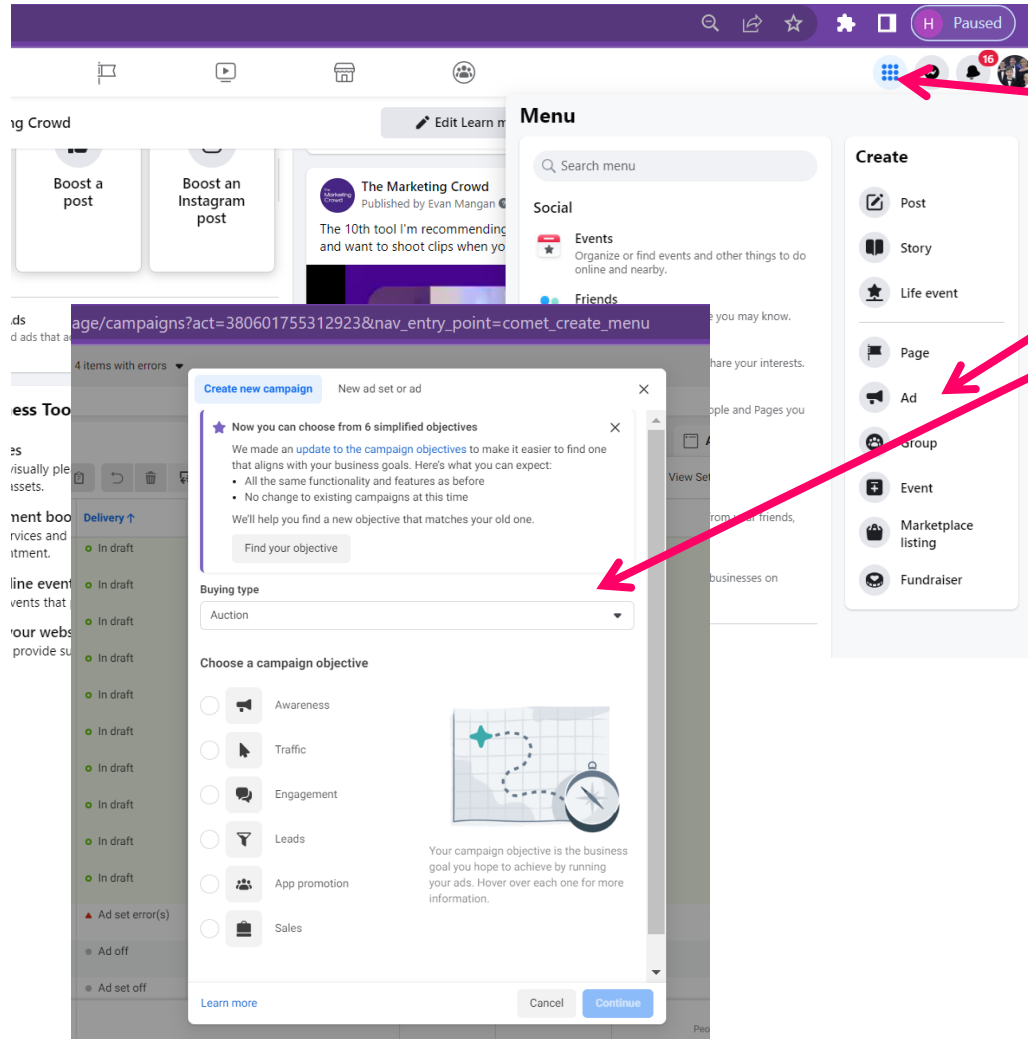
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

# To access the ad creation tool within ads manager



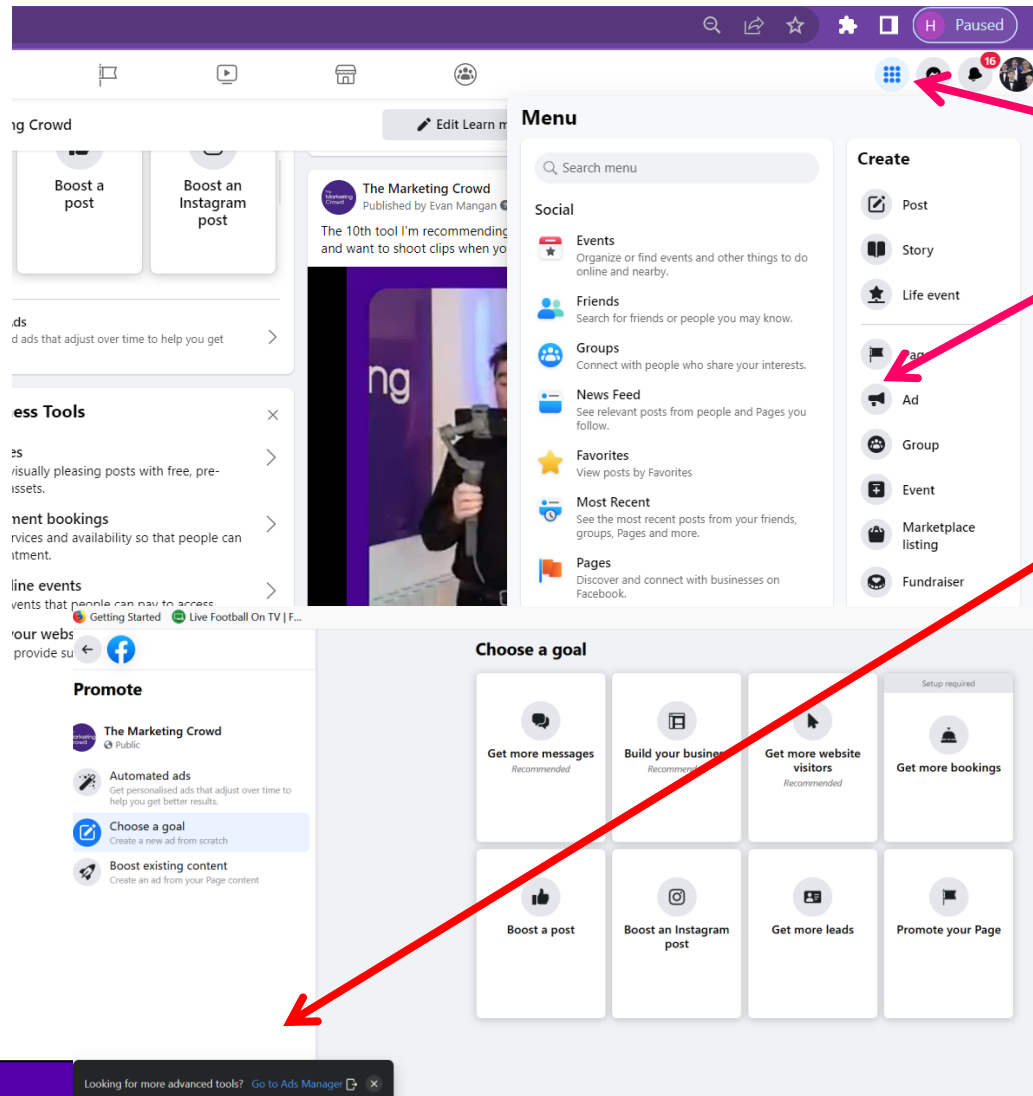
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

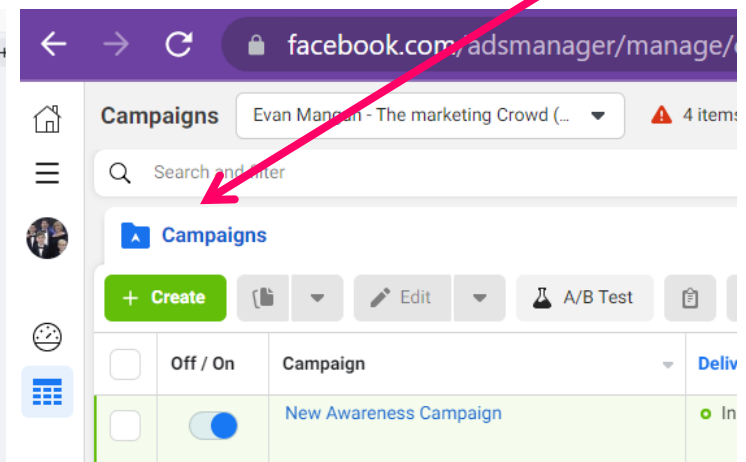
If so, see next slide



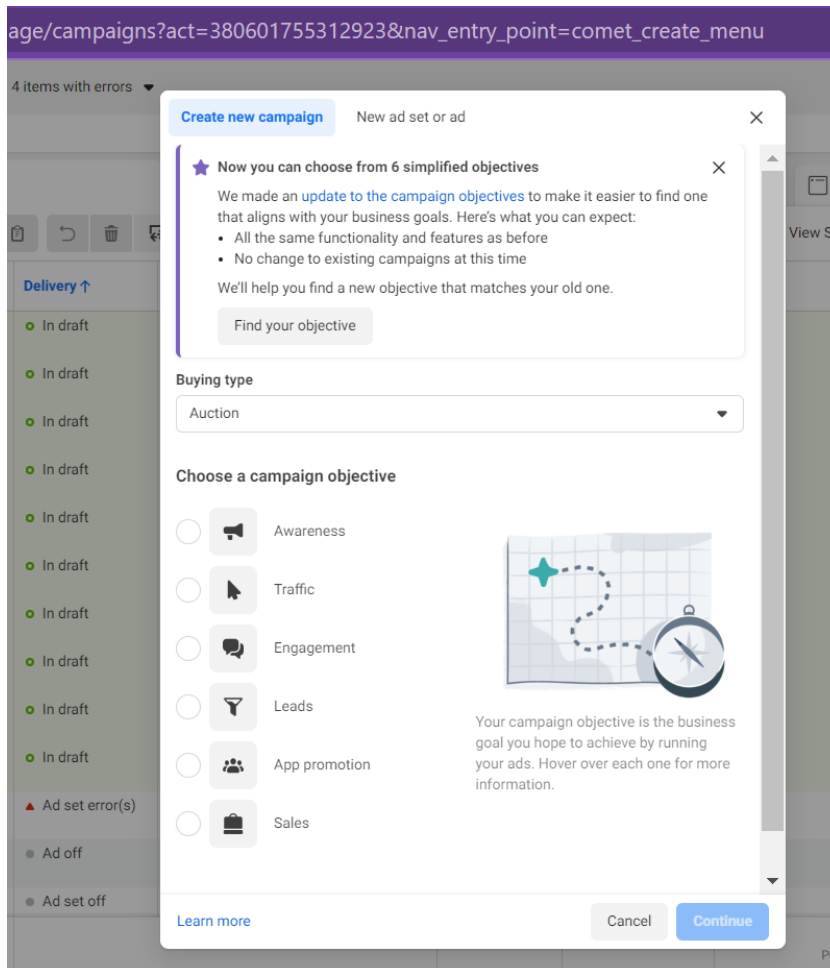
# Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



# They will ask you what is your main objective



The screenshot shows the Facebook Ads campaign creation process. A modal window titled 'Create new campaign' is open, displaying a list of campaign objectives. The background shows a list of campaigns, mostly in 'In draft' status, with a 'Delivery' status indicator and a '4 Items with errors' message.

