



FACEBOOK AD TARGETING

Facebook ads are a great, cost-effective tool when you want to promote your products to a wide range of people. Of course, that's still A LOT of people. Facebook's advanced targeting system helps you cut through the noise to find your ideal customer. The key to Facebook marketing success can be summed up as: "Show the right message to the right people."

By the time you're done with this tutorial, you'll know how to:

- ***Design your ads***
- ***Target your ads like an expert.***
- ***How to set up effective testing.***
- ***Analyze test results to be able to optimize your Facebook campaign.***

Facebook Ad Campaign Goals

A powerful message does more than present a product, it's creates a connection with your prospective customer and demonstrates how your product may help to solve their problem(s), reach their goals, and make their life happier and more comfortable.

Good ads also often evoke emotions and feelings.

For example, if you are writing an ad to market a laptop bag, it may be beneficial to point out:

- ❖ How this bag can protect the expensive laptop
- ❖ How comfortable it is and/or how luxurious the finish feels to the touch.

Facebook provides businesses with an opportunity to test a wide variety of targeting types to find the most cost-effective ways to drive leads and sales.

These targeting options can be broadly separated into 2 categories:

- 1. Cold Traffic**
- 2. Retargeted Traffic**

Let's take a look at each.



1. Cold Traffic

These are people who are not aware of your product or brand and have never been to your site. Marketing to these audiences helps you increase your brand awareness and recognition.

Facebook allows you to target people based on the following:

- ❖ Interests and Brands – pages, events, businesses users follow (e.g. target people who like <https://www.facebook.com/facebookbusiness>).
- ❖ Life events and some profile status – e.g. people who are recently engaged or have children.
- ❖ Age and gender.
- ❖ People at a specific location – from an entire continent down to a 1mile radius.
- ❖ People who speak a certain language.
- ❖ Lookalike Audiences – Lookalike audiences are a very useful type of targeting where you can request Facebook to serve ads to people who are similar to an audience you provide.

For example, you can easily download the emails of your previous customers and then upload them to Facebook.

Export Template and File Format Options

Template:

Built In Templates
Bulk Edit
Default
MYOB
Peachtree Accounting

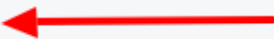
File Format:

- Export to Microsoft Excel (CSV) ?
- Export to an XML File (Advanced) ?

Save export to the server for later download? ?



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

Add a new file (CSV or TXT)

[Download file template](#)

Drag and drop your file here or

Upload File

Copy and paste

I agree to the Facebook Custom Audiences Terms

Audience name

Name your audience

50

[Show description](#)

Cancel

Back

Next

Then upload them to Facebook by using the "Create a Lookalike Audience" feature.

You can then use that list to create a lookalike audience of similar people in your country that you can market to. You can learn more about Lookalike audiences, as well as a detailed explanation on how to create one here.

2. Re-targeted traffic

These are people who visited your website and/or came in contact with your brand. This includes:



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



- Website visitors, including people who visited specific pages.
- Facebook video viewers.
- People who engaged with any of your organic posts or ads.
- Facebook page likes.
- A custom list that you upload to Facebook, for example people who signed up to your newsletter.

You can show these visitors ads that remind them of products they have visited on your site.

Your ads can be generic ads referencing your various products, or they can be dynamic ads, so you don't have to create individual ads but promote all your products.

Audience and Levels of Awareness

First, let's talk about two secret marketing superpowers: *empathy and realistic expectations*.

Every time we create an ad campaign, we expect something of this campaign (sales, views, comments) and we ask the prospective customer to take a specific action.

It's critical to set up measurable and realistic goals and expectations for your campaign and your potential customer.

This is where empathy comes into play.

Imagine being approached by a total stranger on a street and asked to invest \$1,000 dollars in a new long-lasting self-charging battery for your iPhone.

This example is extreme, but it illustrates the situation very well.

Let's pull it apart:

- You may not have an iPhone to begin with.
- You are not willing to break your iPhone warranty and tamper with the device to install the battery.
- But most importantly – you don't know the product and you don't trust the seller enough to give them your hard-earned cash.

Thus, the success rate of this sales experiment is probably zero.

Yet businesses market to their potential customers like this all the time.

This is the standard model of advertising that television, radio and print ads use, commonly known as "spray and pray."

Let's look at another example.

A representative of a charity approaches you on the street and says,



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



“Ma’am, I see you are carrying baby formula home from a supermarket. Do you know that thousands of children in America still suffer from malnutrition? And donating just \$10 this month can help a child in need today.”

