

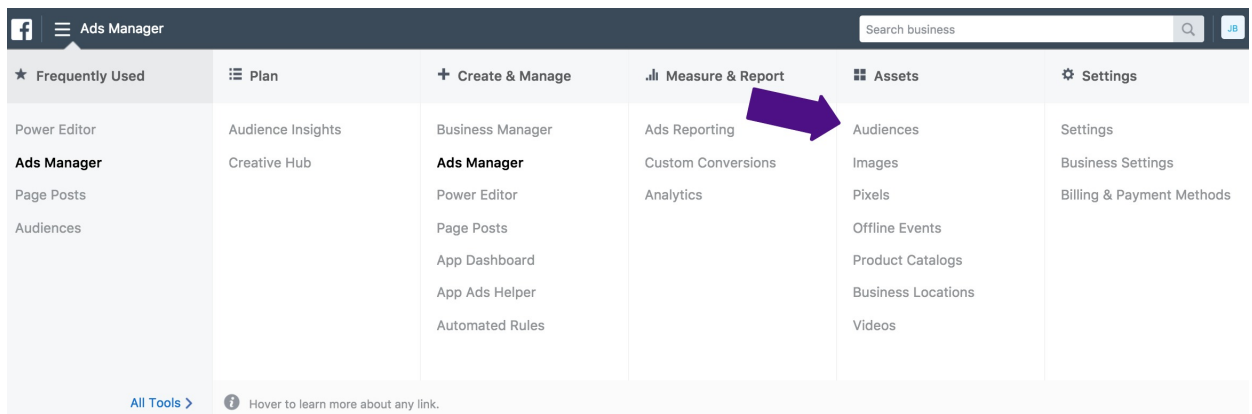
Creating a custom audience for Facebook ads

Congratulations!

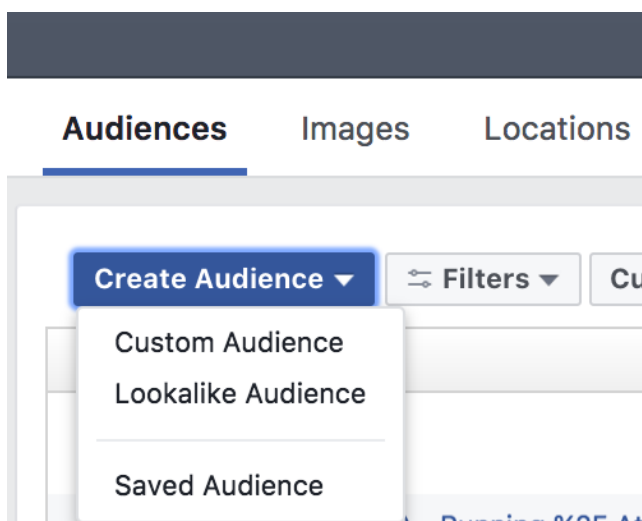
You know all about the theory of why Facebook remarketing is such an essential tool for all businesses – and now you're about to jump in and make it happen!

Here are the steps you need to take- you might want to print this guide out so you can have it next to you while you work through the steps!

First navigate to 'Audiences' in Ads Manager,



then go to 'Create audience':



You will see that you get the choice of 3 different types of audience to create:

Custom Audience- an audience based on either data you give Facebook – eg. email addresses, or data that can be assimilated when someone interacts with your business online.

Saved Audience – a saved list of filters to use in your Facebook ads, based on interests, etc.

Lookalike audience – a new audience which contains people with similar demographics and interests to the people in a ‘seed’ audience that you give Facebook to prepare it from.

To create a custom audience






Click 'custom audience'

Then choose the type of audience you want to create:

Create a Custom Audience ×

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 NEW 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.

Cancel

- i. Customer File – the email addresses/ phone numbers of people on your database
- ii. Website traffic – people who have clicked on your website page(s)
- iii. Engagement – people who have watched a video, interacted with an event, or responded to a post on your page.

