

FACEBOOK FORTUNES WEBINAR 32

Facebook Audiences and Insights

Hi, it's Kerry Fitzgibbon here, and we're on Facebook Fortunes, webinar number 32. We are going to be talking about this in a part one and part two series, this week and next week, and I am going to be going through Facebook audiences, breaking them down, detail date by detail on all the different types of audiences that you can run inside Facebook. Then I want to go on and demo them as well, and then I'm going to put together an ad campaign and show you exactly how I would use, and what audiences I would specifically use, in- in terms of the running this ad campaign, and switching them on and switching them off.

Part two next week, I will be going through because I'm going to actually set up a campaign, I'm going to run it for the next week. So next week I'm going to be going through the, insights, what I'll be looking at, how I know the campaigns performing and what things I might change over the week and so on. So, we'll be breaking all that down so that I can show you know, things that I look for in terms of hey, is an ad campaign successful or is it not? With all the different steps that you can look at and Facebook has introduced even more, it can get quite confusing. It's still I, there are some that I look at and there are certain triggers that will be able to see, that I know okay it's good or it's not so good and the things that I need to change.

So, let's get going. So first and foremost are the first part of this. I've got jump one, two, and number four for some reason, but number one is we're going to be talking about Facebook audiences, the different types, number two setting up an ad campaign to these audiences, and number four which is meant to be number three, doing a demo into this as well. So, what we might do to make this actually, a little bit you know small streamlined so we're not doubling up, is I have all the different types of audiences listed in the agenda here. Now, rather than me reading through these, I'm just gonna go into Facebook and show you where they are. So, then you know what I would specifically use them for and so okay, okay? So, I think that will probably work a little bit better than running through this, and me going into Facebook and showing you where they are, which is double, double whammying it as it stands.

Okay, so let's go into Facebook. You know how to get into, your ads manager, so I don't need to show you that. But let's go up to the top here, and go into our audiences, okay? So, some of this, like I said you'll already know, it's just gonna refresh you on it, but refresh you on how, but there are some new audiences in there and different things that you can do and whatever else, okay. So first and foremost, we're in audiences now, and we've got audiences, we can upload images, and we can upload videos in here as well.

So you can have videos preloaded for when you want to do ads, you can put some images in here for when you want to do ads. I'll put my images for my ad campaign that I'm going to be showing you guys, that I'll be setting up. I've already uploaded them in here and of course we've got our audience section, that have now broken it down to different types of folders in here. So recent audiences, audiences in active ads, so you've got ads running right now, what audiences are you using, audiences ready for use, so these are ones that have been uploaded up, uploaded up, uploaded and are actually ready to go- to go right now. So, I actually adjusted this engagement audience just before, it should be ready for use right now actually, let's have a look.

If I go into this particular folder, yeah. So, it is, it actually didn't take long at all. But a lookalike audience that might take a little bit longer. Audience shared to the account, so I can get a, an audience up from, because I'm a business manager, I might go and share an audience or get an audience from Andrew and Daryl's account for instance. So that

audience is shared to the account and audiences shared by the account. So, if I've got an audience in here, I might be able to share it with, again, you know, with Andrew and Daryl because Daryl is a business manager as well.

Probably not so much you know, something that you guys need to look at right now these ones here, but these are then just broken down into folders. But let's go back to all audiences okay? Now, so, we are going to look at and if you've got any questions along the way make sure you do type them in IM, sort of keeping half an eye on. If I do miss them, throughout, I'll be getting back to them in the end anyway. Okay. So, it's, in order to set up these audiences, we go into create an audience, and the first and foremost let's look at customer audi- or custom audience. So, in terms of custom audience, click on here, you can upload your customer database, or customer, your database, right.

Now, in terms of our customer files or our database, we can break that down to uploading your database from a CSV file as we typically know it importing it from Mailchimp if any of you guys have Mailchimp stuff, and there's also a brand-new audience here but it takes a bit to set it up and I have not fully looked into it. I will be doing that very soon because it is very new, but it's a lifetime value of an audience. So, what that means is that you have to do a little bit of work in the initial stages and go through and number your clients by how much they've spent, or how much they're likely to spend over the lifetime okay. So, it's a little bit of work for you to upload into here, but then what Facebook does is it takes you lifetime value being a good client who's you know, spent a lot and finds a lookalike audience of that specific client. So, it's pretty cool what it can do, but it's a little bit of work for you initially to go through and work capital lifetime value of your clients to, to grapple onto the good ones and then get Facebook to do the heavy lifting to find more like that.

So that's your customer database, so let's take it back. We've got our website traffic audience, and the different types of audiences you can do here okay. So, anyone who doesn't see your website, now I don't use this one. The reason why I don't use this one, it doesn't break it down quite enough. So, I know it's easy to choose a domain name here, but, it still pulls and if you've got several different websites, it'll still help- pull in people from other websites that you own as well. So, I very rarely do anyone who visits your website, but I often and the one that I use the most is people who visit specific web pages. And what I mean by specific web pages, I will still go in and, let's go to MarathonGirlsShop. Copy that, always go in and copy the web address. We'll go back, people who visit specific web pages, and I'll pop in there.