Here’s how this breaks down:

- This representative recognized who “you” are – they acknowledge your unique circumstance and see you as an individual.
- They make the problem relatable to you.
- They provide a solution to the problem. Crucially, a solution that is realistic, achievable and affordable for you.

This campaign will be more successful and deliver more sales or pledges than the one described above, because the right audience was targeted.

A successful Facebook campaign is designed in exactly the same way.

First, by targeting the right people, second by acknowledging and connecting with them and third, giving them a realistic call to action.

PRO TIP

It’s important to mention that re-targeting campaigns will almost always outperform cold traffic campaigns. The primary objective of a cold traffic campaign is to introduce your product and create trust. Then you use a re-targeting campaign to move into more “direct sales” style ads. [more insights like this?](#)

Targeting – Whom to Address and What to Ask

Cold Traffic – Who and What

First of all, we need to keep in mind that cold traffic audiences are not aware of your brand or product.

Furthermore, they may not even be aware that your solution to their problem exists.

This means that you should focus on clarity and descriptiveness in the ads targeting cold traffic.

Here are a few ways to create clear ad copy:

- Create lists showcase the benefits and/or features of your product or service.
- Make sure that the title of the ad is clear and yet short enough to fit in the mobile feed.
- Prioritize education and awareness about your product over the “hard sell.”
- Use banners or videos to clearly display your product.



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



- Call out who the product is designed for e.g. “calling all aspiring chefs,” “as a busy mom,” etc.

PRO TIP

Take advantage of specific targeting. For example, if you are an active wear brand targeting CrossFit fans, it could be good to test ads that includes something like “CrossFit box essentials,” “perfect for your fav CrossFit WOD,” etc.

RECOMMENDED POSTS

This is probably the biggest mistake I see ecommerce sellers make with their Facebook ads. They present a 90% off coupon to a completely cold audience that doesn’t even know they need the product being promoted. Then, sellers are surprised when an ad doesn’t perform.

Warm Traffic - Who and What

Retargeting traffic requires less education. These audiences already know your brand and your product. What they really need is a “good reason” to buy.

This “reason” can be:

- Discount codes and flash sales.
- Featuring a specific item in your collection. **Pro Tip: carousel ads can be great for featuring items.**
- Sharing a compelling testimonial.
- Limited editions and last chance offers.



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



The Mountain

Sponsored · 🌐

Like Page

Stop by The Mountain for over 1,000 designs available in sizes Kids Small to Adult 5XL.

Shop our wide selection of totes, blankets, mugs, hats, and so much more! Plus, use code FBMTN20 for 20% off your order!



Cool Hipster Cat T-Shirt

\$22

Shop Now



Cat the Great & Powerful T-Shirt

\$22

Like

Comment

Share

Example of targeting “warm traffic” visitors with a coupon code.

Now that you know the difference between cold traffic and warm traffic, here’s how you run each campaign type.

Demographic Targeting

Location

You can target people in specific countries, states, cities, or even suburbs. You can also exclude people from specific locations.

Keep in mind the size of your potential audience; the smaller the area that you pick, the fewer people you can reach which may affect your campaign performance.

Cold Traffic Campaigns



Locations ⓘ

Everyone in this location ▼

- ✓ Everyone in this location ⓘ
- People who live in this location ⓘ
- People recently in this location ⓘ
- People traveling in this location ⓘ

[Add Locations in Bulk](#)

ations | **Browse**

Age, Language and Gender.

This is a pretty straightforward option.

Make sure that you pick a relevant age bracket. The trick here is to avoid keeping the age range too narrow because you want to allow Facebook some flexibility to find your ideal client.

For example, if your ideal client is in their 30s, set up 20- 50 years old as an age bracket.

Detailed targeting.

You can target users by demographics, interests, behavior, and other categories defined by Facebook.

Demographic targeting can be extremely useful for event-based products and services.

Detailed Targeting

INCLUDE people who match at least ONE of the following ⓘ



Add demographics, interests or behaviors | **Suggestions** | **Browse**

- ▶ **Demographics** ⓘ
- ▶ **Interests** ⓘ
- ▶ **Behaviors** ⓘ
- ▶ **More Categories** ⓘ

For example, a wedding florist can target all “Engaged” people in their area.

Simply click “Browse” in your Ads Manager to look through all the available options.



Detailed Targeting

INCLUDE people who match at least ONE of the following ?

	Engaged	Suggestions	Browse
	Engaged, A Wedding Library		Interests
	Civic engagement		Interests
	Newly-engaged (6 months)		Demographics
	Customer engagement		Interests
Connections	Friends of newly engaged people		Demographics
	Employee engagement		Interests
	Gabriel & Co. Engagement Rings, Wedding Bands and Fi...		Interests
	Killswitch Engage discography		Interests



You can also pick “Interests”

The Audience Insights tool will allow you to see the demographics of the audience you chose (if you choose your website visitors audience, you’ll see their demographics).

