DENVER
STARTUP WEEK

20
18

SOCIAL
AUDIENCES

A Presentation on Paid Audience Opportunity

two octobers
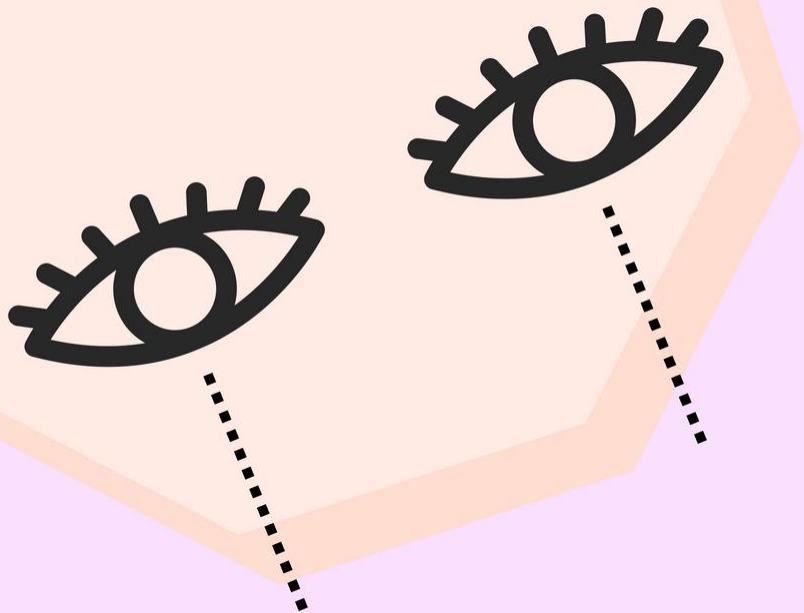
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WHO CAN YOU TARGET ON FACEBOOK & INSTAGRAM?

We will review the following:
1. Audience Opportunity
2. How To Apply These Audiences to Your Efforts
3. How to Create

800M ACTIVE INSTAGRAM USERS

500 Million Daily Users

2B ACTIVE MONTHLY FACEBOOK USERS

75% of users are on Facebook for over 20 min. a day.

71% MOBILE USERS - COMBINED FB + INSTA

29% Desktop / Monthly Stats

AUDIENCE
Opportunity

Custom Audiences are really a platform defining feature for Facebook and Instagram. The options can be as granular or specific as you want them to be. These audiences will also require some setup work and some options will rely on the information you've captured on your customers.

KEY TERMS TO COVER

Facebook Pixel

A code that is placed on every page of the website. This allows you to track actions taken on your website to use in advertising campaigns.

Event Tags

A piece of code placed on your website that fires when the noted action takes place. Example: Form Fill - triggered to fire on the "thank you" page.

Facebook Business Manager

A business portal on Facebook that allows you to manage single and multiple business accounts in one place.

AUDIENCE DASHBOARD

This is the audience dashboard. You can see what account you are in by account # listed.

Page Fans Audience

Contact List Audience

Lookalike Audience

Web Traffic Audience

Engaged Fans Audience

WEBSITE TRAFFIC

- All site traffic
    a. All pages on your site

- Specific page traffic
    a. Anyone who has visited a specific page or unique combination of pages.

- Abandoned Cart
    a. Those who put something in their cart and did not purchase.

- Conversions
    a. Those who have taken action

WEBSITE TRAFFIC

Based on which audience you would like to create, you can use pieces of the URL or actual event tags to create.

Note: You can include or exclude pages as well.

Data can go back 180 days.

CONTACT LISTS

- Purchaser Lists
- Email Lists
- Event Attendees

Tip: Continue to update these lists, so they don't go stale. (Make sure to date, so you keep track of your last upload.

This lists will need to be pulled from a CRM or database and reformated to a CSV or TXT file.

Expect a 50-60% match rate.

