

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

**CreateStudio**  
Sponsored · 🌐

Pro Video Making was Hard... We Fixed It!  
👉 <https://createstudio.com/go/lifetime-deal/> ✓

🎬 Create UNLIMITED Videos  
👤 Lifetime Software Deal (ONE-TIME Payment ONLY)  
✓ ... See more

CREATESTUDIO.COM  
🔥 Lifetime Software Deal Just \$67! (Usually \$199/year) Get offer

👍❤️ 3.1K 488 Comments 441 Shares

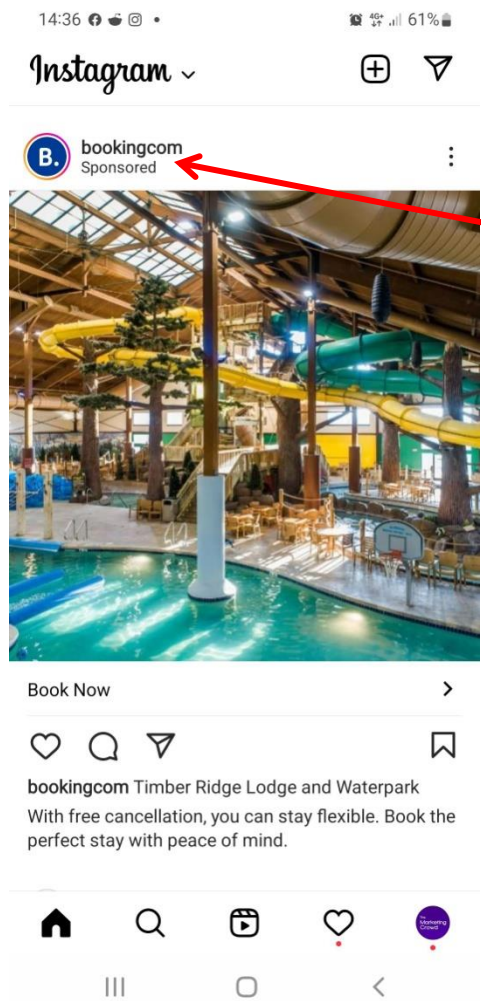
👍 Like    💬 Comment    ➦ Share

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

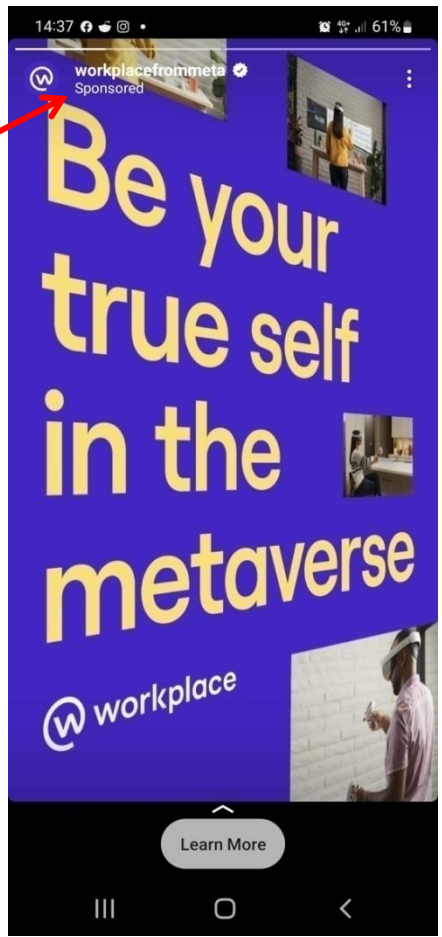
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

# Example ads on Instagram

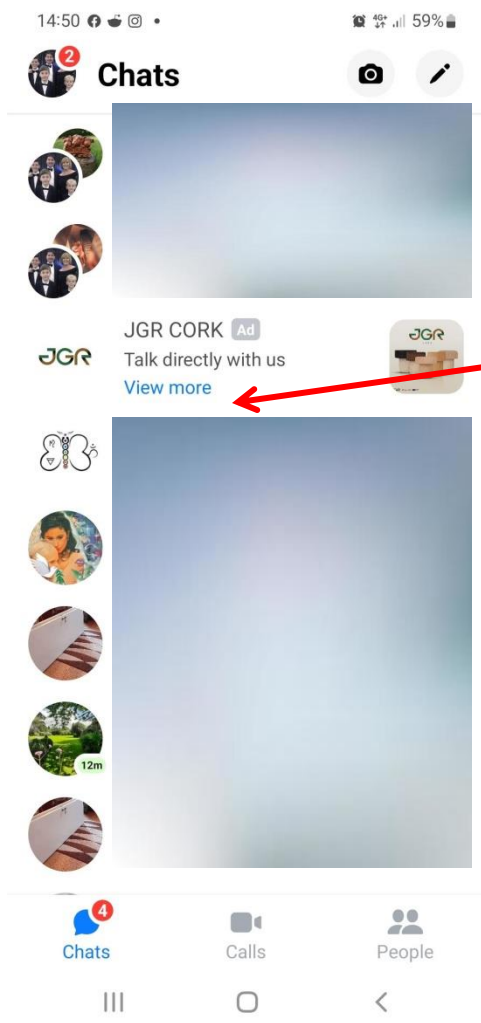


Ads also appear in the Instagram feed and in Instagram Stories



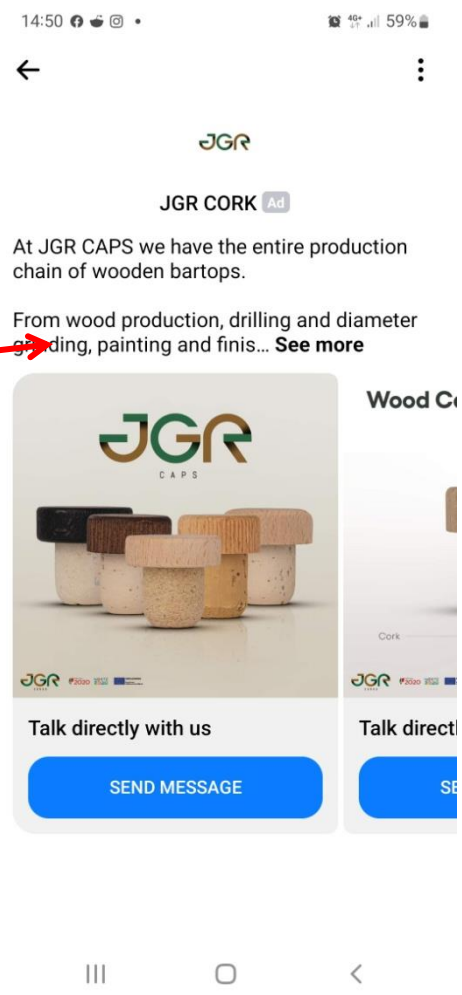


# Ads also appear in Messenger



In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information



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

The screenshot displays the Seattle Globalist website with several ad placements. At the top, a green banner reads "728x90 - SUPER LEADER". The main content area features a large article titled "WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR" with a photo of a child. To the right, there are three smaller article teasers: "OPENING THEIR HEARTS TO THE STRANGERS...", "IMMIGRANT SHOP OWNERS DOWNTOWN SAY THEY'RE...", and "HUNDRED CELEBRANTS WELCOME MUSLIMS...". Below the main article, there are four "LATEST" article teasers: "From gangster to breaker to peacemaker, the remarkable life of Big Lazy", "See the world in a day at FIUTS CulturalFest", "India born innovator Satya Nadella takes the helm at Microsoft", and "Global food empowerment is on our plates, activists say". A "PERSPECTIVES" section is also visible at the bottom. On the right side of the page, there are two large green boxes labeled "FULL PAGE" and two smaller boxes labeled "300x100 - BANNER" and "300x300 - SQUARE". The website header includes the logo "the seattle globalist" and navigation links: "About", "Explore", "Youth", "Workshops", "Calendar", and "Donate".