**Create new campaign** New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

[Find your objective](#)

Buying type

Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#) [Cancel](#) [Continue](#)

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

**Awareness:** Show your ads to people who are most likely to remember them.

**Traffic:** Send people to a destination, like your website, app or Facebook event.

**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.

**Leads:** Collect leads for your business or brand.

**App Promotion:** Find new people to install your app and continue using it.

**Sales:** Find people likely to purchase your product or service.

# You can control how much you spend on your ads

**Budget & schedule**

**Budget** ⓘ

Daily Budget ▼

€20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

Oct 9, 2022

🕒 7:15 AM

Pacific Time

**End · Optional**

☐ Set an end date

**You can specify either a daily budget or a total lifetime budget you want to spend.**

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

# You can target people in lots of powerful ways

Custom audiences Create new ▼

Locations

Ireland

☒ Ireland

☒ Include

[Add locations in bulk](#)

Age

Gender

All genders

Detailed targeting

Include people who match ⓘ

Advantage Detailed Targeting ✦

☐ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options ▼](#)

You can target by:

- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

# There are also advanced targeting techniques



You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

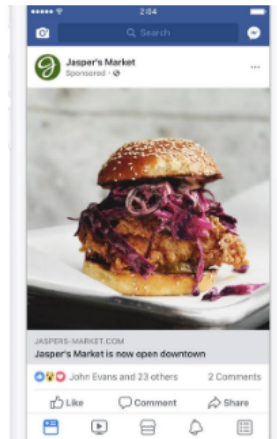
We will look at these in more detail later in the course

# You can choose where your ads will appear

## Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
▶ Overlay and post-loop ads on Reels	<input checked="" type="checkbox"/>
Reach <b>people</b> with sticker, banner or video ads as they watch reels	
▶ Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
▶ Messages	<input type="checkbox"/>
Send offers or updates to <b>people</b> who are already connected to your business	
▶ In-article	<input checked="" type="checkbox"/>
Engage with <b>people</b> reading content from publishers	
▶ Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	



### Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3<sup>rd</sup> party apps)
- On Instagram


You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps




# You can choose a post to send out as an ad or design one from scratch

### Identity

**Facebook Page**


 The Marketing Crowd ▼

**Instagram account** ⓘ

 themarketingcrowd.ie ▼

☐ **Branded content**  
Opt in to Branded Content tools. If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

### Ad setup

 See recommendati...

Create ad ▼

☒ Create ad

☐ Use existing post

☐ Use Creative Hub mockup

☐ Catalog ⚡  
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

You can choose which page or Instagram profile you want the ad to go out from

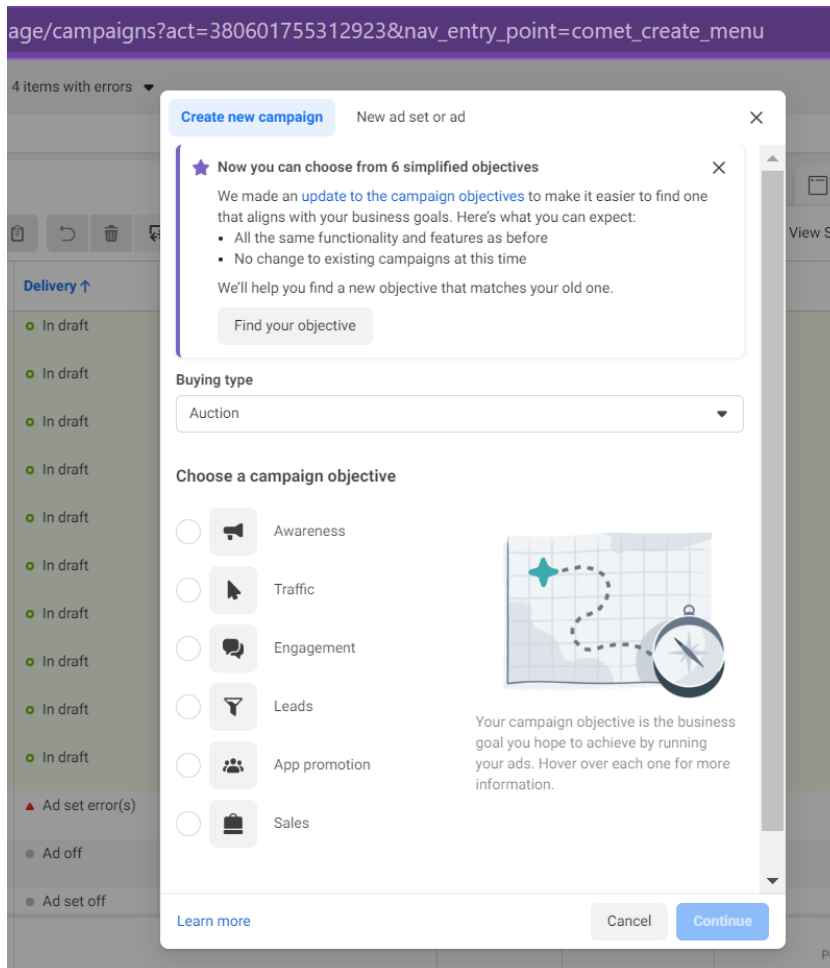
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. **Which campaign objective should you choose?**
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

# Which campaign objective will you choose?



The screenshot shows the 'Create new campaign' dialog box in Facebook Ads. At the top, it says 'Create new campaign' and 'New ad set or ad'. Below this, a message states: 'Now you can choose from 6 simplified objectives. We made an update to the campaign objectives to make it easier to find one that aligns with your business goals. Here's what you can expect: All the same functionality and features as before, No change to existing campaigns at this time. We'll help you find a new objective that matches your old one.' A 'Find your objective' button is present. Under 'Buying type', 'Auction' is selected. The 'Choose a campaign objective' section lists six options with icons: Awareness (megaphone), Traffic (mouse cursor), Engagement (speech bubble), Leads (funnel), App promotion (person with plus), and Sales (shopping bag). To the right of these options is a graphic of a map with a compass and a dashed line. Below the graphic, it says: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom, there are 'Learn more', 'Cancel', and 'Continue' buttons.

age/campaigns?act=380601755312923&nav\_entry\_point=comet\_create\_menu

4 Items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an update to the campaign objectives to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more Cancel Continue

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

**Awareness:** Show your ads to people who are most likely to remember them.

**Traffic:** Send people to a destination, like your website, app or Facebook event.

**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.

**Leads:** Collect leads for your business or brand.

**App Promotion:** Find new people to install your app and continue using it.

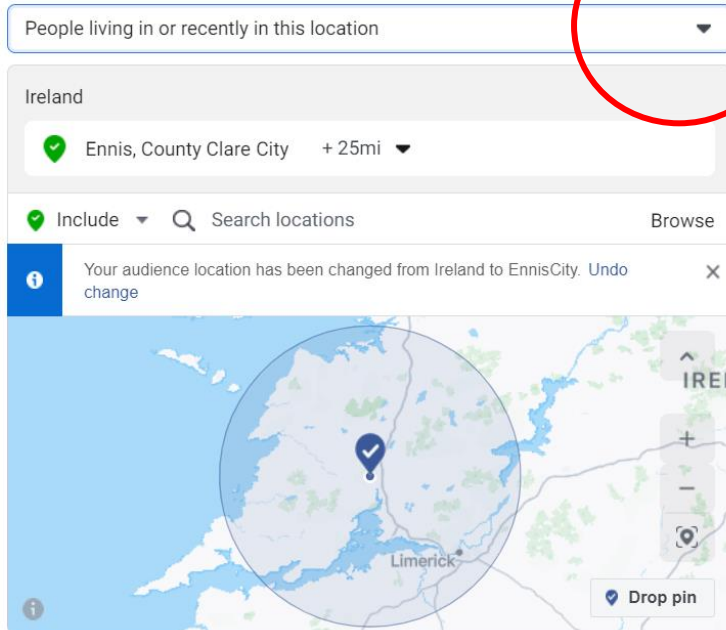
**Sales:** Find people likely to purchase your product or service.

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. **Intermediate level ways to target your ads**
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

# How to target Geographically

## Locations



People living in or recently in this location ▼

Ireland

✓ Ennis, County Clare City + 25mi ▼

✓ Include 🔍 Search locations Browse

**i** Your audience location has been changed from Ireland to EnnisCity. [Undo](#) × change

IREL

Limerick

Drop pin

You can ..

- Choose a region eg. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

Ensure you change the drop down from Living or Recently here to "Living Here" or "Visiting Here"

"Recently here" includes a lot of wastage.

# How to target by Age and Gender

Age

18	▼	65+	▼
----	---	-----	---

Gender

☒ All ☐ Men ☐ Women

You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.



# How to target by Demographics

**Detailed targeting**  
Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting  
☐ Reach **people** performance.

Demographics ⓘ

- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

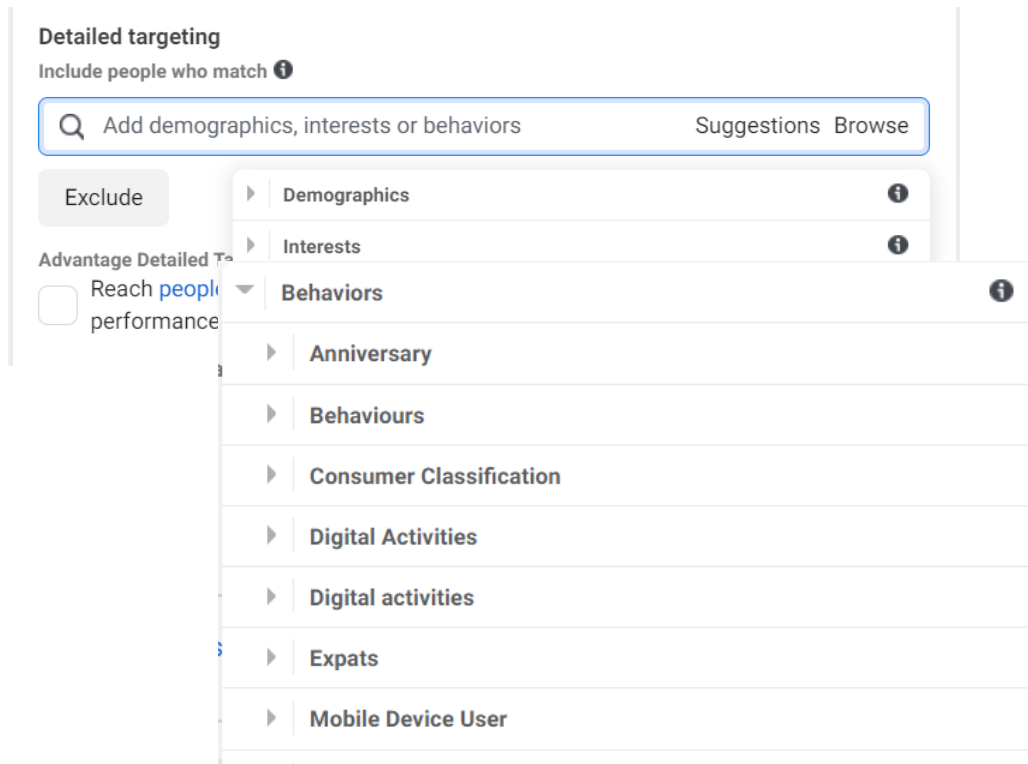
## Key Point:

Demographics are based on what people put in the About section of their profile

- Target people by relationship status (single, engaged, married)
- Target people by education (schools / colleges)
- Target people by Job title
- Target people by life events (married 3 months, 6 months)
- Target people who are parents or have kids of a certain age

- You really want to have more than 1-2K people in your target audience in order for it to be cost effective and to see results.
- If your geographic targeting is narrow eg. living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
- If you find a good targeting option, consider increasing your geographic targeting to get more people.