CONTACT LISTS

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

Offline Activity `UPDATED`
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

Engagement `UPDATED`
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Create a Custom Audience   ✕

1 **Add Customer List** — 2 Edit Data Mapping — 3 Hashed Upload & Creation — 4 Next Steps

Prepare a file with your customer data

🔒 **Read best practices** for preparing your customer data

Identifiers you can use (15) ⓘ

`Email` `Phone Number` `Mobile Advertiser ID` `First Name` `Last Name` `ZIP/Postal Code`
`City` `State/Province` `Country` `Date of Birth` `Year of Birth` `Gender` `Age`
`Facebook App User ID` `Facebook Page User ID`

Original Data Source ⓘ

Select the origin of this upload ▼

⦿ Add a new file (CSV or TXT)   Download file template

Drag and drop your file here or **Upload File**

Audience name   Name your audience   50   Show description

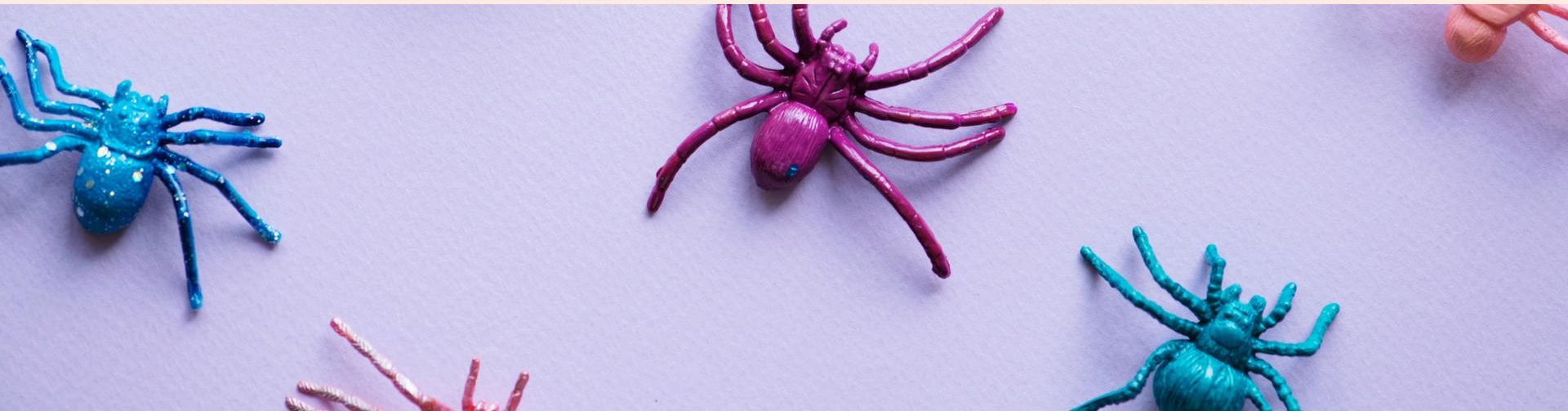Cancel   Back   Next

ENGAGED AUDIENCES

The opportunities for engaged audiences can get quite robust. This is anyone who has engaged with the following.

- Engaged with a post or your page
- Watched a video
- Filled out a form
- Expressed interest in an event
- Showed interest in specific ads

ENGAGED AUDIENCES

What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

Video `UPDATED`
Create a list of people who have spent time watching your videos on Facebook or Instagram.
From:

Lead form `UPDATED`
Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.
From:

Fullscreen Experience `UPDATED`
Create a list of people who have opened your collection ad or Canvas on Facebook.
From:

Facebook Page
Create a list of people who have interacted with your Page on Facebook.
From:

Instagram business profile `NEW`
Create a list of people who have interacted with your Instagram business profile.
From:

Event `NEW`
People who have interacted with your events on Facebook.
From:

As mentioned - the options here are pretty vast as each selection to the left can come with multiple variations as seen below.

Create a Custom Audience

Engagement ⓘ | **People who viewed at least 3 seconds of your video** ✕
Choose videos...