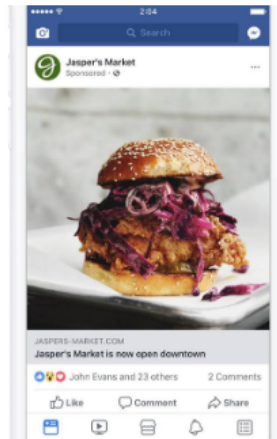
Facebook also has a network of websites and app that ads appear on

# 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.

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

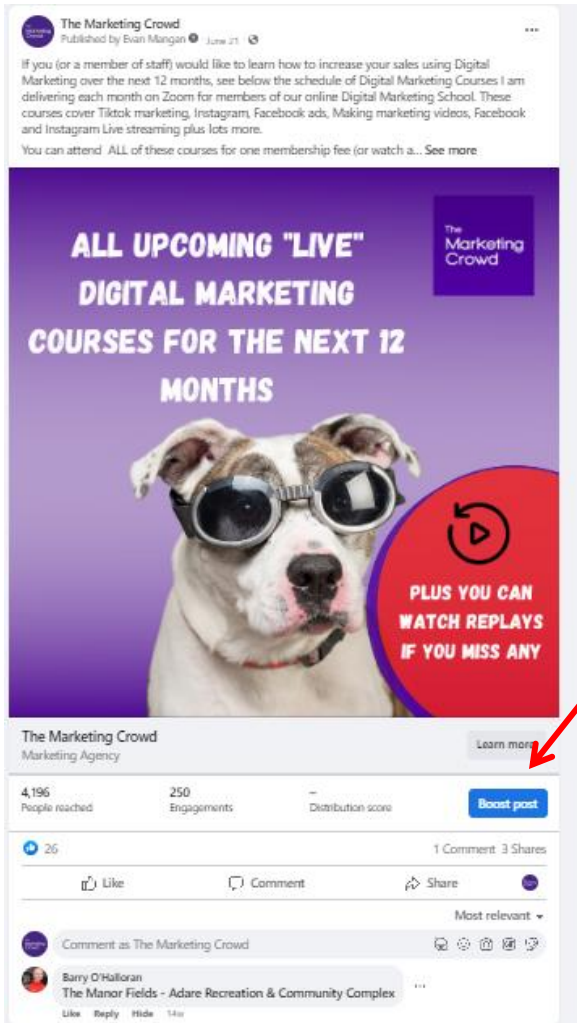
When running an ad you can decide which of these placements you want to keep or remove



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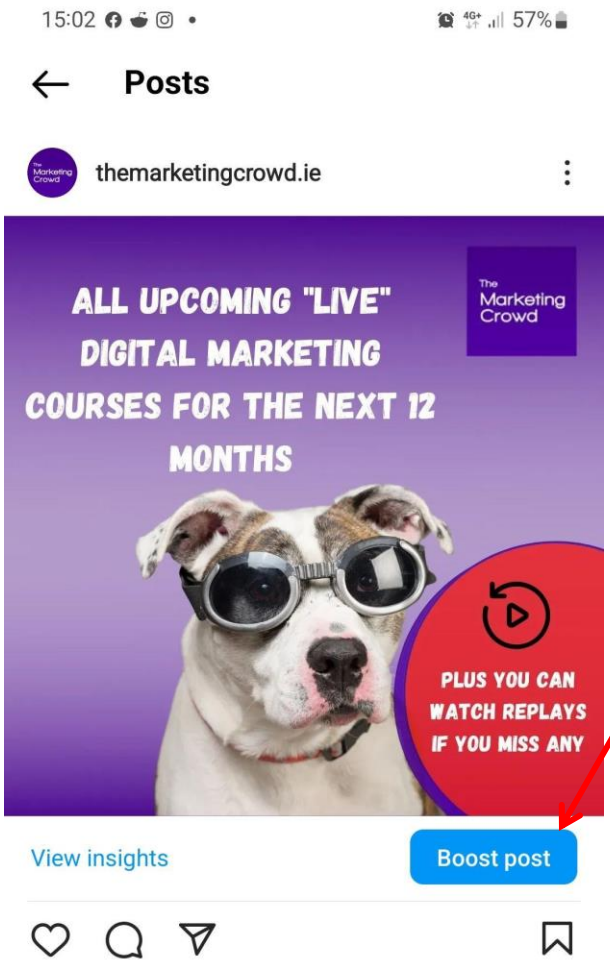
# 1. The Boost Post Button – on a Facebook Post