# How to target by people's Behaviour

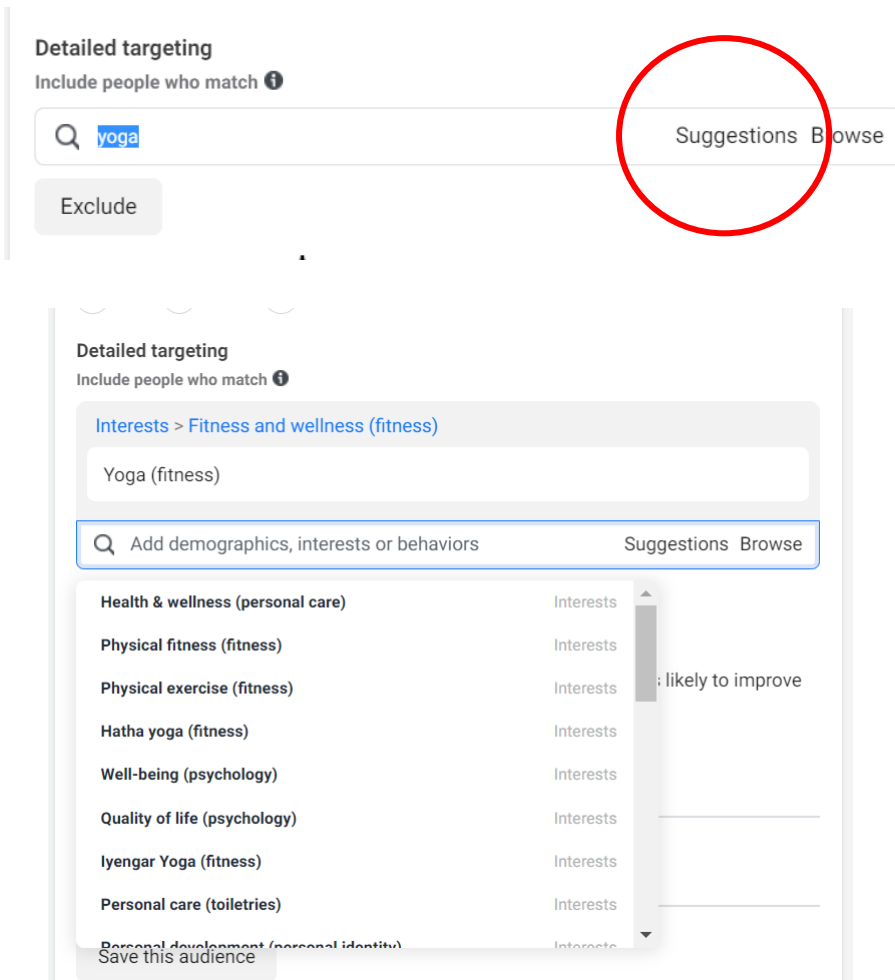


Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

# How to target by people's Interests



Detailed targeting

Include people who match ⓘ

Q yoga Suggestions Browse

Exclude

Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Yoga (fitness)

Q Add demographics, interests or behaviors Suggestions Browse

- Health & wellness (personal care) Interests
- Physical fitness (fitness) Interests
- Physical exercise (fitness) Interests : likely to improve
- Hatha yoga (fitness) Interests
- Well-being (psychology) Interests
- Quality of life (psychology) Interests
- Iyengar Yoga (fitness) Interests
- Personal care (toiletries) Interests
- Personal development (personal identity) Interests

Save this audience

Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. Eg. The pages they have liked or the ads they have clicked on or sites they have visited.

## **Step 1: Search by topic**

*For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.*

*Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas*

# How to target by people's Interests

## Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

## Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggesti

Harvey Nichols (retailer)

Interests

Selfridges (retailer)

Interests

Harrods (retailer)

Interests

House of Fraser (retailer)

Interests

Marks & Spencer (retailer)

Interests

ASOS.com (apparel)

Interests

Debenhams (retailer)

Interests

Online shopping (retail)

Interests

Debenhams (retailer)

Interests

Save this audience

## Step 2: Search for people who have liked a big page

You can also target people who have shown an interest in (liked the page or clicked on ads) a big brand, famous people, magazines and events that your target audience would be interested in.

For example. I want to target people who have an interest in High end ladies fashion so I can search for Brown Thomas. It comes up as an option so select it. Now click suggestions and you are shown all the other big pages these people have also liked

*Note – unfortunately not all pages will appear so you might not be able to target some of your competitors followers.*

# When adding multiple interests, understand the difference between AND and OR

Detailed targeting

Include people who match ⓘ

[Interests](#) > [Additional interests](#) ×

Cycling (sport)

[Interests](#) > [Fitness and wellness \(fitness\)](#)

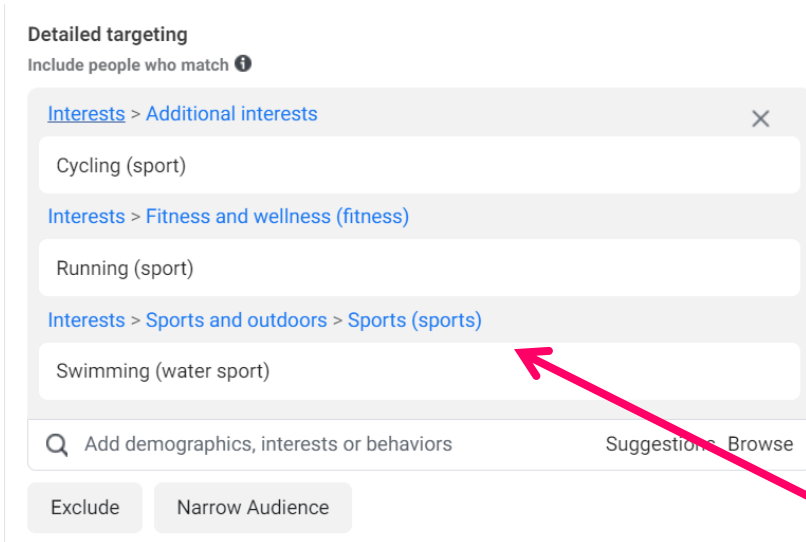
Running (sport)

[Interests](#) > [Sports and outdoors](#) > [Sports \(sports\)](#)

Swimming (water sport)

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience



There are times when you want to add multiple interests and you want it to be OR

*But other times you want AND.*

*I want to target people who have an interest in Running AND cycling AND swimming .*

*Not running, or cycling or swimming*

*When you add multiple interests it is OR*

# When adding multiple interests, understand the difference between AND and OR

## Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Running (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

## Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Running (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match ⓘ

×

Interests > Additional interests

Cycling (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow further

To make it AND, you need to

*Add one interest and then click narrow  
Then add another interest  
Then click narrow further.*



## Also, think like a sniper rather than a machine gun



Try not to target EVERYONE in the same ad.

*Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?*

*Eg. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them*

*Eg. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness*

*Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image*

# If you are new to Facebook Ads - this amount of targeting is plenty!



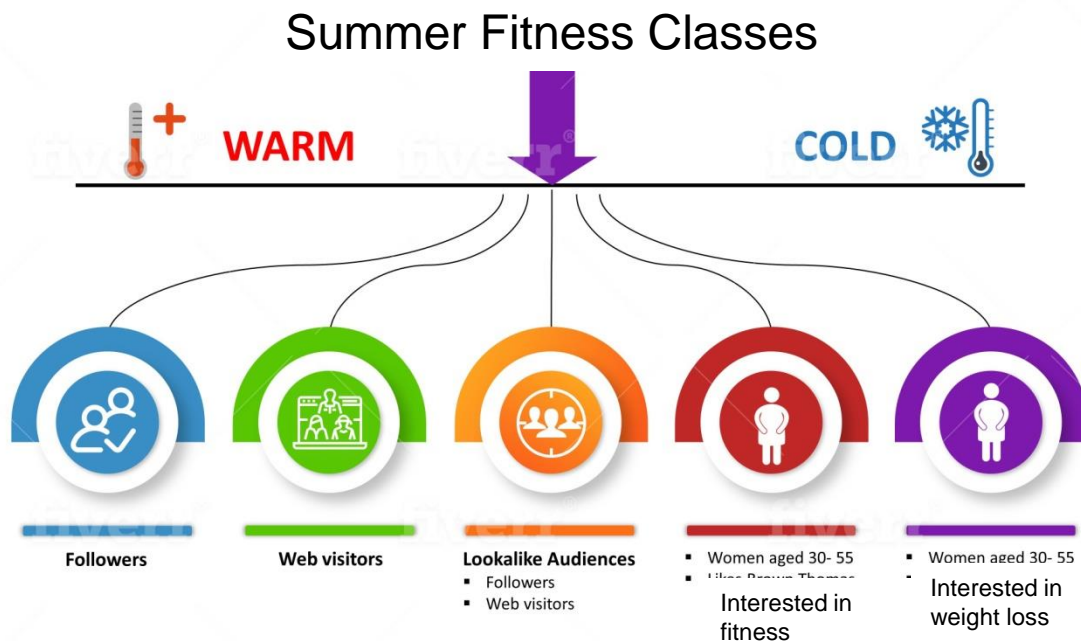
If you have never run a Facebook ad campaign before, all the targeting we have just covered is plenty for you to focus on and practice.