You can go right back to 180 days here. So, you can either do name, or you can do keywords, or you can do contains, or you can do equals. So, equals mean it must be exact, <http://MarathonGirlsShop.com/> must be exact, okay. Where I would more likely use equals would be on my thank you pages, where that comes through and it's thank you, accept in an ecommerce because in an ecommerce quite often, the thank you page also is dynamic, depending on who's purchased what and whatever else. So, most of the time I'll use contains, unless it's specific, then you know, you can do equals. You can have URL does not contain to exclude stuff, or URL matches a regular expression. So again, it's a bit of an odd one, but basically you know, you can add in your URL or again your keyword. I have never used this one. It would be interesting I might have to do a little bit more reading up about that specific one because it is again, that's relatively new as well.

So, the main one that I use is contains, and you can go back like I said 180 days, from or go back to when the, as long as the pixel has been installed in that amount of time we can go back to there and include past traffic. Now, your based audience, as with any of these, the people that have visited in the last, let's just go back to about 60 to 90 days maximum. So, two to three months. The further back you go, yes it might be a bigger audience, but some of those people that haven't visited for a while so let's just say three months or longer, might not remember you, okay. So, you would want to do a different campaign to them.

So, we can set this up, let's just go MarathonGirlShop, 30 days. Let's actually go back 90 days. Actually, I'll just do it in G90. Actually, let's go all, so that's all with visitors 90. And you can add a description in here if you want, so I could actually go Marathon Girl Shop all, okay. And I can create that audience. Okay. So, we'll go back into custom audiences again. We're gonna go back into website traffic. So, we've got anyone who visits your website, we've got people who visits specific webpages which I just showed you, people visiting specific webpages but not others, so this is where we can go in and go okay. Now the only time I use this one, again, I would typically, the only time I use this one is let's just say the conversion page is so, let's just say I wanted to track people that have come through to MarathonGirlShop, but haven't come through to the thank you page.

So, check out ... Let me double check that search. I might have to, yep. Okay. So, I'm gonna go back and get that URL for this demo. And show you what I would do here. One second. I'm pretty sure the checkout, the keyword is checkout. So right now, let's go into my custom consent versions, because I have set up a custom conversion for when people come through the checkout on MarathonGirlShop. Okay. So that's it there. Okay. Back into audiences. So I go create an audience, custom audience, website traffic. You know in here this is, so people who visit specific webpages, so I would set up a contains this, and then asked, so I'm gonna show a promotion I'm going to do in the last, 30 days. And I'm gonna go in MarathonGirlShop, 30 days. Okay.

Create audience. So that specific webpage is again, so that's what I would prefer to do, so that I can run an ad later that goes include everyone who's been to the website in the last 90 days. Exclude all those people who have purchased. But you can do it in a custom combination here, which is people who visit specific webpages, people visiting specific webpages but not others. So, you can do it in here, the reason why I prefer to actually just have control it on an ad level, it's just a, a personal preference. So, I will show you when I show you the ad what I mean by that, but if you wanted to do a one audience where you're all right, I know that they have come to my webpage but they haven't checked out. This is where you'd settle up.

So, we'll do exclude people that have been to checkout. Or I actually might do cart here, so this will be tracking. So, include people who have visited the cart. So, this is where I might do the comb- custom combination like this, because this number here the people that have visited the cart and that have gone through checkout, might be quite small and they might not be a big enough audience to have you know, one or the other. Because you need more than 20 in the audience to be able to advertise to them. So, we'll go who added to cart but didn't go to checkout. So, they effectively, yeah, added to cart but didn't go through with the buying. So, the ad that I might show these people might be hey, see you know, you added MarathonGirlShop to your cart but didn't purchase. Is there anything we can help you with? Chat to us now and I might do a messenger ad to those people.

So, let's go in the last 30 days. So MarathonGirlShop, add to cart, didn't ... 30. Okay, let's double check that actually, that is the add to cart. I believe it is. At least just pretend we're buying a top. Extra-large. Go back. Out of stock, no. Medium. Go back to cart. Yeah, that is. Cool. That's handy to know. So, create audience. That's okay. Go back into custom audiences again, let's go back into website traffics, I'm showing you this. We have gone through people who have visited your website pages but not others. People visiting specific webpages but not others, and people who haven't visited in a certain amount of time. So, with this one here, include people who haven't been to your visited, visited your website, visited your website but haven't been back in the last 30 days.