Choose a content type | Browse

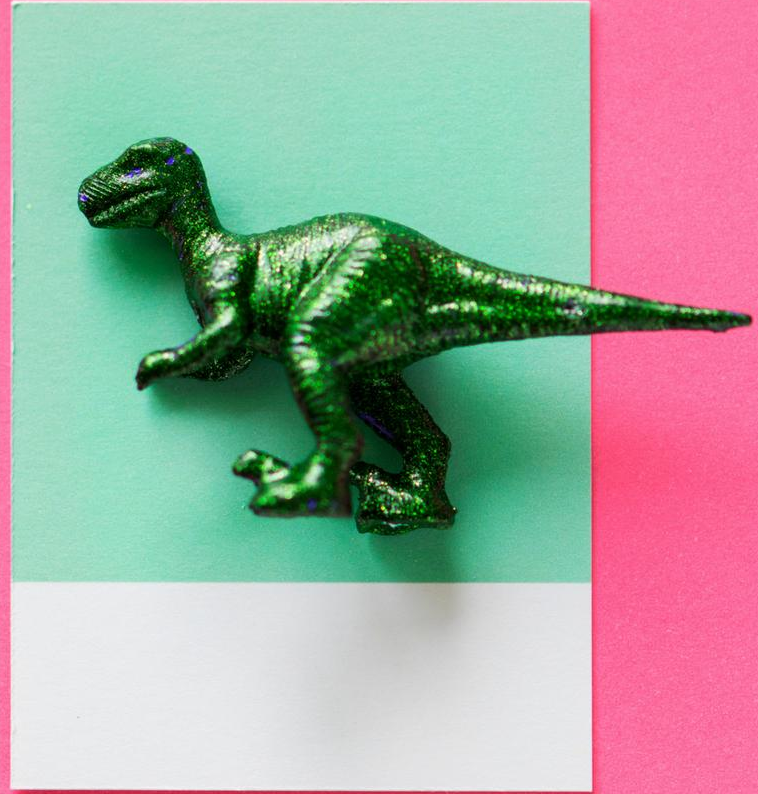In the past ⓘ | 365 | days

Audience Name | Enter a name for your audience

Add a description (optional)

FACEBOOK/ INSTAGRAM FANS

Your page fans are individuals that already know you and want to stay in touch.

Make sure to build an audience of just these individuals.

FACEBOOK/ INSTAGRAM FANS

To create an audience of just your page fans, you will need to create a "Saved Audience" I would recommend creating when you start advertising, as this will be nice to just have on hand as a selection. It will save time in the long-run.

LOOKALIKE AUDIENCES

Lookalike audiences are a great way to take those very tailored custom audiences you created and expand to find like-minded individuals who are more likely to like your product or service as well.

You can build lookalike audiences from and custom list, there just needs to be 100+ people on the original list.

You can also layer multiple lookalike audiences together when running ads.

LOOKALIKE AUDIENCES

- The source = the original audience you want to mirror.

- When selecting audience size - I would recommend sticking to 1-2%. This is the audience that will closely match those of the original list. The closer you get to 10, the more varied it gets. (1% is about 2 mil. people)

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. Learn more.

Source ⓘ   Choose a Custom Audience or a Page.

Create new ▾

Location ⓘ   Search for countries or regions to target | Browse

Audience Size ⓘ

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

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

1 CAN HELP INCREASE THE ROI OF YOUR CAMPAIGNS

WHY *Audience Targeting Matters*

2 BUILD A BETTER RELATIONSHIP WITH YOUR AUDIENCE

3 YOU CAN CREATE MORE RELEVANT CONTENT

APPLYING
Your
Audiences

Now that you know what audiences you can create and how granular you can get, it's time to take the next step and apply those to your marketing efforts.

TAILOR YOUR MESSAGE - MEET YOUR AUDIENCE WHERE THEY'RE AT

Know your end user. Think about your message when creating ad copy. I suggest thinking about it as what job needs to be accomplished.