However, if you have previously run ad campaigns it's important to know what you can now do to take your campaigns up a level

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences

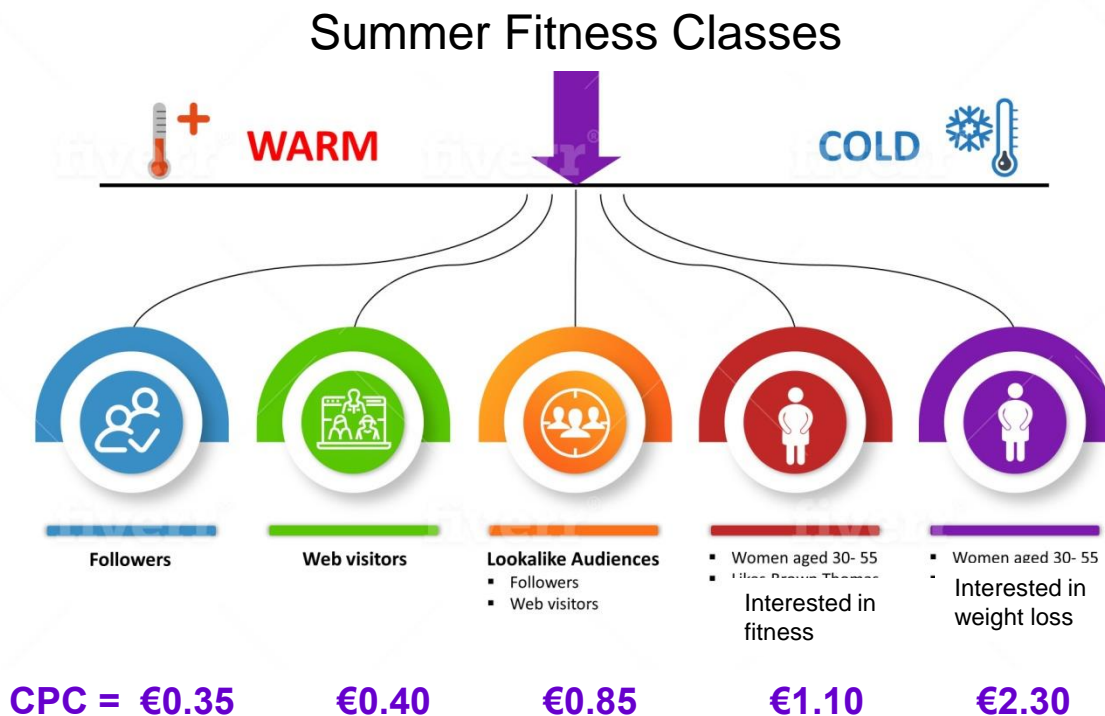
# How to take your campaigns to the next level



You should not view it as one ad campaign but actually a multi campaign where you

1. Focus first on your warm audiences (Those who have interacted with your brand) and prioritise your ad spend on those.
2. Then work towards colder audiences (those who have not heard of you / interacted with you)

# How to take your campaigns to the next level



3. Then monitor the Cost Per Click of each target group to see which ones are worth targeting again and which ones have a very high cost per click

CPC of 10c to 40 c is excellent  
CPC of 40c to €1.20 c is ok  
CPC of €2 – €3 euro is getting very expensive

# Advanced ways to target your social media followers / engagers



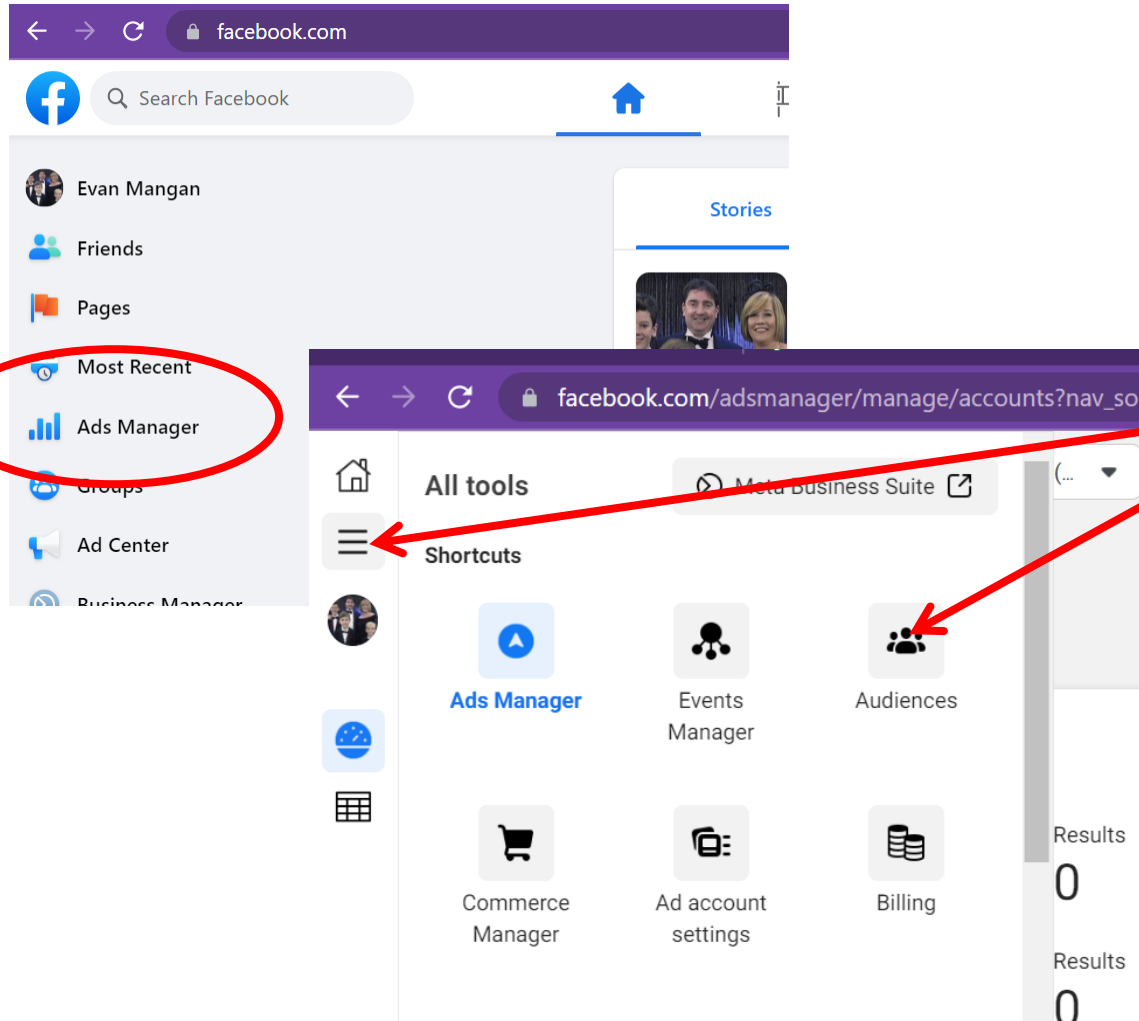
*Earlier we looked at how to target your Facebook page followers.*

*But some of those might not be that interested. How can you target those who have recently shown an interest?*

*How can you target non followers who have engaged with your posts or ads?*

*How can you target people who have engaged with you On Instagram?*

# Advanced ways to target your social media followers / engagers



*Go to the audiences section of Ads Manager*

1. *Go to your Feed*
2. *Click on Ads Manager*
3. *Click on the Menu top left*
4. *Click on Audiences*

# Advanced Facebook page targeting

The image shows the Facebook Ads Manager interface. The 'Audience' tab is selected. A 'Create Audience' button is highlighted with a red arrow. A dropdown menu is open, showing 'Custom Audience', 'Lookalike Audience', and 'Saved audience'. A red arrow points to 'Custom Audience'. A dialog box titled 'Choose a Custom Audience source' is open, showing various sources. A red arrow points to the 'Facebook page' option under 'Meta Sources'.

facebook.com/adsmanager/aud

**Audience**

**Create Audience** ▼

- Custom Audience
- Lookalike Audience
- Saved audience

**Filter**

**Choose a Custom Audience source**

Connect with people who have already shown an interest in your business or product

**Your sources**

- ☐ Website
- ☐ App activity
- ☐ Catalog
- ☐ Customer list
- ☐ Offline activity

**Meta Sources**

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ AR Experience
- ☐ On-Facebook listings
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ Shopping

Cancel Next

*Click create audience*

*Click Custom audience*

*Then select Facebook page*



# Advanced Facebook page targeting

Create a Facebook page Custom Audience

★ A new way to reach people who currently like or follow your Page

Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include people who meet Any Of the following criteria:

Page

The Marketing Crowd

Events

Everyone who engaged with your Page

☐ People who currently like or follow your Page  
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

☒ Everyone who engaged with your Page  
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ Anyone who visited your Page  
This includes anyone who visited your Page, regardless of the actions they took.

☐ People who engaged with any post or ad  
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ People who clicked any call-to-action button  
Includes people who clicked on a call-to-action button on your Page, such as

*Choose your page from the drop down*

*Either select Everyone who engaged or choose a specific Engagement*

# Advanced Facebook page targeting

The screenshot shows the 'Create a Facebook page Custom Audience' dialog. It features a 'Page' dropdown set to 'The Marketing Crowd', an 'Events' dropdown set to 'Everyone who engaged with your Page', and a 'Retention' field set to '365 days'. Below these are buttons for '+ Include more people' and '- Exclude people'. The 'Audience Name' field contains 'Engaged with TMC FB page 365 days' with a 33/50 character count. The 'Description - Optional' field is empty with a 0/100 character count. At the bottom are 'Back' and 'Create audience' buttons. Red arrows point from the explanatory text on the right to the 'Retention' field, the '+ Include more people' button, the 'Audience Name' field, and the 'Create audience' button.

Create a Facebook page Custom Audience

Page

The Marketing Crowd

Events

Everyone who engaged with your Page

Retention ⓘ

365 days

+ Include more people - Exclude people

Audience Name

Engaged with TMC FB page 365 days 33/50

Description - Optional

0/100

Back Create audience

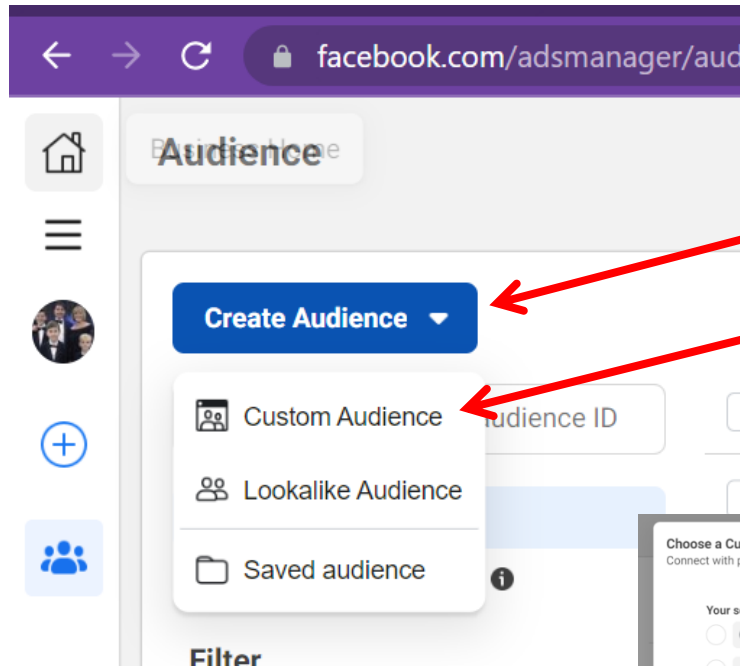
*Choose the number of days up to a max of 365*

*Include more people - You can also add those who engaged with another page you manage*