Click on the “Page Likes” tab, and you’ll see what Facebook pages your selected audience follows.

The screenshot shows the Facebook Audience Insights interface. On the left is a sidebar with filters for Location, Age and Gender, Interests (highlighted with a red arrow), Connections, Pages, and Advanced. The main area is titled '(New Audience)' and 'People on Facebook'. Below this are tabs for Demographics, Page Likes (highlighted with a red box), Location, and Activity. The 'Page Likes' tab displays a 'Top Categories' table with 10 rows of categories and associated pages.

Rank	Category	Pages
1	Wine/Spirits	Patrón Tequila
2	Shopping & Retail	Groupon • T-Mobile
3	Travel Agency	Bookvip.com
4	Website	Weird History • ShoeDazzle
5	Furniture Store	IKEA
6	Gym/Physical Fitness Center	Planet Fitness
7	Media/News Company	The Penny Hoarder • Netflix • JumbleJoy.com
8	Travel Company	Southwest Airlines • Carnival Cruise Line
9	Brewery	Budweiser • Bud Light
10	Italian Restaurant	Olive Garden

Use Audience Insights to see what pages people in certain interest groups like to better understand your target audience.

Lookalikes

There’s a lot of buzz in Facebook marketing community about Lookalike (LAL) audiences. So, what is their magic? It’s an amazing way to dynamically target good quality audiences.

The trick here is to choose the right source for your Lookalike, the two key criteria are source audience size and quality.

For example, if you have a newsletter list of 10,000 people but you only have 100 sales so far, use your newsletter list as a source for your Lookalike audience. In situations when you have a good volume of sales data (500+ emails), the list of previous clients will be an amazing source for your Lookalike audience. Some good sources of Lookalike audiences include:



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



- ❖ **Previous customers**
- ❖ **Newsletter signups**
- ❖ **Facebook followers**
- ❖ **Frequent website visitors**
- ❖ **Frequent video viewers**

How to Create a Lookalike Audience

- ❖ Prepare a list of people you wish to use for the lookalike.
- ❖ Go to the Hamburger menu in the top right corner.
- ❖ Go to Assets > Audiences.
- ❖ Click Create a Lookalike Audience button.
- ❖ Select your source (the list of people you prepared).
- ❖ Select your location(s).
- ❖ Select your audience size.
- ❖ Click Create Audience button.



Create a Lookalike Audience ←

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source

Create new ▾

Location

United States

Browse

United States was added by default because it has the largest number of people in your source audience.

Audience Size 2.1M

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

Resulting audiences	Estimated reach
Lookalike (US, 1%) - ATX Rooftop Jam Sessions	2,140,000 people

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 ▾

Did you know that you can also create Lookalike from your audience phone numbers as well as emails?

ADVANCED TIP

Facebook now allows you to feed the Lifetime Value of the customer into its system, so you can create a better targeted Lookalike audience. This means that the people who spend more on your website will be given a priority when generating the Lookalike.

Overlays

You can narrow down your audience by overlaying your targeting to find a precise audience match.

For instance:



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



- For a wedding florist, you can pick females only, who are engaged AND who follow a number of wedding magazines.
- For a children fashion clothes brand a good test may be to target all mothers who ALSO follow major online retailers or frequently shop online.

Potential Audience:

Potential Reach 24,000,000 people 

Audience Details:

- Location - Living In:
 - United States
- Age:
 - 25 - 65+
- Gender:
 - Female
- People Who Match:
 - Interests: Children's clothing
 - Moms: Moms of preschool kids, Moms of grade school kids, Trendy moms or Fit moms

Warm Traffic Campaigns

Now let's look at the re-targeting campaigns.

Re-targeting campaigns are the heavy lifters of your account. They tend to bring the most results at the cheapest cost per conversion.

These campaigns target people who are already familiar with your brand and/or offer and need just a little extra incentive to commit.

An example of the incentive could be an inspiring testimonial, discount or limited time offer. Here are some re-targeting audience ideas

- ❖ Most frequent visitors (e.g. 25% of people who visited your website).
- ❖ People who visited specific pages.
- ❖ People who viewed your page's videos on Facebook.
- ❖ People who engaged with any of your posts and ads.
- ❖ People who signed up to your newsletter, downloaded your free eBook or completed any other conversion goal.
- ❖ A custom list uploaded from your BigCommerce store (e.g. customers, newsletter subscribers etc.).