Now, the issue that I can see right here with this one, is it won't include pretty much everyone who's been to your pixel. So, if you've been got several, if your pixel is on different sites, it won't discriminate. So, I'll set this up and I'll show you what it looks like, but then I'll show you exactly how I would set this up instead of. So, if we go, oops. So, people who have been to your website in the last 180 days but haven't been back in the last 60. So unfortunately, that's going to take in all the places where my pixel is. So, the main couple of businesses would be Social Media plus

1, and MarathonGirlShop. So, you know, it's pretty hard to do a direct ad to those two different ones, but then I've got a couple of other businesses online as well. So that makes it a little bit more difficult, but here's what I would do instead. I would just custom audience, website traffic and I would say people who visited specific webpages, put the URL in here, and break that and say you know, I'll do it a s- a 30, a, 30 day one, 60 day one, 90 on- day one, 180 day one, and then I might run an ad that includes people that have visited in the last 180 days, exclude people that have visited in the last three months, so 90 days.

So, include, so that will get people that haven't been to the website for a period of time. So that's how I would run the ad rather than set up a big audience of people that visit- haven't visited your website for a while. So, it does have its limitations with that specific one there. Now the other one that we can do a custom combination, okay? So, a custom combination might include people that have contained MarathonGirlShop visited and let's just say we could put a page in here but we could add in new, exclusion, or condition. So, people that have visited this page, but not this page in a certain number of days, or people who have visited this page and this page excluding this page in a certain number of time. So, you can play around with that. I, again I haven't really used that this much, I think it would work really well for more of an ecommerce where you could say hey, they came and they looked at shoes, they looked at bracelets but they didn't look at watches. Okay?

And then you could run an ad saying, you know, or showing, showing off the, you know, shoes and bracelets but not you know, the watches because they weren't interested in them or the vice versa. So, you can do a custom combination. Have a little think about how that might work in your business. Come up with some ideas as well. I'm sorry I missed where you asked that, could you use your landing page as well, can you just tell me what you mean by that and, and how I missed that? So, could you use your landing page as well, are you talking about, yes absolutely.

So, if you're talking about ... I wouldn't necessarily do the whole website by the way, I would actually set up, I do set up audiences to specific landing pages. So, in terms if I'm using this here, I would set up an audience that came to MarathonGirlShop.com km. Or that might be your landing page for an event. Yep. So, I'm showing you guys to the whole website, but I do actually set up these audience to specific landing pages more times than not. So, I might set up an audience that have come to this one here. So that's my full marathon, create the audience. Custom audience, website traffic, anyone who's specific webpage, came to that in the last 90 days. And then it would be MarathonGirlShop, full, kilometers. 90 days. I could even do, I don't actually it does make a difference if I do choose a color or whatever else in here either. It doesn't change. But yeah.

So, then I might set one up and go, okay. Create an audience, custom audience, website traffic, anyone who's visited specific webpage, miles. 90 days. What should I call... Whoops. If I had free report, I could do the same. Oh. Okay, cannot be missing permission. Oh, I had a couple of things play out. Don't know what I was supposed to do here. So, I could go through and just set up all the individual ones or I could just keyword it here. So, this one's half. Create audience, custom audience, site traffic. MarathonGirlShop, kilometer, half, to a meter. 90. And I'll do one for miles as well. Custom audience, website traffic, I think you get the picture now.

Or I might go or I just want to know all my girls because I'm gonna sell them something different, um, then I might just go from there, you know. Keyword it. That's MI isn't it. This one here is, I'm just making sure it's KM. So, I might just go KM. Okay, so then I could go visited all KM but exclude people that went to full marathon and exclude people that checked out, and do an ad saying hey, interested in half marathon one because you know, or your, or interested in a full marathon or do you want white, do you want black, and so on so we can break that down.

So anyway, let's get back to the audiences, while as in, breaking it down. So, we'll go to website traffic. We've got our custom combination, so let's go back. Next one here is custom audience, we've got app activity, I'm not going to go into details about app- app- app activity, but if you've got an app you can chuck it in and track people that have come to your app. And then we've got engagement on Facebook as well. So, if we go to engagement on Facebook and break that down, we've got videos. So, you can create an audience of people who watch your video. You can create an audience of people that have watched three seconds, 10 seconds, 25%, 50%, 75%, and 95%. So, let's just say we go 10% of my video, I can go in and choose a video, let's push on the right one.

Let's pick one that might be a little bit okay. Let's go with how to cope with a bad run. Tick that one. And we might tick this one here. Because I kind of want bigger audiences and okay, run marathon training. 10 seconds. 90 days, I like 90 days. It means it's still warm. Great audience. So that's our videos, so like I said, three, 10, 25%, 50%, 75%, 90%, depending on how far through you might do different ads. If I've only watched 10 seconds while they haven't watched enough probably to have a really good gauge on what, you know, interest. So, then you might want to do a different type of ad that will get them to either watch more of the video, or an image type of ad. If they watch 95%, you know right, they're pretty sold on you right now, especially if it was a longer video, you might go straight to the jugular and go hey listen, come sign up for my stuff, or book an appointment, or have a chat, or whatever it might be.