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

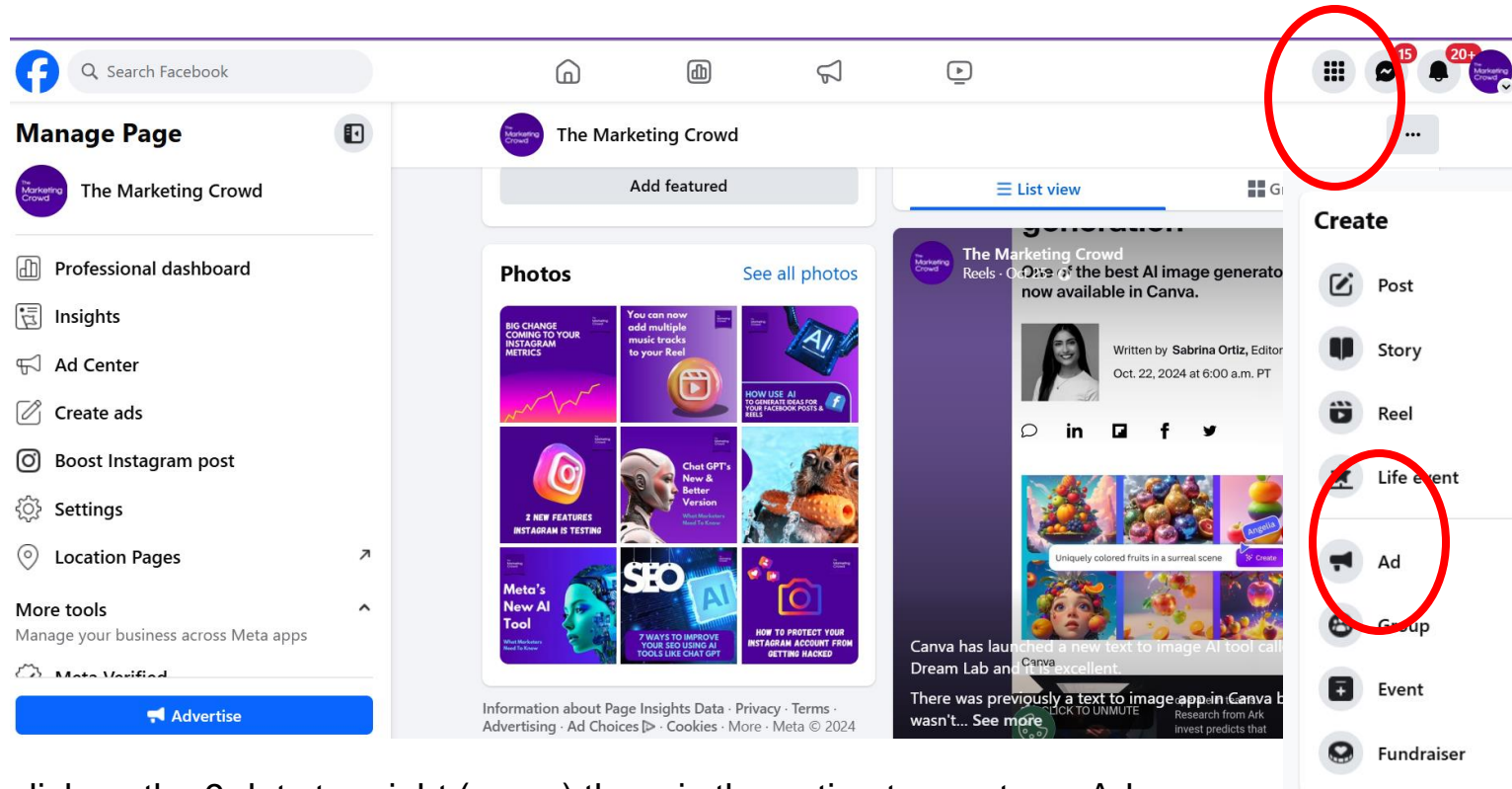


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

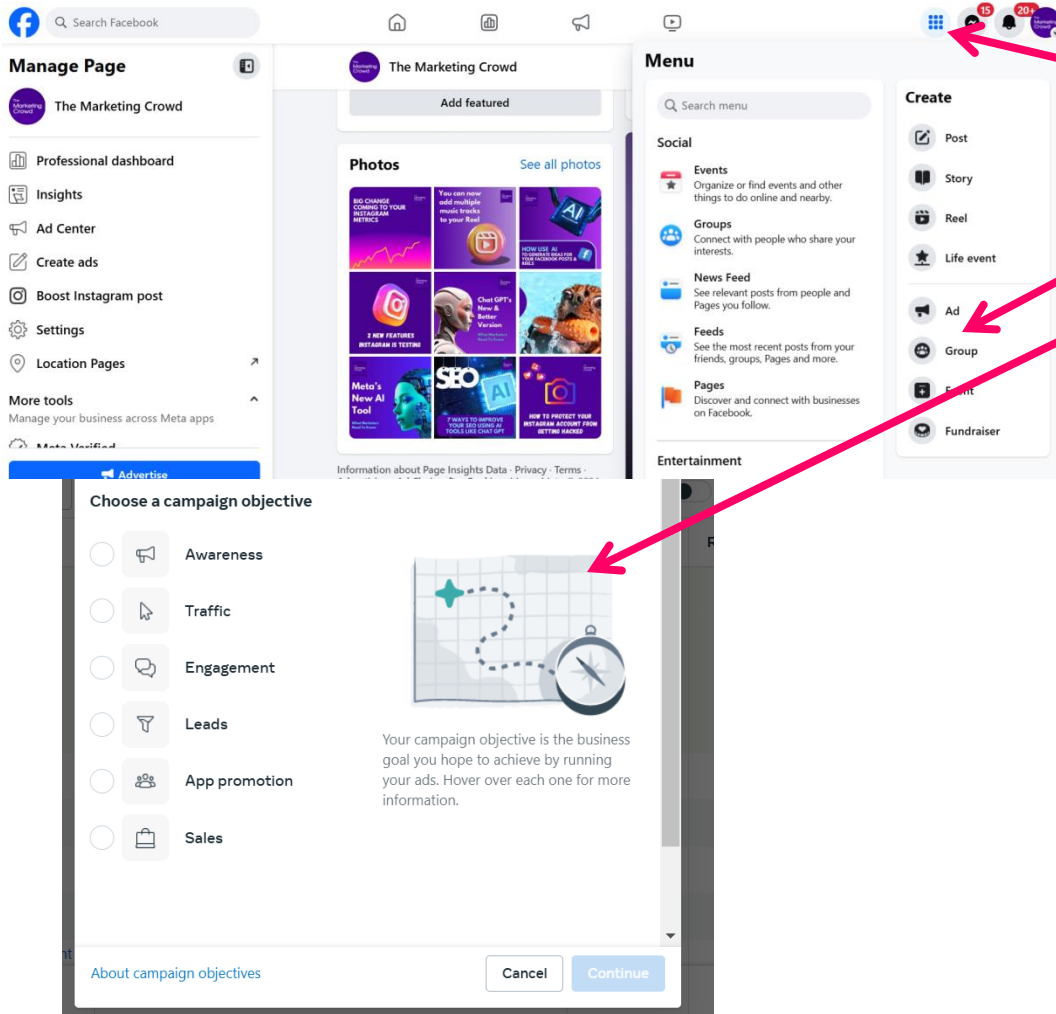
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

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

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# To access the ad creation tool within ads manager



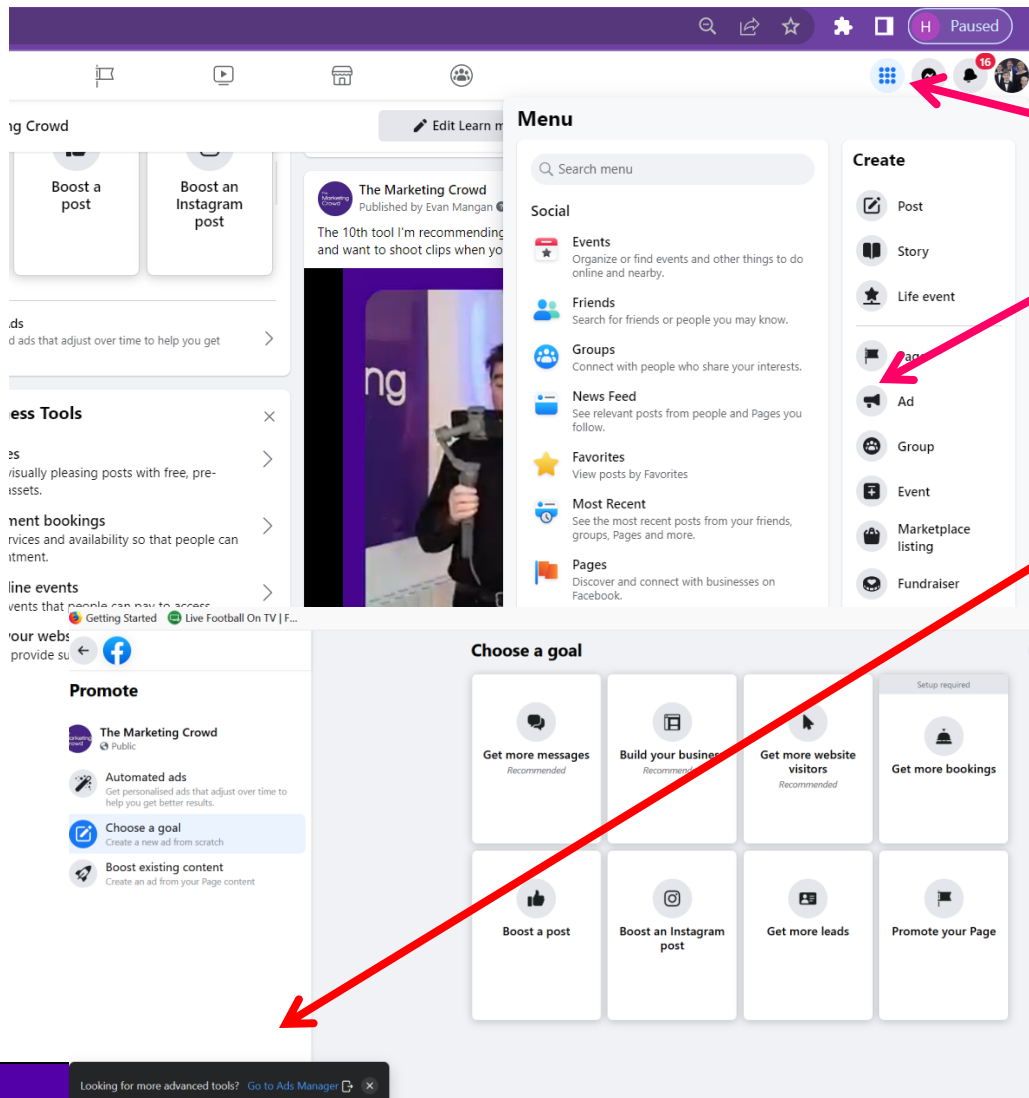
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

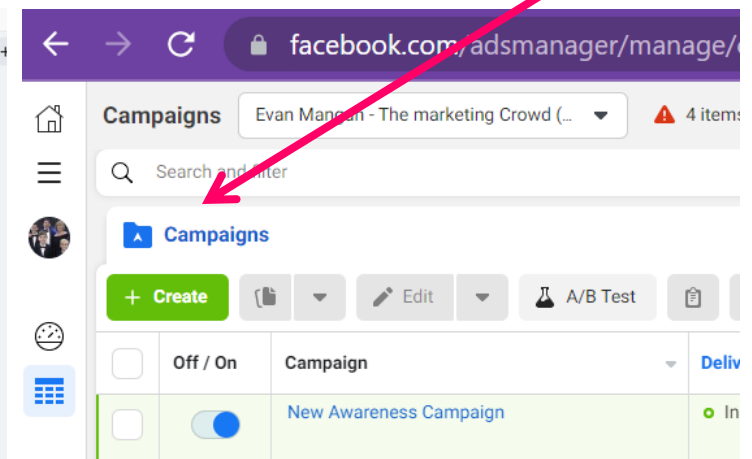
If so, see next slide



# 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

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

**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.

[About campaign objectives](#)

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 an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00. [Learn more.](#)

**Schedule** ⓘ

**Start date**

Nov 11, 2024 03:53 AM PST

**End date**

Set an end date

[Hide options](#) ▲

**Budget scheduling** ⓘ

Increase your budget during specific time periods [View](#) ▼

**Ad scheduling** ⓘ

**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

The screenshot shows the 'Custom audiences' configuration page. At the top right, there are 'Edit' and 'Review' buttons, and a 'Create new' dropdown. Below the title 'Custom audiences', there is a search bar for existing audiences, an 'Add exclusions' button, and a section for 'Locations' with 'Ireland' listed. The 'Age' section is set to '18 - 65+', and 'Gender' is set to 'All genders'. The 'Advantage detailed targeting' section is expanded, showing a search bar for demographics, interests, or behaviors, with 'Suggestions' and 'Browse' links. At the bottom, there is a checkbox for 'Run an A/B test to see the results of using Advantage+ audience' and a 'Close' button with a confirmation message 'All edits saved'.

