

Facebook Ads Mastery For More Customers & More Sales



Week 1 Execution Guide

1# Upload Customer list into Facebook to create a Customer Audience

Manage Ads | Account

Ad Account: 12424340457

Audiences

Create Audience ▾

- Custom Audience
- Lookalike Audience
- Saved Audience

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game

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

Cancel

2# Create Excel spreadsheet for Identifying Your Ideal Customer:

Include • Avatar Demographics • Leaders/Gurus they follow • Organizations They Belong To • Publications (magazines or Books) They Read • Tools, Software, Services or Resources only they would use

3# Go into Audience Insights and start populating an Audience

Click on Page Likes – Top Categories section –to identify relevant interest to your audience * such as: • Magazines • Public Figures • Competitors • Leaders & Gurus • Tools & Services • Publications • Organizations

**Add any other Top Categories that are relevant to your customer as well.

Start adding these pages and interests to your spreadsheet. Your aim is to come up with as many as possible. 10-20 is a good place to start.

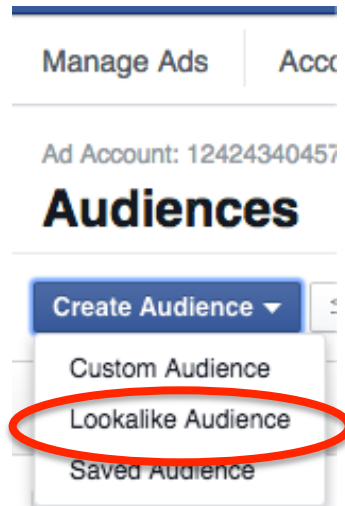
NOTE: Can sort these by Affinity as well to get a close match to your audience.

NOTE: You can also look up the specific Page as well to get more ideas to add to your spreadsheet. E.g Type in the Interests Box – Bass Angler magazine and delete the other interests so see what else the search results come up with that you might not have thought of.

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i>	Audience	Facebook	Affinity <i>i</i>
Lure Making	65	15.2K	24.7K	29.6x
David Walker	81	15.7K	29.7K	25.4x
Aaron Martens	83	15.7K	29.8K	25.2x
Bass Angler Magazine	27	29.7K	58.1K	24.6x
John Crews	76	17.1K	33.6K	24.5x
Russ Lane	74	17.2K	33.8K	24.4x
Randall Tharp	66	18.4K	36.3K	24.3x
Chris Lane Fishing	80	16.6K	32.9K	24.3x

When you are saving these audiences make sure the Audience size with demographic & location is around 100k to 1.5 million.

4# Create a Lookalike Audience based on your Customer list that you have uploaded to Facebook.



Create a Lookalike Audience ×

Find new people on Facebook who are similar to your most valuable audiences.
[Show Advanced Options](#)

Source ⓘ Choose a Custom Audience, a conversion tracking pixel, or a Page.

Country ⓘ Choose a country to target.

Audience Size ⓘ Estimated reach

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

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

5# Create a Custom Audience for anyone that visits your website.

The screenshot shows the 'Create a Custom Audience' interface in Facebook Ads Manager. At the top right, there are links for 'Manage Ads' and 'Account', and the Ad Account ID '12424340457'. The main heading is 'Audiences'. Below this, a button labeled 'Create Audience' is shown with a dropdown menu open, listing 'Custom Audience', 'Lookalike Audience', and 'Saved Audience'. The 'Custom Audience' option is circled in red. The main content area is titled 'Choose the type of audience you want to create on Facebook.' and lists three options: 'Customer List', 'Website Traffic', and 'App Activity'. The 'Website Traffic' option is circled in red. Below the options, a note states: 'This process is secure and the details about your customers will be kept private.' A 'Cancel' button is located at the bottom right of the interface.

The screenshot shows the 'Create Audience' configuration window. It features a 'Pixel' section with a green dot indicating a 'Tracking pixel' and the Pixel ID '1637198406496994'. The 'Website Traffic' section is expanded to show 'Anyone who visits your website'. Below this, the 'In the Last' section is expanded to show a list of options: 'Anyone who visits your website' (checked), 'People who visit specific web pages', 'People visiting specific web pages but not others', 'People who haven't visited in a certain amount of time', and 'Custom Combination'. The 'Audience Name' field is empty. At the bottom, there is a settings gear icon, a 'Cancel' button, and a 'Create Audience' button.

Tasks For Week 1

1. Create 5 different audiences based on your research and save them.
2. If you have a database of customers upload to Facebook.
3. Create a lookalike audience based on that customer list at 1% and 3% scale.
4. Create custom audience for anyone that visits your website.
5. Create a custom audience for special offer – you will need to know the links from your site to do this. Don't do this if you haven't yet created your offer pages.

****Please make sure you send any questions through to info@fbadsmadeeasy.com.au or through our private Facebook group.**