*Write a name you will recognise*

*Click create audience*

# Advanced Instagram account targeting

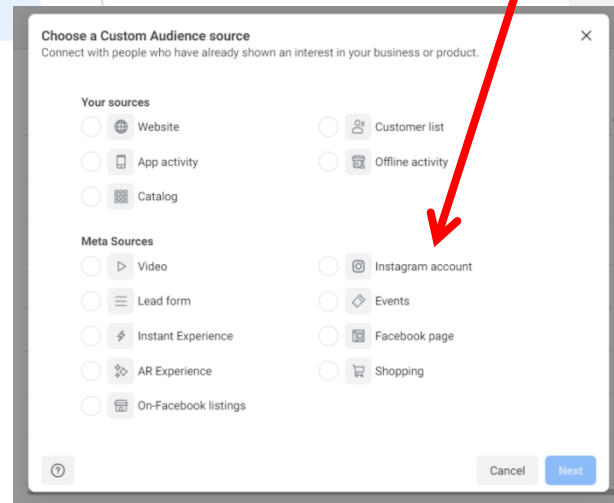


*Click create audience*

*Click Custom audience*

*Then select Instagram account*

*The follow the exact same process as the Facebook audience*



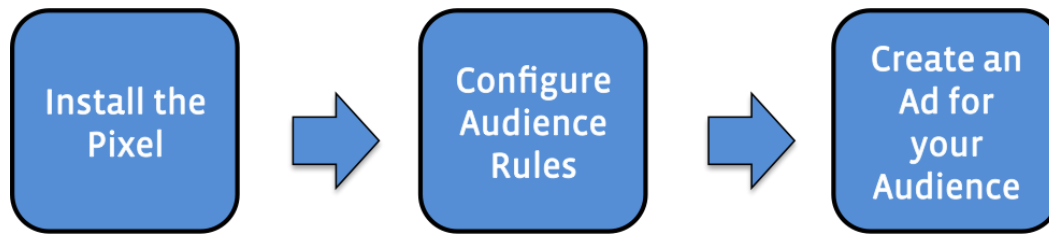
# How to target your website visitors



*Remarketing is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.*

*By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service*

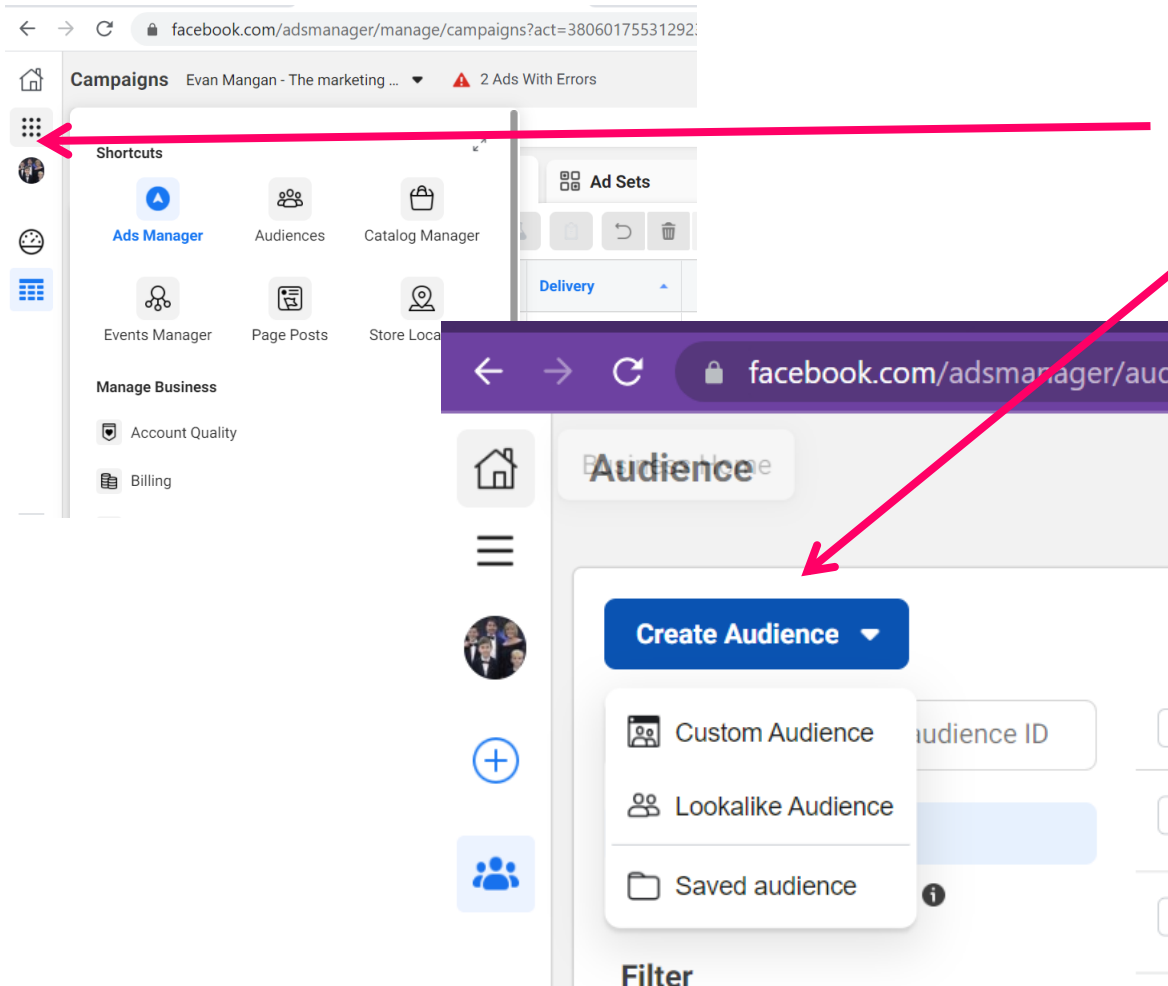
# How to target your website visitors



*How it works:*

1. *You get your Facebook tracking pixel and you (or web designer) adds it to your web pages*
2. *You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
3. *After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

# How to target your website visitors



1. Got tro Ads manager
2. In Ads manager click on the menu icon top left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences

# How to target your website visitors

The screenshot shows a dialog box titled "Choose a Custom Audience source" with a close button (X) in the top right corner. Below the title is the instruction: "Connect with people who have already shown an interest in your business or product." The dialog is divided into two sections: "Your sources" and "Meta Sources".

**Your sources**

- ☐ Website
- ☐ App activity
- ☐ Catalog
- ☐ Customer list
- ☐ Offline activity

**Meta Sources**

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ AR Experience
- ☐ On-Facebook listings
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ Shopping

At the bottom left is a help icon (?). At the bottom right are "Cancel" and "Next" buttons. A red arrow points from the text "Select 'website traffic'" to the "Website" option. Another red arrow points from the text "Then click Next" to the "Next" button.

Select "website traffic"

Then click Next

# How to target your website visitors

The screenshot shows a 'Create a website Custom Audience' form. It includes a 'Source' dropdown set to 'Evan Mangan's Pixel', an 'Events' dropdown set to 'All website visitors', and a 'Retention' field set to '30 days'. Below these are buttons for 'Include more people' and 'Exclude people'. The 'Audience Name' field contains 'Website visitors 30 days'. At the bottom are 'Back' and 'Create audience' buttons. Red arrows point from text instructions on the right to the 'Retention' field, the 'Audience Name' field, and the 'Create audience' button.

Create a website Custom Audience

Include people who meet **Any** Of the following criteria:

**Source**

Evan Mangan's Pixel

**Events**

All website visitors

**Retention** ⓘ

30 days

+ Include more people - Exclude people

**Audience Name**

Website visitors 30 days 24/50

Back Create audience

**How to create an audience of people who have visited in the Last 30 days**

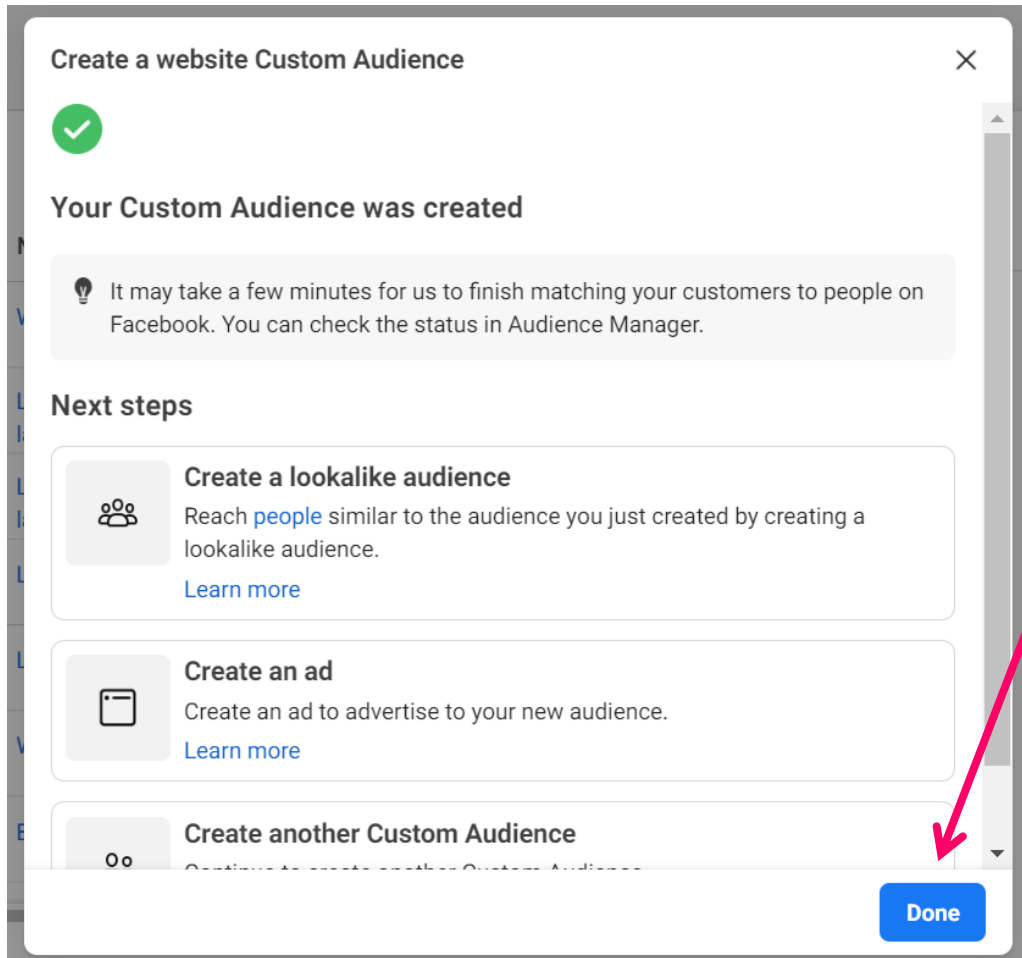
Type in 30

Name the Audience so you will recognise it

Click "create audience"