MARKETING MIX

Now that you know what audiences you can create - it's time to break into buckets to help tailor your messaging.
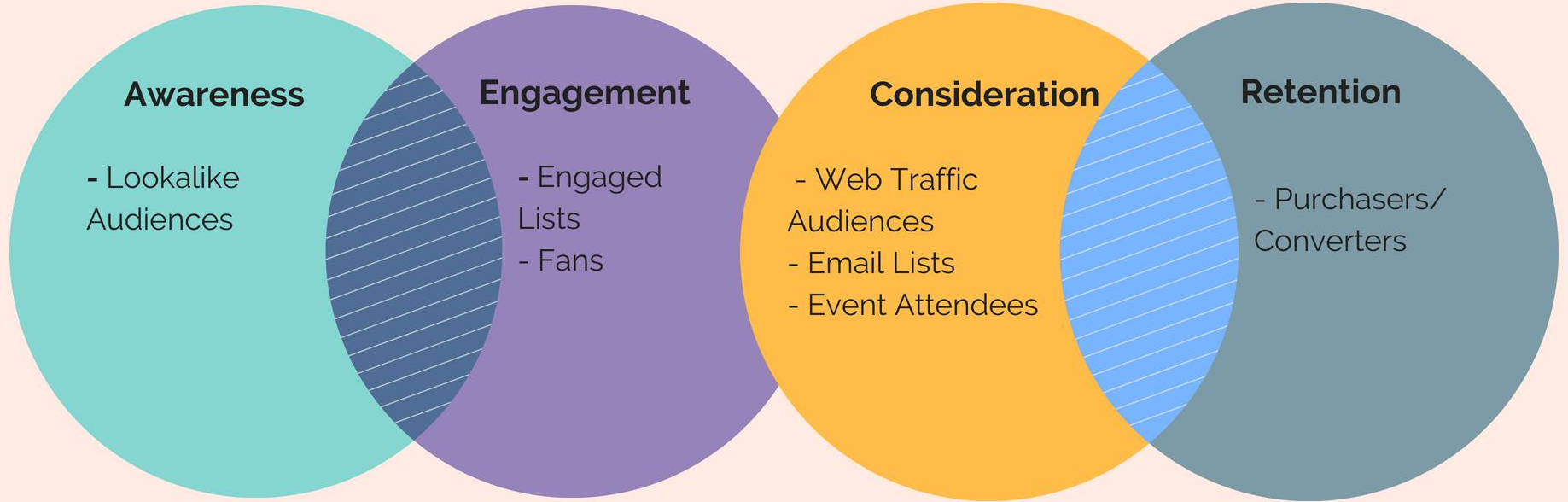
Questions to Ask:
- Do they know the brand or our company?
- Have they engaged with us but have yet to purchase?
- Have they already converted?

MARKETING MIX (CONT.)

Awareness

- Lookalike Audiences

Engagement

- Engaged Lists
- Fans

Consideration

- Web Traffic Audiences
- Email Lists
- Event Attendees

Retention

- Purchasers/ Converters

MARKETING MIX - MESSAGING

Awareness	Engagement	Consideration	Retention

TED
September 21 at 10:28 AM · 🌐

This roboticist was scuba diving through a school of sharks when a sea urchin stabbed her hand.

The story only gets weirder from there.

TED.COM
How I became part sea urchin — and fell in love
As a young scientist, Catherine Mohr was on her dream scuba trip —...

❤️😮 744   31 Comments 149 Shares

👍 Like   💬 Comment   ↗ Share

Anthropologie
12 hrs · 🌐

Self care starts with a setup like this: https://bit.ly/2NuvXCf

Anthropologie
September 22 at 6:00 PM · 🌐

#AnthroPerks alert! Fill out your fall wardrobe with 20% OFF clothing and home items for a limited time: https://bit.ly/2xI34HS Photo via @itziaraguilera

Burt's Bees
September 22 at 8:14 AM · 🌐

It's beginning to feel (and taste) a lot like fall with our new Chai Tea Lip Balm. With hints of cinnamon, nutmeg, clove & peppercorns, it will have your lips feeling as good as that cozy sweater on a crisp autumn day. Shop Now: http://brtsbe.es/ROO2CL

❤️😮 814   166 Comments 94 Shares

👍 Like   💬 Comment   ↗ Share

"A SMALLER, MORE RELEVANT, ENGAGED AUDIENCE IS MORE VALUABLE THAN A LARGER, LESS ENGAGED ONE "

-Mike Stelzner, Social Media Examiner

CREATING
Lists

Time to start building out these lists to have them on hand and ready for when you want to begin your advertising initiatives.