So, we can create an ad with that audience, and we can expand, we can do a lookalike with that as well. So that's our video view audience. Let's go into engagement audience, that's video views. We can do a lead form audience, so lead form is when we set up a lead ad. Some of you guys have done this, some haven't. But anyone who open the form, people who opened it but didn't submit the form, and people who opened and submitted the form okay. So those are the different types of audiences you can set up there. If we did a lead ad. Also, if we did a canvas ad, I've done a couple of canvas ads but not actually in this account, so I won't be able to show you in this account, an audience here. But a canvas ad, I've done a demo on those. But people who opened the canvas and people who clicked on the canvas right back to 365 days.

And then of course this is one that is a pretty cool one. This is very excited about the Facebook page audience. So, anyone who engaged with your page, anyone who visited your page, people who engaged with a post or an ad, people who clicked on a call to action button, people who sent a message to your page, you can specifically target those people, and people who saved your page or post. Now the only thing I see wrong with this audience is, people who engage with a post or an ad, it doesn't seem to allow you to pick which post or ad. Which to me is a little crazy. (laughs). I guess you could probably, well yeah. It doesn't seem to pick the post or the ad. The only way I guess, yeah, I'm just trying to think how that work or whether they will introduce it, because if you do a specific post on a specific topic, then you might want to go and remarket to the people that engaged with it, to get them to take another action based on that post. So, you know just a really interesting observation.

I hope anyway, so anyone who visited your page, so if we just did like run marathon training, in the last 365 pages. 365. This audience here will not be as warm as someone who has visited our page in the last 90 days. What have I done wrong here? Okay. It's not letting me do that. Let's do 90. Done something wrong here. (laughs). Visited. Page visits. 90 days. We'll do RMT. It's not letting me create the audience. So, let's go with people who engage with any post or ad. Not letting me create that either. Let's try that again, because it could be a glitch. No, it doesn't like me right now. All right, so you guys can try this, see whether it works for you, but right now it's not working for that one. Let's see if it works for another one.

This one here. No. I'm just gonna refresh this team. So, Brad yeah, your question to are they videos that you put on Facebook, yes. They are videos that you need to load up onto your page and then you can create video views from

those people that have watched those and did you get any views from Sundeck (laughs), complaining they keep seeing your ad, block them from your page and then he shouldn't you know, by rights, get and see your ad anymore. Depends whether he likes your page but, if you block him from your page and your page is the one showing the ads, then he's not gonna see that. So, I believe that you can do that. So that's what I suggest you do when you, good, I did block him, so he shouldn't see it. Perfect. Good work.

Okay, let's see whether this is gonna work this time around. If not, then we can't do this engagement audience, which isn't a major deal, let's get on to show you set up an ad to it as well, what I would do with it. Oh, look at that, now that I've refreshed it. Could just like, things happen with Facebook, don't know and do my things.

All right, can't do that ad at the moment. That audience. But it's an engagement audience. Where are you, so go ahead and play with it yourself. For some reason it's just not letting me do it, so we're gonna do anyone who visits your page, people who engage with your post or ad, people who clicked on any call to action button, people who sent a message to your page, and people who have saved a page or post. It might just be a chrome thing, it could be a Facebook day thing. Would love to see if any of you guys can do these audiences or it's just me in business management. Actually, Fred I might have a look in yours if that's okay. Let me know if I can just check out this audience in yours. Great, okay cool.

It could be business manager. I could actually have a look at my other account. Let me look at my other account rather than yours Fred. One of my other accounts. I have a few of them. Oh, which means we have to get out of here. Just looking at the time, thinking I'd better get to showing you guys these ads. Management. Create an audience, custom audience. Engagement, Facebook page, it's this one. Not sure I've even got a Facebook page attached to this. Yes, I do. Oh, all of them. Let's just do, yeah. Nope. Okay. Well that sucks, doesn't it. Right, let's go back to here then. So, it's just a glitch obviously right now that we can't create that engagement audience for the page. But let's go back into the rest of the audiences because there's some pretty cool ones here.

Create an ad, custom audience, engagement so that's pretty much it on those engage an audience. So, videos, lead forms, canvas, Facebook page, and then you know pick how long they've been, how many days they've visited your page, actions, posts, call to actions, and so on. Then we've got our lookalike audiences. Lookalike audiences we can set up, based on any of the above. So, you can advertise to any of your custom audiences, any of your website audiences, sorry, you can make a lookalike audience of any of your custom audiences, any of your website audiences, any of your engagement audiences, right down to you could make it so specific that you only want to target people that have watched 10 seconds of your video lookalike audiences.