**Custom audiences** ⓘ

Search existing audiences

Add exclusions

**\* Locations** ⓘ

Included location:

- Ireland

**Age** ⓘ

18 - 65+

**Gender** ⓘ

All genders

**Advantage detailed targeting** ⬆

Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

**Languages** ⓘ

All languages

🧪 Run an A/B test to see the results of using Advantage+ audience

Close ✓ All edits saved

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

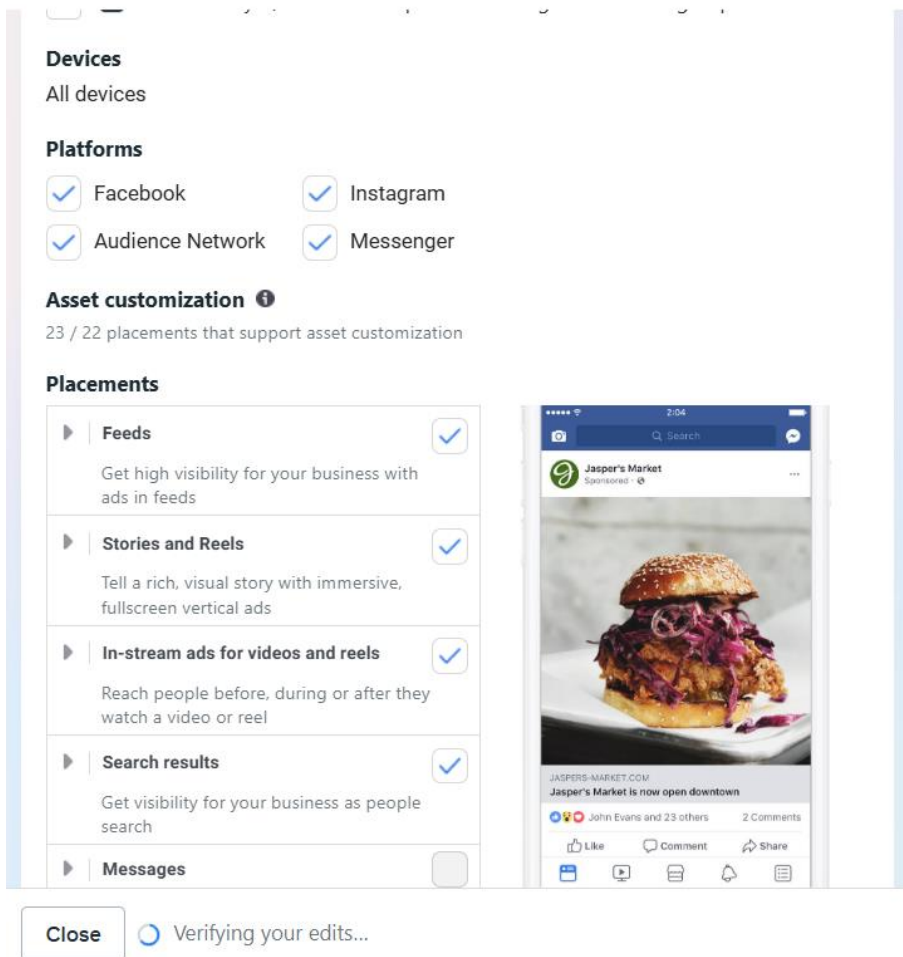


You can target by:

- 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



The screenshot shows the Facebook ad placement settings interface. It is divided into several sections:

- Devices:** A dropdown menu set to "All devices".
- Platforms:** Four checkboxes are checked: Facebook, Audience Network, Instagram, and Messenger.
- Asset customization:** A section with a help icon and the text "23 / 22 placements that support asset customization".
- Placements:** A list of placement options, each with a description and a checkbox:
  - Feeds:** "Get high visibility for your business with ads in feeds" (checked).
  - Stories and Reels:** "Tell a rich, visual story with immersive, fullscreen vertical ads" (checked).
  - In-stream ads for videos and reels:** "Reach people before, during or after they watch a video or reel" (checked).
  - Search results:** "Get visibility for your business as people search" (checked).
  - Messages:** (unchecked).

At the bottom left, there is a "Close" button and a status indicator "Verifying your edits...".

On the right side of the settings panel, there is a preview of a mobile phone screen showing a Facebook newsfeed. The top of the screen shows the time "2:04" and a search bar. Below the search bar is a sponsored ad for "Jasper's Market" featuring a photo of a burger. The ad text reads "Jasper's Market is now open downtown". Below the ad, there are icons for "Like", "Comment", and "Share", and a notification that "John Evans and 23 others" have interacted with the post. At the bottom of the phone screen, there are icons for home, search, and other navigation functions.

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

The Marketing Crowd,  
@themarketingcrowd.ie  
First identity

↕

f Instagram Select second identity

✔ **Ad setup**

Create ad ▼

Create ad

Use existing post

Use Creative Hub mockup

Advantage+ catalog ads ✦  
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.

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# Which campaign objective will you choose?

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

**Buying type**  
Auction

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# How to target Geographically

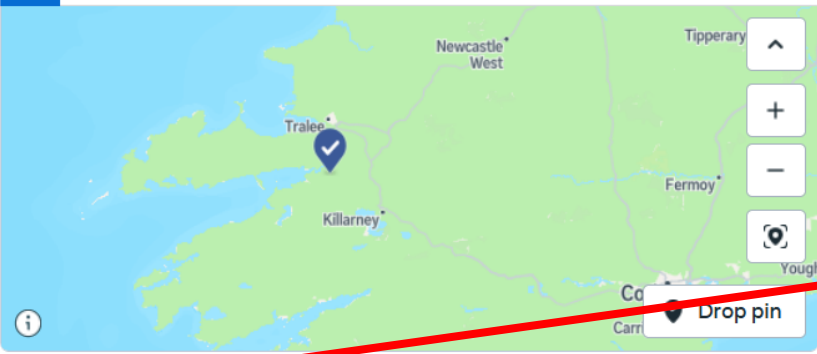
**\* Locations** ⓘ  
Reach people living in or recently in this location.

Ireland

✓ Kerry

✓ Include 🔽 🔍 Search locations Browse

📘 Your audience location has been changed from Ireland to Kerry. Undo change ✕



Drop pin

Add locations in bulk

Reach more people likely to respond to your ads ⓘ  
We'll also show ads to people interested in your selected cities and regions, in those countries.

You can ..

- Choose a region e.g. 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

If you do not want to target people who have shown an interest in a location e.g. Searched for things to do with a town or county untick it – it is more likely you want people who live there.

# How to target by Age and Gender

## Age ⓘ

18 ▼

65+ ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

## 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 Ta

Reach **people**  
performance.

Demographics ⓘ

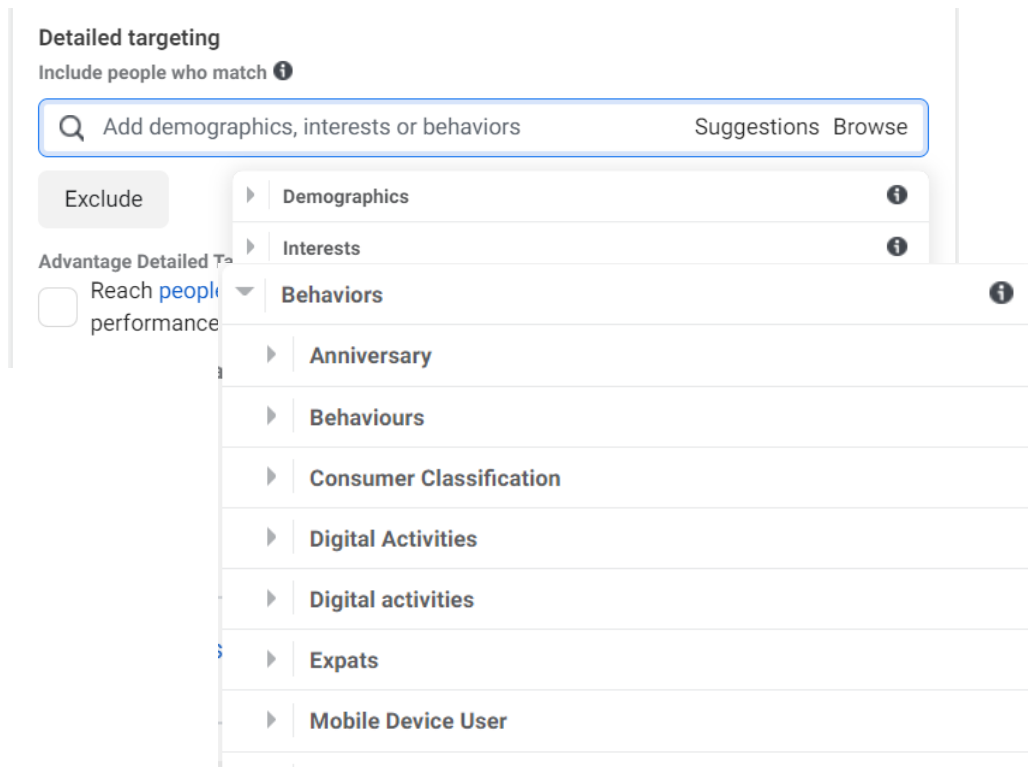
- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