To create a 'Customer File' custom audience-

Click the top option, then choose to either upload a csv file, or to copy and paste a list, or to import the data direct from Mailchimp.

Create a Custom Audience



Customer file



Add customers from your own file or copy and paste data

Use your customers' information to match them with people on Facebook.



Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)



Include LTV for better performing lookalikes NEW

Use a file with LTV to create a lookalike more similar to your most valuable customers.

[Back](#)

To add data from a csv file – simply click on ‘upload’ and then grab the file from your hard drive:

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

Audience name

Name your audience

50

Show description

Cancel


Back

Next

Facebook will map the data across and your audience will start to be populated very quickly.

To import directly from Mailchimp – choose the second option at the audience creation stage. and then follow the instructions Facebook gives you.
Any audiences created this way will be dynamic – in other words they will change as your real -life audiences in Mailchimp change.

Create a Custom Audience ×

 **Import from MailChimp**

Email addresses from your MailChimp list will be matched with people on Facebook to create an audience.

Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

Facebook doesn't store your username or password.

[Back](#) [Log in to MailChimp](#)

Allow Facebook to log into Mailchimp. Then choose the list or segment you want to upload and click 'create audience.' Easy peasy!!

To create a 'Website Traffic' custom audience

This will collect data from everyone who visits any page on your website or free-standing web pages.

Click on 'Website Traffic', then choose from the options to get exactly the right data for you.

Create a Custom Audience

Include people who meet ANY of the following criteria:

Julia BrambleBuzz's Pixel

All website visitors in the past 30 days

Search:

- All website visitors (selected)
- People who visited specific web pages
- Visitors by time spent
- From your events
- PixelInitialized
- PageView

Include More Exclude

50 Show description

Back Create Audience

75,100 Ready

To create an 'engagement' Custom Audience

This will contain data from people who have responded to content you've shared on Facebook.















In the 'create custom audience tab, click the bottom option.

Choose the first option if you want to create a custom audience of people who have watched (a specific length or percentage) of your video:

Create a Custom Audience ×

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:  |

Back

You'll then get asked what length/ percentage of the video you want your audience to have watched:

Create a Custom Audience ×

Engagement ⓘ
In the past ⓘ
Audience Name

Choose a content type

People who viewed at least 3 seconds of your video

People who viewed at least 10 seconds of your video

People who have watched at 25% of your video

People who have watched at 50% of your video

People who have watched at 75% of your video

People who have watched at 95% of your video


[Browse](#)

Back













Create Audience

Then choose the videos you want your audience to have seen:

Select Videos ×

Facebook Page ▼ | Page:  Julia @BrambleBuzz Social M... ▼

Page 1 ◀ ▶

| | Thumbnail | Video Details | Video Views ⓘ | Last Used |
|--------------------------|---|---|---|--------------|
| <input type="checkbox"/> |  | Facebook likes - should we be fo... 11:10 • Uploaded: Sep 17, 2017 | 84  | Sep 17, 2017 |
| <input type="checkbox"/> |  | Having had lots of conversations ... 23:27 • Uploaded: Sep 14, 2017 | 116  | Sep 14, 2017 |
| <input type="checkbox"/> |  | test 1:33 • Uploaded: Sep 13, 2017 | 19  | Sep 13, 2017 |
| <input type="checkbox"/> |  | Have you got your social media ... 5:34 • Uploaded: Sep 12, 2017 | 66  | Sep 12, 2017 |
| <input type="checkbox"/> |  | Facebook retargeting - what is it ... 11:17 • Uploaded: Sep 10, 2017 | 2,604  | Sep 10, 2017 |
| <input type="checkbox"/> |  | Why Facebook ads are your busi... 7:35 • Uploaded: Sep 05, 2017 | 1,706  | Sep 05, 2017 |

Selected Videos (0)

Cancel

Confirm


Choose by clicking the tick box, then click 'Confirm'.

Alternatively, create a custom audience from people who have engaged with your Facebook content or an ad.