You can do audience size from 1% to 10%, so 1%, the ones that most likely match your audience right through to these is pretty board, they don't match quite as much, but yeah you know, might be rhyme or reason for you using 10%. And then we can do the advanced options in these as well. So, let's just go checkout/order. For received then was it. So, I might go, oh actually I'll just find the audience in here. MarathonGirlShop, purchased. Might not be enough actually at the moment. Location. Australia. And create an audience. Yeah, because I haven't done any promotions of late, so if I could send that out but I could do a lookalike events of all those people that have actually specifically purchased.

Then we can do the advanced options, which are picking RK, mostly match one to five, so using three different types of audiences. Again, I just, I would stick to you know, unless it's quite small I'd stick to your 1%. But everything, everything should be split tested anyway, you know, 10% might work you know, just as well. I don't find that it usually does, but you can do those. So those are your lookalikes, and then we can get super excited, we can do our

saved audiences. So, our saved audiences, and I just want to show you some of the different audiences that you can tag now because it has increased a bit. So, we can do people like by location, or you might want to go okay, let's do Australia, but let's go, so in your instance Brad, you might go Gold Coast. And then we might go okay. So, let's make a specific area on the Gold Coast.

Let's target people, let's drop a pin. Right now, so it's going knobby. All right, let's drop a pin. Let's target people who are a 10-mile radius. Let's drop right that down, one-mile radius from Knobby's Beach, okay. So, we can go that specific. We might go one-mile radius from Knobby's Beach, we can obviously do age, gender, languages, again I don't touch that unless I'm going into countries where I just want US or English speaking. I don't know if US is English, but US English or English English. UK English. And then we can go right down to details, so you know, this is what I call my precise interests, so if I was talking about my Marathon Girls, you know, if you've heard me say this I'd go Boston Marathon.

So, New York Marathon. Now, you'll note that this would be pretty light, I could look at the numbers up here they'll be pretty low because I've got here 20 potential people because I've chosen this radius here. If I take this out to United States, so I could figure out and to take this even further, I could go right, where in the United States do more, most people purchase my tops from? And I could target that specific area and use the interest based. Or I might want to go, okay, so um, well actually it's gonna be quite different but I'll show you anyway. So, we can go browse, we can go through demographics, so we can go right down to educational, financial, generation, home, life events, appearance, politics, relationships, work, and so on. And even with some of these, life events, we can break it down, away from the family, away from home town.

If you've got somebody's birthday month, up and coming birthday, so celebrate your birthday or you could target friends of fans that are celebrating birthdays. So, we could do okay, July, month, July? Yep, all right, okay. So, let's go July. Add. Hopefully they'll let me do this. People who liked your page. Sorry. Friends of people who liked your page. Come one, there we go. For some reason I can't create audiences right now, this is crazy. So, I might go ... let's do a birthday celebration, hey, know someone who's a marathon runner who is celebrating their birthday this month, buy them a marathon girl running top, because detailed targeting includes people who match at least one of the following and friends of people who liked the page.

So that's one thing you can do, like it's really honestly look through these and see, and invest some ideas if you see some audiences in here that you think will work for you, but again there a bit of a call to audiences. Audience, we might put them in the top of the funnel, but like we've got so many different things that we can do in here, education, financial, right down to income and net worth. Generation, baby boomers, generation X, millennials. And I know some of you guys have got millennials stuff. Home ownership, break down the home ownership to first time home buyer home ownership in Australia, home owners house mortgage renters, units, apartments, so on, and so on, and so on. So, um, it's super, super exciting some of those audiences in there that you can, you can target and then you can obviously target, Facebook pages, people who liked your page, friends of people who liked your page and exclusions, or events, people that have responded to your event, or exclude people that have already responded to your vent- event, and advanced combinations.

So, we can do the hey listen right, I want to target people who are connected to my page, and friends of people connected to my page. So, in my birthday one, I might go people who are connected to run marathon training and also people that are connected to friends of people that are connected to, that are having birthdays. So, that's just an overview of some of the audiences that you can advertise to. Like I said, I do have the agenda with all those different audiences. But let's go through I've got only a short amount of time now before the end of this, so I'll try and get through as many as possible. But this is exactly what I would do with some of those audiences and how I set

up those ad campaigns. Unfortunately, because I can't actually set up all those audiences for some reason, right this very second, I don't, I'm not gonna be able to show you all of them. I might be able to. Well let's see. Let's go through them.

So, if I'm running an ad, let's go into ads manager. You guys know how to select the kinds of ads in ads manager by the way, so I'm gonna show you one in here. But let's go create ad. Now, I really actually would do a couple of different things here, so I do want the conversions. And I do want the traffic. With conversions, there's a whole lot of different numbers out there, but they say that uh, you need around about 20 conversions in a seven-day period is the latest thing for Facebook to really optimize properly for conversions. So, if you don't have that, then you might want to optimize for traffic. Some people actually like doing the engagement ads, okay. That optimizes for engagement. Reach, if you are looking at doing a call to action with call us now, but let's just show you, I'll set up some conversion ones right now.