## 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 e.g. 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

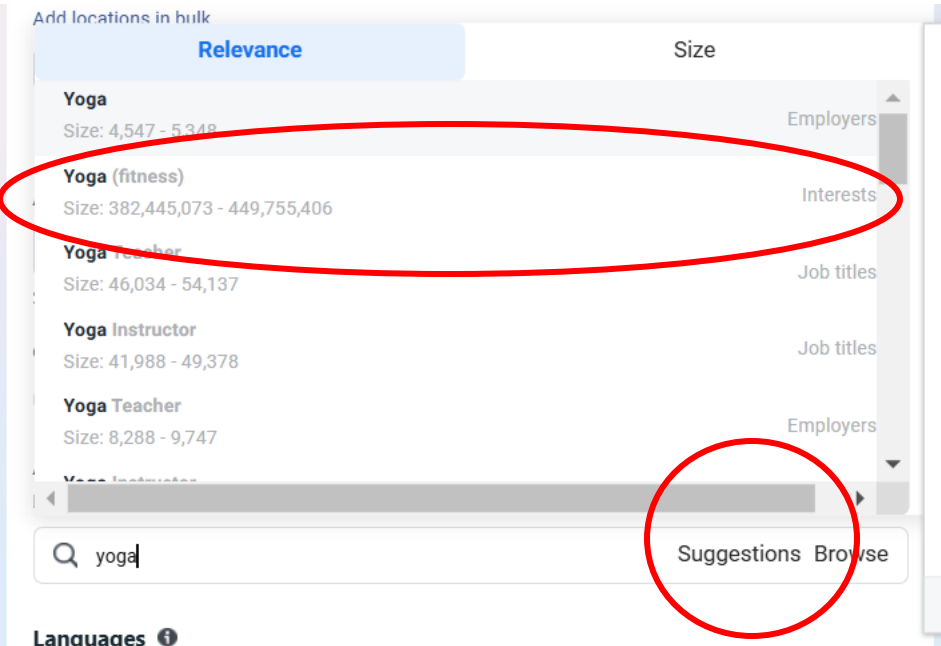


Behaviours are what Facebook has observed about us.

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



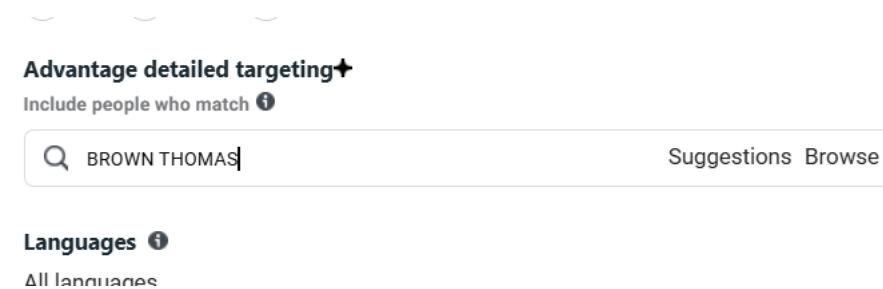
Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. E.g. The pages they have liked or the ads they have clicked on or sites they have visited.

## **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



## 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

## Advantage detailed targeting+

Include people who match ⓘ

Demographics > Work > Employers

Running

Interests > Additional interests

Road cycling (cycling)

Interests > Sports and outdoors > Sports (sports)

Swimming (water sport)

🔍 Add demographics, interests or behaviors

Suggestions Browse

Close

🔄 Verifying your edits...

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

## Advantage detailed targeting+

Include people who match ⓘ

Demographics > Work > Employers

Running

Q Add demographics, interests or behaviors

Suggestions Browse

Define further

## Advantage detailed targeting+

Include people who match ⓘ

Demographics > Work > Employers

Running

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match X

Interests > Additional interests

Cycling (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Define further

To make it AND, you need to

*Add one interest and then click Define further*

*Then add another interest*

*Then click define 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?*

*E.g. 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*

*E.g. 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.

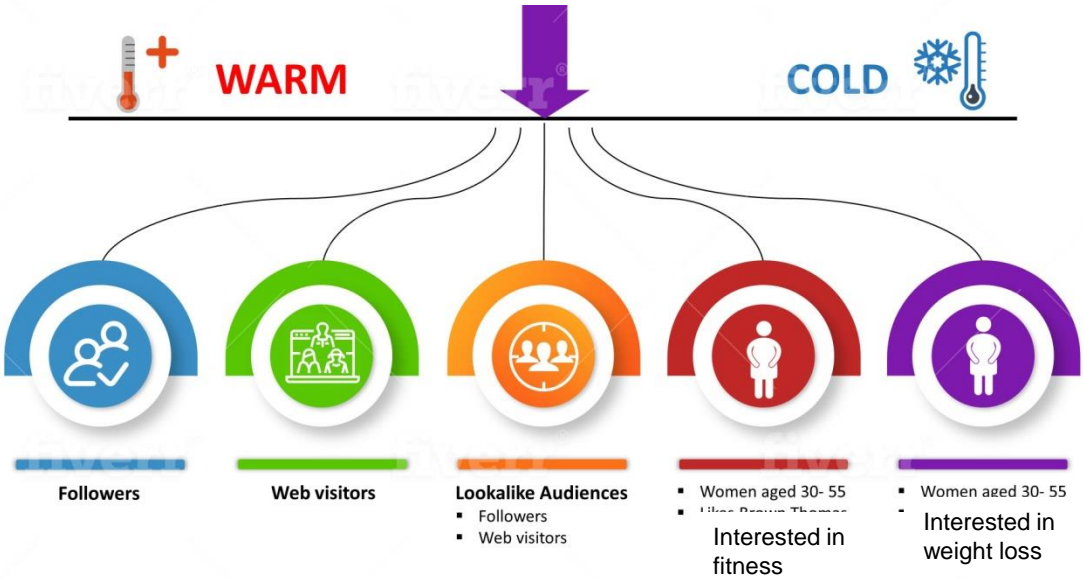
However, if you have previously run ad campaigns it's important to know what you can now do to take your campaigns up a level

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# How to take your campaigns to the next level

## Summer Fitness Classes

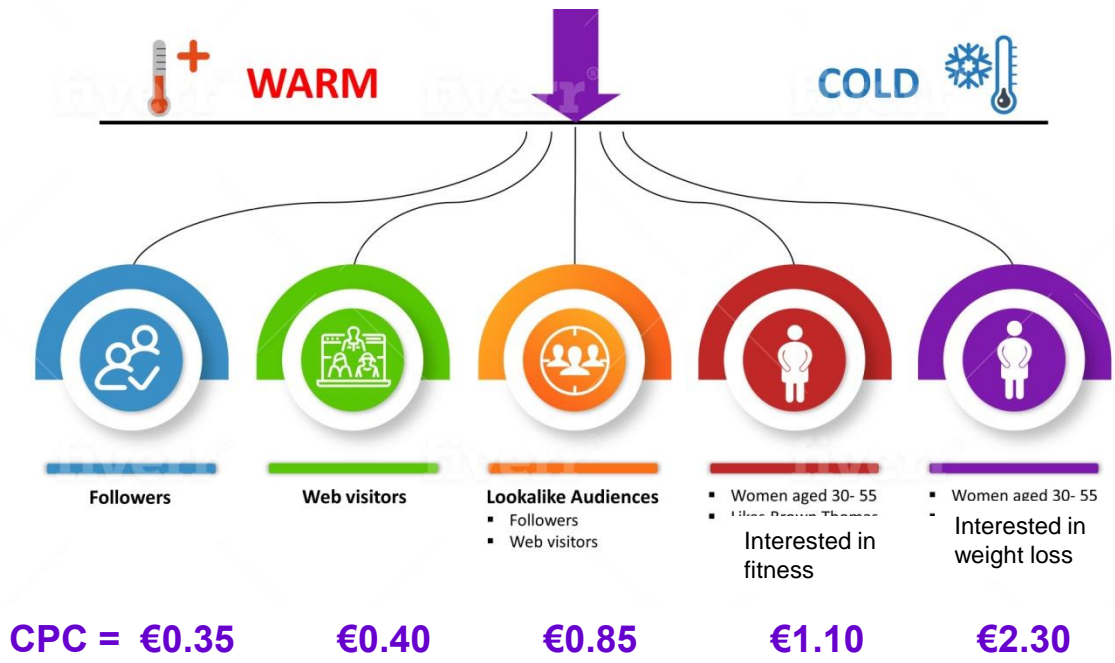


You should not view it as one ad campaign but actually a multi campaign where you