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page *i*

Page:  Julia @BrambleBuzz Social M... ▼

Include *i*

✓ Everyone who engaged with your Page *i*

Anyone who visited your Page *i*

People who engaged with any post or ad *i*

People who clicked any call-to-action button *i*

People who sent a message to your Page *i*

People who saved your Page or any post *i*

Add a description (optional)

In the past *i*

Audience Name

Cancel

Back

Create Audience

Choose the selection you want and then click 'Create Audience'.

Julia Bramble

10

To create a Lookalike audience

Facebook will create a while new audience for you of people who have similar interests and demographics to any 'seed' audience you give it. This is really powerful stuff (and they don't charge for it!!)

Type in the name of the 'seed' audience you want your Lookalike audience to be based on.

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 ⓘ

012345678910 % 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 ▼

Cancel

Create Audience

Keep the audience size as low as possible, to ensure you get the most relevant people included in your audience.

Then just click to create the audience!

Now – it's OVER TO YOU!

Take some time to plan out what you want to achieve and ...

GO FOR IT!!



If you've got 2 minutes, I'd love to introduce myself ...

Hi – I'm Julia Bramble and I really hope this guide is 110% useful!

I've been helping small business owners like you to simply get results from online marketing for 7 years. I know just how frustrating it is when stuff doesn't work! That's why I wanted to share a step-wise guide with you!

In my 'previous life' I led a team developing new analysis techniques for forensic science. I had to standardise the process we developed and create training programmes for all the scientists who were going to process samples. That was great and within my comfort zone

However, the baptism of fire came when I was told that I needed develop and deliver training and certification for over 40 of the most cynical people you could ever meet – the Court Reporting Officers for the Metropolitan Police in London (eek!)

They needed to fully understand all the science and be able to interpret the results. These expert witnesses go to the highest courts in the land every day and, if something doesn't stand up, they get ripped to shreds! Not surprising they were cynical about anything new then – no matter how good it appeared to be!

Although I was quaking in my boots when I stood in front of them, all 40 experts ended up being totally confident in these groundbreaking techniques and went on to defend them successfully in court.

That was when I realised that I had a talent for not only creating standard processes but for explaining complex tech stuff in a way that's easy for others to understand – and act on! And I discovered that I love it!

I specialise in content and Facebook marketing and work with businesses on training and strategy (it's all very well knowing what to do, but you still need a plan that's going to work!) I encourage everyone I meet to focus on the human behind the digital – usually when things don't work it's because not enough thought has been given to this! [I've recently been called a 'Hero' (blush, blush) for saving a massive Facebook campaign from going pear-shaped!!]

Credentials? I don't like this bit because it feels like bragging, but I write regularly for Social Media Examiner – the biggest website focussed on social media in the world! I've spoken at numerous events including Social Media Summit in Dublin and Social Day UK (3 times!) and at sector-specific events - to audiences ranging from magicians to universities to district councils, beauty spa owners to equine vets, to magazine publishers. I've been featured in national media including The Guardian, Evening Standard, The Observer and on BBC Radio.

So - what am I committed to?

1. You

If I can do anything to help you get great results from Facebook ads I will. I believe every small business should use them because you can create such an effective, low-cost marketing system, that can be automated so easily. What will you do with all those extra hours?!!

2. Small business owners like you

– and making sure you get results! Alongside my social media business I was a Business Growth Adviser for 4 years, for a national business membership association. That meant I breathed, ate and slept small businesses and how they work – and I still do!

3. My 6 kiddies

I have even less time than the average business owner, so I won't be advising you to do stuff that doesn't get results!

4. Education

I'm Chair of Governors at the local primary school because I find the power of education to change lives amazing! But – knowledge is power only when we actually use it, so please TAKE ACTION!

Now you know where I'm coming from in all this – I hope you feel connected- please carry on the conversation by emailing me Julia@bramblebuzz.co.uk -

Or why not find me on social media and get in touch? (I'm @juliabramble just about everywhere!!)

I'd love to know more about you and what you do!