But you were gonna spend more than \$50 a day to do this. So, if we go MarathonGirlShop, and I'm not gonna do that at this stage. per campaign. per ad event. MarathonGirlShop, white sale. Continue. See it says I've been away for a while, refresh this screen. Really seriously. Don't be doing that, we're all good. Okay, so uh, I'm just gonna go with fans initially. Well let's just do this. Oops. Maybe you have to go team, this is recording we'll be in the member's area. I should have turned off my chat before I started. Let's try this one again.

Or, I might actually have to make this into a three-part series for you and show you the setting up of this, or video this afterwards and pop it in there. If I'm still having issues with doing this, so let's see, run marathon training. (laughs). Sometimes chrome does these little funny things. That seems to be good. So, I'm gonna optimize for that. Hmm, at Australia at this stage. People who like my page. I unticked automatic placements and I put edit placements. Facebook Instagram, I'm gonna take you off. So, we're optimized for conversions. Let Facebook do the heavy lifting. Conversion window, one seven days clicking, optimized so they have purchased within seven days of clicking ad. Or seven days after clicking or viewing ad, so I don't want that one. I want seven days after clicking ad. I'm gonna let Facebook bid as well, that's been, honestly, it's the, one of the best options here.

You can, in the conversions, on this smaller you probably can't do that actually, but let's go continue so that's pretty much what I would do. Less than a one day click conversion window. About seven days. Let's see what the difference would be here. That's the one day click conversion window. So, all right. Add name. MarathonGirlShop White Full, and kilometers. I've got them in here, that I've already uploaded. Oh, which one is this one, that must be the, is it the full one. Now, I've done experiments with this just to let you know that people, if I do a dif- an ad individually, so one ad to full, and then another one to half, and then another one to miles full and another one to miles half, I know that they can do it better to than doing a carousel ad with all the different ones there, or just so I've just found that converted better.

But you know, you could do a carousel one and I could put all of them in here, the different links to each of the different pages doesn't convert as well as hey, listen, get your full marathon girl running top and even with a slide show it- it doesn't work as well on collection. That's just what I've found. Again, some things you know, some people would might experience different. So, this is my miles top. So, let's go in here and use a different image. It's really hard to see. That's my half marathon one. Right, let's do a half marathon one. I'll go to, so I'm just gonna show you one. Setting up one with all the different audiences that I might use for this one, because I would set up one for each one of these.

So, let's go, ads manager, I'm gonna put the destination URL on here. I'm not gonna exclude any audiences, what, I will show you that in a second. But. Let's just go ... Oops, sorry team. Now this is an absolute freakin steal. (laughs). ... Shop now. Now I might put there grab a running group for, for you and your running buddy. We are making way for new stock. So, clearing out. Here we are. So, you always will be doing a sale or something you try and give a reason why. Much too much which is ridiculous, hate that. But anyway, let's just place the order for now. And I'll write to them, I'll send a thing to support saying hey listen, noted merchandise.

Now, let's see whether this is gonna work, because the recent time I've gone to duplicate the ad in ads manager it hasn't, but that's to my fan's audience. Okay, so I'll note that down that that was my fan's audience. Let's try it now. Change ad set. Create a new ad set. Custom conversions. Here around Australia. Oh. This time around I'm going to do one of my website audiences. So, they aren't very big are they, those specific ones. So, we might go everyone who's visited. I thought there would be more. I'm not gonna exclude anyone, sometimes you'd exclude people, uh yeah, we might exclude people. That have purchased in the last 30 days. Yep.

So that's my website audience. Let's see if edit placements and takeoff audience need work. This audience is a lot smaller, so I'm gonna put, oh, actually let's put \$10 to it as well. Conversion seven day. Continue. So, this is where it's silly, because it should duplicate the ad but it hasn't. It's because I changed the ad set. So, I know that we're going over time here so I just want to share with y'all do this one, and then I'm gonna go into power editor and power through this if you want me to, or I could just let you know what audience I would, I would advertise to. So, tell me if you want me to power through this in power editor, I'll be able to get done in the next five, 10 minutes, or if you want me to end the webinar, then I could do it just recording, finishing it off all this stuff. Or if you want to leave and I can just carry on then you can come back and watch it later. Might be a good idea, if you want to do that.

So, I'm just going to go run marathon oops. Because what I'm going to do is I'm gonna set up a conversion ad and I'm gonna set up a traffic ad. So, two different, two different campaigns. I might even do an engagement campaign as well. And different types of ads and then do the comparison at the end. So, it'll be nice to look at a comparison. So, and so which we can go through next week. So, this is MarathonGirlShop website. 180. It's that one there. Continue on. Okay see, cool. All right, I'm gonna continue on and, what do I say? In power editor. I'm gonna leave that there, because I'm actually gonna go back through and copy the work that we did in the last once which is easier for me to do.