Create Audience ▾	Filters ▾	Customize Columns ▾	Create Ad	Actions ▾			
Custom Audience			**Type**		**Size**	**Availability**	**Date Created** ▾
Lookalike Audience		rs	Saved Audience		6,000 ⓘ	● Ready	09/16/2018 2:07pm
Saved Audience			Saved Audience		150,000 ⓘ	● Ready Last updated 09/16/2018	09/16/2018 2:02pm

You will need an ads account. You can then use the tool to select "Audiences." Once you're there, you will see this screen.

Create Audience - will let you create all of the audiences we've talked about.

Custom Audiences = Web Traffic, Contact Lists, Engagement

Lookalike = you can build these once those custom audiences are done

Saved Audiences = This is where you will build your page fan audiences

CUSTOM AUDIENCE TOOL

LAYERING

Note: You can take any of these audiences and layer on other variables.

Example: you can take your lookalike audiences and limit the age range, gender, or even say I want people within this audience who like "x."
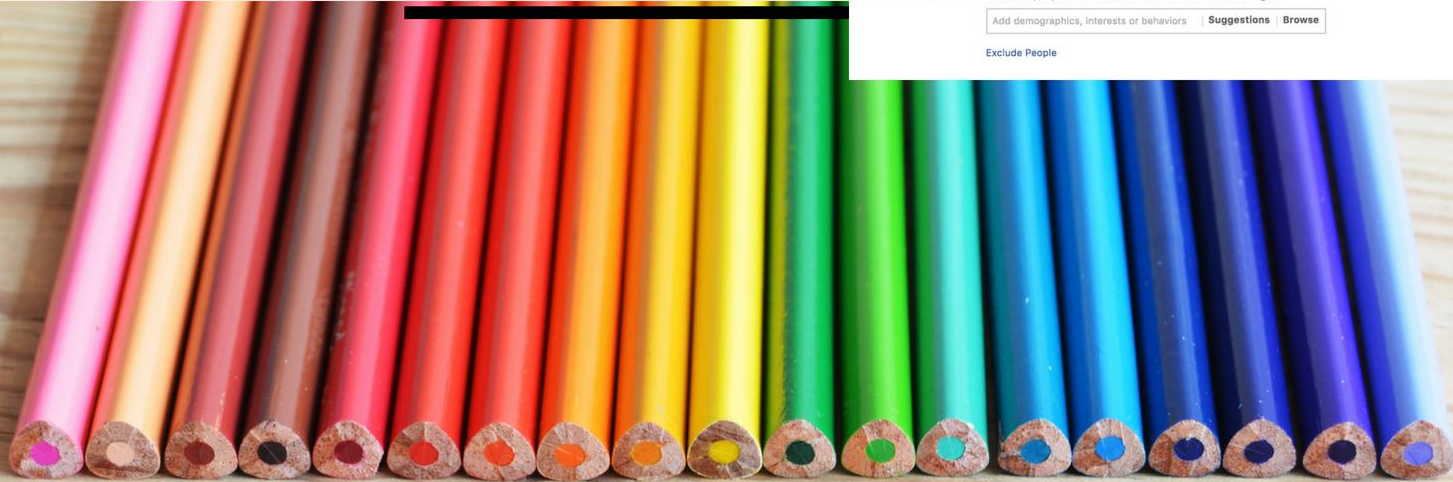
Audience Overlap

Choose an audience and compare the number of people and the overlap with up to four other audiences.

Selected Audience

Lookalike (US, 1%) -
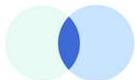
Lookalike (US, 1%) -
Engaged_60 Days
2,200,000 people

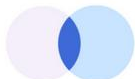| Comparison Audiences	Overlap	% Overlap of Selected Audience
shopify site visitor lookalike **2,100,000** people	**630,000** people	**29%**
shopify paying customers lookalike **2,100,000** people	**651,000** people	**30%**

Add another audience ▾

AUDIENCE OVERLAP

After an audience - if you plan to use in advertising initiatives, make sure to see what the overlap is like. Especially if you are using tailored messaging,

NEXT STEPS:

☐ What customer lists do you have and/or you can you get?

☐ Do you have a Facebook Ads account created?

☐ Is the Facebook pixel installed on your site?

☐ Identify audiences you want to create.

☐ Happy building!

"It comes down to how your customer experiences the brand – and how that brand makes a person feel."

-Alex Allwood, CEO of The Holla Agency

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OU

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