PRO TIP



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



Set up a cart abandonment campaign in Facebook to target people who visited your shopping cart page. We recommend offering them a small discount to convince them to complete the purchase.

Nine Line Apparel
Sponsored · 🌐

It looks like you still have items in your cart. Don't worry, we have you covered.

Use code PATRIOT-10 to receive 10% off when you complete your purchase.



Moisture Wicking T-Shirt - Breath of Patriots v2
Veteran Owned & Operated.

NINELINEAPPAREL.COM [Shop Now](#)

👍❤️ 11 1 Share

Example of an ad targeting visitors who abandoned cart.

To maximize your ROI on ads, it's important to test various types of offers and creative on your remarketing campaigns.

Test video ads (testimonials, product tours, message from the owner/founder), carousel ads (showing the range of products available or showing features), ads with discounts, and more.

You already know that this audience is pre-qualified and has certain knowledge of your product/service.

Knowing what trigger makes them commit and make the purchase is ultimately what will make your campaign a success.

RECOMMENDED POSTS

Showing ads to the right people is an important factor in Facebook advertising success. But selecting the right audience is challenging. An easy way to get around this issue is to upload your customer list and then build a 'Lookalike' audience, where the Facebook algorithm will pick people similar to your current customers.




Tracking and Measuring Results

First of all, you need to set up your Facebook pixel on your website by following instruction at <https://support.bigcommerce.com/s/article/Facebook-Ads>

Analytics Packages:

<input checked="" type="checkbox"/>	Facebook Pixel
<input type="checkbox"/>	Google Analytics
<input type="checkbox"/>	Visual Website Optimizer



Copy your Facebook Pixel ID to the Facebook Pixel Tab in the BigCommerce Control Panel.

When you have your website and Facebook connected, your store will automatically start tracking purchases and add-to-carts. If you would like to run newsletter sign up campaigns, offer free guides, or track any other kinds of conversions, you need to set up custom conversion events.

You can do this by going to Custom Conversion at, <https://www.facebook.com/business/help/434245993430255> and specify the confirmation URL that is after the lead submission page.



Create a Custom Conversion



Custom conversions allow you to measure unique activities and optimize your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.

Include events that meet the following criteria

Default Pixel

Website Event

All URL Traffic

Include All URL Traffic events that meet the following criteria:

✕ Rule 1	URL
	contains
	www.mysite.com/thank-you.h... ✕
	or

Add another rule



Name

My Custom Conversion

30

Add a description

Category



Select a category



Value



Enter a conversion value (optional)

Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn more.](#)

Cancel

Create



Testing and Optimization

We covered all the fundamental aspects of campaign targeting. Now it's time to look at structuring the campaigns. When setting up your campaigns, separate them by the message and purpose.

For example, if you offer a discount code for abandon carts, those ads should be in their own separate campaign. Also split your retargeting and cold traffic and adjust the ad design and content to address the audience's needs.

Giant Teddy
Sponsored · 🌐

👍 Like Page

It looks like you left a HUG 🤗 in your cart!
Send Some ❤️ Today and Save Up to 50% On Everything!
Free Shipping No Minimum Purchase!

So much love waiting for you!
Shop Now

♥️ ♥️ ♥️

Giant Teddy - Cozy Cuddles S and Huggable Jumbo Cream...
\$104.60

👍 Like 💬 Comment ➦ Share

Remarketing to visitors who abandoned cart.

It's better to be more descriptive for cold traffic audience and focus on introducing the product, as opposed to remarketing, which can be more direct sales oriented.

Cold Traffic Campaign Structure

Set up a few campaigns to test a variety of target audiences. You can optimize your campaigns by testing the following campaign elements:



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



- Conversion event. The action you want your visitor to take.
- Optimization for ad delivery. Choose how you want ads to be delivered such as optimized for clicks, conversions, or daily unique reach.
- Conversion window. 1-day or 7-day conversion window post-click or view.

Start by isolating each audience into separate ad sets and use the same ads for each of those ad sets.

This way you can see which audiences perform better for your offer, as well as adjust a spend to prioritize more successful audiences. Once you know your best performing audiences, you can test various types of ads or copy.

Test ad copy either in separate ad sets (similar to audience tests) or in separate campaigns. This helps you to see any possible correlation between the audiences and ad types.

How Much Should You Spend on Ad Testing

A good rule of thumb for testing is to spend 2-3 times the target cost per conversion, per ad set.

For example, if you are expecting a conversion cost of \$10 per event, spend at least \$20-30 per ad set before making your first optimizations (or switching off underperforming ad sets) to make sure you gather enough performance data.