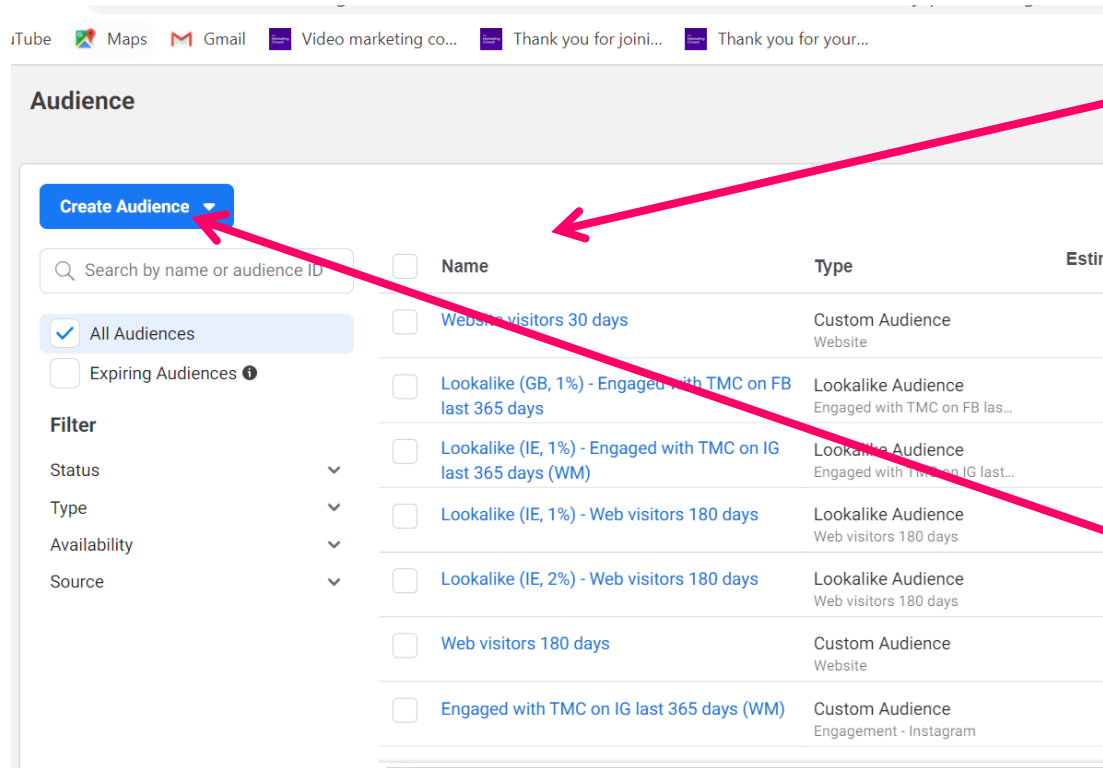


# How to target your website visitors



Click done"

# How to target your website visitors



The screenshot shows the Facebook Audience Manager interface. At the top, there's a search bar and a 'Create Audience' button. Below the search bar, there's a list of audiences. The first audience is 'Website visitors 30 days', which is a Custom Audience. The second audience is 'Lookalike (GB, 1%) - Engaged with TMC on FB last 365 days', which is a Lookalike Audience. The third audience is 'Lookalike (IE, 1%) - Engaged with TMC on IG last 365 days (WM)', which is a Lookalike Audience. The fourth audience is 'Lookalike (IE, 1%) - Web visitors 180 days', which is a Lookalike Audience. The fifth audience is 'Lookalike (IE, 2%) - Web visitors 180 days', which is a Lookalike Audience. The sixth audience is 'Web visitors 180 days', which is a Custom Audience. The seventh audience is 'Engaged with TMC on IG last 365 days (WM)', which is a Custom Audience. A red arrow points from the 'Create Audience' button to the 'Website visitors 30 days' audience. Another red arrow points from the 'Website visitors 30 days' audience to the 'Lookalike (IE, 1%) - Web visitors 180 days' audience.

Name	Type	Estin
<input type="checkbox"/> Website visitors 30 days	Custom Audience Website	
<input type="checkbox"/> Lookalike (GB, 1%) - Engaged with TMC on FB last 365 days	Lookalike Audience Engaged with TMC on FB las...	
<input type="checkbox"/> Lookalike (IE, 1%) - Engaged with TMC on IG last 365 days (WM)	Lookalike Audience Engaged with TMC on IG last...	
<input type="checkbox"/> Lookalike (IE, 1%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Lookalike (IE, 2%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Web visitors 180 days	Custom Audience Website	
<input type="checkbox"/> Engaged with TMC on IG last 365 days (WM)	Custom Audience Engagement - Instagram	

You will now see your audience Listed here.

You should now repeat the process and create an audience for 180 days as this is the max length of time you can hold people

To do this ..

1. Click on Create audience
2. Choose Custom Audience
3. The website traffic
4. Then change the number 30 to 180 days and then name your audience

Let's visualise where we now are ....

## Step 1: You create your Audiences

Evan

Web visitors 30 days

Web visitors 180 days

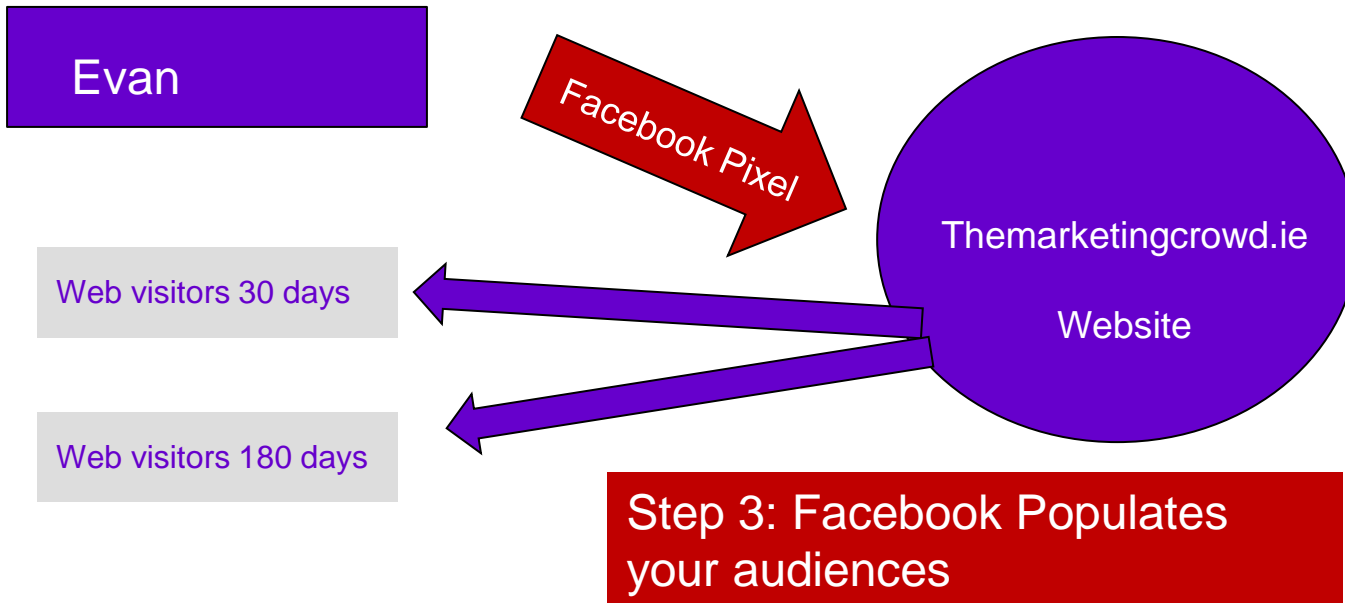
Themarketingcrowd.ie

Website

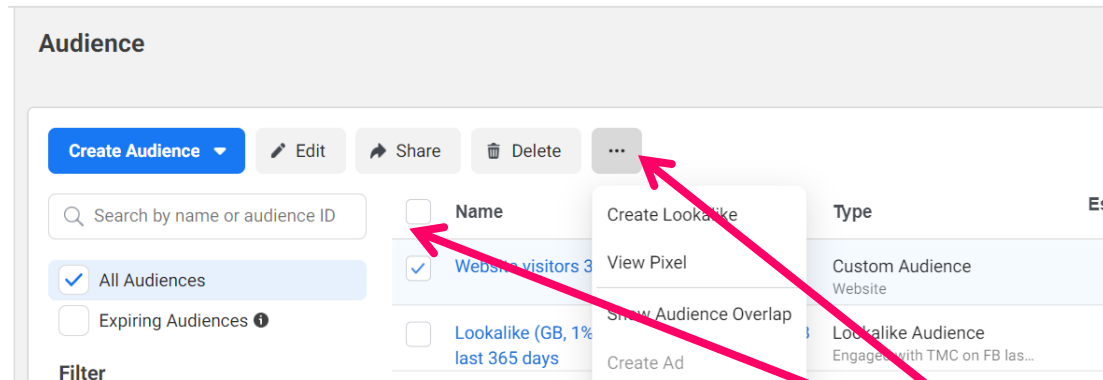
**At this stage Facebook has no idea who has visited my website. However, once I add the Pixel to the website....**

Let's visualise where we now are ....

Step 2: Add the Pixel



# How to get the Pixel



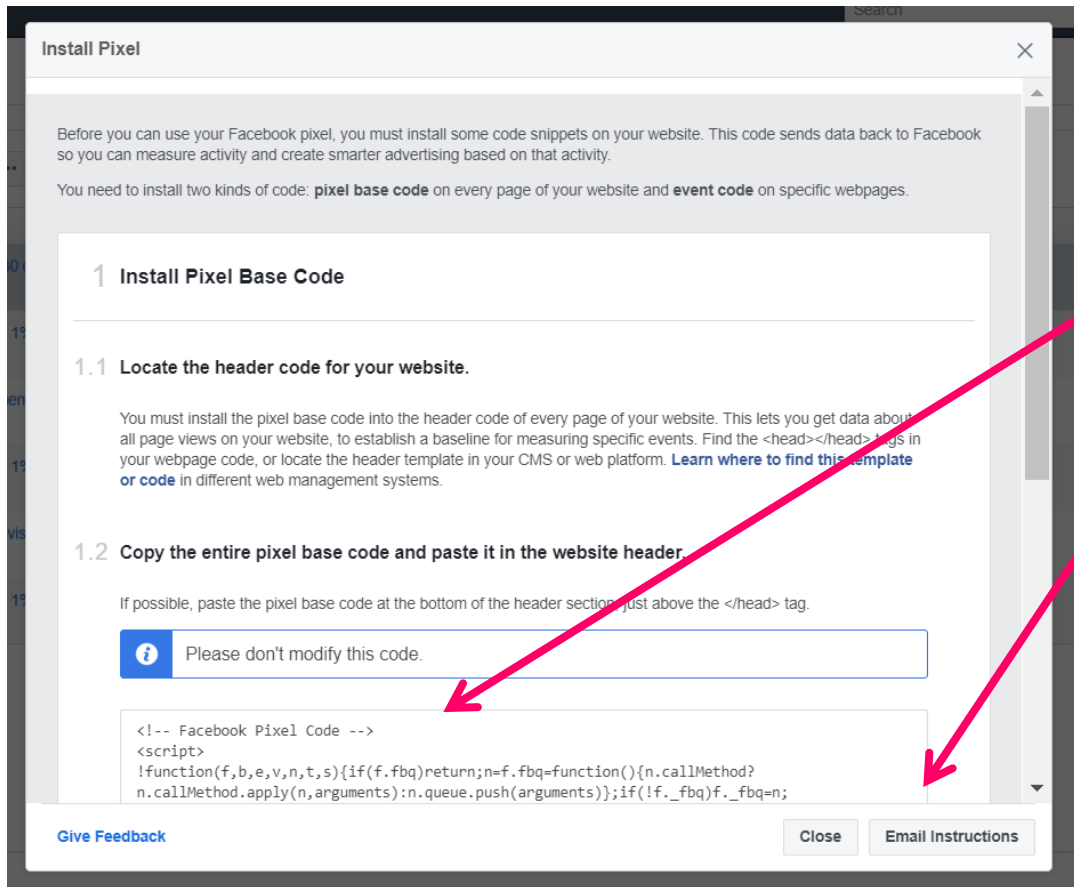
You now need to get the pixel and place it on your website.