So, let's place the order. All right. I'm just gonna continue here. All right, jumping into power editor so you get a little bit of both today. My laptop is not playing up as well. Let me try that one again. Oh, the joys, team, the joys. Okay. Let's ... Okay, so, what I'm gonna do is I want to grab this one. Tick that. Have a look at it. Cool. So, I'm actually gonna duplicate this. Existing campaign. Thought I renamed it, I don't see it. So, what I just did then, rather than the ad that I had set up inside the ad set, I just duplicated the original one in there. So, if I open up this one here which is by rights my ad set that's MarathonGirlShop, shop, 180. With that audience. No, the other way around. That audience. 180.

If I oh, what is it doing? We're going back into here? Sorry guys. Oh, dear oh dear oh dear. Let's take both away and go back into the campaign. We'll eventually get there. So that one there. If I tick on that one it should have two ads in there now by rights. Yep, it does. So, we'll get rid of the ... huh, that one should be. Is it that one that I just did? No, it's the other one. All right, that one's it okay, so we're gonna get rid of that one. And go delete, because it the, crappy one. So that's the good one. Okay. So now what I can do, all right, by rights, we should be able to go through here and create ad sets. And then duplicate the ad and pop them in there. So, use existing campaign, this one ah, here. Well go away. Want that. So, so we've done a fans, we have done a website audience, we are going to do a lookalike audience, a video view audience, people that have viewed my video. I can't do a page engagement

audience because it won't let me create it, but I would do a page engagement audience and I would engage it back to probably actually for me I'd engage it back.

Usually you have to say 90 days, that'll be the responding ones. But, I would consider going back a year with my Marathon Girls just because that's, they're so passionate and we're optimizing for conversions. So, Facebook, so I'm gonna show up to people that are most likely to convert. So, I do fans, website, lookalike, video views, page engagement, and then I would do intraspace audience, and I'd do Australia in one campaign and then I'll do USA in another campaign. That's how our, what I'm, I'm doing right now. So, I'm gonna race through those like I said, if you want to stay on and watch this whole process you can. And then what I'm going to do after that otherwise it'd be in the members area, then what I'm gonna do after that is I'm going to duplicate the whole lot of those ads and those ad sets and I'm going to do in a website traffic ad as well, because I want to compare the sales for the conversion ad and compare the sales of the traffic ad to see which one works out the best. I have a strong suspicion that the traffic one will be better, but I haven't tested this for some time. So, and not to, sometime really really good to come up with those steps for you guys.

So, hope you don't mind, and like I said, either way you could either stay, you're confused now Brad. (laughs). Yeah, maybe I should mind neck this for you huh? But yeah. You'll be able to see it actually, you'll be able to see the finished result and it'll be much, so much easier. So just give me, give me, give me a, a second here to just race through this for you guys. Okay, so we've done fans, we've done website audience, I'm gonna do a lookalike audience. And I could, I could break down the website, no. I could break down the website audience, the lookalike audience to lookalike sales, lookalike of all sorts of other things, but I'm just gonna do lookalike audience of people that visited the shop.

So, run marathon training ... So, I'm using existing campaign, now I'm setting up the ad set. For conversion. The conversion event is, oh I don't have any placements. Takeoff audience didn't work. Daily budget for this one is 15 as well. I just want to track all the same sort of budget on them. This one's gonna be a lookalike. So, you'll lookalike of MarathonGirlShop Australia. I'm gonna put an age bracket in here. Conversion seven-day window. So that's 130,000 people that look like people have visited my shop. So, ad set. I'm going to create another ad set. This is going to be run marathon training, video views so people that have video viewed. Uh, yep. Create. Once I show you how this looks you'll, you will understand it more. Edit placements, takeoff audience need work.

Conversion. 10. This engagement audience that I set up, 10 seconds of video views, it's less than 20 right now, but it's probably building up. Let's see whether I could have got another one there that I've done at some stage. That's people who have engaged with the page. Oh here, this one here. So, everything else is good. This one here is going to be a page engagement, I can do the page engagement because I didn't set one up previously, it just might let now, so I'll do nothing training, page engagement. Create. Edit placement. Takeoff audience need work. Conversion is, so RMT, engage the last 365 days. Australia. Delete the ages here, because the people that have engaged with the page, everything else remains the same. So right now, all I'm doing is setting up the ad sets that I can go through and quickly duplicate one of those ads into all these ad sets, so that's what I'm doing. Just so that you know.

And I'm gonna do an intraspace one here. Now that is run the Gold Coast Marathon, so that's who I'm gonna target. People that like the page. In fact, I think Melbourne might be coming up in Sydney as well. Now Brisbane, Brisbane Melbourne are coming up, so let's do, you know I'll use age specific in this one. And females. And ... Helps when I spell Melbourne correctly doesn't it? That was months coming up. Hmm. Yep, input that in here. Right, this just for those two for now, just so I can show you get through this. And, all good in the hood there. So, we got what other audience did I want to show you that I would run these specific ads to based on all the other audiences we had, I think that was pretty much it. I could do an ad to friends of, with birthdays.