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

## Summer Fitness Classes



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



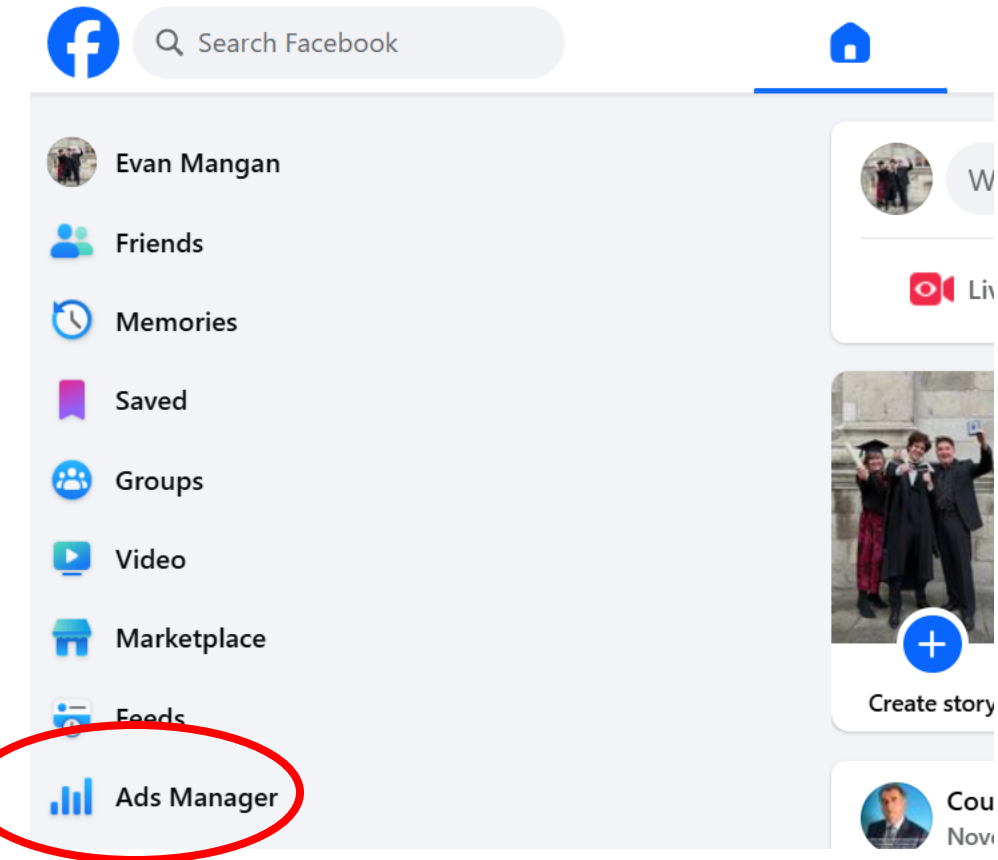
*Earlier we looked at how to target your Facebook page followers.*

*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?*

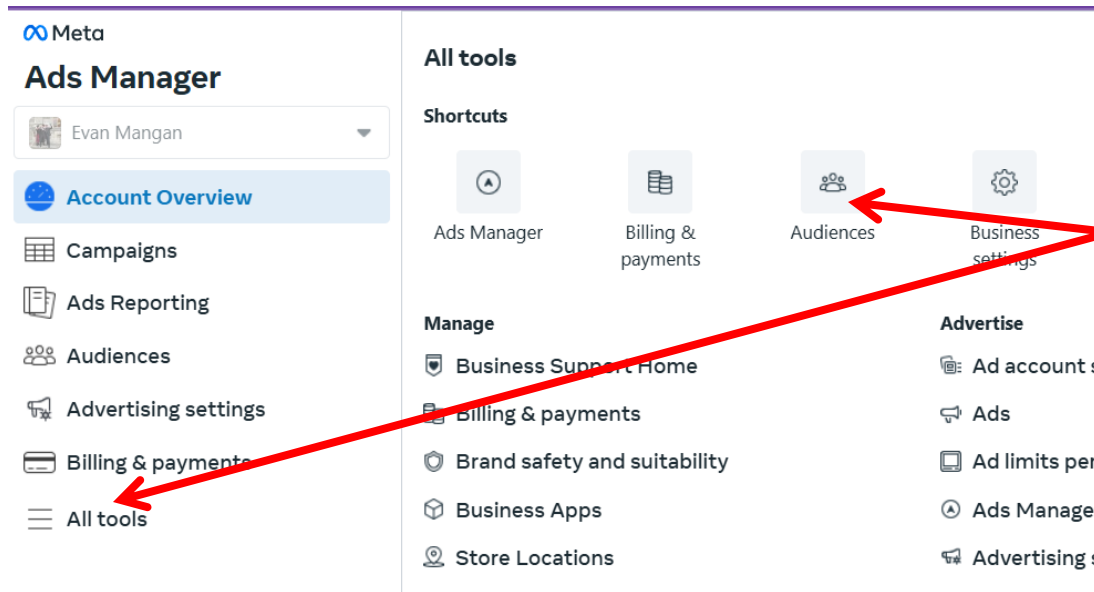
# Advanced ways to target your social media followers / engagers



*Go to the audiences section of Ads Manager*

- 1. Go to your Feed*
- 2. Click on Ads Manager*

# Advanced ways to target your social media followers / engagers

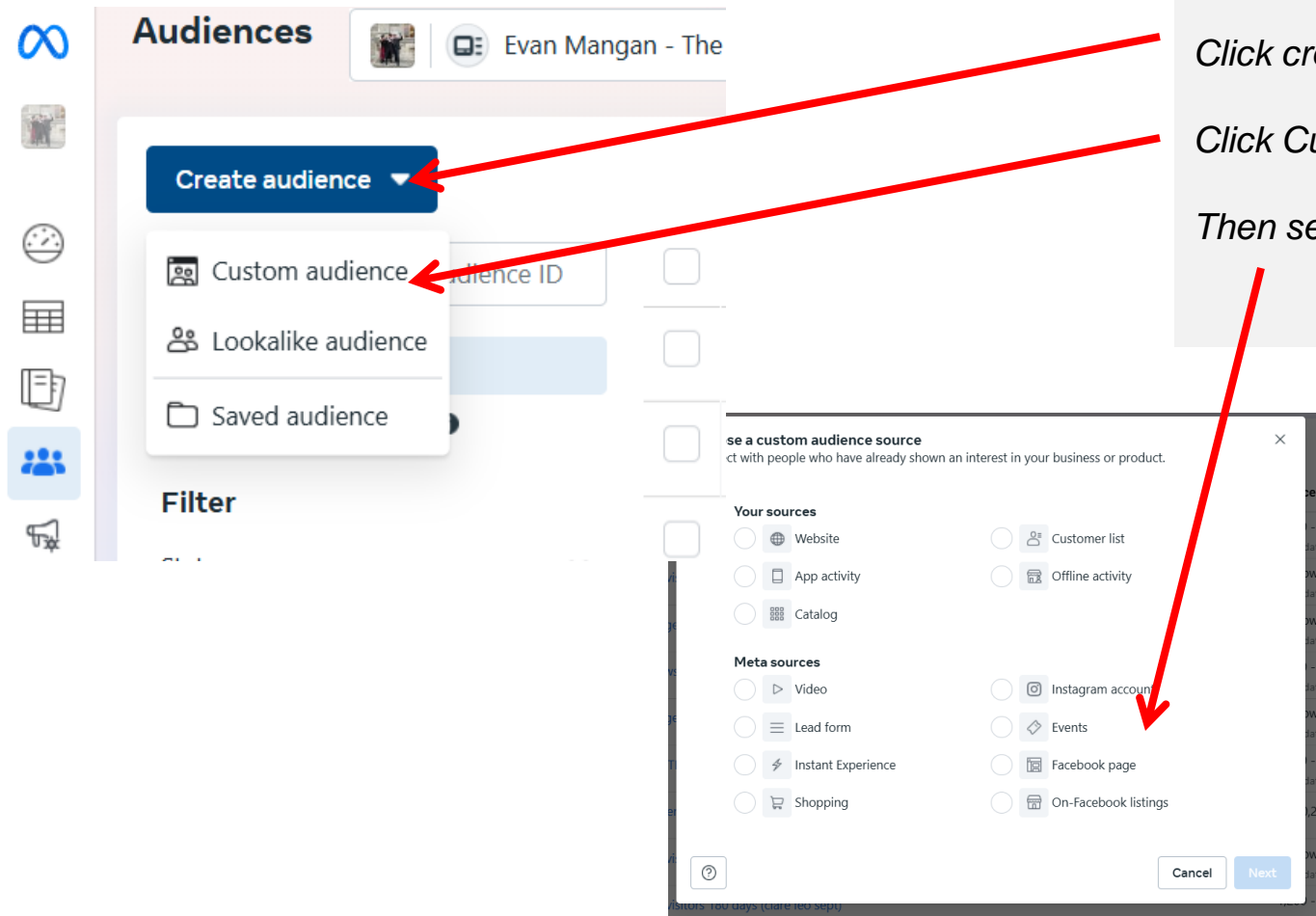


*Go to the audiences section of Ads Manager*

- 1. Hover over the menu top left and then click on All tools*
- 2. Click on Audiences*



# Advanced Facebook page targeting



*Click create audience*

*Click Custom audience*

*Then select Facebook page*

# Advanced Facebook page targeting

**Create a Facebook page custom audience** [X]

Include [Accounts Center accounts](#) who meet Any ▾ Of the following criteria:

**Page**

The Marketing Crowd ▾

**Events**

Accounts Center accounts who currently like or follow your Page ▾

- Accounts Center accounts 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.
- Accounts Center accounts who engaged with any post or ad**  
Includes [Accounts Center accounts](#) who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.
- Accounts Center accounts who clicked any call-to-action button**  
Includes people who clicked on a call-to-action button on your Page, such as "Call" or "Message".
- Accounts Center accounts who sent a message to your Page**  
Due to new privacy rules in some regions, this feature is no longer supported.
- Accounts Center accounts who saved any post**  
This includes only the people saved a post on your Page.