Until the pixel gets on your site the audiences won't build.

To do this ..

1. Tick the box next to the Website visitors 30 days audience (180 days – it doesn't matter)
2. Then click on the 3 dots
3. Then click "View pixel"

# How to get the Pixel

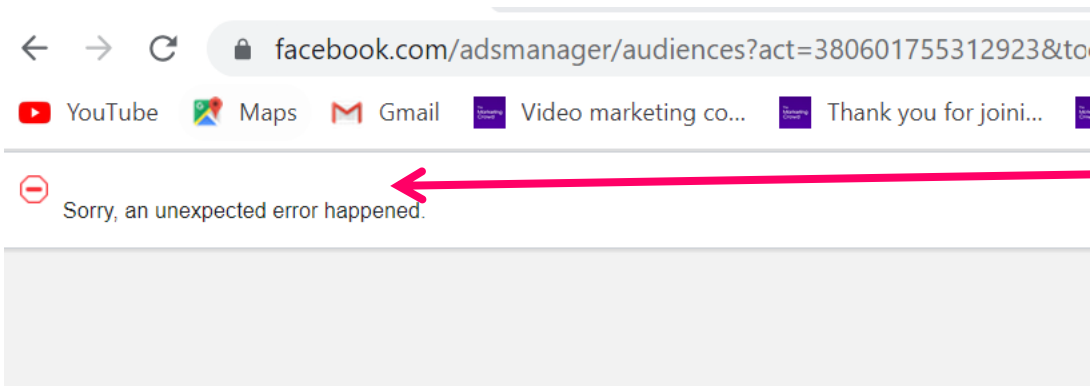


Either copy and paste the code

This is your Pixel code. You can now either

1. Copy and paste it into your website or
2. Click on email instructions and send it to your web designer or to yourself.

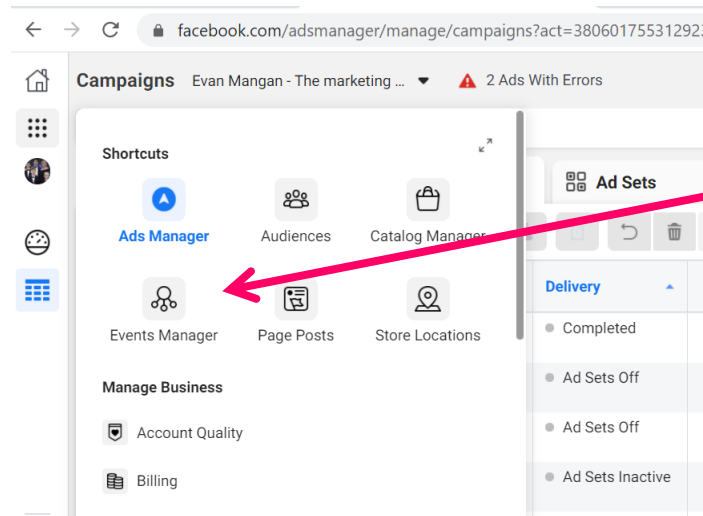
# If that doesn't work ... A second way to get the pixel



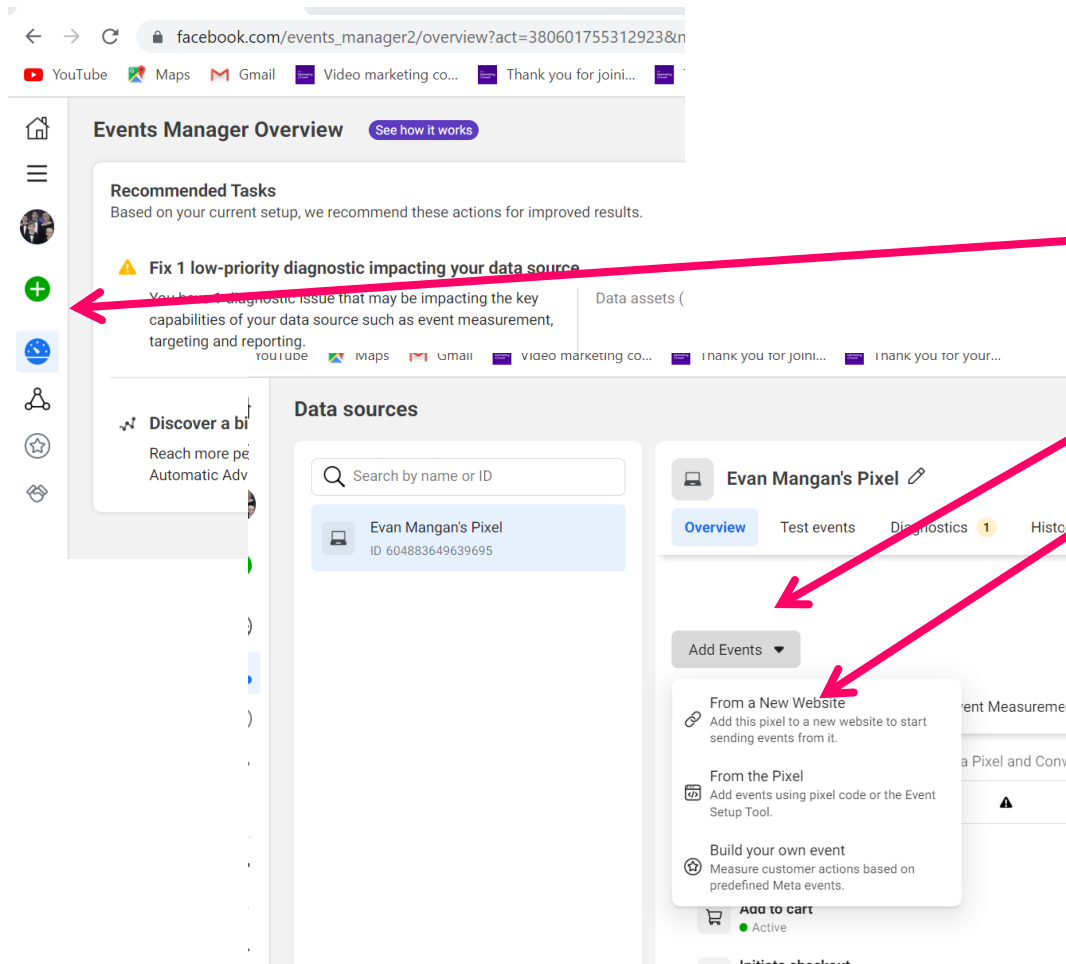
Facebook can be glitchy and it's possible you might see this error message

If you do ...

1. Go to Ads manager
2. Click on the menu top left
3. Choose Events manager



# If that doesn't work ... A second way to get the pixel



Now you are in Events Manager

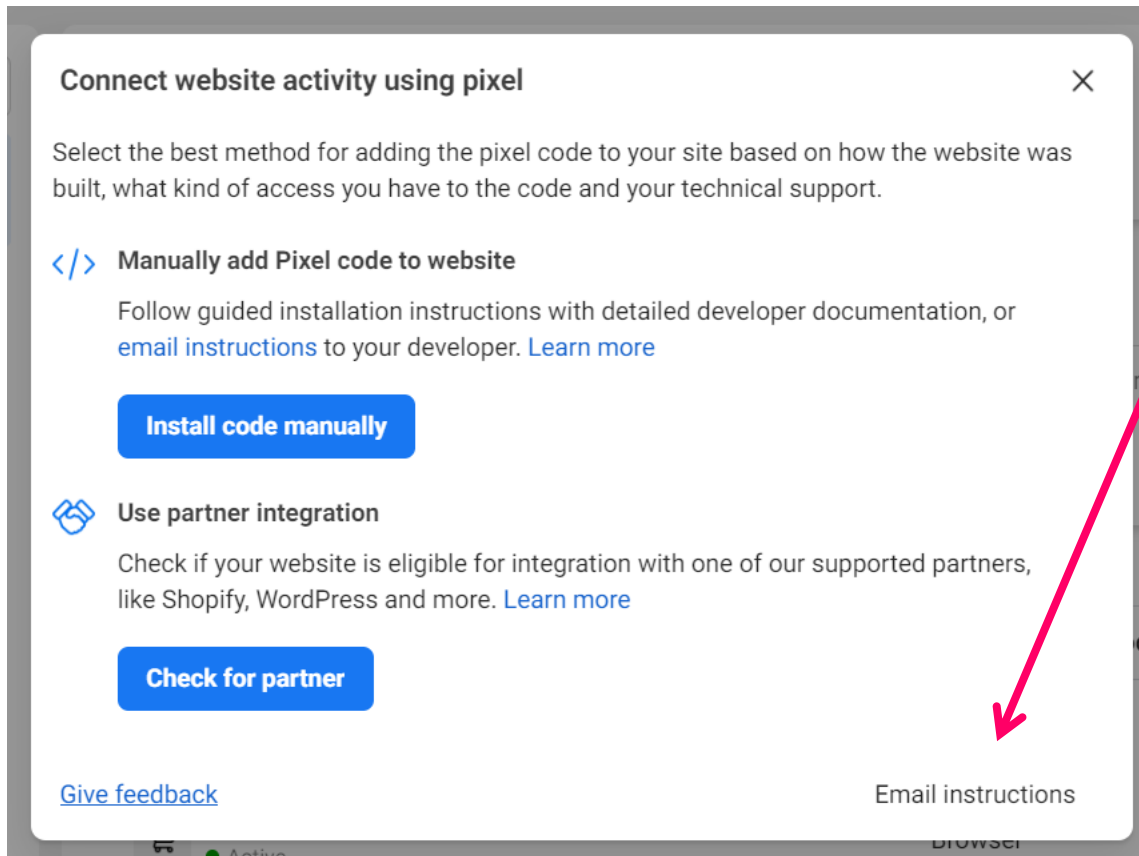
Hover your mouse over these icons and select Data Sources