Let's try that one. Be a different type of ad though, so let's just stick with these for now and get through here, okay. Let's go back into my campaigns. Select that, go to ad sets. So, there's a different ad set sitting in that campaign now, so we got fans, website, lookalike, video views, interest based, uh sorry, engagement, and interest based. So, one, two, three, four, five, six, seven ad sets now. We grab the ad. And that shouldn't be full, yep, it is half. That one, and we're going to duplicate it into, now I've already got it in fans. Yep. Yep. Yeah. Got it into fans and next website. And create. Watch the magic happen, fingers crossed.

Karen's laughing in the background here. Here we go. Making sure I've got it going to the right, you read that just checking the ad, making sure it's all good. Got it going to the, ... So. Let's ... so that this can all run now. This will make sense in a second team, it will make sense in a second, okay? (laughs). I hope. (laughs). Okay. Now, we go into the campaign. We click the campaign here. By rights, here we go. Ad set, so this particular campaign, they should have website, fans, lookalike, interest, sorry, engagement, interest, and video views. And then all the ads should be the same ad in every single one of these. So okay, so I'd go through and check them but I'm not gonna do that on here. So that is one campaign and right now I'm testing out conversions, okay. Just to see how that's going to work. The next thing I would do is then set up a traffic ad, okay.

Now, or a different, so I got the half whatever, so I'll do an American based one as well in fact. The best way to do that would be to take this, and duplicate it. Create. USA. The issue with this now is that I'm going to have to go through, and again I won't do this on this, this particular one, but I'd have to go through and make sure that all of these were Australian. Now, it might let me do it like this, it might not. I sometimes, you can tick all of them and edit the whole lot. Sorry, make this into US targeting. But let's just see, so optimize for conversions.

So, it lets United States, but I'd have to change my lookalike here. Might let me do this. Let's go ... There we go. Lookalike over a marathon training um, so everything else should be, and then the intraspace one should be changed as well. I will do that separately. So, everything else remains the same. I could take all of these here, edit, so this is doing a bulk edit on the ads as well. It says mixed values, it shouldn't be. It should be the same. Change the image. Just taking a while, this is it team. This would have been easier to show you guys while doing a bracelet, wouldn't it? It's miles, 26 miles. Yeah, I can do that one. Some of it was a half marathon one, but, let's go to this page. Everything else remains the same.

So that just did a bulk of all of those, right. It would be really cool to go in and change the bulk of the name and change these all to kilometer but rather than again, rather than bore you with this, I will go through and do this later. But that's what I would just change all that, and we go in, I'll go review all those changes as well. So effectively I'm doing exactly the same, but I'm going to stop now because we're getting right out on time, and it's- it's a lot easier if I'm just concentrating on this. But what I'll do next week is I will show you exactly what this looks like. I'll show you now so far, but um, I'm gonna go through and set up all my different things and then we can have a look at the next week. But if I just go and tick that. So now I have two different campaigns, sorry.

Sorry. Two, one campaign, which is a conversion campaign, running two, I don't even know what I've done now. Let's go in and have a look. Now why you're confused Brad, so am I. All right, two different campaigns, here we go. I've got a campaign conversion for the USA, so that's selling full marathon USA tops. So, if I tick that, it looks like the six ad sets, which are the same as those other ad sets. I've got a website audience, I've got fans, I've got lookalike, interest, sorry, engagement interest and video views, and all the ads. So, ads to all the different audiences there. And I have the other campaign which is running to Australia. So that's what I've done. I'm going to do the traffic ones, but I'm going to do those and just show you guys because, unless you want to show me one, make show you

one traffic ad, it's just a bit of a slow process because it's hard to duplicate into a completely different campaign. I'd have to do them individually.

So, we still got you on. So, must be relatively interesting I guess. Love, love to have some, do we understand what I'm doing? How's that, first and foremost? This is why we do most of this for you guys, because it can get a little bit confusing. But I'm going back into ads manager to show you what it looks like in there. Kind of somewhat excellent, thanks team. So, here's what it looks like. I've got campaign one to the USA, campaign two to the Australian audience. They're both active. They've got those six, seven different audience uh, targeting in their same ad. Then I could go in here and um, let me set one up. I'm gonna go into power editor again. And I'm gonna split testing, in fact I'll do all three and show you next week. I'm gonna split test tracker, I'm gonna split test engagement, I'm gonna split test uh, conversions to see what one comes out the best in the end.

So, I'm gonna leave you, lobby I'm gonna leave you guys now and show you the results next week. Which I think will be a lot easier. For everyone involved, well yeah, I'll see you next week. I'll get the links you download a bit earlier now and take them and set it up now and then we'll go through the steps, what I'm looking at and hopefully lots and lots of sales from it as well. Thanks team, have a good uh, day. If you've got any questions, like I said, just make sure you go into base camp, let us know. I'll be chatting to you all next week. See ya.