*Choose your page from the drop down*

*Select Account centre accounts*

*Then give this audience a name e.g. Likes our business on FB*

*Then click create*

# Advanced Facebook page targeting

**Create a Facebook page custom audience** ×

Include [Accounts Center accounts](#) who meet Any ▾ Of the following criteria:

**Page**  
The Marketing Crowd ▾

**Events**  
Everyone who engaged with your Page ▾

**Audience retention** ⓘ  
365 days

---

**Audience Name**  
engaged with TMC on FB 365 days 31/50

**Description · Optional**  
0/100

*Then repeat the whole process but this time in the dropdown select Everyone who engaged with your Page (even if they don't follow your page)*

*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

**Audiences** | Evan Mangan - The

**Create audience** ▾

- Custom audience
- Lookalike audience
- Saved audience

**Filter**

*Click create audience*

*Click Custom audience*

*Then select Instagram account*

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

**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
- Online activity

**Meta sources**

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

Cancel Next

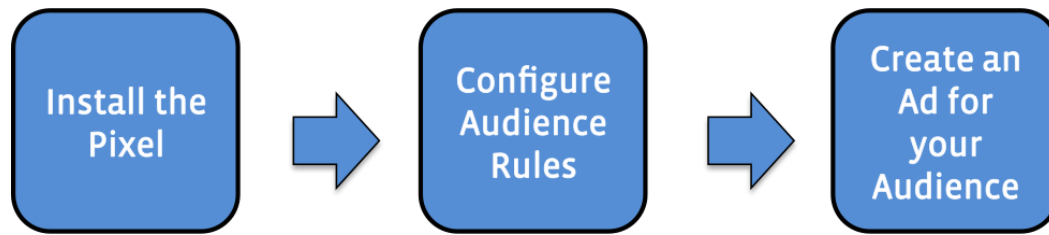
# How to target your website visitors



*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*

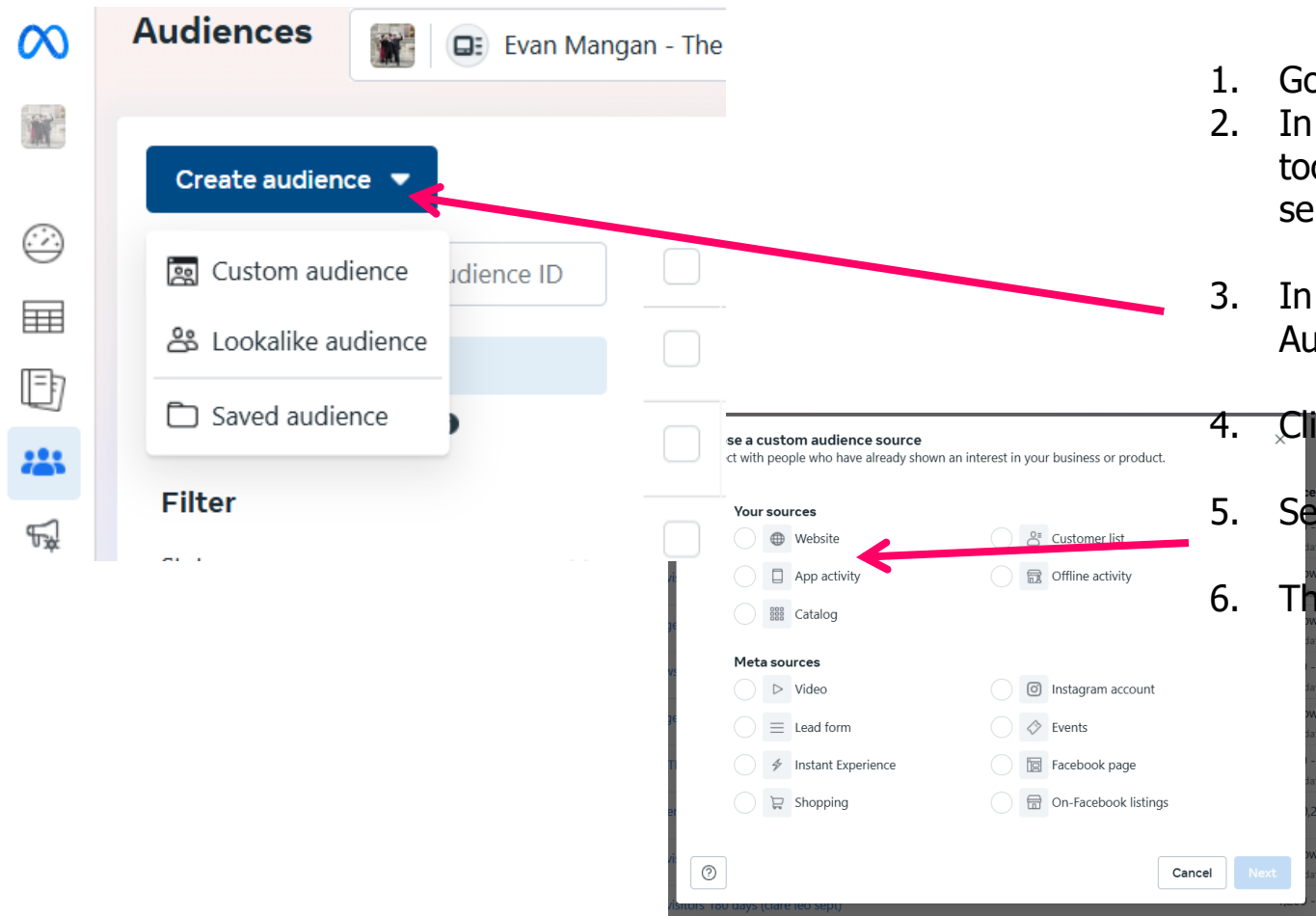
# How to target your website visitors



*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. Go to Ads manager
2. In Ads manager click on All tools on the left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences
5. Select website
6. Then click on Next

# How to target your website visitors

**Create a website custom audience** [X]

Include [Accounts Center accounts](#) who meet Any Of the following criteria:

**Source**  
Evan Mangan's Pixel

**Events**  
All website visitors

**Audience retention** ⓘ  
30 days

Include more people Exclude people

**Audience Name**  
[ ] 0/50

**Description · Optional**  
[ ] 0/100

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

## Create a website custom audience ✕

**Your custom audience was created** ✓

**ⓘ** We're matching your audience to profiles on Meta technologies. This can take up to 3 days. You can start running ads with this audience right away, but be aware that your audience size will increase as the audience is populated.

### Next steps

- Create a lookalike audience**  
Reach [Accounts Center accounts](#) similar to the audience you just created by creating a lookalike audience.  
[Learn more](#)
- Create an ad**  
Create an ad to advertise to your new audience.  
[Learn more](#)
- Create another custom audience**  
Continue to create another custom audience.  
[Learn more](#)

[Done](#)

LOW website traffic

Click done"



# How to target your website visitors

The screenshot shows the Facebook Audiences interface. At the top, it says 'Audiences' and 'Evan Mangan - The market...'. Below that is a 'Create audience' button and a search bar. On the left, there are filter options for Status, Type, Availability, and Source. The main area displays a list of audiences with columns for Name, Estimated audience size, and Availability. The 'All audiences' radio button is selected, and a red arrow points to the 'Web visitors 180 days (s cork)' entry.