Re-marketing Traffic Campaign Structure

Your re-targeting audience campaign structure can be very similar to your cold traffic campaign.

This setup will help you learn the best type of remarketing audience for your product and will also help you test various creatives, prevent your retargeting campaign from burning out by changing and updating ads, and using burn pixels remarketing cookies.

Quite often, the new retargeting campaign performs amazingly well after launch, but it slowly dies down with time. The main reason for it is something called cold "frequency" - This is the number of times any individual in your selected audience has seen the ad. The higher the frequency, the less changes of a person to act.

To keep your offer fresh and campaign performing well, rotate the ads and mix up different types of creatives. You can do this by switching various ads on and off inside the ad sets, or by running multiple campaigns with different creatives.



Account Overview		Campaigns		Ad Sets		1 selected	
+ Create Duplicate Edit Refresh Trash Share Rules							
<input type="checkbox"/>	Ad Set Name	Delivery	Results	Reach	Impressions		
<input type="checkbox"/>	18-25 Females MEX	In Draft	---	---	---		
<input type="checkbox"/>	18-25 Females US	In Draft	---	---	---		
<input type="checkbox"/>	18-25 Females AUS	In Draft	---	---	---		
<input checked="" type="checkbox"/>	18-25 Females FR	In Draft	---	---	---		
Results from 4 ad sets				---	---	---	---
				People	Total		

You can check your frequency by clicking "Performance" in your campaign view.

Customize Columns

- Performance** (highlighted with red arrow)
- Engagement
 - Page Post
 - Messaging
 - Media
 - Clicks
 - Awareness
- Conversions
 - Website
 - Apps
 - On Facebook
 - Offline
- Settings

PERFORMANCE

Results

Result Rate

Reach

Frequency

Impressions

Delivery

Social Reach

Social Impressions

Actions

People Taking Action

Relevance Score

Positive Feedback

Negative Feedback

Amount Spent

Amount Spent Today

Link Clicks

CTR (Link Click-Through Rate)

Cost per Unique Link Click

Reach

Cost per Result

Website Leads

Cost per Website Lead

Budget

Amount Spent

Ends

Schedule

Relevance Score

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad and 28 days after clicking on ad

Change Attribution Window

Save as preset

Cancel Apply

What do you do if your campaign does not spend its entire daily budget?



Daniel Sapir, Quincy Branch Manager

508.345.0700

daniel.sapir@SCOREvolunteer.org



Try changing optimization settings (from conversion to clicks) or try setting up a higher manual bid instead of an automatic one.

Bonus Ideas for Your Facebook Ad Campaigns

Testing is the key to discovering what resonates with your specific audience. Below are some additional strategies to test with your audience to improve your sales and revenue.

Digital Products Selling Tips and Ideas

- ❖ Focus on list building. Offer free guides or other lead magnets to collect prospects' emails, especially for cold traffic. This way you can nurture your leads via email as well as Facebook ads, which may be a more cost-effective way of selling this type of product.
- ❖ Focus most of your direct sales on re-targeting audiences.
- ❖ Test selling via online training and webinars.
- ❖ Test bundle offers and selling multiple products at once. This will help you increase cost per sale.
- ❖ Test coupon codes for retargeting audiences. These discounts don't have to be massive. Remember the discount is not just the value offer but also acts as a psychological trigger.
- ❖ Re-target previous customers. We all want recurring business, which makes these people your best audience, as they already know how great your products are.

Brick and mortar selling tips & ideas.

- ❖ Test awareness campaigns, targeting people in your local area. You want your brand to be easily recognizable and top of mind. This will boost the number of walk-ins and help your physical store thrive.
- ❖ Offer online coupons that are redeemable in your physical store. These coupons can be synced with your inventory, using a service like Square POS, to keep your online and offline sales up to date.
- ❖ Promote events and in-store specials. This can be a great campaign to promote in your local community, as well as a way to re-engage your retargeting traffic and previous customers.
- ❖ Make sure the look and feel of your ads is consistent with the atmosphere in your store. This will ensure your brand is easily recognizable and will create an instant connection in your prospect's mind.

Congratulations!!!! Now you are officially a Facebook targeting expert 😊

We covered a lot of information, including:

- Various types of audiences
- What messages to select
- How to run your tests
- How to maximize the results in your campaigns.

To sum up, if you want to implement some things straight away, we recommend you start with a remarketing campaign.



Daniel Sapir, Quincy Branch Manager 508.345.0700 daniel.sapir@SCOREvolunteer.org



It will give your bottom line an immediate boost and will excite you about Facebook ads even more!