Then click Add events

Then click From a new website

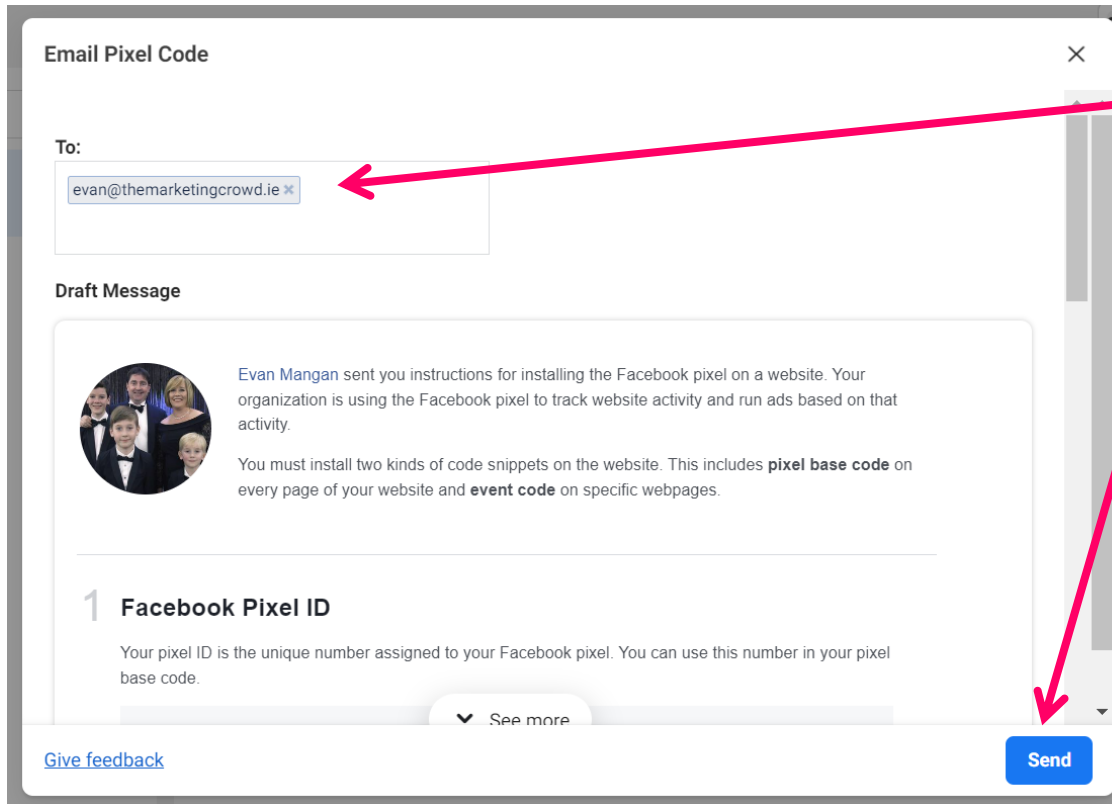


# If that doesn't work ... A second way to get the pixel



Click email Instructions

# If that doesn't work ... A second way to get the pixel




The screenshot shows a web form titled "Email Pixel Code" with a close button (X) in the top right corner. Below the title is a "To:" label followed by a text input field containing the email address "evan@themarketingcrowd.ie" with a small "x" icon to its right. A red arrow points from the text "Type in your email address" to this input field. Below the input field is a "Draft Message" section. It features a circular profile picture of a group of people, followed by text stating that "Evan Mangan" sent instructions for installing a Facebook pixel. It explains that the organization uses the pixel to track website activity and run ads, and lists two types of code snippets: "pixel base code" for every page and "event code" for specific webpages. Below this is a section titled "1 Facebook Pixel ID" with a sub-header "Facebook Pixel ID". The text explains that the pixel ID is a unique number assigned to the Facebook pixel, used in the pixel base code. A "See more" link with a downward arrow is visible below the text. At the bottom left of the form is a "Give feedback" link, and at the bottom right is a blue "Send" button. A red arrow points from the text "Click send" to this button.

Email Pixel Code

To:

evan@themarketingcrowd.ie ✕

Draft Message

 Evan Mangan sent you instructions for installing the Facebook pixel on a website. Your organization is using the Facebook pixel to track website activity and run ads based on that activity.

You must install two kinds of code snippets on the website. This includes **pixel base code** on every page of your website and **event code** on specific webpages.

1 Facebook Pixel ID

Your pixel ID is the unique number assigned to your Facebook pixel. You can use this number in your pixel base code.

See more

[Give feedback](#)

Send

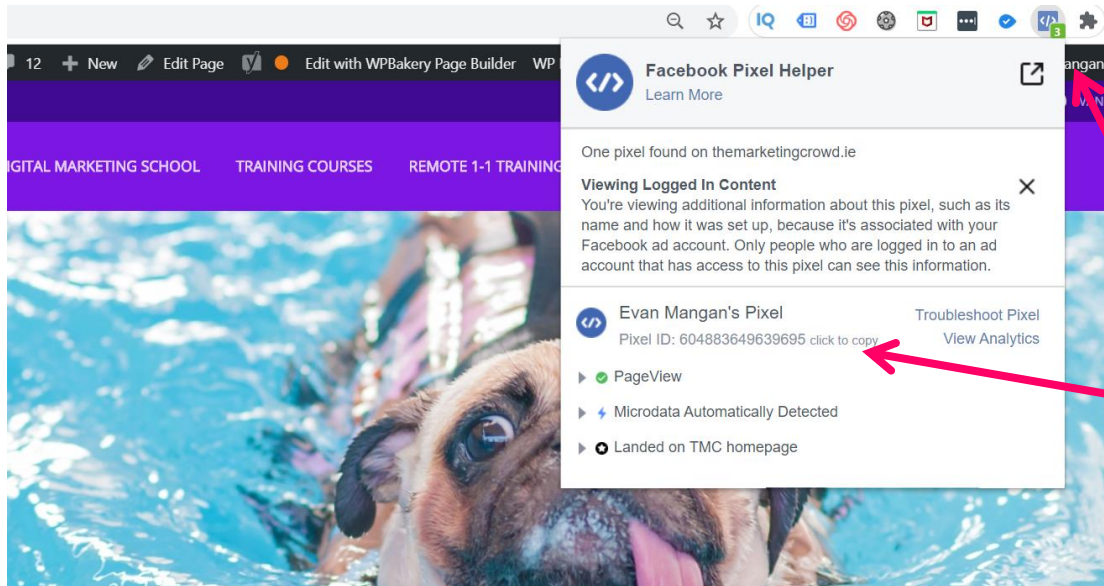
Type in your email address

Click send

You will then receive an email with your Pixel code and your pixel ID

Depending on your website you will either be asked to enter your code or just the Pixel id

# How to check if the Pixel is already on your site



Use the Chrome extension called "Facebook pixel helper"

1. Use the Chrome browser
2. Google "Facebook pixel helper"
3. Install the extension
4. Go to your website
5. Click on the Extension icon
6. If there is a Pixel on the page it will tell you and also the Pixel ID

# Ensure you are GDPR compliant



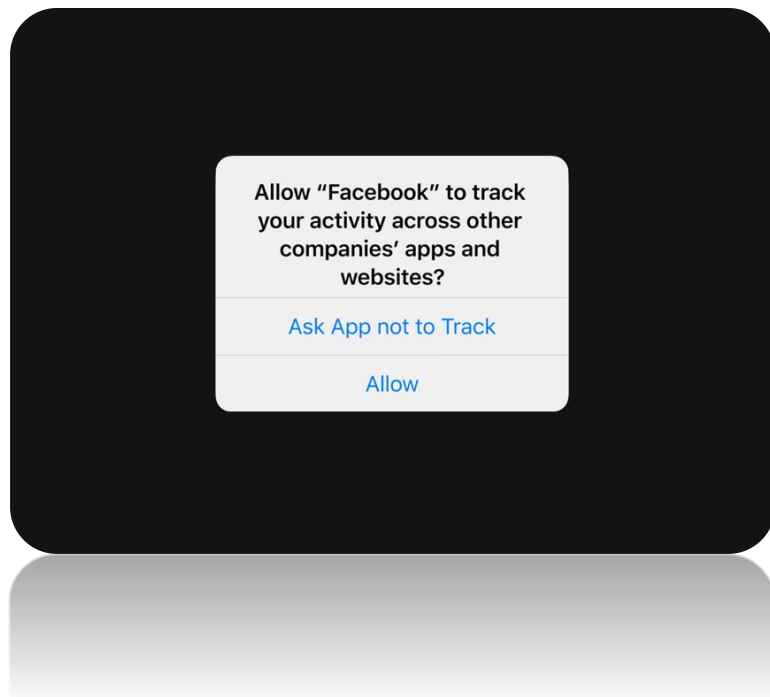
In your privacy statement ensure you make clear ...

- That third parties, including Facebook / Instagram, may use cookies, web beacons, and other storage technologies to collect or receive specific types of information and use that information to provide targeted ads
- How they can opt-out of this data collection and use of information for ad targeting, and
- Where they can actually opt out of this, such as an actual link to an opt-out form.

Here are some useful links to help you do this ...

- a) This is an excellent article showing some examples of companies privacy policies in relation to Facebook ads/retargeting <https://termsfeed.com/.../privacy-policy-facebook-retargeting/>
- b) Here is where people can opt out of Facebook's Ads that use external data for targeting <https://www.facebook.com/help/568137493302217>
- c) Here is the privacy statement on The Marketing Crowd website if you would like to read it. You can take the section relating to retargeting if you wish <https://themarketingcrowd.ie/privacy-statement/>

# Be aware that Apple's ios provacy update has impacted the effectiveness of retargeting



In 2021, Apple made a change to it's privacy settings which meant that when people opened any app including Facebook it asked – Do you want this app to be able to track you across the internet.

96% of people said no

Since then, if anyone visits your site using an apple device they are not tracked and will not be in your retargeting Audience

As a rough guide ...

50% of your website visitors might be on mobile  
Around 50% of mobiles are apple phones

So it could impact 25% of your traffic

# How to target “lookalike” audiences

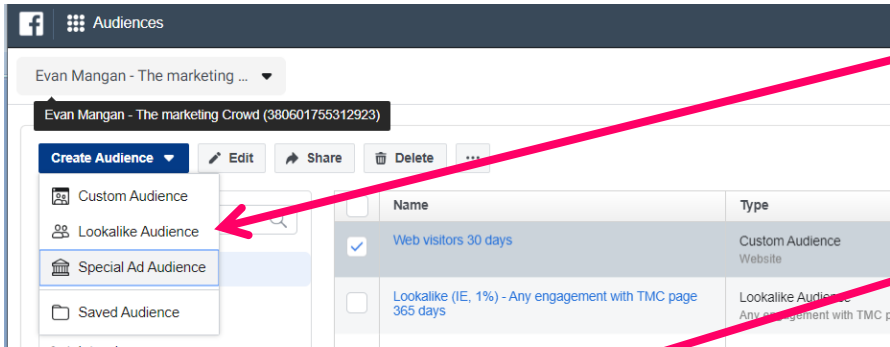


You can target people who look similar (similar age / location / interests) to your followers , or web visitors

They are called lookalike audiences.

A lookalike audience will include the top 1% to 10% of people in the selected country who are most similar to the seed custom audience.

# How to target “lookalike” audiences



Click on the Create Audience button but instead of selecting custom audience as we did earlier, select Lookalike audience

Then type in the name of the audience that you want to develop a lookalike e.g., enter your page name or if you have created a custom audience (web visitors / customer s/ email list) select one.

Also enter the country that you wish the audience to be in. E.g. Ireland

Then click on Create audience. It can take several hours for the audience to be created.