Name	Estimated audience size	Availability
<input type="checkbox"/> Web visitors 30 days	Below 1000 Low website traffic	Populating Available for use
<input type="checkbox"/> Web visitors 180 days (s cork)	1,200 - 1,500 Not updated	Ready
<input type="checkbox"/> Web visitors 30 days (s cork)	Below 1000 Low website traffic	Ready
<input type="checkbox"/> engaged with TMC on IG 365 days (S cork)	Below 1000 Not updated	Ready
<input type="checkbox"/> Follows TMC on IG (South cork)	2,100 - 2,500 Not updated	Ready
<input type="checkbox"/> engaged with TMC on FB 365 days (south cork)	Below 1000 Not updated	Ready

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

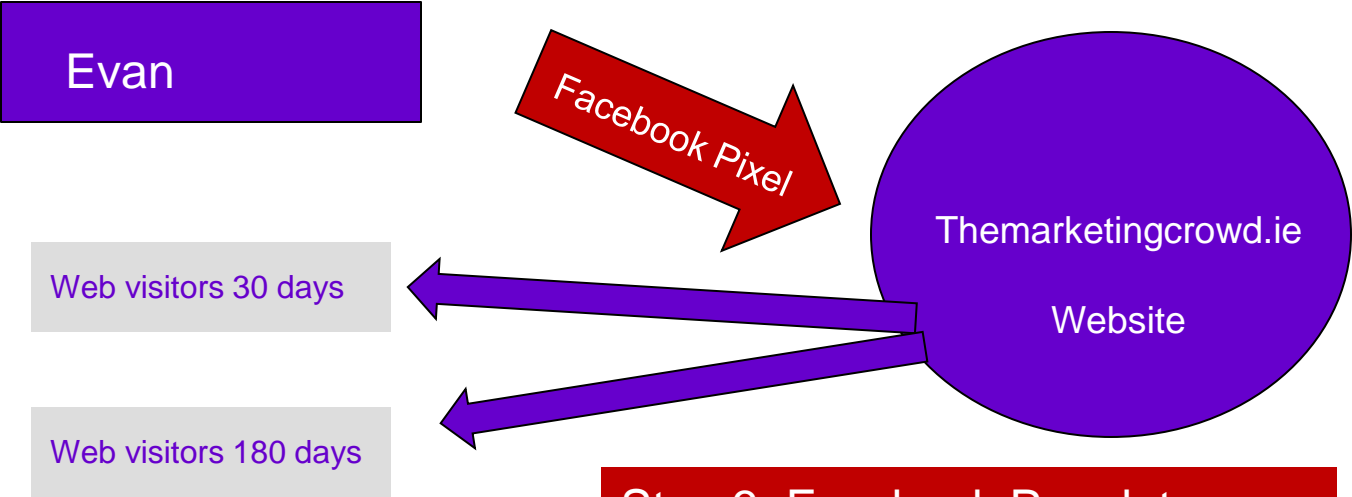
Themarketingcrowd.ie

Website

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

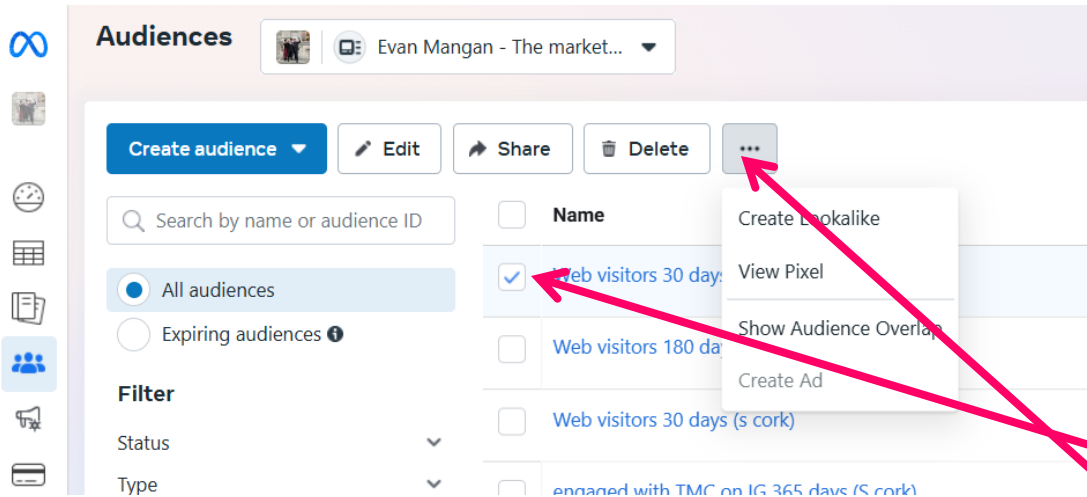
Let's visualise where we now are ....

Step 2: Add the Pixel



Step 3: Facebook Populates your audiences

# 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 Webs 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

**Install Pixel**

Before you can use your Facebook pixel, you must install some code snippets on your website. This code sends data back to Facebook so you can measure activity and create smarter advertising based on that activity.

You need to install two kinds of code: **pixel base code** on every page of your website and **event code** on specific webpages.

## 1 Install Pixel Base Code

### 1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the `<head>`/`</head>` tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

### 1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the `</head>` tag.

Please don't modify this code.

```
<!-- Facebook Pixel -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
```

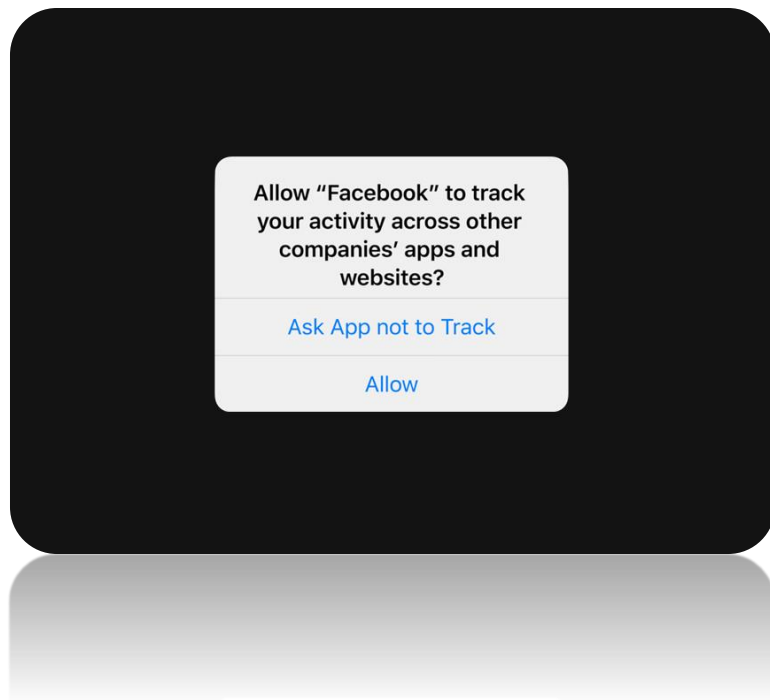
[Give Feedback](#) Close Email Instructions

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.

# Be aware that Apple's iOS privacy update has impacted the effectiveness of retargeting



In 2021, Apple made a change to its 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



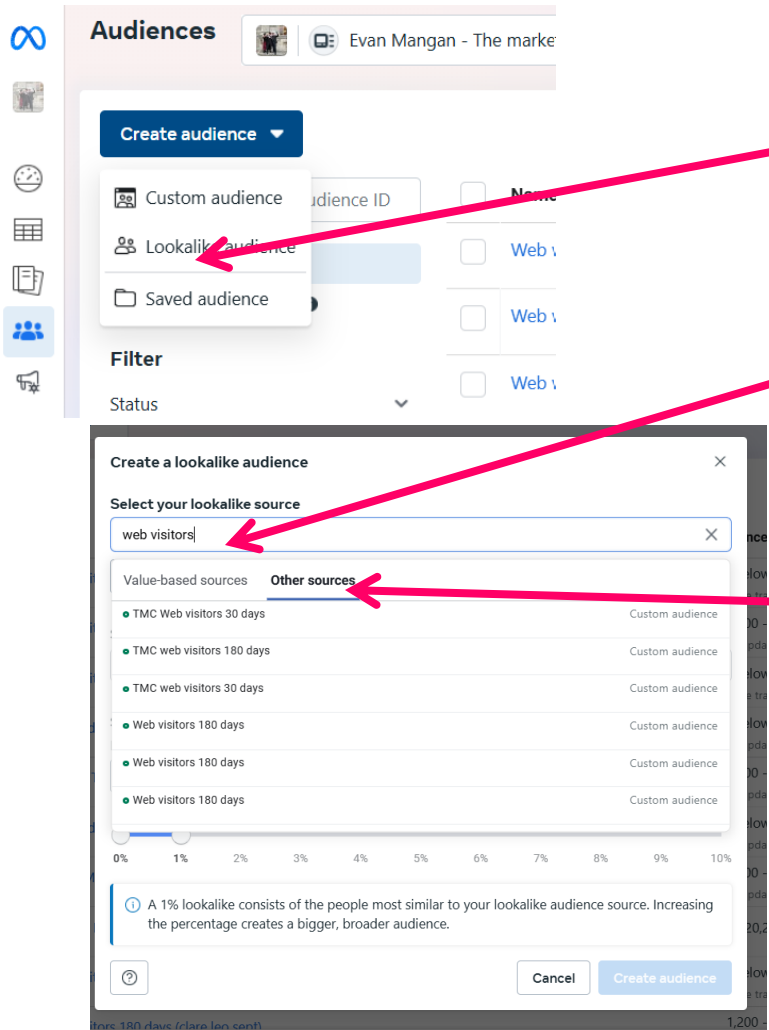
You can target people who look similar (similar age / location / interests) to your followers , or web visitors

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.

Then click on data sources and you will see your audiences.

# How to target “lookalike” audiences

**Create a lookalike audience**

**Select your lookalike source**

TMC Web visitors 30 days

Create new source

**Select audience location**

Countries > Europe

Ireland

Search for regions or countries Browse

**Select audience size**

Number of lookalike audiences

1

37.4K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

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

Leave it at 1%

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